

Your 10 point checklist for a winning business case



1. Identify your decision-makers and influencers

From the Chief Finance Officer to Chief Nurse and from Non-Executive Directors to the IT department, all are a link in the decision-making chain



2. Consider all potential beneficiaries of the solution

The benefits of technology reach far beyond the everyday user. Cast the net widely to encourage faster adoption of new technology, accelerate the benefits and boost ROI.



3. Understand what everyone wants but don't throw the kitchen sink into the mix

Put yourself in the shoes of key decision-makers to understand their buying processes but don't try and please everyone. Stay focused on the central benefits for patients/residents, patient safety, and general quality improvement



4. Engage with the right people at the right time

From Matrons and Quality Assurance to the ultimate decision-makers, timing is everything. Ask a person of influence to broker important negotiations and ensure the business case comes as no surprise to the senior stakeholders.



5. Make objectives clear and realistic

'What is the solution?' and 'what are you trying to achieve with it?' Set expectations and ensure goals and associated time-lines are realistic.

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6. Write a punchy executive summary

Building an effective business case is rather like scripting an elevator pitch – in other words, get your message across in 60 seconds! A good executive summary provides all the key information decision-makers need to know in the first few paragraphs.



7. Highlight real-life technology benefits

Quantify quick wins. For example, show how many hours were saved through digital auditing and how those extra hours were able to treat more patients during the COVID-19 health crisis. Real world feedback works best, speak to users!



8. Don't go it alone

Don't be afraid to ask for assistance. Financial directors are excellent sources of information while procurement can help navigate your way around the G-Cloud Government Digital Marketplace.



9. Play Devil's Advocate

Highlight the risk of the 'do nothing' option in your business case. A lack of real-time data to highlight areas for quality improvement, impacts the confidence the board has of quality assurance and patient safety.



10. Be creative

Think outside the box when looking for solutions for funding new technology or other income-generating opportunities. Most senior stakeholders will embrace new thinking if done well.