



# Best Business Impact

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## Winning Entry:

To be, or not to be? Assessing the potential uptake of psychiatric intensive care training courses for junior doctors and nurses



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### Entrants' short summary

Setting up academic courses for healthcare professionals requires considerable expense and outlay of resources. When designing a new course on best practice in psychiatric intensive care, how do you know if healthcare professionals will actually want to enrol?

From a business perspective, is it a viable idea?

Research was required to assess the demand for such a course, the key target markets and potential size of uptake.

Research conducted amongst junior doctors and mental health nurses provided robust, clear conclusions on the likely uptake of the course, which enabled quick, clear, cost-effective decisions to be made about the course's future.

### What the Judges said:

"The beauty of this submission was the **very clear impact** that Business Intelligence had on the decision. The approach was **carefully constructed** to illicit the information needed to **inform the business decision** and King's College were given **solid recommendations** which they were able to implement immediately."