



CULTIVATING A QUALITY PIPELINE

LIBERA PARTNERS



“I’m in shock – 24 people have signed up for our workshop already!”

Miriam Lemar, Managing Director, Libera



The context: Libera survived the impacts of the pandemic however efforts had understandably focused on delivery and as consequence prospecting and the opportunity for new business shrunk. Libera are determined to continue adding value for General Practices, Primary Care Networks (PCN) and Clinical Commissioning Groups (CCG) by embracing technology and enabling new ways of working.

The requirement: Opportunities for networking and face-to-face engagements to make new contacts and secure referrals were limited. New ways needed to be found to create business opportunities. Following debate with Glued, Libera commissioned them to conduct a trial with email marketing to generate leads.

The outputs: Following initial email engagement using topical subjects with Libera's own database, the conclusion was to seek bought in data to increase the volume of opportunities. Libera and Glued sought quality GDPR sources and eventually Libera used their own source. Subsequent emails promoted workshops about preparation for visits from the Care Quality Commission. Resources were also provided for web pages, a lead magnet, social media posts and Eventbrite.

The results: 35 people registered for the first workshop after two emails and one LinkedIn post. The success of the first free webinar prompted Libera to set up another one on the same theme; this has attracted an additional 18 attendees with another month to go. . Libera have a growing and quality sales pipeline to cultivate and take them on to their next phase of growth.





This paper outlines a process to support practices and PCNs to select the appropriate total triage tool for their practices.

At the moment, I feel that decisions are primarily based on cost. Whilst this is clearly important, and as a management consultant, I would advise **taking the total cost of ownership** (up front costs but also running costs) into account, I would strongly suggest that you need to look at the **benefits** that accrue for all of the stakeholders. In this instance, the practice and it's patients. I would argue that this is a good opportunity to change how you deliver your service with a view to making life easier all around.

Best wishes,

Miriam Lemar



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Preparing for CQC Inspection during COVID Virtual Workshop

18 March
2021
12.30-1.30pm



Digital Triage Tools : a workshop to guide you through selection

Join Miriam Lemar and colleagues from other practices to discuss the optimum approach to selecting a Digital Triage Tool

Choosing a Digital Triage Tool Virtual Workshop
Wednesday, January 20th, 7.20-8.00am

Book now via Eventbrite

Triage tools, if not now – when?

Thanks to COVID primary care have had to pivot their service model at pace, accelerating the move to remote consultation and digital. That's been fine for 'early adopters', who seamlessly adjusted using technology which they had already invested in.

Given the time pressures, many practices have taken advantage of the technology supplied through their CCGs some of which are not providing anticipated benefits. So let's imagine for a moment that you have the headspace and time to properly consider a digital total triage tool.

Where to start? How to make the right choice? Where does cost feature?

Thankfully there is an assured process you can follow. From years of supporting a variety of organisations through the selection, testing and implementation of systems, Libera has developed an objective and purposeful approach. The methodology takes into account your objectives, the specific needs of the practice, your people, and your patients.



Engage with your customers and prospects with effective Email Marketing

The benefits of Glued Email Marketing

- Boost and Re-fill your sales funnel for growth
- Identify new prospects with our GDPR compliant profiling service
- Increase awareness of your brand and services
- Increase leads
- Cross sell products and services
- Alter perceptions of your brand
- Build relationships by staying in touch
- Trackable: see who opens and clicks meaning a cold call can become a warm conversation
- Easy for your prospects and customers to unsubscribe at any time
- Easy to integrate and automate into other systems
- We use popular Email Marketing platforms such as Mailchimp, Campaign Monitor, SendInBlue and HubSpot

Contact **Rob Harrision** to find out more how Glued Email marketing can grow your sales pipeline

07787 557 197

www.gluedlimited.co.uk/email-marketing

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Glued is a branding and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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