

BUPA Group

Building a knowledgeable, reliable company

private healthcare

“We want our customers to see us as the trusted advisor on health issues. To do this, we need to improve the level of knowledge throughout our organization.”

Mr. Peter Garrad—Cole
Director of Consulting Development
BUPA Group

The BUPA Group is Britain’s largest private health care organization. In Britain alone, there are 3 million people enrolled in BUPA health care programs. The company has a total of 10,000 employees, 80 percent of them in the United Kingdom, and annual sales amount to over USD 1,9 billion.

“The BUPA strategy is to continue developing as a knowledge company,” explains Mr. Peter Garrad—Cole, Director of Consulting Development for the organization. “We want our customers to rely on us as the trusted advisor on health issues. To do this, we need to improve the level of knowledge throughout our organization.”

Mr. Garrad—Cole first read about Celemi’s simulation models in a trade publication, and the unique learning theory struck him as a “new and

interesting way to conduct employee education.” Mr. Garrad—Cole was particularly attracted by Celemi’s team—oriented simulation models where employees from different departments and all levels of the organization gain knowledge together – knowledge that builds on all the participants’ experiences.

Mr. Garrad—Cole incorporated the health care version of Apples & Oranges into a senior executive development program which enabled 30 of BUPA’s top managers to learn about the basic economic conditions that the organization faces.

Of these initial 30 participants, 5 were hospital general managers and, as a result, Apples & Oranges has now been introduced at all 29 hospitals owned by BUPA in the U.K. Mr. Garrad—Cole describes the allure of the simulation: “Apples & Oranges gives personnel insight into how decisions are made, how the economics are affected, and how their work impacts the enterprise as a whole.” Over 300 managers and team leaders have participated in Apples & Oranges.

CHANGEABILITY®

Leading People Through Business & Technology Transitions

Kim Godley
kingodley@changeabilitygroup.com
202-686-6072
www.changeabilitygroup.com



CELEMI

THE POWER OF LEARNING

© Copyright 1998 Celemiab International AB