Introduction-This is your opening gambit.

Your lift statement (statement that really captures what you do) for example;

“MS is a complex, unpredictable neurological condition of young adults with significant socio-economic burden when poorly managed. MS Specialist nurses deliver safe, effective, quality care that enables people with MS to maximize their ability to self manage and supports all those who are affected by the diagnosis”

A visual representation of your service; might be picture with a consenting patient, colleague or your website etc
Big picture – this gives key detail on your service and you should add some case load data here

• *What the service is* – as an expert resource for all service users
• *Where the service is* – how to access support and use the service to best effect
• *Who is the service is* – its virtual role as a team member and its the role in the MDT
• *How the service delivers* - the quality statement
• *Why they need the service* – bangs for your buck !!! (most important point of all)
What the specialist service can offer the community - these expand on the key points

• Autonomous 360° highly complex range of interventions, skills and clinical expertise
• Facilitative expert
• Cross boundary working
• Pivot for cohesive coordinated care
• Good return for the investment
• Leadership, Innovation and new boundaries
Where to access the service - these expand on the key points

- Location
- Access and criteria (who and when and how)
- Innovation and virtual services (such as website, email, mobiles etc)
- What is on offer when the user does access (and what you do not provide)
- Responsiveness and Rescue (preventing negative patient experience and unnecessary interventions)
- Discrimination and Triage (expert access to other specialist/services)
Who are the specialist team (it may only be you!) and what can you deliver – this is part of your closing statement:

- Co-ordination and leadership
- Education and up skilling
- Autonomous practice
- Accessible expertise
- Broker and rescuer
QIPP bit

- **Quality** – what do you do to ensure a quality service
- **Innovation** – what are your successes and what do you visualize for the future service
- **Productivity** - what have you done better, skilled others to do, increased activity, saved money, generated money.
- **Prevention** – what have you prevented.