

CULTIVATING A QUALITY PIPELINE LIBERA PARTNERS



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

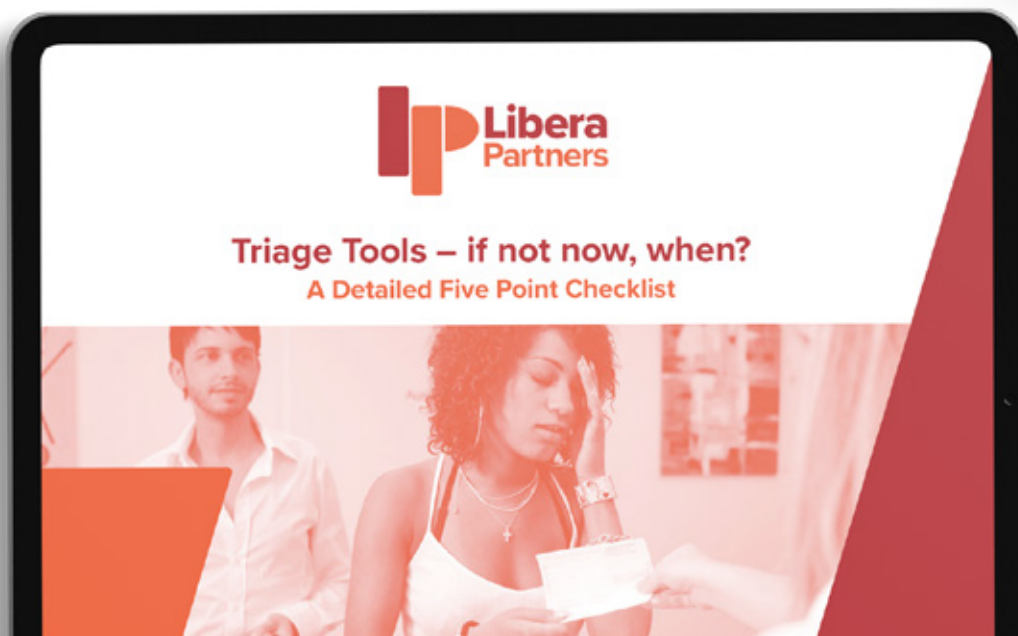
Miriam Lemar, Managing Director, Libera

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, 7.30-9.00am

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.

ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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