Call for Collaboration Tips

This document offers a quick guide and some thinking points for you to develop your own Call for Collaboration as part of PrescQIPPs simple ‘PREPs before the STEPS’ process. For more information on the suggested preparation for your call for collaboration, and also some examples and other templates please visit: <http://www.prescqipp.info/preparing-for-joint-working-toolkit/viewcategory/205-preparing-for-joint-working-toolkit>

Remember, each project and call will require different information and there is no one-size fits all approach, but the key elements you’d want to include are:

1. A clear concise vision statement – a really useful exercise to set goals
2. Introduction, including
   1. Background to the problem – what does the problem look like – loads of at-risk patients? Hospital episodes? Spiralling costs? Try to define this as best possible.
   2. Where you would like to be, or what you’d specifically like to improve? Try not to be too didactic about exactly what you want – joint working should address an issue not impose a project.
   3. Who is involved and leading within the project team? Have you taken this to your CCG/CSU exec? Do you have a sign off or agreement that:
      1. This is in line with strategic objectives?
      2. There is support for jointly working with industry?
3. Timescales (roadmap) for the project, including:
   1. Next steps – e.g. when you’d like to receive expressions? Or receive proposals/ideas? Do you have a date for an idea generation meeting?
   2. Longer term – how long you’re looking to deliver, and over what period. And perhaps an end date if you’re looking to achieve something by a specific period (e.g. year end).
4. Expectations for prospective partners – are there specific conditions you need to consider that companies need to know? Some examples could include:
   1. You may wish to only work with one company on the final project (s)
   2. You expect this to be a joint working agreement (as opposed to MEGS, Secondments or ‘collaborative working’) and that you are looking to follow the ABPI 7 Steps.
   3. You expect them to have obtained a degree of senior support before expressing their interest.
   4. Idea generation may involve multiple companies, and you’d like frank and honest discussion.
   5. What elements are set in stone at your end (e.g. timescale requirements or amount of resource – human or financial – you can contribute)
5. Benefits for the pharmaceutical industry – how companies can really benefit from this project – here are some examples:
   1. Willingness to publicly promote successes jointly?
   2. Provision and sharing of outcomes data?
   3. Identification of patients?
   4. Because you’re really, genuinely prepared for joint working, and see the value that they can bring to the table?
   5. Intelligence and understanding?
   6. Access and influence over decisions in certain areas?
6. Next steps – what the company should do next (in line with roadmap above)
   1. If you’d already covered this in detail just provide a summary of key elements

Some example Titles can be found below:

[TITLE]

Project Vision, Introduction and Challenge

Timescales for Joint Working

Benefits for the pharmaceutical industry

Expectations for prospective partners

Next Steps

So what next? Now you have lovingly crafted your call for collaboration it’s time to get the message out there – the ABPI, EMIG and ABHI are happy to spread the word, as is PrescQIPP. So please refer to PREP 4 in the toolkit for your best contacts to get the word out.

And good luck!