



The voice of technology
enabled care



Quality · Safety · Innovation

Case study guidance

If you have a story to tell about results or outcomes generated by your product or service then we want to hear from you. Please use the guidelines below and write your story with the commissioner or decision maker in mind.

What's your headline:

Try to include the key outcome achieved in the headline but keep it short.

Hint: Commissioners and other TEC purchasers may not read beyond the headline unless it draws them in.

Give some background:

- What was the issue/challenge?
- What were you trying to achieve or solve? Provide information on your aims and objectives.
- Include information on demographics of your audience and why they chose you.
- Mention the different people involved, service users and any organisations/partners

The process and outcomes/impact:

- Provide some information on how the commissioning and procurement process worked Mention
- your service/product and what the requirements were
- Got any statistics? Evidence?
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How did your product/service work:

- What was the end product/service
- How was the product/service utilised with both staff and users
- Did it meet the requirements of the service/product user and did it help overcome their challenges

What were the results:

- Use figures to show how the product/service has helped
- What savings have been made as a result? (figures required)
- What was the outcome of this service? (for the commissioner, for the service user, for the organisation?)
- Will you be supporting them/working with them in other areas?

What they said:

- Provide some testimonials from those involved in the product/service. (this can be the user and commissioners/ professionals working with you)

Want to know more:

- Where can people find more information on your product/service
- What is the best contact information