

Communications and engagement services for professional bodies in the health sector



NHS Arden and
Greater East Midlands

NHS Midlands
and Lancashire

Want to keep your organisation at the top of the political agenda?

Want to increase involvement from your members and stakeholders?

Professional bodies play a crucial role in representing the profession and their members' interests. It's therefore important to build and maintain relationships with members and stakeholders across different communication channels promoting the right messages at the right time and to gather member views.

Targeted communications and engagement tools to ensure impact

- ▶ Let your members know how they can get involved and give you their views
- ▶ Keep your stakeholders up-to-date about your work and your successes
- ▶ Use targeted campaigns to help shape public opinion
- ▶ Ensure your spokespeople are confident to handle media and public questions with ease
- ▶ Ensure you're on the ball with equality, inclusion and human rights (EIHR) requirements and issues
- ▶ Get the most out of your website and ensure it meets the latest accessibility guidelines.

What makes us great

- ▶ Specialists in providing strategic and tactical communications and engagement support to healthcare organisations
- ▶ Our services can be tailored to your needs and budget
- ▶ Diverse team of subject matter experts who work flexibly when you need extra support
- ▶ We know the best ways to engage with your members and stakeholders and how to obtain the feedback you need
- ▶ Our healthcare system knowledge and relationships mean we're the ideal partner for you
- ▶ We're an NHS organisation committed to public service values.

What's included

- ▶ Strategic advice and training on media relations
- ▶ Membership involvement and engagement activity
- ▶ Campaign development and delivery
- ▶ Copywriting and design of materials and documents including annual reports
- ▶ Creation of new, engaging content through videos, animations, and podcasts
- ▶ Website development (hosting, content management, SEO)
- ▶ Equality, inclusion and human rights support and training
- ▶ Freedom of Information support and training.



Member &
Stakeholder
Engagement



Videos,
Animations &
Podcasts



Copywriting
& Design



Campaign
Delivery



Media, EIHR &
FOI Training



Website & SEO
Support