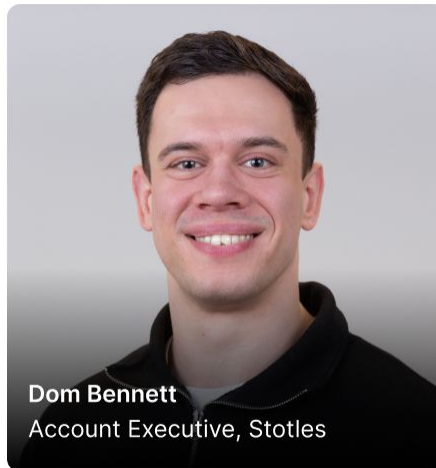
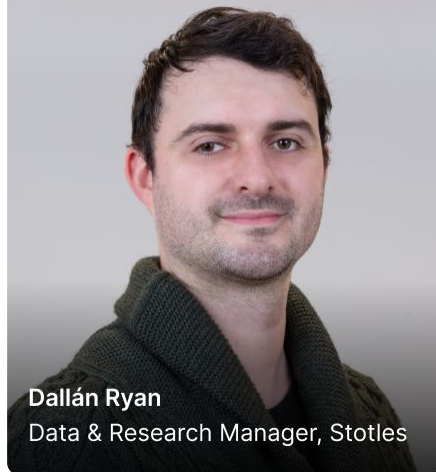


WEBINAR

Navigate NHS ICS funding: Leverage procurement trends, avoid mistakes and win more

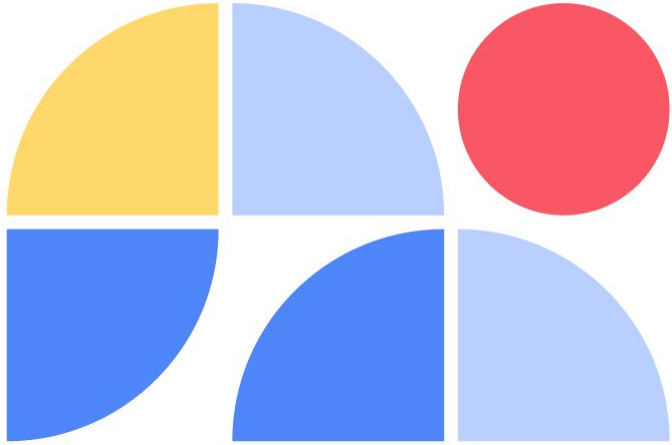
📅 10-11:30am, Tuesday 25th March 2025

📍 Zoom



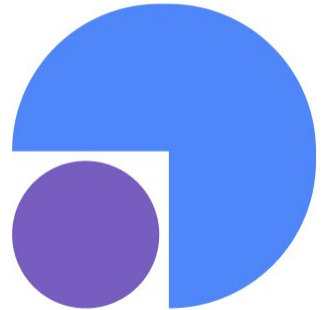
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The platform for
**doing business
with government**



Aims

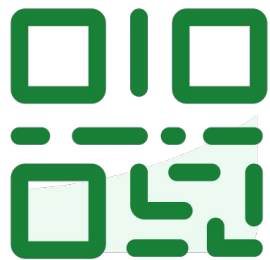
The aim of this session is to:

- ✓ Unravel the structure of the NHS, flow of funding and key procurement themes across the 42 ICSs.
- ✓ Provide concrete tactics for suppliers to approach the new NHS ICS budget with confidence.

Agenda

- **Introductions**
- **Section 1: NHS ICS Structure**
- **Section 2: Themes across the 42 ICSs**
- **Section 3: Supplier pitfalls and solutions**
- **Section 4: Concrete strategies to win**
- **Q&A**

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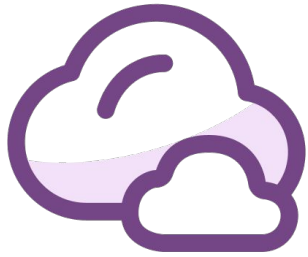
Join at slido.com
#3722250





What is your level of public sector experience?





What emoji best describes your understanding of the structure of the NHS?





01

Unravelling the NHS

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so far

A man in a dark blue suit and red tie stands behind a white podium, pointing his right index finger towards the right. A yellow speech bubble above his head contains the text "I abolish thee".

I abolish
thee

Interesting times! (an introduction)

- NHS E pre-abolished (Dec → 2y); DHSC merger and cuts too.
- ICBs to cut operating costs by 50% by December! **Impact!**
- Trusts to cut business roles. **Vague / TBC.**
- Many QUANGOs to go.

Political and unclear statements on a war on bureaucracy, red tape and gatekeeping.



Expectations

- Desperately needed NHS 10 year plan being written by DHSC due May.
- Political lead-up next month.
- More QUANGO abolishment.
- ICB response, and shifting role, will filter down over the coming months.

This is something many of you should monitor.

02

Themes across the 42 ICSs

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Key takeaways

Most important themes we'll focus on

- 💰 Follow the flow of funding
- ❓ What's being bought?
- 🗺️ Map your competitors
- 🛤️ Know the preferred route-to-market

Funding Flow

💰 ICBs received £127.2B

📈 40% of regions' budgets increased

★ Funding = opportunity

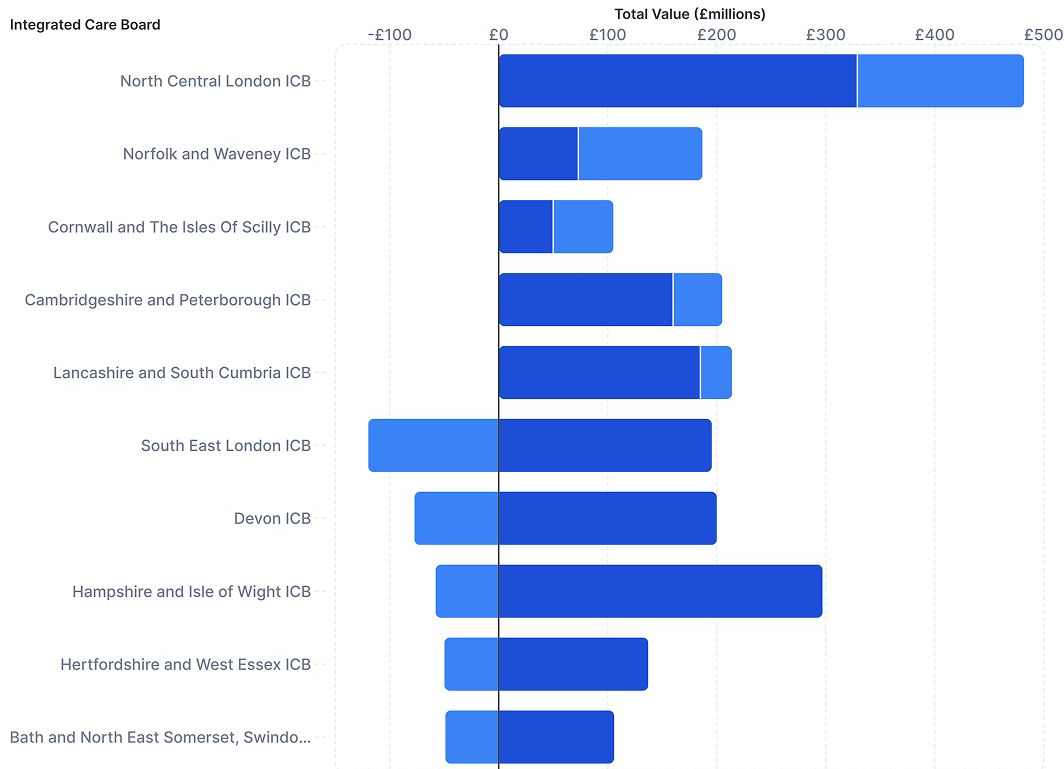
📉 Be aware of reductions

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Integrated Care Systems 2024/25 Allocations

Remaining Budget (£m)

Budget Change (£m)



What services are in demand?



Map your market

Be aware of your market's landscape

- 🏆 Know the winners of the ICS funding
- 💼 SME preference
- 🕵️ Monitor competitors

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Insight Direct



Softcat



CDW



Phoenix Software



BT



Stryker

CIVICA

Civica

Qualify an opportunity

 Explore partnership opportunities

Frameworks BETA						
<input type="text" value="Search by framework name"/>			<input type="button" value="Filters"/>			
1764 Results • Sorted by Suppliers • Filtered by Buyer type Framework stage Clear filters						
Framework & Provider	Framework type	Award type	Stage	Value	Suppliers	
G-Cloud 13 Crown Commercial Service	Framework	Other	Expired	£4.000B	5264 Suppliers 3 Lots	
Digital Outcomes 6 Crown Commercial Service	Framework	Other	Live	£813.0M	3151 Suppliers 3 Lots	
Care and support services Scotland Excel	Framework	--	Expired	£560.0M	969 Suppliers 0 Lots	
G-Cloud 12 Crown Commercial Service	Framework	Other	Expired		907 Suppliers 0 Lots	
Provision of Clinical and Healthcare Staffing NHS London Procurement Partnership	Framework	Competition & Direct	Expired	£3.200B	403 Suppliers 0 Lots	
National Framework for the Provision of Clinical and Health... Crown Commercial Service	Framework	Other	Live	£5.000B	360 Suppliers 6 Lots	
G-Cloud 11 Crown Commercial Service	Framework	Other	Expired		354 Suppliers 0 Lots	
Technology Products and Associated Services 2 Advanced Procurement for Universities and Colleges	Framework	Competition & Direct	Live	£12.00B	305 Suppliers 8 Lots	
Facilities Management Marketplace Crown Commercial Service	DPS	Other	Expired	£1.200B	292 Suppliers 0 Lots	
Residential Rehabilitation (Alcohol and Drugs) Services Nat... Scotland Excel	Framework	--	Awarded	£60.00M	9 Suppliers 1 Lot	

03

Supplier pitfalls & solutions

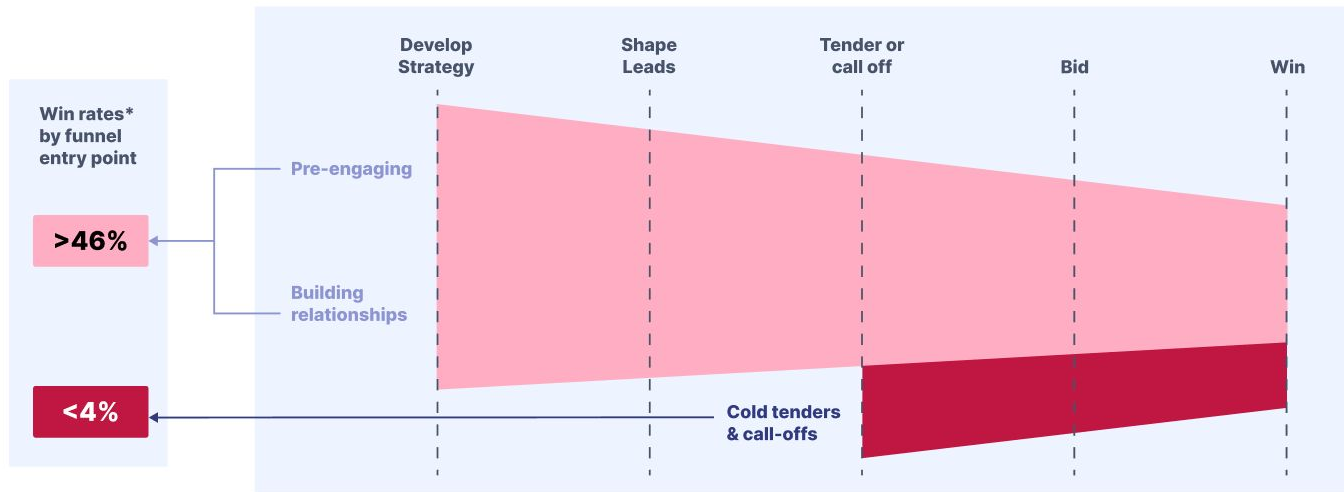
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Most common pitfalls

What are the most common pitfalls

- 🕒 Not knowing where to focus your time
- 🔍 Mis-qualifying opportunities
- 📞 Reactive sales process
- 🤖 Uncertainty about the right decision-maker

Why do you need a strong strategy to sell to the NHS



Identify

Qualify

Action

Identify early buying signals

to source for all information systems at all levels leads to a positive reinforcing spiral of quality improvement. When we are close to our data and manage and own it we become experts and can recognise quickly where deviations are occurring.

This infrastructure will only be effective if we can **embed the ownership of data**.

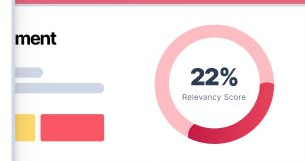
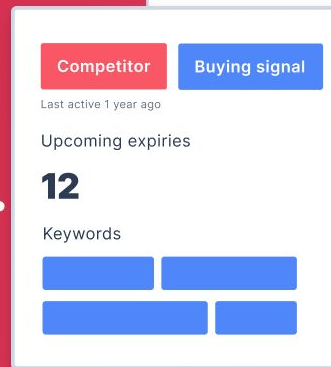
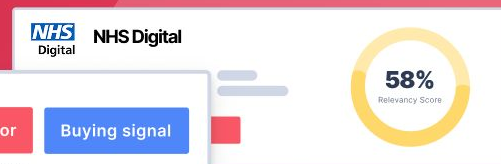
This starts with our approach to the electronic patient record for secondary mental health services (f2i) which supports two hundred teams across only sites. We understand that there is still significant work to do to ensure the clinical processes are clear and understood and so we will use our relationship with other organisations to make quick progress on standardising our services where it is clinically appropriate. Our Clinical Process Group, which will be chaired by our Chief Clinical Information Officer, is using an agile/matrix methodology to make rapid progress.

During the year, we will investigate and pilot the use of AI tooling within the NHS to understand how it can streamline our processes.

During the year, we will investigate and pilot the use of AI tooling within the NHS to understand how it can streamline our processes.

Buying signal - Strategy document

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Action

Automated patient records contract







Hide 

Page 10 of 10



22
awards



Tech Stack



Competitor

Deloitte.

Strategy Partner

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Identify

Qualify

Action

Time to action



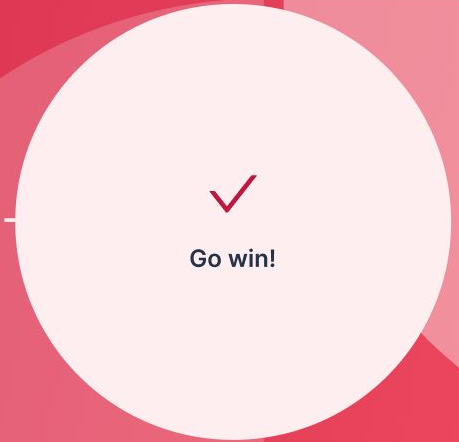
Identify lead



Qualify opportunity



Action



“Identified, qualified, now it’s time to action”

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Success in action



36%

increase in quarter on quarter
revenue

[Read case study](#)



88%

year on year growth, in public sector
sales

[Read case study](#)



361%

increase in pipeline over 12 months

[Read case study](#)

stotles.

Takeaway:

Identify, Qualify, Action

Right opportunity, right person, right time

- 💪 Leverage existing intelligence and NHS data to uncover early buying intent
- 📖 Understand strategic objectives, incumbent suppliers, and routes to market
- 📞 Proactively reach out to buyers and establish yourself as a trusted advisor

Here to help

Get a personalised “**Battle Pack**” with:



Relevant upcoming NHS contract expiries



Industry reports



Framework intelligence

Simply **book a follow-up meeting** with our team after the session to claim yours.



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04

Concrete strategies to win

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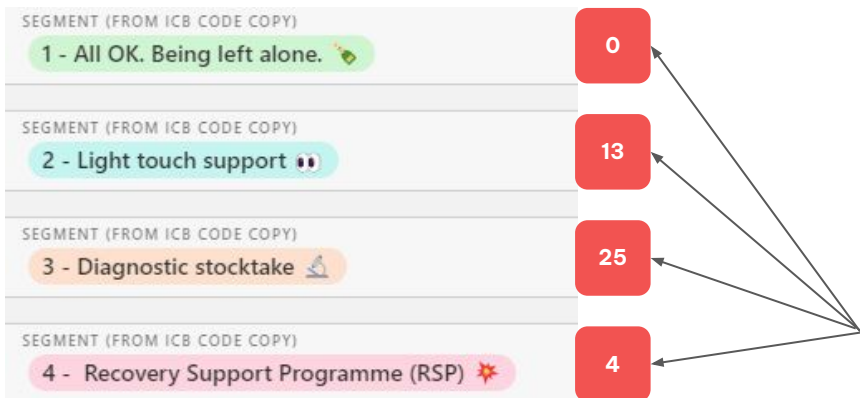
Strategic planning for a tight NHS landscape



AKA how to
understand and
not get broken
by a difficult
NHS!



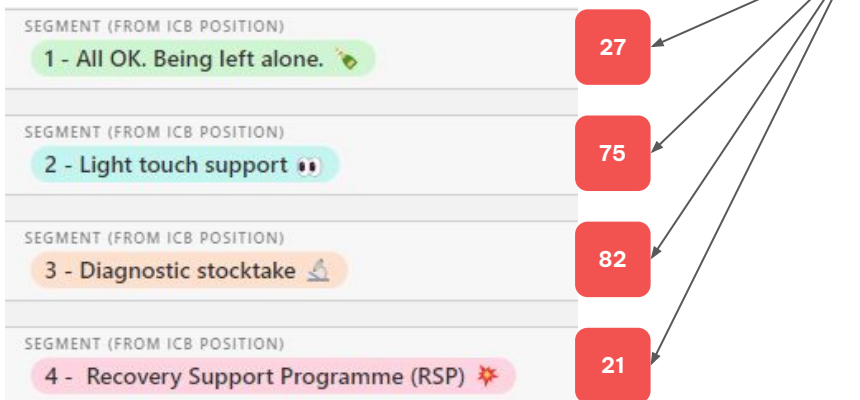
Systems



What is the landscape and what this means

1. The NHS is broke.
2. Many systems and trusts are savagely cutting spend. Incl. digital + core target work.
3. Huge number of **ICBs** currently with NHS E control measures.
4. **Trust** landscape is riddled with CIP.

Trusts



Plus

- Additional announcements to reduce ICB operating costs!
- Possible changes in how 'recovery support' happens.

ICBs

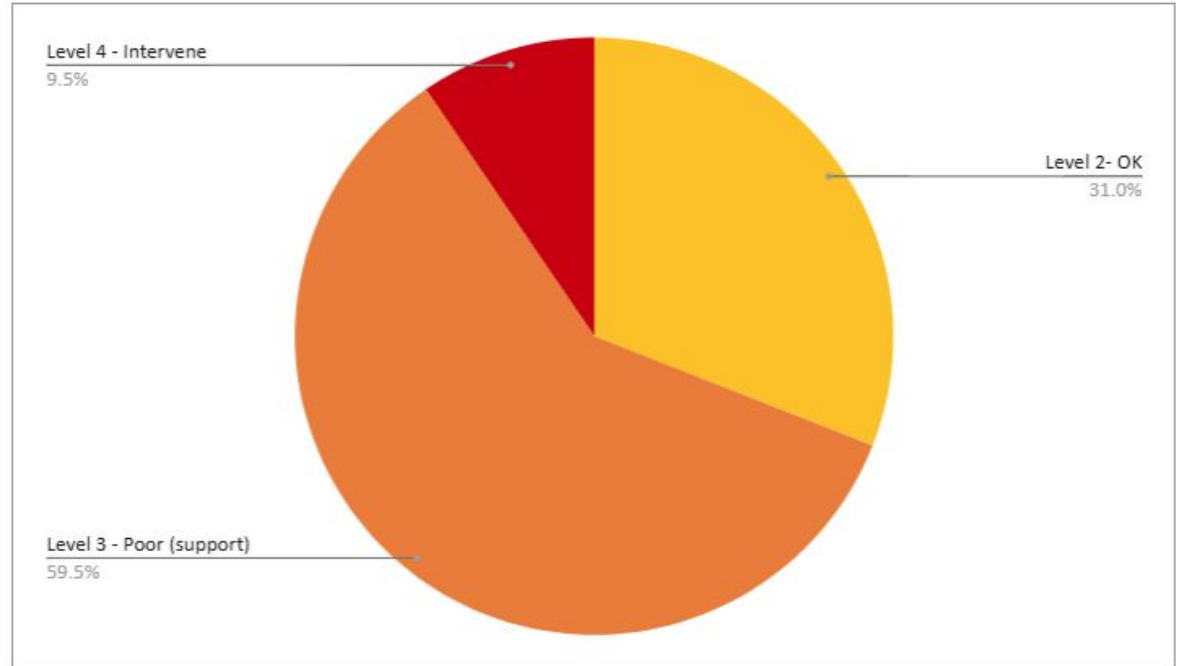
Highest Level (4)

Devon, Hampshire and the Isle of Wight, and Shropshire, Telford and Wrekin, and Lancashire (recent).

Behold the
ugly slide
yaaarrgggh



Level 1 - Great	0
Level 2- OK	13
Level 3 - Poor (support)	25
Level 4 - Intervene	4

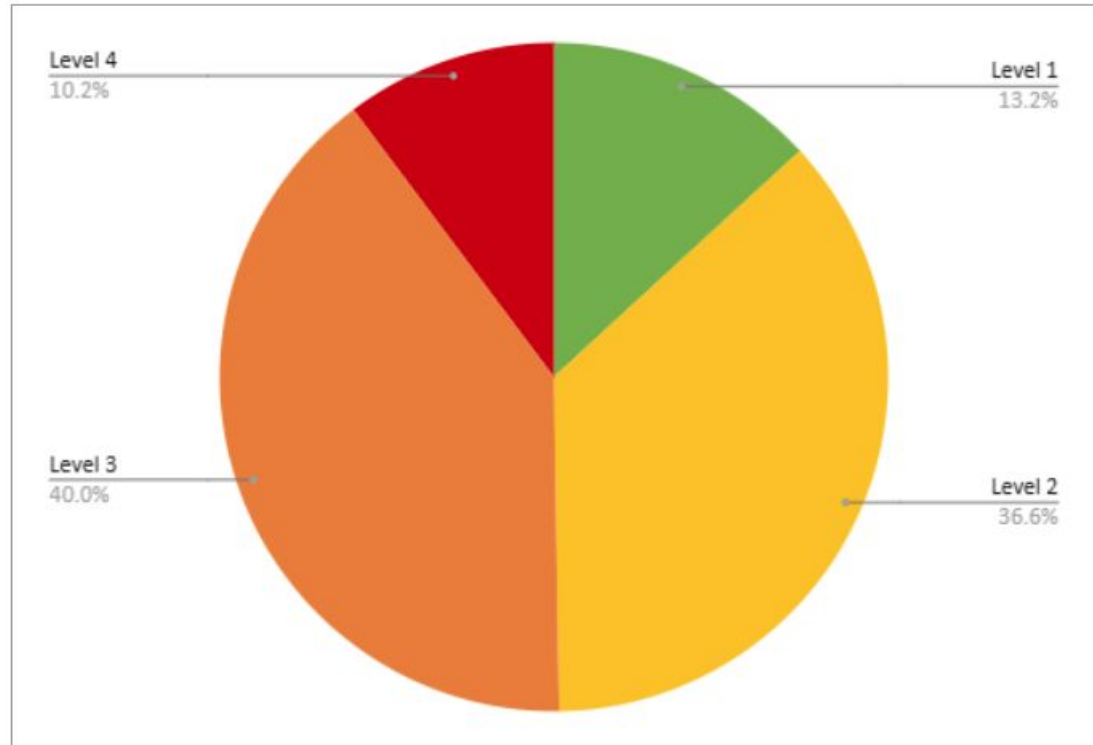


Trusts - Highest Level (4)

Blackpool Teaching Hospitals NHS FT;
East Kent Hospitals University NHS FT;
East Lancashire Hospitals NHS Trust;
Greater Manchester Mental Health NHS
FT; Hampshire and Isle of Wight
Healthcare NHS FT; Hampshire
Hospitals NHS FT; Isle of Wight NHS
Trust; King's College Hospital NHS FT;
Lancashire Teaching Hospitals NHS FT;
Medway NHS FT; Mid and South Essex
NHS FT; Nottingham University
Hospitals NHS Trust; Nottinghamshire
Healthcare NHS FT; Portsmouth
Hospitals University NHS Trust; Royal
Devon University Healthcare NHS FT;
Shrewsbury and Telford Hospital NHS
Trust; South Central Ambulance
Service NHS FT; South East Coast
Ambulance Service NHS FT; Torbay and
South Devon NHS FT; University
Hospital Southampton NHS FT;
University Hospitals of Leicester NHS
Trust; University Hospitals Plymouth
NHS Trust

Level 1	27
Level 2	75
Level 3	82
Level 4	21

<https://www.england.nhs.uk/publication/nhs-oversight-framework-segmentation/>





Knowing NHS factors matters

- Their financial position / targets
- The level of intervention
- Their role in the local system
- Most pressing matters (board mins)
- **New** Reshaping and cuts

This will shape where and how you approach, autonomy and financial routes

Understand → Intel

→ Segment = **WHO**
→ Personalise = **HOW**

So great intel will help you plan

WHO

- ... to approach
- ... will respond better to what narrative
- ... is viable

HOW

- ... to connect and empathise
- ... to help lead relevant thinking in a way that hits their biggest jobs, pains and gains
- ... to make the case in the most strategically relevant way



Having a solid market strategy has never been more important!

NHS England



So know thy changing
system, provider &
stakeholder!

Integrated
Care

Integrated Care
Partnerships

Integrated Care
Boards

o - - - - Primary - - - - Secondary - - - - Community (& MH) - - - - o

Primary Care
Networks

General practice

Community
pharmacy

Secondary care
(trusts)

Mental Health

Community
Health
Providers

* Not covering - VCFSE; Other Primary; Specialist; Women's and Children's, Palliative etc.

**Know who supports and who pays
AKA customer / market etc**



**Behold my
'buying
signals'**

**Micro
Macro
Milestone**



**Stotles help
identify this
early**

be helpful
do legwork

save them
time + work



The commercial landscape creates fast track routes

Tradeoff

I do something.
You do something.

Exchange.

Incentive

If this happens.
You get this back.

Reward.

Powerful NHS change story →

Clear relevant economics →

Assuring pragmatics →

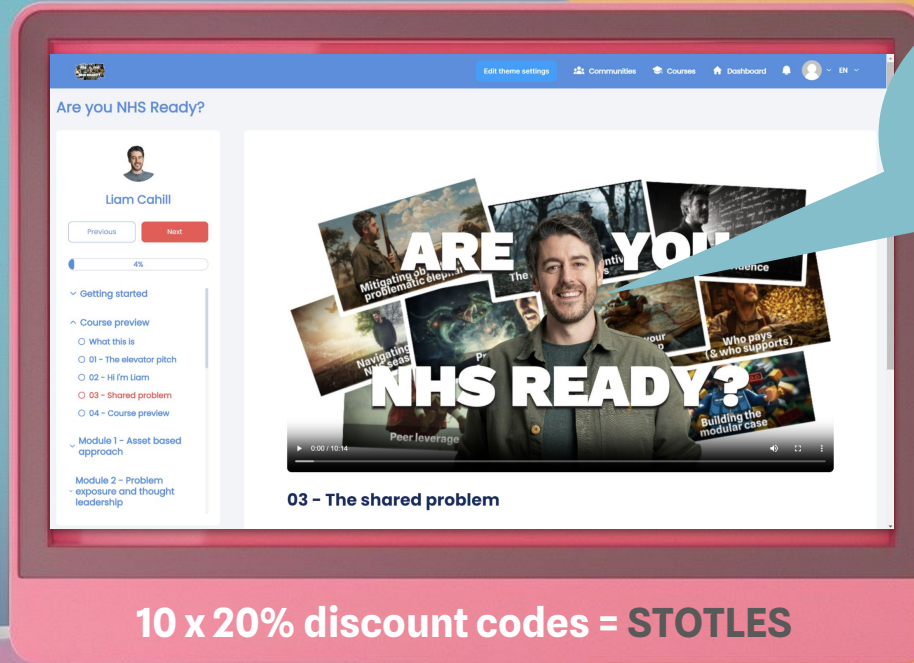
**Stunning
business case
template**

**{INSERT ICB
NAME HERE}**

**And other
helpful docs**

My NHS Ready course helps you do this

Combine this
with Stotles
and your on
fire 🔥



10 x 20% discount codes = STOTLES

8 hours of fun video (!)

Module 1/11 - Using assets to get ahead

Module 2 - How to convince them

Module 3 - Understand who pays

Module 4 - How to influence with peers

Module 5 - Help look / feel proven to them

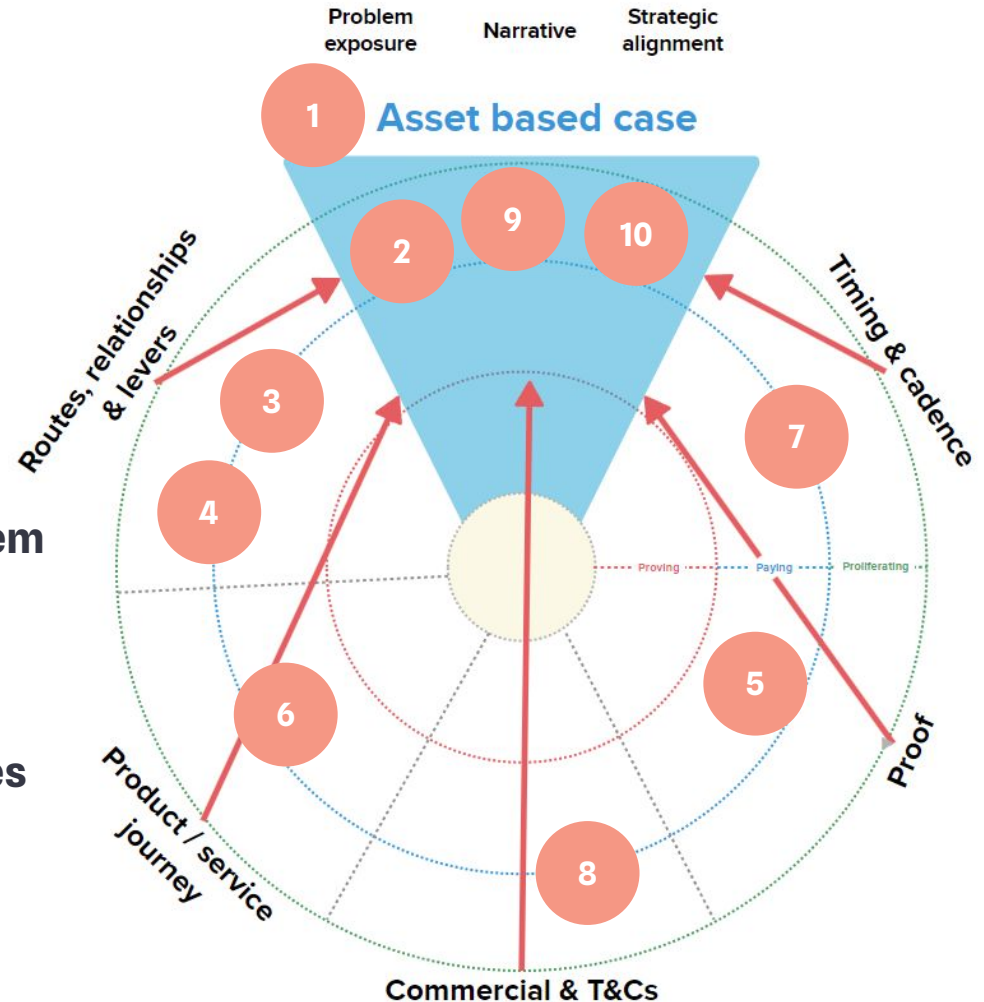
Module 6 - Structure your offering

Module 7 - Plan the perfect sales year

Module 8 - Commercial fast track routes

Module 9 - Objection handling

Module 10 - The (business) case





Audience Q&A



Presenting with animations, GIFs or speaker notes? Enable our [Chrome extension](#)

Final words

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Relevant upcoming NHS contract expiries



Industry reports



Framework intelligence

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