About NHS Elect

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 are hosted by Imperial College Healthcare NHS Trust.

We work regularly with NHS England, the Department of Health and Social Care, NHS Improvement 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.

Our Team

Each member of our team has extensive senior management experience within the NHS, including past board level appointments, operational management know-how, and senior clinical experience. The core team is supported by a group of highly-skilled associates who provide specialist expertise as required. You can find biographies of all our team members on our website.

Our Return on Investment Guarantee

Delivering a clear return on investment is extremely important to us; it means the organisations we serve are receiving value for money, which in turn means they continue to use our services year after year. Any surplus we make goes back to the services we provide for our NHS members.

We operate an account management system to ensure every member accesses the full range of services, and the team reviews each account every month to make sure all our members are continuously benefiting from the services we provide.

Our Members

We have 70 members across England, and work with a range of acute, community and mental health trusts, as well as a number of CCGs. We intend to maintain our membership at this level to ensure we continue to provide a high-quality service for each and every member.

We are also instrumental in national improvement programmes that benefit a large number of additional organisations:

- Acute Frailty Network (AFN)
- Surgical Ambulatory Emergency Care Network (SAEC)
- Ambulatory Emergency Care (AEC) Accelerator Programme

For a full list of our members see the inside back cover.
Benefits for Members

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

Our Membership Package

Our membership package includes all of the following:

- **On-site Training**
  A range of bespoke, on-site training sessions tailored to the needs of the organisation.

- **Specialist Consultancy**
  Support from our team of specialist consultants, be that day-to-day advice or more structured support for a particular project.

- **Access to Shared Resources**
  Access to a large library of useful resources, including presentations, guides and templates.

- **Invitations to Courses and Seminars**
  Invitations to a wide range of courses, seminars and other training opportunities.

- **Production of Marketing Materials**
  Creation of high-quality marketing materials to supplement existing resources.

- **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 maximised.

Some of the most common benefits that are experienced include:

- Reduced service costs through increased efficiency
- Enhanced performance against targets via service improvement
- Improved feedback from patients as a result of customer care training
- Increased engagement with stakeholders through content-rich media
- Reduced staff costs by supplementing existing teams in vital areas
- More successful responses to tenders and other enhanced internal processes
- More effective and skilled teams following organisational and personal development
- Improved recruitment and retention of leaders through development and enhanced talent management

Please note: our membership package is ‘organisational’, which means anyone from across the Trust can utilise our services if approved by the membership budget holder.

Become a Member

If you are not yet a member but would like to become one, please contact:

Caroline Dove, CEO  
T: 07766 072 353  
E: caroline.dove1@nhs.net

Membership is offered on a ‘fixed-fee’ basis, with annual membership costing £28k per organisation. We are a non-profit organisation and this fee is to cover our operating costs, which are kept to a minimum.
## Our Services at a Glance

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| **Bespoke Consultancy** | • Co-writing tender responses | • Team coaching | • Creating stakeholder and patient engagement plans and strategies | • Marketing and communication section in bids | • Facilitating groups for sessions such as team building, business planning, strategy development and organisational change | • Theatre review |
| Members can choose from a large range of potential projects | • Board development for strategy | • One-to-one coaching | • Best practice review and research | • Corporate identity development and brand guidelines | • Integrated care improvement programme with benchmarking | • Clinical strategy support |
| | • Merger and acquisition advice | | • Supporting Director of Nursing with patient experience presentations and in-house programmes | • Creating marketing and communication plans and strategies | • New models of care support | • Outpatients and diagnostic redesign |
| | • Private patient strategy development (with Marketing Team as a two-phase approach) | | • Stakeholder audit | • Website audit and development | • Facilitating groups for sessions such as team building, business planning, strategy development and organisational change | |
| | | | • Delivery of Experience Based Design and other hands-on patient engagement activity | • Hands-on marketing of services e.g. maternity or private patient | | • Co-designing leadership programmes that align with organisational aims |
| | | | | | • Theatre review | • Mediation |
| | | | | | | • Action Learning Set facilitation |

| **Marketing and Communication Material** | • Video production | • Microsite production | • Creation of posters, leaflets, infographics and other digital content | | • Facilitating groups for sessions such as team building, business planning, strategy development and organisational change | • Theatre review |
| Members can choose from a number of possible options | • Photography | | • Photography | • Social media adverts | • Integrated care improvement programme with benchmarking | • Clinical strategy support |
| | | | • Online surveys | | • New models of care support | • Outpatients and diagnostic redesign |
| | | | • Social media adverts | | • Facilitating groups for sessions such as team building, business planning, strategy development and organisational change | |

| **Coaching Support** | Members can receive coaching for up to three people in their organisation. | | | | | |
| **Events and Courses** | Members get a place at around 60 events, courses and webinars. | | | | | |
| **Access to Resources** | Members have access to a wide range of resources, including workbooks, presentations, templates and more. | | | | | |
| **Discount on National Programmes** | Members get a 10% discount on the national programmes that we facilitate, including Acute Frailty Network and Surgical Ambulatory Emergency Care Network. | | | | | |
| **Access to Additional Services** | Members benefit from special rates for services that fall outside of our standard membership package. | | | | | | A marketing and communications-only membership is also available. [Find out more](#) |
Examples of Membership Usage

Each member uses our services slightly differently, and we will work with you to create a bespoke package of support that meets your specific needs. Three examples of popular ways to work with us are shown below. Your account manager will work with you to develop yours shortly after you join, and we will update this every year to ensure you are getting the most from your membership.

### Potential Focus of the Member

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<th>NHS Elect Workstreams</th>
<th>Example 1: Developing Leaders</th>
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</table>
| Business and System Development | Business Skills for Aspiring Managers  
4 x workshops on various elements of business planning (for 15-20) | Business Skills for Aspiring Managers  
4 x workshops on various elements of business planning (for 15-20) | Business Skills for Aspiring Managers  
4 x workshops on various elements of business planning (for 15-20) |
| Coaching | Individual Coaching  
4 x coaching sessions for 3 x leaders | Individual Coaching  
4 x coaching sessions for 2 x service improvement managers |  |
| Marketing, Communication and Branding | Development of Internal OD Brand  
Creation of impactful brand and production of templates | Creation of New Service Website  
Production of 10-page website including copywriting | Development of Trust Communication Strategy  
Including focus groups with staff and external stakeholder analysis |
| Patient Experience |  |  |  |
| Organisational Development | Leadership Development Programme  
6 x on-site sessions on a range of topics (for 12-15) | Leadership Workshops  
4 x on-site sessions on a range of topics (for 12-15)  
1 x team-building event |  |
| Quality Improvement and Measurement | New Models of Care  
3 x workshops sharing experience, tools and techniques (for 15-20) | Quality Improvement Training Programme  
2 x 5 module programme (for 12-18) |  |
| Training, Resources and Discounts |  |  |  |

**HOW WE WORK** Key used on our service detail description pages:

- Specialist Consultancy
- Shared Resources
- On-site Training
- Courses and Seminars
- Train-the-trainer
- 1:1 Development

**Access to around 60 events and webinars**

**Access to a range of resources** via the NHS Elect website

**10% discount** on joining fee for national improvement networks

**Special rates** for services that fall outside of our standard membership package
Business and System Development

Our goal is to create networks of understanding that encourage everyone to contribute and value the contribution of others, to create sustainable solutions to the challenges that we face. Our team has a track record of engaging with colleagues at all levels, and across organisations, to enhance self-learning, understanding and problem-solving approaches within the complex systems they work.

Areas of Work
The services that are delivered by the team generally fall into nine key areas:

- **Strategy and System Thinking:** Helping you to change mindsets and approaches with strategic insight and system thinking. Creating networks of understanding, and why it is important to recognise that the world moves in circles, but we think in straight lines
- **Commercial Skills:** Developing a commercial strategy. Understanding the market environment and the organisation’s position within it
- **Selling Your Ideas and Writing a Compelling Business Case:** Providing support to create effective proposals
- **Programme and Project Management:** Focussing on both the ‘hard’ and ‘soft’ skills of leading successful programmes and projects
- **Understanding the Modern NHS:** NHS Financial Flows and Policy. Supporting organisations to understand financial flows and the wider policy environment
- **Developing Accountable Care Organisations:** The latest insights and approaches to new models of service delivery
- **Merger and Acquisition Support:** Supporting members at every step of the process from board briefings to post-merger integration plans
- **Commissioning and Procuring Clinical Services:** Supporting commissioning organisations through pathway reviews, tender specification and market assessment
- **Responding to Tenders:** Significant commercial experience to assist members with responding effectively and convincingly to tenders

Additional bespoke support is also available to meet the needs of our members.

Benefits for Members
The team can deliver a range of benefits for members including:

- More strategic and efficient internal processes
- Reduced staff costs by supplementing existing teams in vital areas
- More successful responses to tenders
- Greater adherence to best practice learned from national and international networks
- Successful achievement of FT status

Each member of the Business of Healthcare Team has over 20 years of experience

“I enjoyed attending the training session and the presenter did an excellent job in keeping us all engaged throughout the day. Being the first time that I have attended an NHS Elect session I will definitely be coming back for more in the future!”

Lillian Nigrelli
Senior Contracts Manager
Guildford and Waverley Clinical Commissioning Group
North West Surrey Clinical Commissioning Group
Surrey Downs Clinical Commissioning Group

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

Gareth Corser or Paul Thomas
T: 020 7520 9088
E: gareth@nhselect.org.uk
E: paul@nhselect.org.uk
Coaching

The highly experienced Coaching Team delivers a growing array of evidence-based coaching interventions that are designed to develop more effective individuals and teams.

Areas of Work
The services that are delivered by the faculty generally fall into four key areas:

• 1:1 Coaching: A series of sessions with an experienced coach to achieve greater confidence, increased job satisfaction and improved personal effectiveness
• Team Coaching: Group sessions with an experienced coach to develop and nurture higher performing teams, including the application of MBTI
• Coaching Skills for Managers and Clinical Leaders: Supporting individuals to develop coaching skills as part of their leadership style
• Other Non-coaching Interventions: Supporting individuals and organisations with facilitating other non-coaching interventions, such as mentoring

Additional bespoke support is also available to meet the needs of our members.
Please see the coaching page on the website for more information on how to access coaching.

Benefits for Members
Coaching has many benefits that help individuals move forward or create positive change in their careers or organisations. Interventions can include coaching focussed on:

✓ Greater self-awareness of motivations
✓ Improved personal effectiveness
✓ More effectiveness on specific projects
✓ Greater confidence in role
✓ Increased job satisfaction, engagement and well-being at work, sustained over time
✓ Stress reduction and greater resilience
✓ Relational conflict at work

“It was really helpful. I have already put some of the positive challenge into play with, so far, good effect!”

Caroline Elston
Clinical Director for Allergy, Respiratory, Critical Care, Anaesthetics and Pain Therapies
Clinical Academic Group, King’s College Hospital NHS Foundation Trust

The team has coached more than 300 individuals and teams across the NHS

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

Eilis Parker
T: 020 7520 9088
E: eilis@nhselect.org.uk
Customer Care and Patient Experience

With the NHS Five Year Forward View, Francis Report and the Friends and Family Test, it is not surprising that this programme is popular with our members, and we have trained a wide range of staff across our participating sites including consultants, receptionists and non-patient facing staff.

Areas of Work

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 patient voice 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

Additional bespoke support is also available to meet the needs of our members.

Benefits for Members

The team can deliver a range of benefits for members including:

- Enhanced experiences for patients
- Improved feedback from patients
- More effective team-work within organisations
- Long-term sustainability through train-the-trainer programmes

3,200+

More than 3,000 NHS staff from across the country have taken part in our patient experience workshops

“The session was unlike other communication skills sessions, where this was hands-on with practical advice and a realistic outlook with the patient as a customer. It highlighted patient-focus/empathetic engagement with the process and celebrate the soft-skills which is sometimes taken for granted. Overall a brilliant session and I am glad I attended.”

Dr Poornima Pandey
Consultant Paediatrician
Kettering General Hospital NHS Foundation Trust

Contact Details

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

Sue Kong or Joe Blunden
T: 020 7520 9088
E: sue@nhselect.org.uk
E: joe@nhselect.org.uk
Marketing, Communications and Branding

NHS Elect is unique in that it is the only NHS organisation that provides strategic and operational marketing and communications support, ranging from writing plans and strategies to delivering microsite websites.

Areas of Work
The team is experienced across all elements of marketing and communications, including:

- **Branding Advice and Support**: Including brand design and development of brand values
- **Communications and Stakeholder Engagement Support**: Training and hands-on support to aid the effective promotion of services and improve relationships with stakeholders
- **Production of Promotional Materials**: Including posters, leaflets, infographics and digital content
- **Marketing and Communications Strategy Creation**: Co-creating strategies for maximum impact with limited resources
- **Social Media Advice and Support**: Enabling the use of the latest tools to engage with key audiences
- **GP Engagement Planning**: Sharing best practice from across the network
- **Internal Communications Planning**: Reviewing existing mechanisms and recommending improvements
- **Recruitment Support**: Training and 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
- **Website Redesign and Microsite Production**: Auditing existing sites and developing microsites for a bespoke online presence
- **Video Production**: Producing videos and motion graphics that are suitable for social media. Large scale video production is also available for a top-up fee

Additional bespoke support is also available to meet the needs of our members.

Benefits for Members
The team can deliver a range of benefits for members including:

- Improved organisational reputation
- Reduced costs through the production of useful marketing materials
- Enhanced customer experience through website development
- Reduced staff costs by supplementing existing teams in vital areas

Communications and marketing support available to members is worth more than £10,000

“From day one the team were extremely enthusiastic, unendingly encouraging, and expertly supportive in assisting us to deliver the project. It is because of their expertise that our small local project finds itself on a national platform.”

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

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

Sue Kong or Joe Blunden
T: 020 7520 9088
E: sue@nhselect.org.uk
E: joe@nhselect.org.uk
Organisational Development

The team combines rigorous training in OD with extensive experience of the NHS and beyond. Our work focuses on maximising the potential of staff to inform and deliver organisational priorities.

Examples of our Work

- **Leadership Programmes:** Equipping staff with knowledge, skills and insights required to lead successful services. We support leadership development at every level of the service and on a scale from individual teams to the entire leadership communities of large teaching trusts.

- **Resilience and Flourishing:** Working with individuals and organisations to improve their resilience and sustainability.

- **Facilitation and Team Building:** In the last year we have facilitated groups in sizes from 6 to 200.

- **OD Capacity Building:** Working alongside in-house teams to enhance the range of OD work they can undertake.

- **Cultural Analysis and Change:** Making sense of local culture, testing its match against organisational priorities, clarifying what can be done to get the most from what's there and how to change when necessary.

- **Organisational Development Strategies:** Developing meaningful and deliverable strategies.

- **Conflict Management and Mediation:** We can build the capacity for conflict resolution in your organisation or take on specific mediation cases.

- **Events for OD and Change Practitioners:** This year we have hosted sessions on Creativity and Systems. Upcoming events include work on the application of sports psychology in coaching.

Benefits for Members

The team can deliver a range of benefits for members including:

- More engaged and effective leaders throughout the organisation.
- Greater staff resilience.
- Higher levels of staff engagement with strategic objectives and change priorities.
- Reduced cost of using ad hoc trainers and facilitators to deliver OD and learning and development support.

We provide over 4,500 learning and development places on our in-house and national events each year.

Additional bespoke support is also available to meet the needs of our members.

“Thanks for the Psychological Resilience course yesterday. I can honestly say it’s one of the most useful courses I have been on in the whole time I have been with the NHS. Helpful for myself and so many tips that I can see could influence the resilience of those around me. Everyone should do this course!”

Hannah Sparkes
Practice Development Sister, Paediatric Critical Care
Oxford University Hospitals NHS Foundation Trust

Contact Details

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

Jim Timpson or Eilis Parker
T: 020 7520 9088
E: jim@nhselect.org.uk
E: eilis@nhselect.org.uk
Quality Improvement and Measurement

The team utilise a wide range of improvement tools and techniques as well as their extensive experience to help you improve the quality of your services and in turn, patient experience. Our team works with individuals, departments, organisations and health systems.

Areas of Work

The services that are delivered by the team generally fall into these key areas:

- **Capacity and Demand Training and Support**: Applying proven principles to enable you to reduce waits and delays in your elective, diagnostic and emergency services
- **Clinical and Administrative Process/Pathway Redesign**: Map and understand current processes, identify waste and opportunities for releasing time and resources to deliver improvement
- **Measurement for Improvement**: Applying a 7-step process to get the right data, measure the right things and to demonstrate impact and change
- **Quality Improvement**: A range of offers from a half-day taster session, training for QI coaches or 5-day collaborative on-site programmes covering a detailed range of improvement and measurement tools applied by your team to contemporary projects and challenges they face
- **QI Leaders Network**: An emergent network that meets throughout the year. A chance for experienced QI practitioners to meet, explore approaches and strategies to develop and embed QI approaches day to day in a live NHS environment
- **Elective Care (RTT and Cancer)**: Events that provide tools to diagnose your pathway challenges and give you practical strategies for reducing queues and waiting times. As well as an in-house training offer, we can deliver train-the-trainer sessions
- **Patient and public involvement in QI**: Workshops that explain how to involve service users in quality improvement projects and gain high quality feedback to enhance services

Benefits for Members

The team can deliver a range of benefits for members including:

- Reduced service costs through increased efficiency
- Enhanced performance against targets via service improvement
- Improved patient feedback through improved quality of services
- More effective and skilled staff and teams

100+

The team has worked with over 100 trusts across the UK to improve their ambulatory emergency care services

“NHS Elect has been instrumental in helping to build QI capability within the Trust. We have worked in partnership to develop a six-month QI practitioner programme that has been highly informative, interactive and fun, providing a mixture of theory and practical activities to support our staff with their QI projects.”

Yvonne McWean
Associate Director Quality Improvement
Hampshire Hospitals NHS Foundation Trust

Contact Details

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

Robin Davis, Nicola Chandler, Lisa Godfrey, Darren Leech
T: 020 7520 9088
E: robin@nhselect.org.uk
E: nicola@nhselect.org.uk
E: lisa@nhselect.org.uk
E: darren@nhselect.org.uk

Additional bespoke support is also available to meet the needs of our members.
Events Calendar 2019-20

We deliver around 60 seminars and webinars across the year, in addition to hundreds of on-site training sessions. Our seminars cover a range of important topics, and include guest speakers from across the UK.

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Book Your Place
Spaces 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 7520 9088 or emailing nhselectevents@nhselect.org.uk

The Events Team
Claire Butler-Brown from our Events Team will be happy to answer any questions you may have about our events programme.
The Acute Frailty Network is a 12-month improvement programme designed as a professional network to support participating sites to rapidly adopt best practice to improve emergency services for frail older people.

Delivery of the Programme
The programme is delivered by an experienced team of clinicians, operational managers and improvement leaders and is made up of national collaborative events workshops, site visits, webinars and on-site individual support for participating teams.

So far across the life of the programme we have supported over 70 acute hospitals and can evidence the impact of the improvements they have made. The programme is fully supported by NHS England and NHS Improvement, working with partners from ADASS, SAM, Age UK, the British Geriatrics Society, the Royal College of Nursing and the Royal College of Physicians.

90% of participating sites rated the programme as excellent or good

In addition to delivering our standard membership offer, we also provide large scale national improvement programmes:

- Acute Frailty Network (AFN)
- Surgical Ambulatory Emergency Care Network (SAEC)

Each of our programmes runs for 12 months and participating trusts are supported in a number of ways. The structure for this support is similar across the two networks and includes:

- 3 national events
- Topic-specific workshops and masterclasses
- Webinars
- Site visits
- 1-1 provided by a QI coach
- Expertise on measurement
- A return on investment calculator
- Measuring patient experience and using experience based design to improve services
- Sustainability assessment

Acute Frailty Network (AFN)
The Acute Frailty Network is a 12-month improvement programme designed as a professional network to support participating sites to rapidly adopt best practice to improve emergency services for frail older people.

Surgical Ambulatory Emergency Care Network (SAEC)
A number of pioneering trusts in the AEC Network have taken ambulatory emergency care a step further and created surgical AEC services.

Taking AEC a Step Further
Due to the continued interest in this area we felt that the next logical step to support trusts was to establish a Surgical Ambulatory Emergency Care Network (SAEC).

The first cohort of Surgical AEC launched in March 2017 and was oversubscribed. We have since launched cohort four in April 2019, and we are welcoming expressions of interest in cohort five.

Join the Network
If you are interested in being part of the next cohort, please email
frailty@nhselect.org.uk

Join the Network
If you are interested in being part of the next cohort, please email
aec@nhselect.org.uk

There are more than 15 workshops, webinars and other events throughout the programme

Membership of each of these networks is charged separately, and members of NHS Elect benefit from a 10% discount.
AEC Accelerator Programme

Great strides have been made in same-day emergency care across the NHS in recent years and the Ambulatory Emergency Care Network has played an important part in supporting organisations to achieve sustainable changes within their systems.

The Network has worked with a large number of healthcare teams across England and Wales, supporting them to rapidly set up or expand ambulatory emergency care with great results.

Maximizing Same Day Emergency Care

As a Network, we have recently had requests to further support teams who would like to maximise their AEC services. We have designed a programme that will enable participants to make an objective assessment of their AEC service model and provide insight into the potential for AEC in their organisation. This is a six month programme of intensive support working specifically with sites to improve the number of emergency patients treated same day.

The support includes:

• support from a QI coach
• detailed diagnosis based on data analysis
• workshops delivered on site to support teams improve operational processes
• support to improve the patient experience
• measurement expertise

Participants will demonstrate an increase in AEC activity by the end of the programme and be able to correlate this with impact data.

Join the Network

If you are interested in being part of the next cohort, please email aec@nhselect.org.uk

We have worked with over 120 teams across England and Wales

Bespoke Programmes

NHS Elect has also worked with national organisations and groups of members to design bespoke collaborative improvement programmes on cancer, urgent care and frailty.

If you would like to discuss a local programme for your own organisation, system or STP, please contact:

Caroline Dove, CEO
T: 07766 072 353
E: caroline.dove1@nhs.net

NHS Elect has also worked with national organisations and groups of members to design bespoke collaborative improvement programmes on cancer, urgent care and frailty.
## Current Members

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<td>Barking, Havering and Redbridge University Hospitals NHS Trust</td>
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