

Behavioural insights

NHS Arden and Greater East Midlands Commissioning Support Unit
NHS Midlands and Lancashire Commissioning Support Unit

Are you spending a lot of money on campaigns without really understanding what makes your target audiences tick?

Gathering detailed insights about why people behave in the way they do and what might encourage them to behave differently can improve access to the right services at the right time and patient outcomes.

Get most bang for your buck!

- ▶ Helps you to understand your patients and staff in a detailed way through insight
- ▶ Enables you to target your budget most effectively
- ▶ Allows you to develop impactful campaigns that encourage behaviour change.

What makes us great

- ▶ Our wide experience enables us to advise you on the most effective way to engage with your patients and staff and to obtain the insights you need
- ▶ Our professional team of experts is led by:
 - > clinical experience
 - > academic research
 - > scientific process
- ▶ We're an NHS organisation committed to public service values.

What's included

- ▶ Tried and tested engagement methodologies adapted for different audiences
- ▶ In-depth reporting on all the feedback obtained to enable you to make evidence-based decisions
- ▶ Use of innovative digital and social listening tools.

