

# Communications and engagement services for primary care



NHS Arden and Greater East Midlands

NHS Midlands and Lancashire

## Need specialist skills to improve your patient communications and give your team more capacity to focus on essential day-to-day delivery? Unsure how to effectively engage patients/customers about service changes?

Failing to keep your patients/customers informed about your services and how to access them, as well as about service changes, could lead to more work and damage to your reputation.

## Keep your patients/customers on board

- ▶ Use targeted campaigns to keep your patients/customers up-to-date and ensure they access the right service at the right time
- ▶ Design engaging materials, in a language patients/customers understand, to promote your services, and service changes
- ▶ Ensure you're on the ball with equality, inclusion and human rights (EiHR) requirements and issues
- ▶ Get the most out of your website and check it meets NHS England and accessibility guidelines
- ▶ Give your key staff confidence to handle media and public questions with ease.

## What makes us great

- ▶ Specialists in providing communications and engagement support to NHS organisations, including primary care, ICBs, PCNs, GP practices, pharmacies, opticians and dental surgeries
- ▶ Diverse team of subject matter experts who work flexibly when you need extra support
- ▶ We offer competitively priced solutions tailored to the needs and budget of primary care clients
- ▶ We can advise you on service change requirements and how to involve patients/customers
- ▶ We're an NHS organisation committed to public service values.

## What's included

- ▶ Campaign development and delivery
- ▶ Copywriting and design of materials
- ▶ Videos, animations, podcasts
- ▶ Website audits
- ▶ Website development (hosting and management)
- ▶ Communications and engagement support for service redesign
- ▶ Media and social media training
- ▶ Support to set up and manage a patient participation group
- ▶ Equality, inclusion and human rights support and training
- ▶ Freedom of information support and training.



Strategic advice



Communications materials



Public and patient involvement



Website development



EiHR and FOI support



Staff training