Successful Submissions

The end point, not the beginning!

Essential Components

- Strategic planning processes of the division
- Relationship building with the health sector
- Knowing something (but not necessarily a lot) about the field
- Knowing what is ‘do-able’
- Time

Strategic Planning Processes

Know your market and your members. Don't apply 'just because it's there'

Does the:

- Submission mesh with the division's stated areas of interest and activity?

- Division have any expertise in the area?

Strategic Planning Processes

- Division have established links with some/any of the key stakeholders?
- Division/members have an interest in the area? Is there a GP interface?
- Area the core business of divisions, e.g. Carelink, PCPs?

Relationship Building

Have an established relationship or (minimally) a positive reputation. To be a good community player you need to:

- have an established presence in the health sector

- have a reputation for fairness and interest in health care reform processes

Relationship Building

- Support other agencies, recognise what is of little value to you, but of great value to others.
- Work with agencies to identify the best sponsor for programs
- have a BATNA as a fall back position

Knowing the field

Need to do a brief literature review to familiarise yourself with the field

- understand the language and issues
- contextualise your thinking
- does not have to be research standard.
- Acknowledge skills/knowledge of others

Knowing something. .

Sites of interest:

- www. mja.com.au ; full text service, MJA since 1.1.96
- www.bmj.com: full text service, BMJ since 1.1.94
- www4.ncbi.mlm.nih.gov/PubMed/: Medline search. 9 million citations. Abstracts only.
- Www.update-software.com/cochrane: links to the Cochrane database summaries.

Know what's do-able

Focus on the process of achieving an end, not the content (that's what GPs and specialists are for)

- Can you control/ensure the outcomes?
- Is it possible to do the project with the $$, time and staff?
- Does the proposal hang together?
- Can it be done: what general practice barriers impede action? Are they surmountable

Time

- Do you have sufficient time to develop a coherent submission that has buy in from all stakeholders?

- Are you developing ideas because there is a grant available OR are you responding to an identified GP need?

The Submission Structure

All sections are linked.

- The aim/goal is your ultimate end point: the motherhood statement.
- The objective indicates the areas you will work in to achieve the aim.
- The rationale is the selective data you present to support the approach chosen.

Submission structure

- The methodology is the activities that will be undertaken to achieve the objectives. Format under objective headings.
- Your performance indicators are the measureable bits that will indicate you have achieved the objectives.
- The outcomes and evaluation should relate specifically to the objectives.

Advantages of this approach

- Develop an integrated submission
- limits potential for the GP pet project.
- Ensures understanding of how each action/activity links to the goal

Success is difficult!

The competition is great, however, divisions have advantages

- creatures of DHAC
- limited competition in core business
- not service deliverers

It's all in the preparation . .

"If you spend too much time warming up, you'll miss the race.

If you don't warm up at all, you may not finish the race" *Grant Heidrich, runner*