



## GEN49 Promote the development of health care services in the local area

### OVERVIEW

This standard is about encouraging the development of new or additional health care services in the local area. The need for new or additional services may be identified through the local population needs assessment, as a result of positive or negative outcomes of existing services, or in response to innovative ideas and approaches to health care issues. Users of this standard will need to ensure that practice reflects up to date information and policies. Version No 1

### KNOWLEDGE AND UNDERSTANDING

You will need to know and understand:

- 1.the opportunities that may arise to communicate strategies and plans to interested parties, and how to take advantage of these
- 2.how to communicate effectively with a variety of audiences
- 3.sources of funding for health care services
- 4.how to prepare bids for funding in the format and within the timescales required by funders
- 5.the importance of providing opportunities for people to recommend innovative approaches, and how to do so
- 6.the key stakeholders and partner agencies in the local area
- 7.local needs assessments and priorities, health care strategies and plans
- 8.the different needs of individuals relevant to your area of practice, and their implications for the provision of services
- 9.the range of health care services available in your area of practice
- 10.the importance of specifying how plans will be monitored and evaluated, and how to do so
- 11.monitoring processes and evaluation criteria appropriate to innovative and developmental plans
- 12.how to develop plans that specify who will do what, when and how much it will cost
- 13.national policies and priorities relevant to your area of practice
- 14.the outcomes of health care services, and how to evaluate these
- 15.recognised good practice in commissioning and developing health care services
- 16.the importance of specifying and providing support for innovative development

## PERFORMANCE CRITERIA

You must be able to do the following:

1. identify gaps in meeting the local population's current and likely future needs for health care services
2. identify, from the outcomes of existing health care services, how they could be improved or further developed
3. provide opportunities for key stakeholders to recommend innovative approaches to delivering health care services
4. take into account policies and local priorities when recommending new or additional services
5. agree with partner agencies the range of new or additional health care services to be developed
6. develop plans which are capable of developing the range of new or additional health care services agreed
7. ensure your plans identify who will do what, when and how much money and other resources have been budgeted
8. ensure your plans strike a justifiable balance between innovation and accepted practice in the commissioning of health care services
9. ensure your plans specify the support to be provided to those developing the services
10. ensure your plans specify monitoring processes and evaluation criteria that are appropriate to their innovative and developmental nature
11. identify suitable sources for the funds required for new or additional health care services
12. prepare bids for funding in the format and within the timescales specified by funders
13. agree your plans with partner agencies
14. communicate clearly to those involved what is required of them
15. communicate your plans to all those affected by them

## ADDITIONAL INFORMATION

This National Occupational Standard was developed by Skills for Health. This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004): Dimension: Core 4 Service Improvement. This standard has replaced DANOS CA3.