

Developing Business Propositions

Health Protection Agency create added value solutions

Situation

The Health Protection Agency (HPA) is an independent body that protects the health and well-being of the population. The Agency is financed by the Department of Health and devolved authorities and plays a critical role in protecting people from infectious diseases and in preventing harm when hazards involving chemicals, poisons or radiation occur. The HPA also prepare for new and emerging threats, such as a bio-terrorist attack or virulent new strain of disease.

A growing and significant proportion of the HPA income comes from commercial activity. This is also supported by the HPA Strategic Goals which includes 'To build on and develop the intellectual assets of the organisation in partnership with industry and other customers in order to better protect the public.'

Objectives

HPA asked the H-I Network to use their membership tailored programme to learn from the H-I experience of developing new business opportunities and venturing. The objective was to bring an external perspective and proven approach to the HPA Centre for Infections team. The deliverable was to provide a prioritised list of business opportunities in the division, detail a number of the key opportunities and recommend an approach to the HPA business development team.

Approach

H-I Network approach involved a number of tried and tested approaches to business development;

- The HPA strategic context for its commercial opportunities was developed using H-I Network's 5 P's of Strategic Innovation with the business development manager responsible for the Centre for Infections
- Prioritisation of the business ideas identified by the HPA team was achieved by using the 'Traffic Light' system which has been researched and tested by the H-I Network
- The approach to achieving commercial value through improved pricing processes, identifying new markets, creating new businesses and future visionary opportunities was identified
- Meetings with key staff at HPA provided them with business skills and a structured approach to developing their ideas

Results

The H-I Network programme provided a prioritised list of significant business idea opportunities and an approach which will achieve buy in from the staff and executive teams.

"The H-I Network provides a unique perspective on the corporate venturing approach in the HPA"
David Rhodes, HPA Business Development Director

"The H-I processes and approach added considerable value to business development opportunities at the Centre for Infections"
David Conway, Business Development Manager at the Centre for Infections



H-I Network, 32 Duke Street, St James's, London SW1Y 6DF
Tel: +44 (0)20 7747 2100 Fax: +44 (0)20 7747 7801 Email: www.h-i.com

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