

Challenges in establishing or expanding an OPAT Service

The CEO View: What we need to hear?

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I'm not a Chief Executive....

We are here for you

Preparation

- What do you want to achieve?
- Size of organisation
- Current issues and pressures
- How can you help with these?



Audience & Allies

Is it really the Chief Executive?

- Divisional teams?
- Chief Operating Officer?

Get your business team on board....



The Seller

Are you credible?

- Have you got the energy and commitment to overcome the barriers?
- Will you 'own' finding the solutions?
- From what to where by when



The Pitch:

What's in it for Patients

- Focus for Chief Executives
- At the heart of what they want to hear
- Will this make a difference to patient's lives and experience of care?
- What do patients think?



The Pitch:

What's in it for the Trust

- What is the benefit to the Trust.
- Patient's needing fewer/ shorter stays in hospital means....
- How could that help the Trust with its other priorities?



The Pitch:

What's in it for the Health Community

- How can your proposal help the health community?
- What do GPs think?
- Why should they be interested?



The Barriers

Overcoming the problems

- Recycling the money
- If all else fails....a trial
- What are the risks



The Close

CEO: What can I do to help?

- Think carefully
- Where can your CEO make the most difference?
- What can others do?
- Letting them know how you get on