

Case for Direct Award to the Healthcare Financial Management Association (HFMA)

Health Education England [HEE] believe that HFMA is the only organisation capable of providing support such as to meet specific requirements of the Digital Readiness programme to develop a programme of work to increase awareness amongst NHS finance that digital healthcare technologies are not just the domain of clinicians, and to enable finance staff to take an active role in supporting the use of digital technology to transform services and drive efficiency. Specifically through:

- raising awareness of the digital transformation agenda
- learning and development
- community and networking.

HEE believes that it is highly unlikely for any other supplier to be able to provide the following skills/tools provided by HFMA as a current supplier for the following reasons:

- The HFMA is the professional body for finance staff in healthcare. For over 70 years, it has provided independent and objective advice to its members and the wider healthcare community. It is a charitable organisation that promotes best practice and innovation in financial management and governance across the UK health economy through its local and national networks.
- The HFMA has over 16,000 members working in the health sector, the majority of whom are in finance roles.
- The HFMA has members in every NHS organisation in England.
- The HFMA is the biggest provider of healthcare finance and business CPD, education and training in the UK. The HFMA has been accredited as a continuing professional development (CPD) provider by the CPD Standards Office (registered provider number: 50137) and all its conferences, webinars, publications and educational materials are CPD accredited.
- The HFMA has significant experience in developing online training materials, for example it has produced over 70 bitesize courses for learners from all disciplines. A number of the bitesize guided learning courses are held on the electronic staff record (ESR) as well as HEE's own learning platform.
- For its Bitesize courses the HFMA has already developed overarching standards and an assessment and registration process and if another organisation was set up to do this it would have to duplicate the work already done by HFMA and at considerable additional cost.
- While there are other organisations that focus on either health or finance, the HFMA is the only organisation solely focused on healthcare finance. HFMA's

reach covers all sectors of the NHS and its members have a range of accountancy qualifications.

The duration of the direct award is 1 year, included within the contract and contract price is unlimited licenses for online self-study.

In the event that HFMA are unable to provide dedicated services, there will be a detrimental impact on HEE service delivery for a number of reasons:

- Significant delay to the delivery of projects where HFMA is the only supplier, due to their positioning within the community and expertise. This will result in the loss of important information which could contribute to improving both education and training and quality of care now and in the future.
- NHS organisations are being met by increased pressure to increase their workforces digital capabilities and competencies, without the support of HFMA in the healthcare finance field, a large gap in the NHS workforce will not be brought into the digital first world in line with other areas of the NHS workforce.
- Stakeholder engagement will be adversely impacted if HEE are unable to utilise the contacts and networks owned and facilitated by HFMA uniquely.

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