



# Professional Training for the Public Healthcare Sector

**Management, Sales & Marketing, Customer Care,  
Finance & Planning and Personal Development**

Used by over 40% of FTSE 100 companies



**PTP**  
Practical Training for Professionals  
[www.ptp.co.uk](http://www.ptp.co.uk)



# Why does the Public Healthcare Sector choose PTP for their Training?



PTP is one of the UK's leading training companies offering quality and inspirational training throughout the UK. It has worked with a significant number of clients within the public healthcare sector and lists Central Manchester Children's Hospital, NHS Direct, Southern Derbyshire Acute Hospitals & Medway Primary Care Trust among its client portfolio.

The Public Healthcare Sector chooses PTP for training because of their pedigree. PTP provide high quality training, delivered via

small groups, allowing practical and enjoyable sessions which aim to be 100% relevant and beneficial to every delegate's professional life. All groups, whether public or in-house, are limited to a maximum of ten attendees to ensure the full involvement and interaction of all delegates.

Our training for public healthcare professionals is designed to motivate and stimulate them as well as provide vital additional skills and competences which they can implement immediately and which have a positive impact on how they work. All PTP's courses have been approved for CPD (Continuous Professional Development) by the Law Society.

Delegates within the public healthcare sector will also benefit from PTP using only the most talented of training consultants. They undergo the most rigorous of selection procedures to be part of our elite team – which even includes training PTP's own MD! Our consultants are chosen from hundreds of applicants every year for their passion and enjoyment of the subjects they are delivering as well as their excellent business skills and impressive track records.

A winning combination of stimulating training programmes and the best trainers in the country means we have an impressive client list including Airbus UK, Coca Cola, Nokia, The Ombudsman Service, Panasonic and Deloitte. In fact over 40% of FTSE 100 companies use PTP for their training needs.

## Our Experience within the Public Healthcare Sector

Since its inception in 1991, PTP has worked closely with professional people working in the public healthcare sector to help enhance their skills across all business areas.

Clients include:

- Barking & Dagenham PCT
- Newcastle Primary Care Trust
- Queens Cross Dental Practice
- Bolton Hospitals NHS Trust
- Ealing Hospital NHS Trust
- The British Dental Association
- Royal College of Midwives
- NHS Information Authority
- NHS Wales
- NHS Lanarkshire
- NHS Leeds
- NHS Direct

## A Practical Example: NHS Direct

NHS Direct provides expert health advice, information and reassurance to patients using world-class telephone, website and digital TV services and aims to be the NHS' provider of choice for telephone and digitally-delivered health services.

NHS Direct continually aims to improve its performance and, as part of an ongoing training programme, have commissioned PTP to deliver ongoing in-house training services to its staff. The programmes have been designed to increase the personal effectiveness and overall professionalism of their staff.

The programmes included:

- Managing Conflict
- Successful Presentations
- Appraising Performance Effectively
- Write to The Top – Professional report Writing

Positive delegate feedback:

“Excellent day. Learned a great deal. Thanks!”

“Time well spent!!! Thank you!”

“Fantastic and enlightening day – thank-you so much.”

“Very enjoyable day. Very glad to have had the opportunity.”

## Your Training Options

PTP offer some of the best value for money training on the market today providing the flexibility to ensure its programmes suit the needs, budgets and time restrictions of their clients.

To this end it offers four training options:

- In-house training package for up to 10 delegates
- Small group public courses held at major towns and cities across the UK
- U-Choose – with a minimum of two delegates you can choose a venue, date and training programme specifically to suit you
- 1-2-1 Training and 1-2-1 Director Training – individual training at your work premises

Companies and individuals can choose from over 150 programmes in the core subjects of Management, Sales and Marketing, Finance and Planning, Customer Care and Personal Development. All our programmes can be tailored to meet the specific needs of our clients and training involves using delegates' own real work situations rather than using hypothetical situations. This gives more meaning and relevance to the training.

All training packages include:

- A top UK training consultant
- Fully comprehensive training course manuals for every delegate
- Framed certificate of attendance for every delegate
- A delegate evaluation form
- An action plan allowing for follow up actions and targets to be monitored

In-house programmes additionally offer:

- An option to choose the trainer who you believe will best suit your needs
- A pre-training conference call with the training consultant to ensure the programme content matches your requirements
- Use of your company logo on all material
- All mainland UK travel and accommodation for the training consultant included in the cost so there are no hidden extras.



**“Inspiring and eye opening in the way presentations are delivered and the use of available tools in giving a successful presentation.”**

**Pam Chironda**  
NHS Direct

**“Excellent presentation of the course. The trainer was enthusiastic and adaptable to needs of attendees and supportive.”**

**Elaine Coghlan**  
NHS Direct

## How to Book

Call our sales team on **0845 660 3860** to discuss how we can help you meet your training needs for retail professionals or visit [www.ptp.co.uk](http://www.ptp.co.uk)

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