

### Testimonial

“Having worked with Lynne over many years and on a variety of comprehensive programmes she comes highly recommended. Lynne’s unique blend of instant rapport and engagement, maintaining strong professional relationships, with an immediate grasp of complex issues ensure she adds value to any Programme.

Lynne offers both analytical and intuitive diagnostics; she is able to seek swift and innovative alternative solutions should they be required. She always delivers on time.”

#### Shaping Health International

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### Background

The Department of Health’s overall purpose is to ensure better health and well-being, better care and better value for all by setting the strategic framework for audit social care, including influencing local authority spend on social care. They also take the lead internationally on some health issues for the UK.

Leading health and well-being for government includes working with the wider public sector, the third and private sectors on issues such as health protection lifestyle choices. Through their regional team and working with international partners, the Department integrates health and well-being with other government agendas at regional levels.

Entrusted Health’s objective was to work as a Commercial Partnership Manager within the Strategic Health Authority (SHA) providing commercial expertise promoting both Commercial Agency and SHA-led activities, ensuring that the NHS agenda is addressed from a commercial perspective.

### Our Role

- **Marketing** – To work with the SHA and Trusts to identify commercial opportunities. Building Knowledge of SHA activities/issues and sharing with parties able to assist resolution. Sharing Commercial Agency activities with SHA and Trusts. Extending any marketing intelligence within the Commercial Agency and the SHA
- **Commercial Strategy** - Development of a Commercial Strategy across the whole of the SHA in agreement with all stakeholders
- **Project Development** – To work with the SHA and Trusts to assist in delivery of existing initiatives to time, cost and quality (for both Commercial Agency and SHA led projects)
- **Commercial Advice** – To provide commercial expertise to the SHA
- **Procurement** – To provide guidance on best practice
- **NHS Development** – To Enhance skills set within the SHA through working in partnership

### Outcomes

- Delivery of commercial toolkit and strategy for SHA Region
- Delivering Equitable Access Programme for SHA Region
- Instigating Pharmaceutical Healthcare and Pharmaceutical Project for SHA Region
- Worked across a number of PCTs and Trusts and supported a variety of activities