



## Personal Profile & Qualifications

### Key Experience

- ① Developing and commissioning new services
- ① Strategic development and business planning
- ① Marketing and business reviews
- ① Review and development of private patient services
- ① Corporate risk and governance
- ① Patient and public engagement

### Qualifications & Personal Development

- ① Postgraduate Diploma in Marketing from the Chartered Institute of Marketing.

**Location:** West Midlands

### Professional Profile

Liz is a highly skilled marketing and communications professional with a wealth of experience in the independent and public healthcare sectors including the NHS. Liz extended her organisational and governance skills with six years at Board level as a Non-executive director of Burton Hospitals NHS Foundation Trust (2009 to 2015) and in 2011 was appointed Deputy Chair and Senior Independent Director for the Trust.

Liz has 20 years' experience in consultancy and has worked with a wide variety of both UK and international clients including major NHS trusts, NHS private patient units and independent healthcare providers.

Liz is an integral part of the In-Form Solutions team and has supported with a strategic management and planning of both commercial and NHS private patient units. Additionally Liz has supported a number of organisations with their strategic marketing and communications.

### Career History:

#### Feb 2013 – June 2013 Birmingham Law Centre – *Chair*

- ① Chair of the Birmingham Law Centre
- ① Strategic business development and corporate governance.

#### April 2009 – March 2015 Burton Hospitals NHS Foundation Trust – *Non-executive director*

- ① Appointed Deputy Chair and Senior Independent Director in 2011.
- ① Chair the Remuneration Committee and the Board sustainability lead.
- ① Non-executive lead for safeguarding (adults and children), dementia and for Freedom of Information appeals.



- ① Chair senior medical staff recruitment interview panels as well as disciplinary appeal panels.
- ① Developing the future strategy for Burton Hospitals (including two community hospitals in Lichfield and Tamworth).

### November 1995 to present healthcare consultancy

- ① Market research
- ① Marketing strategy and planning
- ① Marketing communications and engagement
- ① Business development and commercial assessment
- ① UK and international markets for private healthcare

### Other roles

- ① Past Chair of the Chartered Institute of Marketing (CIM) Healthcare Industry Group and Chair of CIM National Market Interest Group Board.
- ① Associate Member of The Royal Society of Medicine

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## Assignments Undertaken

### Health Service Executive (HSE) – Individual Health Identifier (IHI) – Dublin (Republic of Ireland)

- ① Designed and wrote a Communications Plan for implementing the new HSE Number for patients across Ireland 2015

### Mid Essex Hospital Services NHS Trust – Chelmsford

- ① Undertook a benchmarking review of the hospital services and deep dived into specific areas including Corporate Services & Long Term Care – 2011/12.
- ① Undertook a review of the Private Patient Unit and developed internal management controls, new tariff and marketing structure. This involved the formulation of new pricing structure, negotiating contracts with private insurance companies. 2014/15

### Princess Alexandra Hospital NHS Trust Harlow

- ① Strategic review of private patient services including options for future development and market assessment - 2014

### Guy's & St Thomas's NHS Foundation Trust

- ① Strategic review including opportunities for development of specialist services for private patients (2014/15)

### The Royal Free Hospital NHS Foundation Trust

- ① Commercial due diligence to evaluate the commercial potential to “turnaround” their existing PPU and to invest in additional infrastructure to support an expansion of private practice within The Trust. Evaluation and support for business plan for mixed PP and NHS step down/rehab facility.



### Western Sussex NHS Hospitals Foundation Trust

- ① Assessment of commercial viability of their three existing PPUs and development and implementation of a strategy to grow their private practice business.

### Birmingham Women's Hospital NHS Foundation Trust

- ① Assessment of likely demand for private patients within gynaecology and maternity services assuming no further direct investment in estate services within the Trust. Assessment of level of likely demand for gynaecology and maternity private patient services assuming a significantly enhanced level of hotel services in a separate estate from NHS patients. Advice on appropriate direct marketing techniques for the private patient market to enable the Trust to maximize its income. Benchmarking of prices for key services within local and national setting.

### The Royal Orthopaedic Hospital NHS Foundation Trust

- ① Advice and support for development of private patient services and dedicated PPU.
- ① Support for 5-year strategic development programme.
- ① Providing on going Marketing and communications support including support for the patient experience team.

### The Royal National Orthopaedic Hospital NHS Trust

- ① Marketing and business planning for development of private patient services

### Intuition Communication Limited

- ① Development of keynote reports on the UK self-pay market and UK cosmetic surgery market including price and service comparisons.

### One Healthcare Partners Limited

- ① Marketing and business development support for the establishment of private hospitals in the UK.

### The NHS Institute for Innovation and Improvement

- ① Support for marketing and communications team responsible for marketing planning, production of marketing and communications material; planning and support for marketing and promotional events. The team made particular use of my NHS experience to help them tailor their approach to NHS front line teams.

### The Foundation Trust Network (part of NHS Providers)

- ① Supported work on the FTN communications strategy in an advisory capacity facilitating exchange of ideas and best practice through the development of case studies and networking.

### Healthcall Optical Services Limited

- ① Strategic marketing and business advice, marketing planning and campaign support.



### Integrated Neurocare, (London & Sheffield)

- ① Marketing and business development support. Responsible for the development of provision of learning disability and neurodevelopmental services to the NHS.

### States of Jersey Health & Social Services

- ① Review of private patient service
- ① Evaluation of future private patient opportunities including marketing strategy and marketing planning
- ① Development of new pricing structures and contracts with private medical insurers
- ① Operational advice and support for private patient service
- ① Support for delivering marketing and communication priorities

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- ① Research and analysis of key markets including the UK self-pay market, cosmetic surgery and NHS PPU's
- ① Authoring keynote reports
- ① Consultancy assignments with leading UK and international healthcare providers
- ① Contributor and regular speaker at conferences