



## Case Study

### Leading independent healthcare provider

Harmoni was the fastest-growing independent sector provider of healthcare services to the English NHS (National Health Service) prior to acquisition. Specialising in the provision of urgent primary care services, Harmoni cares for over ten million patients in England. We have helped fuel Harmoni's spectacular growth.



Specialising in the provision of urgent primary care services, Harmoni cares for over ten million patients in England. Harmoni's new business team is one of the most successful in the healthcare business.



We have worked with Duncan Cranmer [of The Winning Proposal] for several years.

In just a decade Harmoni's annual turnover increased from £4 million to over £100 million – a huge increase by anyone's standards!

We have been involved in a number of important projects at Harmoni during this time contributing to their successful growth, including:


- Development of proposals and tenders
- Creation of sales presentations
- Streamlining of sales systems
- Process re-definition
- Sales and business strategy


He has had a major impact on the quality of the proposals submitted to NHS clients and our final presentations, as well as helping define and improve our internal systems and processes.


Duncan has made a very positive impact on our win rate and our successes to date.



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