

EXAMPLE ELEVATOR PITCH FOR CHILDREN'S SERVICES

Hello, Mr Jones. We've not met before, so may I introduce myself? I'm Anna Manchester and I'm the paediatric speech and language therapy service manager at Cranfordshire NHS Trust.

I know you're interested in the commissioning of children's services so may I take a moment of your time to tell you about our innovative scheme to support the communication skills of two year olds? We're really proud of it.

We've trained the health visitor team to support children with language delay and their parents through parent-child groups. These are designed to help parents develop their child's talking.

Thanks to this approach:

- **children receive quicker support** – late talking children are offered a parent-child group place within 8 weeks. Normally a child could wait up to 18 weeks to see an NHS speech and language therapist.
- **referrals to speech and language therapy have been reduced by two-thirds** enabling more intensive speech and language therapy for children with more complex needs.
- **costs have been reduced** by almost 50%.

Would you like more information about our approach or a visit to our service? We'd be delighted to show you our work and how it can help deliver your priorities. In the meantime, here's my business card. Thank you for your time today.