

# CASE STUDY

Morecambe Bay  
Primary Care  
Collaborative

**MBPCC** | Morecambe Bay  
Primary Care  
Collaborative



**blueteq**

MBPCC engaged with Blueteq following a recommendation from one of Blueteq's existing clients to provide IT support services for a clinical service that was deemed not within a typical primary care setting, though the provision and support of the IT infrastructure was. MBPCC chose Blueteq when exploring new services outside traditional NHS boundaries due to Blueteq's vast experience and ability to deliver the service flexibly according to MBPCC's specific needs.

MBPCC brings together over 30 GP practices across North Lancashire and South Cumbria, representing around 300 GPs who care for a population of more than 350,000 people. The practices work collaboratively to provide high-quality, community-focused care, with every practice actively contributing to the local ICB to help shape healthcare for the region.



## APPROACH

Blueteq worked in close partnership with MBPCC to:

- Provide **dedicated, focused support**, ensuring requests are addressed promptly and effectively
- Deliver **considered, solution-led responses** to both standard and complex requirements
- Act as a **true delivery partner**, embedding themselves alongside internal teams
- Support **wider organisational initiatives**, including future skills acquisition and service development
- Maintain a **flexible and pragmatic approach** to new technologies and evolving needs

## OUTCOME

Blueteq has established itself as a **trusted delivery partner** for MBPCC, enabling the organisation to innovate, scale, and operate with confidence. The strength of the partnership continues to support both day-to-day operations and longer-term strategic ambitions.

### CLIENT BENEFITS:

- High-confidence delivery through **responsive and focused service**
- **Informed “can-do” approach**—solutions that are realistic, achievable, and well considered
- **A true partnership model**, extending beyond contractual obligations
- Access to **broader expertise**, supporting strategic initiatives requirements
- **Flexibility to explore new technologies and approaches** with confidence
- Consistently **reliable service with fast response times**



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“ Blueteq provide a level of focus that you don’t often get from IT services. When we have unique or complex requirements, we know they won’t get lost among competing priorities—they are considered properly and responded to in a timely and appropriate way. This gives us real confidence to think differently and move forward with new initiatives.

What really stands out is their approach. It’s not just a ‘can-do’ attitude—it’s an informed and purposeful one. They take the time to understand the challenge, consider the solution carefully, and come back with something credible and deliverable. That balance between professionalism and solution focus is extremely valuable.

Blueteq operate as a true delivery partner. They don’t just work to the confines of a contract—they act as an extension of our internal team, supporting us wherever needed. A great example of this was their involvement in our recruitment of a software engineer, where their expertise helped guide our process and reduced the risk of missteps.

Their flexibility is equally important. When we’ve explored new approaches or technologies, they’ve been willing to assess, adapt, and deliver solutions with confidence—without overpromising. That creates trust.

Overall, the service has been excellent. We’ve had no issues, and the team is consistently responsive and supportive. Blueteq have proven themselves to be a reliable and valued partner, and we have full confidence in working with them going forward. ”

— Andrew Giles  
Chief Executive Officer  
Morecambe Bay Primary Care Collaborative.