



NICK JEAL
AVP Corporate Sales at HCA Healthcare UK

HCA Healthcare is the largest private healthcare provider in the world, and one of the leading providers in the UK. Its commitment to the **care and improvement of human life** guides it every day.

We spoke with Nick Jeal about how HCA Healthcare UK consistently challenge themselves to improve and provide the best possible experience to their clients and patients.

Solution Cell: As an already successful, growing, healthcare provider, what was the motivation for implementing a development programme?

Nick Jeal: Today, HCA Healthcare UK benefits from many years of putting in the work to build very strong relationships with great clients. We also have excellent partnerships with private medical insurers, extending our reach to a wider range of large corporations.

We need to be certain that our clients, both direct and indirect, are able to access the full range of services HCA UK has to offer. To be sure that clients are exposed to the wider HCA UK story and why what goes on in our hospitals is really something quite special.

We started this journey by building a new corporate sales team drawing from different parts of the business as well as some new recruits. We wanted to make sure we made the most of the skills and expertise we already have while we ensure a consistent way of working: culture, standards, behaviours, and skills. With this new beginning, we

wanted to set a new standard for servicing our clients and partners.

Solution Cell: How soon after bringing the new team together did you launch the programme to develop skills and change behaviour?

Nick Jeal: We wasted no time at all. It was important for us to get on the front foot, and not allow any bad habits, or “off-track behaviours” to creep in. We established the team – the people, structure and reporting lines, we got the systems (CRM etc.) and processes in place, set new targets, and we partnered with Solution Cell to design the right programme that considered where we were heading as much as where we were at that point.

Solution Cell: What was important to you when choosing a consultancy to partner with?

Nick Jeal: Our needs were slightly unorthodox. Here in the UK, HCA have a relatively small team and so it wasn't going to make good business sense to spend a significant amount of money on

consultancy and creating a completely bespoke programme. Having said that, it was important to work with a partner who knew our industry and the challenges our people are facing day-to-day. We didn't want a generic, off-the-shelf training course either. Most importantly, we wanted a flexible partner who would listen to us.

Solution Cell: How did you know you had found the right partner in Solution Cell?

Nick Jeal: We knew about Solution Cell through the work they had already done in our industry – working with partners and competitors.

From the first conversation, we knew we weren't going to be 'sold' a solution. In every interaction we felt listened to, we felt heard. Our thoughts, ideas, needs, goals, and budget were all really understood and developed into a programme that perfectly reflected what we wanted to achieve.

"Not usually a fan of training courses, often feel like we are being taught how to suck eggs BUT the content and delivery of this programme was excellent."

Sarah Baker

Solution Cell: What results are you seeing from this endeavour?

Nick Jeal: Our overriding goal was to improve the experience of our clients. We chose to do that through the creation of an elite corporate sales team who use their expertise, professionalism, and sales skills

to become trusted advisors to those clients. A clear indicator of success is revenue growth. In 2023 we exceeded the growth target by almost 400% and we are on track to do the same again in 2024.

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Our philosophy as a leading healthcare provider is to give patients a fabulous experience when they are in our hospitals. We're able to do that by having the best consultants, staff, equipment, training, and so on. As a sales leadership team, we wanted to reflect the same values in our team. The combination of the business results, the mood in the team and the behaviours and common language we're seeing and hearing, tells us our decisions so far have been good.

"These sessions really get you thinking about opportunities and give you time to reflect and learn."

Luke Smith

Solution Cell: With such great results, it could be tempting to relax a little. What's next?

Nick Jeal: It would go against our nature to rest on our laurels. There is always room for improvement and in any case, the market doesn't stand still. With that being said, it's important to allow some time to let the many changes bed down and for new skills to become good habits.

As ever, we will stay close to the teams, constantly checking in. When the time is right to challenge the team or further embed what has been done, we will come to our partner, Solution Cell, and collaborate on what happens next.



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Our purpose in life is simple: we help people change their behaviour.

Solution Cell is a specialist management consultancy, helping clients get the best from their people. We look at ALL the ingredients that impact behavioural change. We are with our clients for the whole journey, from initial thinking, through embedding and measurement.

Based on the client's needs, we deliver knowledge and develop skills covering leadership, management, negotiation, customer service, presentations, account management and sales techniques. We have vast experience helping technical experts who do not view themselves as traditional salespeople but need commercial skills to excel in their roles.

Our clients receive a truly bespoke solution that resonates with teams and then we help coach and reinforce the programme to ensure new skills are embedded and long-term behaviour change is achieved.

If you would like to speak with us in person contact one of our team on:

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