EXAMPLE ELEVATOR PITCH FOR ADULT SERVICES

Hello, Mr Jones. We haven’t met before, so may I introduce myself? I’m Tim Salford and I’m the lead speech and language therapist and integrated therapy services manager at Cranfordshire NHS Trust.

May I take a moment of your time to tell you about our integrated rapid response therapy service? We’re really proud of it, particularly how it has eased winter pressures and improved patient outcomes and financial savings.

Working with other allied health professionals, nurses, health assistants, community teams and social workers, speech and language therapists contribute to:

- reduced hospital admission
- shorter stays in A & E and hospital
- more effective discharge
- reduced readmissions

Thanks to this integrated approach:

- hospital admissions have been reduced by almost 2,500 a year
- hospital stays have been reduced from 10 to 7 days
- this has saved nearly 17,000 bed days with the potential to reduce costs by £7 million a year

Would you like to visit the service? We would be delighted to show you our work. In the meantime, here’s my business card. Thank you for your time today.