



# **How can business skills training help health professionals deliver improved outcomes for patients?**

*[This is an anonymised case study report based on a series of workshops developed and delivered by the Excel Academy for one of our UK based pharmaceutical clients]*

# Business Skills Training for Cardiology

## Specialist Registrars

**Background:** Paul is an NHS Health Outcomes Manager. He works for Pharma Ltd., which is one of the NHS's *partners of choice* for developing and delivering initiatives that improve patient outcomes. Following changes to the NHS commissioning process, he saw the need for Cardiology Specialist Registrars (SpRs) to learn key business skills and used the Excel Academy to deliver the appropriate training.

**Objective:** “Health professionals in the modern NHS need strong business skills to secure financial support for health services that benefit patients,” says Paul. “However, the current curriculum for trainee doctors and consultants does not cover these essential skills. So we approached the Local Educational Training Boards (LETBs) in Wessex and Thames Valley and proposed they include high quality business skills training from the Excel Academy in their SpR curriculum.”

**Action:** Both LETBs agreed that such specialist skills would help future cardiology consultants deliver improved outcomes to patients and so accepted Paul’s proposal. In addition, they set aside protected time in the curriculum to ensure the Cardiology SpR candidates could complete the training. The Wessex candidates completed their training on 14 March and the Thames Valley candidates completed theirs on 14 June.

***“Insightful, enthusiastic, interactive – I was interested throughout – thank you.”***

*Candidate feedback*

**Outcomes:** “Both courses were extremely well received,” says Andy Waiton at Excel Academy. “The Wessex course received an overall evaluation of 88.6%, while the Thames Valley course scored 94.3%. This higher score reflects the fact that we used candidate feedback from the first course to improve the second.”

“The feedback from the first course was superb,” confirms Paul, “so using the learning to achieve a higher score on the second course was a fantastic achievement by Excel. We were particularly impressed by the trainers’ willingness to adapt the courses to meet the needs of individuals. The comments from the SpR candidates clearly show they appreciate the value of the skills they learnt, both in terms of meeting their consultancy practices’ business needs and delivering improved outcomes for their patients.”

***“The trainer was excellent at ensuring interaction throughout the day and integrating key concepts.”***

*Candidate feedback*

“This has strengthened our relationship with both the SpR candidates and the educational leads at the LETBs. We are now discussing with the educational leads how we can build on this success and develop further appropriate business training for SpRs. Furthermore,” concludes Paul, “positive PR generated by the courses has helped us raise awareness of the importance of high quality business skills to improving patient outcomes with other health professionals around the country.”

***“The business planning section was excellent.  
Now I feel a lot more comfortable with how to do it.”***

*Candidate feedback*



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