

2020-21

Marketing, Branding and Customer Care Programme

Details of the support available to members



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Introduction

NHS Elect is a national members' network organisation. We are part of the NHS and have been providing NHS organisations with high-quality support and training since 2002.

We work regularly with NHS England and other national bodies. This gives us an in-depth understanding of emerging healthcare policy and best practice from across the UK, which we use to support our work with members. We are hosted by Imperial College Healthcare NHS Trust.

About the marketing and customer care team

NHS Elect is unique in that it is the only NHS organisation that provides strategic and operational marketing support, including writing marketing plans and strategies, delivering websites, writing promotional materials, designing patient surveys and devising Twitter promotional activities.

We also deliver network-wide events covering a variety of key areas. These allow members to network and share best practice as well as gain new knowledge from NHS, private and overseas organisations.

Each of our directors has extensive senior management experience within the NHS. The core team is supported by a group of highly skilled associates who provide specialist expertise as required.

Our services

Marketing, branding and communications

Bespoke consultancy

The team is experienced across all elements of marketing and communications and can support you with:

- **Branding advice and support:** Including the creation of corporate identity and brand guidelines, as well as the development of brand values
- **Promotion of services:** Creating plans and campaigns to promote the services that are most important to your organisation e.g. maternity or private patient
- **Marketing and communications strategy creation:** Co-creating strategies for maximum impact with limited resources, including sections within bids
- **Social media advice and support:** Enabling the use of the latest tools to engage with key audiences
- **Stakeholder engagement support:** Including hands on support to improve relationships with key stakeholders
- **Internal communications support:** Reviewing existing mechanisms and recommending improvements
- **Recruitment support:** Hands-on support to improve recruitment through enhanced marketing and communication
- **Survey and research delivery:** Testing customer assumptions and using feedback to shape marketing activity
- **Auditing and developing websites:** Reviewing existing sites, making recommendations, and assisting the delivery of improvements
- **Sharing international best practice:** Links with UK, US, Middle East and Asia retail, customer experience and international patient experience to stimulate cross learning and creativity in your solutions

Creation of promotional materials

Our team of designers can help with creation of the following:

- Microsites
- Posters, leaflets and other printed materials
- Infographics, banners, motion graphics and other digital content
- Social media advertising
- Photography
- Online surveys
- Talking head videos for use on social media

Full video production can be provided by us for a top up cost and you will get a preferential rate as a member.

Marketing, branding and communications continued

In-house workshops

We are able to come to your site to deliver the following workshops:

- Stepping stones to marketing NHS services
- Social media for the NHS
- Social media for recruitment
- Branding NHS services
- Promoting NHS services
- Stakeholder engagement
- Patient and public engagement

Customer care and patient experience

The team delivers a range of support that is designed to create sustainable improvements in customer care, including:

- **Patient experience improvement programmes:** Well tested and loved programme for clinical and patient facing staff to improve the experience of patients
- **Patient engagement support:** Training and guidance to identify and deliver effective patient engagement initiatives
- **Internal customer improvement programmes:** Sharing key learning and techniques so non-clinical staff can make a difference to the patient experience
- **Customer surveys:** Using Survey Monkey and other tools to gain vital information from your customers
- **Experience Based Design (EBD) support:** Providing access to a full suite of EBD tools, as well as on-site support to deliver EBD effectively
- **Goldfish bowl focus group facilitation:** Delivering a powerful patient listening forum to embed the patients' voices in service development
- **Train-the-trainer programmes:** Enabling trust staff to deliver our proven customer care programme so that more staff (and patients) can benefit

"Myself and colleagues at the Great Western Hospitals NHS Foundation Trust found ourselves in the fortunate position of working collaboratively with NHS Elect on a project to develop an educational toolkit for NHS staff regarding best practice for patients with Learning Disabilities (LD). From day one the team were extremely enthusiastic, unendingly encouraging, and expertly supportive in assisting us to deliver the project. We are confident, if used as intended, that the toolkit has the potential to support the development of a positive healthcare culture regarding the provision of high-quality care for people with LD, that ultimately will improve the patient and carer experience."

Wendy Johnson, Head of Adult Safeguarding and Mental Health/Lead Nurse for LD practice, Great Western Hospitals NHS Foundation Trust

Benefits for members

Our membership is very flexible and the exact benefits our members enjoy depends on how the membership is applied.

Some of the most common benefits of working with our team include:

- Meeting key targets through the successful delivery of marketing plans
- Enhanced digital presence and a more effective website
- Improved organisational reputation and a more consistent visual identity
- Reduced costs through our production of marketing materials
- Enhanced customer experience through customer care training
- Reduced staff costs by supplementing existing teams in vital areas
- Improved engagement with key stakeholders
- More knowledgeable, experienced and confident staff

How We Work

Our membership package is 'organisational', which means anyone from across the Trust can utilise our services if approved by the membership budget holder. Our membership package includes all of the following:



Specialist consultancy: Extensive support from our team of specialist consultants, be that day-to-day advice or more structured support for a particular project.



Bespoke in-house workshops: A series of bespoke, on-site training sessions tailored to the needs of the organisation.



Invitations to courses and seminars: Invitations to a wide range of NHS Elect courses, seminars and other training opportunities including e-learning via Moodle in 2020/21.



Access to shared resources: Access to a large library of useful resources, including presentations, guides and templates.



Networking opportunities: Numerous opportunities to network with NHS colleagues and share best practice and ideas.



Account management: Dedicated account management to ensure membership benefits are maximized.

Our programme in detail

Marketing plans and survey monkey

NHS Elect has worked with its members to develop marketing plans for their services and organisations. We have a team of experienced senior managers and a chartered marketer to support internal marketing plans. The type of support that we offer is tailored to your needs and has included:

- Self-assessment organisational marketing tool
- On-site meetings to talk through the process of developing a marketing plan and seminars for general managers, business planning managers and clinical teams
- Provision of a marketing plan template that can be adapted to local needs
- Advice on how to improve drafted marketing plans and sense check on market assessment while linking with communications and membership strategies as well as service strategies
- Identifying links to sources of information to support the development of good marketing plans, including using Google Analytics and creating Survey Monkey surveys for members.

Please contact Joe Blunden, Director of Communications & Engagement, for more Information:
Joe.Blunden@nhs.net

"NHS Elect designed and developed a microsite for our NHS sperm donation service. I could not be happier with the quality of the team's work, nor with the speed and ease with which this was delivered."

Erica Foster
Laboratory and Quality Manager
Whittington Health NHS Trust

Website development, video production and design

We work with many sites to develop websites and written communications. This ensures our members' websites are an effective e-shop window to support patients in choosing their services. We also support our members with a wide range of media to improve information for patients. Examples include:

- Design and production of patient leaflets and writing for websites / social media
- New corporate style and templates
- Moving media for introducing your new facility or patient pathway
- Creation of a microsite for key services e.g. sexual health services, maternity services, or recruitment

Please visit www.media.nhselect.nhs.uk for examples of our work.

Our programme in detail continued

Branding and reputation management

We specialise in NHS branding and work with NHS England's NHS Identity Team. We apply the latest NHS identity guidelines with our design work for members and apply the Code of Practice for the Promotion of NHS Funded Services. We understand that branding is not just a suite of corporate templates and a design motif but a set of living values that links back to the organisation's service delivery. This links well with our customer care 'Improving the Patient Experience' Programme as your brand is only as good as your service delivery. We can offer:

- Branding for success workshop for boards and executive teams, including customer facing metrics and how to develop your brand
- Branding your service and presentation style for bids and tenders
- Using and developing your website and other communications processes as an integral part of your marketing mix
- Providing a photo library for all internal and external communications
- Social media advice and set up and production of graphics, GIFs and other content
- Branding your organisation as employer of choice for recruitment campaigns
- Branding internal campaigns e.g #Spendingwell and producing a communications teams internal dashboard



Keep in touch with our news, best practice and fun insights (Twitter: @MarketMingle)

In order to provide additional network opportunities for members, we have a dedicated Twitter account **@MarketMingle** for members and non-members to share best practice in #nhscomms #patientexperience #CX (customer experience) and #nhsbranding. Seen anything new and interesting and want to share? Use this Twitter account!

This one is just for marketing, communications, branding and patient experience colleagues, but there is also our official NHS Elect Twitter account: **@NHSElect**.

"Working with NHS Elect brought focus and the marketing creativity needed to successfully launch our business when it was in its infancy and they have been there to support and advise us when required as we have grown."

Amanda Fairgrieve
Physiotherapist, West Suffolk Physio

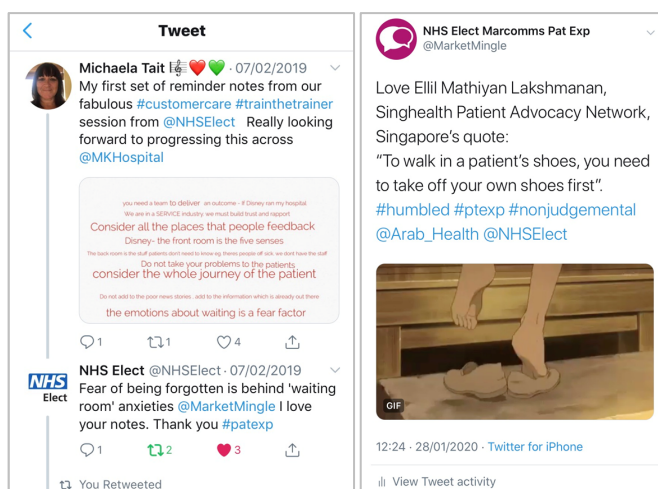
Our programme in detail continued

Patient experience programme and goldfish bowl technique

With the Francis Report and the Friends and Family Test, it is not surprising that this programme is popular with our members and we have trained over 3,500 staff across our participating sites ranging from hospital consultants to housekeeping staff. We have two models of delivery: the York Model (first piloted with York Teaching Hospitals NHS Foundation Trust) and the Goldfish Bowl model.

The York Model, also known as our 'Improving the Patient Experience' programme is aimed at all staff that interact with patients, including administrative, booking and facilities staff. Goldfish Bowls provide services and departments with invaluable patient insight that they could use for service improvement and compassionate training. Both models include a bespoke action plan involving the participating staff to ensure the changes are linked back to their operation delivery. Our programme offers:

- Improving delivery of services by front line staff with patient experience training to help change culture, retain existing patients and encourage new ones to choose your services
- Improving the patient experience by holding customer care workshops with action plans and patient listening focus groups - 'Goldfish Bowls' - with front line staff
- A 'Train-the-Trainer' programme to share 'how to do' skills for members wishing to run their own customer care training programme or looking for ideas to improve or add to their current training sessions
- Understanding how to use patient experience measures and emotional mapping to improve the patient journey
- A range of templates to help member sites deliver their own Goldfish Bowl focus groups.



Contact details

For further details on any of the above or to arrange a local work programme for your organisation please contact:

Sue Kong

T: 020 3925 4851

E: sue.kong@nhs.net

Our team



Sue Kong

Sue Kong joined NHS Elect in April 2005 as a director, leading on the marketing of NHS services and assisting the Department of Health with the gastroenterology 18 weeks commissioning pathways. Prior to joining NHS Elect, Sue was Executive Director for Strategy and Planning at North West London Strategic Health Authority and has operational and planning experience in acute hospitals in London and the East Midlands.

Sue has an MBA (distinction) specialising in marketing and is a CIM Chartered Marketer. She has chaired the Health Service Journal NHS marketing conferences and has published in the Journal of Management and Marketing in Healthcare, regularly sharing good examples of healthcare marketing and patient experience from around the world. Sue is a member of the editorial board for the Journal of Patient Experience (SAGE). She loves learning from different sectors and has presented as a Business Insight Leader for Warwick Business School, the Institute of Directors, National Housing Federation & 2020 Arab Health Congress.



Joe Blunden

Joe is a multi-award-winning marketing and communications specialist with over 15 years of experience across a range of industries. He has worked for the NHS for the past 10 years, including marketing, communications and engagement roles in both acute and community settings.

He is a compulsive learner and recently completed an MBA (Distinction), having gained a Professional Diploma in Marketing from the Chartered Institute of Marketing, a Diploma in Managing Digital Media and a degree in business.

Joe directed the successful campaign to get the NHS Choir to Christmas number one in 2015, raising over £300k for charity in the process. He also led NHS Voices in 2018, bringing together 30 celebrity singers to record a song for the NHS, which was made into a documentary by ITV.

Our team continued



Jessica Ormrod

Jess is the newest member of NHS Elect's Marketing Team after joining in Summer 2019. She comes with a background in the private sector, having worked as a film and stills advertising Producer for Spark44, Jaguar Land Rover's advertising agency, and other production companies on award-winning, international multimedia campaigns. After leaving the advertising industry Jess freelanced creating content, websites, press releases, mailouts, brochures and videos, and wrote copy for charities and small businesses.

Outside of work she has an interest in psychology, having recently completed her MSc in Developmental Psychology at UCL whilst freelancing, which prompted her to volunteer for charities such as The Anna Freud Centre.



Carol Deans

Carol Deans is a senior corporate communications specialist and CIPR Accredited Practitioner with over 20 years of experience working in and with a range of NHS, local government and voluntary sector organisations (including local Healthwatch).

In addition to a full range of internal, external and digital communications/PR experience, Carol's specialist areas include communications strategy and planning; stakeholder relationship management and engagement; writing/editing; developing the communications skills and resilience of internal teams; training and facilitation.

Carol is an accredited trainer and associate with NHS Elect and facilitates patient experience, advanced communication skills and 'customer care' training for clinical staff, non-clinical patient-facing staff and multi-disciplinary teams as well as providing communications and social media support and training.



Gaynor Cross

Gaynor has over 20 years marketing experience spanning the public, private and not-for-profit sectors and covering both on and off-line marketing techniques. Gaynor works closely with the CIM as an examiner. She also teaches undergraduate and postgraduate modules at Leeds Trinity University as well as Professional Apprenticeships at the University of Bradford. Gaynor assists organisations with their marketing strategies to generate new business and utilise income streams. She has previously worked for the NHS and at Age UK, marketing their range of websites using a variety of techniques including SEO (Search Engine Optimisation), PPC (Pay Per Click), banner advertising and affiliate programmes.

Marketing mentorship and career advice

NHS Elect is often asked to provide dissertation feedback to NHS colleagues studying for a marketing qualification or giving career advice on marketing and communications positions. We can also sit on your interview panel for marketing and communications interviews if your organisation would like us to be an external assessor.

Please contact **sue.kong@nhs.net** for more information.

Workshops, events and e-learning

In-house workshops

Our membership package includes a range of bespoke, on-site training sessions tailored to the needs of your organisation. Some of our most popular on-site workshops include:

Marketing, communications and branding

- Stepping stones to marketing NHS services
- Social media and content creation for the NHS
- Social media for recruitment (1/2 day)
- Branding NHS services
- Promoting NHS services
- Stakeholder engagement
- Patient and public engagement

Customer care and patient experience

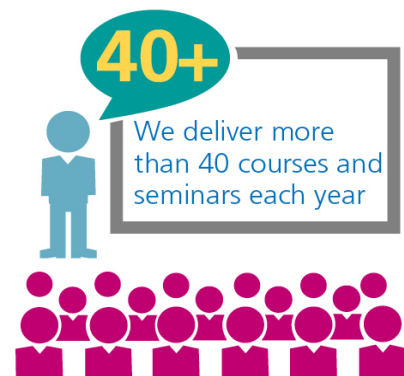
- Train-the-trainer
- Improving patient experience and customer care for patient facing staff
- Customer care for corporate staff (1/2 day)
- Customer care for patient facing admin staff
- Goldfish Bowl

Workshops, events and webinars

Network events & seminars

We deliver a popular series of centrally held courses and seminars throughout the year on a range of important topics. More information about these can be found on the following pages. These include:

- Marketing Stepping Stones
- Digital Marketing and Social Media
- Delivering Great Patient and Customer Experience
- Branding for the NHS



Webinars

We deliver a number of popular webinars throughout the year on a range of topics. This year, we are running our 2nd Virtual Communications Conference with topics such as using Tik Tok in the NHS.

Events at a Glance

Month	Date	Title
Apr 2020	28 th	<i>Webinar:</i> Creating videos on your smartphone
	30 th	<i>Webinar:</i> 2 nd NHS Elect Virtual Communications Conference
May 2020	21 st	Branding and reputation management
Jun 2020	18 th	<i>Webinar:</i> Communications for quality improvement
July 2020	2 nd	<i>Webinar:</i> Creating GIFs for your campaign
	8 th	Digital marketing and social media
Sep 2020	24 th	Stepping stones to marketing NHS services
Oct 2020	14 th	<i>Webinar:</i> Using Hootsuite and other scheduling tools for your social media
Nov 2020	10 th	<i>Webinar:</i> Digital branding and content creation
Dec 2020	9 th	Delivering great patient and customer experience
Jan 2021	27 th	<i>Webinar:</i> How to send effective emails
Feb 2021	24 th	<i>Webinar:</i> Instagram for the NHS
Mar 2021	4 th	<i>Webinar:</i> Stepping stones to marketing NHS services – online launch
	10 th	<i>Webinar:</i> Creating a personal brand on Twitter

Book your place at central courses and seminars

Places on our courses, seminars and webinars are available to all our members, but numbers are usually limited so please book in advance. You can do so by calling the events team on **020 3925 4851** or emailing **NHSElectevents@nhselect.org.uk**.

E-learning

We have launched a series of podcasts for NHS communicators in 2019 and we continue with our digital offering for members by delivering our marketing courses online so more colleagues in the NHS can benefit from our experience and shared learning. There are a range of 'how to do' webinars throughout the year, but also bitesize modular units that will take you through important topics such as how to write a marketing plan.

Event Summaries

Marketing stepping stones foundation course

24 September 2020, 4 March 2021 - online

Overview: This session provides an introduction to the key concepts of marketing. It is suitable both for those with some previous experience of marketing who are looking to refresh their knowledge as well as absolute beginners. This session will use NHS examples and is repeated twice a year.

How: Presentation, group discussion, exercises, sharing of experiences, and mutual support in a safe environment delivered in partnership with a CIM (Chartered Institute of Marketing) examiner and tutor.

Outcomes: By the end of this session delegates will have a good understanding of the key concepts of marketing, will understand the relevance of marketing to their organisation and to their role and be ready to implement their learning in practice.

Content

- Your market environment
- What is marketing in the NHS
- The importance of strategy and meeting customer needs
- Delivering your brand
- Describing your service proposition to your customer
- Communication channels
- Incorporating the DH's 'Code of Practice for the Promotion of NHS Services'

Who should attend: Whilst open to all, the following individuals may find this session of interest:

- Complete beginners and those without a marketing professional background
- Operational managers / clinicians
- Members of your patient choice / market planning team

Branding and reputation management

21st May 2020

Overview: In past years, we have explored corporate branding, recruitment and branding strategies to win bids. This year, we look at internal branding and corporate branding of your own services / departments

How: Presentation, group discussion, case studies, sharing of knowledge and experiences, skills transfer, group learning and mutual support in a safe environment

Outcomes: By the end of this session delegates will have gained a wider understanding of the branding work that other NHS and private sector organisations have undertaken

Content

- Preparing for a CQC visit – comms approach
- Avoiding a crisis
- Internal branding projects

Who should attend: Whilst open to all, the following individuals may find this session of interest:

- Complete beginners and those without a marketing / branding background
- Marketing and communications leads
- Operational managers
- Clinicians

Speakers include:

Tara Rose, Head of Communications, West Suffolk NHS Foundation Trust

Katie Simpson, Service Manager, Children & Young People's Mental Health Services Community Child Health
St David's Hospital, Cardiff & Vale University Health Board, NHS Wales

Event Summaries Continued

Digital marketing and the art of social media

8 July 2020

Overview: It is difficult to ignore the power of digital communications when engaging with our patients, public, staff and business stakeholders in the 21st century. This masterclass explores how you can harness your digital resources in your organisation / services to maximise communication impact and tailor your messages.

Covering: Theory, private sector and NHS case studies and strategies for digital communications

Content

- Future of digital marketing
- Content marketing
- Website development

Who should attend: Staff working in:

- IT / web
- Marketing
- Communications
- Service development

Speakers include:

Richard Haynes,
Director of Communications & Engagement
Worcestershire Acute Hospitals NHS Trust

Jo Stewart, Communications Team
George Eliot Hospital NHS Trust

Virtual Communications Conference

30 April 2020

Overview: This is the 2nd Virtual Communications Conference we are running in the NHS so more colleagues can join us online sharing great practice.

How: Discussion, sharing of knowledge and experiences.

Outcomes: Each participant will have a good understanding of the latest thinking and delivery of social media and communications tools and concepts in the NHS.

Content:

- Latest communications developments in the NHS
- Sharing best and good practice as well as pitfalls and what not to do

Who should attend?: Anyone who works in NHS communications, marketing and anyone who wants to apply these techniques to their department and services. The conference will be run like a series of interlinking webinars with dial in Q&A from participants. The conference will be audio recorded.

Speakers include:

Stuart Chrichton,
Chief Clinical Information Officer
London Ambulance Service

Rachel Royall,
Communication Director
IBM

Event Summaries Continued

Delivering Great Patient and Customer Experience

9 December 2020

Overview: Following last year's amazing joint conference with QI colleagues, this year we are going to consolidate our learning and see what we have done with our learning to further improve the patient experience as well as a hands-on 3 hour workshop from Peter Dorrington on combining functional and emotional patient communications in your pathways.

Covering: Tips and techniques for delivering great patient and customer experience and making them sustainable by engaging staff in meaningful ways to their day-to-day job tasks.

Content

- NHS Elect members' work on customer care
- Effective team and organisational patient experience strategies
- Customer service excellence in public services
- Learning from the Middle East and US on patient experience

Who should attend: All staff who want to improve their customer experience through effective and interactive staff engagement. Past participants include nursing, PALs, clinical education, patient experience, communications, training and development and corporate strategy staff.

Speakers include:

Sue Kong, NHS Elect

Peter Dorrington, XMplify Consulting

"I attended the Marketing training yesterday and it was brilliant, Many Thanks to Sue, Joe and Gaynor."

Ashvin Geereedharry
Venues Team, Events Centre,
London and South East, Health
Education England

"All the content from this [marketing] session and the digital session will go far in helping us get to where we'd like to be, but more than anything it has given me the confidence to stick to what I had in mind."

Kate Myrie
Business Development Executive
Shalbourne Private Health Care
Great Western Hospitals NHS Trust

Webinar Summaries

Webinar: Creating videos on your smartphone

28 April 2020

Overview:

With YouTube as the second most visited website in the world, creating videos for your marketing channels has never been so important. This webinar will teach you the basics of using your smartphone effectively to create videos, with a focus on setting up for interviews.

Please note: Access to smartphone needed to benefit from walkthrough

Webinar: Communications for Quality Improvement

18 June 2020

Overview: This webinar will provide you with a range of tools and techniques to help make your improvement initiatives as successful as possible. From understanding key stakeholders, to identifying the best ways to get them on board, this session will provide you with practical advice and guidance.

Webinar: Creating GIFs for your campaigns

2 July 2020

Overview: This session will explain how to create GIFs to supplement your internal communications and share what to bear in mind in order to make this work on a variety of NHS communications platforms. It will also include how to create your own GIFs using live photos on your iPhone.

Webinar: Using Hootsuite and other scheduling tools for your social media

14 October 2020

Overview: Trying to manage multiple social media channels simultaneously? You're not alone! Hootsuite is an effective tool used by organisations to plan, schedule and analyse their social media posts. This webinar will teach you the basics of how to use Hootsuite and schedule your activity.

Please note: Login for Hootsuite needed prior to commencing webinar

Webinar: Digital branding and content creation

10 November 2020

Overview: This session will explain why content is becoming increasingly important and help you identify the types of content that are right for your brand. It will also take you through a wide range of cost-effective tools for creating impactful content, including graphics, infographics and animations.

Webinar: How to send effective emails using Mailchimp

27 January 2021

Overview: Monthly newsletter or everyday mass mailout, sending emails using Mailchimp is a great way to communicate information and marketing to your audience. Within this webinar you will learn how what makes an effective email, from subject line to content, design to GDPR.

Please note: Login and access to Mailchimp needed whilst on webinar

Webinar: Instagram for the NHS

24 February 2021

Overview: This webinar will discuss what makes an effective Instagram account, walking you through what makes a powerful post through captivating captions and useful hashtags whilst considering the content that is most applicable to NHS audiences.

Please note: Login for Instagram needed prior to commencing webinar (this can be a personal account)

Webinar: Stepping Stones to Marketing – online launch

4 March 2021

Overview: Joe Blunden and Sue Kong will present on what is available online on our Moodle e-learning platform and how you too can produce great marketing plans using our easy module-based online course.

Webinar: Creating a personal brand on Twitter

10 March 2021

Overview: Who do you want to be online? Understanding what you want to say, how to say it, who to say it to and how to keep your audience interested are key to building your personal brand on Twitter. This webinar is good for those starting out on Twitter as a clinician or manager who want to start engaging with your online communities. It will cover some dos and don'ts as well as learning from key NHS Twitter influencers.

"The webinar was great - definitely inspiring and I can use the template for work and for use at my local school in my Governor capacity."

**Ruth Atkins,
Head of Communications &
Engagement, Swindon Clinical
Commissioning Group**

NHS Elect

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