

**CARE**  
integration  
awards 2012



Wednesday 4 July 2012  
The Lancaster, Hyde Park, London

# Media pack

Brought to you by



**Nursing**  
Times



## About the Awards

### Aims

The development of integrated care, through effective patient pathways and other approaches will transform how services are delivered by the NHS in the next decade. Effective integrated care is the only sustainable way the NHS will meet rising patient demand and tightening financial constraint.

**Health Service Journal** and **Nursing Times** have decided to acknowledge this by launching the **Care Integration Awards**, the first awards to directly recognise this significant trend in the health service.

Effective integrated care means patients and carers experiencing care of a consistent high quality, which aligns the services supplied by the NHS with those delivered by other health and social care providers. Perhaps the only area of health service innovation with the backing of all professional groups (health service providers, patient bodies and political parties); the awards will celebrate innovations across a huge range of service areas.

The awards are open to organisations, commissioners, providers and individuals who can demonstrate effective strategies and initiatives that have tangibly improved patient care and will be entered and attended by senior health service managers, clinicians from all areas and commissioners.

The time to deliver integrated care has finally arrived. We look forward to working with you on this landmark development.



A handwritten signature in black ink that reads "Alastair McLellan".

**Alastair McLellan**  
Editor, HSJ



A handwritten signature in black ink that reads "Jenni Middleton".

**Jenni Middleton**  
Editor, Nursing Times

For more details contact Angus Hutchinson  
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[www.careintegrationawards.com](http://www.careintegrationawards.com)



## About the Awards

### Judging

HSJ and Nursing Times will use unequalled influence to ensure the most influential figures from the healthcare industry and most respected leaders in each category will judge these awards. A team of 3 will judge each category, one of which will be a representative from the sponsor.

### Important dates

#### Date

November 2011  
March 2012  
April 2012  
16th – 23rd April 2012  
4th July 2012

#### Action

Awards launch  
Entry deadline  
Shortlist announcement  
Judging days  
Award ceremony

### Awards categories

- Cancer Care
- Cardiac Care
- Dementia Care
- Diabetes Care
- Gastrointestinal Care
- Musculoskeletal Care
- Primary Care
- Respiratory Care
- Stroke Care

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# Why sponsor a category?

## Increase your market reach

With seven months of promotion from Nov 2011 to July 2012, your branding will be seen more than 4.1 million times, significantly raising your profile in the industry.

Marketing campaign reach <sup>1</sup>	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Total OTS <sup>7</sup>
HSJ Magazine <sup>2</sup>	18,139	18,139	18,139	18,139	18,139	18,139	18,139	18,139	18,139	163,251
NT Magazine <sup>2</sup>	19,795	19,795	19,795	19,795	19,795	19,795	19,795	19,795	19,795	178,155
Awards e-shots <sup>3</sup>	20,000	14,400	14,400	14,400	14,400	20,000	14,400	14,400	20,000	146,400
E-newsletters <sup>3</sup>	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	324,000
Hsj.co.uk <sup>4</sup>	71,000	71,000	71,000	71,000	71,000	71,000	71,000	71,000	71,000	639,000
Nursingtimes.net <sup>4</sup>	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	2,700,000
Patientsafetyawards.com <sup>5</sup>	588	588	588	588	588	588	588	588	588	5,292
Networking <sup>6</sup>									550	550
<b>Total reach per month</b>	<b>465,522</b>	<b>459,922</b>	<b>459,922</b>	<b>459,922</b>	<b>459,922</b>	<b>465,522</b>	<b>459,922</b>	<b>459,922</b>	<b>466,072</b>	<b>4,156,648</b>

Sources: 1. Figures are estimates based on 2011 campaign reach 2. ABC (Jan-Dec 2010) 3. Cheetahmail (Nov 10-Jul 11) 4. Webtrends (Nov 10-Jul 11) 5. Google Analytics (Nov 10-Jul 11) 6. Footfall at Patient Safety 2011 Awards 7. Opportunities to See Campaign

## Raise your brand profile

Long-term affiliation with the Care Integration Awards promotes strong brand recognition. Your involvement, including presentation of a key award and the hosting of a central table, ensures leading figures in healthcare recognise the significance of your company; and encourages wider identification from existing and potential customers alike.

## Launch new products

The exclusive surroundings of the awards venue, the Lancaster Hotel, and an invited audience of influencers from the industry, produce the ideal occasion to promote your latest product or service innovation. In addition, the attention afforded to these benchmark awards provides the widest possible audience engagement for a related launch PR campaign.

## Establish thought leadership

To stand out and be successful, you must be seen to lead. Where better than before an audience of key decision makers and influencers? Sponsorship of the Care Integration Awards positions you at the forefront of UK care integration and patient safety.

## Business development

With over 500 industry individuals in the room, from Clinicians and GPs to Commissioners and Directors from Acute Trusts, this premiere event provides a unique opportunity to network with the industry's most influential figures. Use it as a chance to thank your existing clients, make new contacts and encourage new business.

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## Category sponsorship package

Sponsorship of the Care Integration Awards provides sponsors with a unique opportunity to integrate with their target audience pre, during and post event. Awards sponsorship delivers maximum return on investment through a high impact 9 month marketing campaign encompassing the whole marketing mix.

### Category Sponsorship: **£15,000**

Sponsorship package	Channel	Timing
A judge from your company/organisation on the panel for your chosen category	Event/Networking	Pre-event
Awards logo to use on your company's marketing and PR	All	Pre-event
Hyperlink from awards website to sponsors website	Online	Pre-event
Sponsor logo on 3 x full page awards advertisements in HSJ	Print	Pre-event
Sponsor logo on 3 x full page awards advertisements in NT	Print	Pre-event
Sponsor logo on 1 x DPS in HSJ and 1 x DPS in NT	Print	Pre-event
Online ads on monthly newsletters with click-through to awards homepage	Online	Pre-event
100 word sponsor profile and sponsor logo on sponsors own dedicated page of the awards website	Online	Pre-event onwards
Sponsor logo on targeted e-shot campaigns driving table sales	Online	Pre-event
Sponsor logo on shortlist announcement	Print	Pre-event
Access to attendee guest list prior to event	Network lead sourcing	Pre-event
Sponsor logo on awards invitations	Print	Pre-event
Sponsor logo on loop projected onto stage backdrop throughout awards dinner	Event	Event
Sponsor logo at drinks reception	Networking	Event
Exclusive access to drinks reception	Networking	Event
Sponsor logo on seating plans and event signage	Print	Event
Presentation of award to winner of sponsored category on stage	Networking	Event
1 x premium table for 10 at the awards	Event	Event
Full page advertisement within winners supplement	Print	Event
Opportunity to write to the winner of your category and congratulate them on the award	Direct mail/Email	Post-event
Sponsor logo to feature on email announcing winners	Email	Post-event
Photograph of your representative presenting the award	Print	Post-event

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