



Case Study

Multi £ million tender wins for NHS provider

careUK



when it's less
urgent than 999

Care UK is the largest independent provider of National Health Service (NHS) care services in the country, delivering over 50 different health and care services. We worked with Care UK on several opportunities during a very intense period, winning over £30m of new business in four months.

The evolution of the NHS in recent years created unprecedented new opportunities for Care UK, including a new national patient telephone service – NHS 111.

Care UK wished to take advantage of as many of the emerging NHS opportunities as possible to the best of their ability, but faced a huge workload. Having worked with Care UK for several years, we were contacted and asked to work on several bids simultaneously. Our value add included:

- Tender project management
- Bid process adherence
- Authoring key sections of the tenders
- Helping the Care UK team prepare for their shortlisting meetings
- Developing the presentations for the key final shortlisting meetings



In six weeks we helped grow Care UK's funnel by £65m, £31m of which became closed business within just four months.


Care UK's Director noted that The Winning Proposal "recently helped us with five bids, three of which were for a new service - NHS 111."


Helping us win over £30m for a brand new service and within such a short timescale was a fantastic achievement.



Strategy & Marketing Director, Care UK

 The Winning Proposal, Quantum, 10 Temple Back, Bristol, BS1 6FL, England, UK

 +44 (0)117 230 1963

 hello@thewinningproposal.com

 thewinningproposal.com

