



15th November 2011
Grosvenor House Hotel, London

Sponsorship Media Pack

Welcome to the HSJ Awards 2011

The health industry's most prestigious event

HSJ is the market-leading publication for directors and senior management within the health service. Its authority and objectivity provides senior decision-makers with need-to-know information on everything from government policy and performance targets through to patient-centred care.

Now in their 30th year the HSJ Awards recognise the innovative and essential work being done behind the scenes by many NHS managers: work which benefits patients and is crucial to the effective modernisation, growth and future development of the NHS.

2010 was one of our biggest ever awards, with over 1,300 guests filling the Grosvenor House Hotel.

The HSJ Awards recognise the best of the health service. Reflecting the modernisation agenda, they light the way to the future and give the health service the recognition it deserves. Ingrained in the consciousness of everyone working in NHS management, they are the most prestigious awards in the industry, and are growing in importance and popularity each year.

Key dates

May 16	Launch
July 15	Entry deadline
July	Shortlisting
August 22	Shortlist announced
October	Judging days
October	Judges' Dinner
November 15	Awards night



For more information please call Jason Winthrop on 020 7728 3735



Judges 2011

The HSJ Awards are highly recognised throughout the healthcare industry. The judging process is extremely rigorous, with each entry fully scrutinised.

This year's judges include*

- **Prof David Kerr**
- **Elisabeth Buggins CBE**, Chairman, NHS West Midlands
- **Jane Cummings**, Director of Performance, NHS North West
- **Samantha Riley**, Head of the Quality Observatory, NHS South East Coast Quality Observatory
- **Janet Davies**, Director of Nursing & Service Delivery, Royal College of Nursing
- **Peter Carter**
- **Sir John Oldham**, QIPP lead long term conditions, Department of Health
- **Penny Woods**, Chief Executive, Picker Institute Europe
- **Steve Shrubbs**, Director, Mental Health Network
- **Dr Gillian Leng**, Chief Operating Officer, NHS Evidence
- **Alan Maynard**, Professor of Health Policy, University of York
- **Dr Clare Gerada**, RCGP
- **Ray Jones**, Head of Marketing and Communications, The Chartered Institute of Marketing
- **Dr Rebecca Rosen**, Nuffield Trust
- **David Stout**, Mental Health Network Director & PCT Network Director, NHS Confederation
- **Jill Matthews**
- **Dr Helen Bevan**, NHS Institute for Innovation & Improvement
- **Dr Mark Goldman**, The Goldman Partnership

* Judges are subject to change



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Sponsorship opportunities

17 Awards categories

The HSJ Awards consist of 17 individual category awards, each of which is sponsorable.

Each category recognises a distinct field of achievement, from innovative projects designed to improve the quality of mental health care, to actions to reduce inequalities in healthcare. The performance of entire trusts over the course of a year are also taken into consideration.

Sponsors will be associated with the HSJ Awards throughout the entire promotional campaign, which runs for 12 months starting in May. Sponsors are invited to join the judging panel for their individual category, to create a shortlist of potential winners and then review shortlisted presentations at a judging day, held in central London in October.

Award category sponsorship provides an unrivalled opportunity to associate your organisation with the most prestigious event in UK healthcare, to benefit from inclusion in the 8-month marketing campaign and enjoy high-profile branding at November's gala evening, in front of more than 1,300 of the industry's most important figures.



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Awards categories

The HSJ Awards reflect almost every area of achievement in NHS Management.

- Financial Management
- Data and Information Management
- Acute and Primary Care Innovation
- Best Social Marketing Project
- Clinical Service Redesign
- Enhancing Quality & Efficiency in Services for Children & Young People
- Good Corporate Citizen
- Improving Care with Technology
- Innovation in Mental Health
- Managing Long Term Conditions
- Staff Engagement
- Patient Centred Care
- Patient Safety
- Quality and Productivity
- Workforce Development

Trusts of the Year

- Primary Care Organisation of the Year
- Acute Organisation of the Year



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HSJ Awards 2010 marketing campaign reach

HSJ Awards marketing campaign reach ¹	May 10	June 10	July 10	August 10	September 10	October 10	November 10	Total reach (gross)
HSJ magazine ¹	18,139	36,278	36,278	18,139	18,139	36,278	18,139	181,390
hsjawards.co.uk ²	3476	8438	6,000	1,361	4952	2,586	8,637	35,450
Weekly e-newsletter ³	27400	27400	27400	27400	27400	27400	27400	191,800
hsj.co.uk ³	71,000	71,000	71,000	71,000	71,000	71,000	71,000	497,000
E-shots ⁴	17,780	17,780	13,970	0	10,042	10,529	10,152	80,253
Networking ⁵							1,236	1,236
Total reach (gross)	137,795	160,896	154,648	117,900	131,533	147,793	136,564	987,129

Increase your market reach

With 7 months of promotion from September to March, your branding can be seen over 980,000 times during the complete campaign, significantly raising your profile and creating strong brand association with the awards.

Sources: 1. Estimate based on no. insertions in magazine x ABC (Jan - Dec 2010) 2. Google Analytics (May - Nov 2010) 3. Webtrends (May - Nov 2010) 4. Cheetahtml (May - Nov 2010) 5. Footfall at HSJ Awards 2010



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Demographics

HSJ Awards 2010 audience profile:

Organisation type

Academic Institution	2%
Agency	2%
DH Arms-Length Body	1%
GP Consortium	2%
GP Surgery	1%
Health Centre	6%
Local Government	1%
NHS Community Hospital	9%
NHS Community Services Non-Hospital	10%
NHS Hospital Foundation Trust	25%
NHS Hospital Trust Non-Foundation	4%
NHS Mental Health Foundation Trust	4%
NHS Primary Care Trust	10%
NHS Strategic Health Authority	4%
Pharmaceutical Company	2%
Private Sector – Consultancy	6%
Private Sector – Services	9%
Voluntary Sector/Charity	1%

Job title

Academic/educator/researcher	3%
Chair	5%
Chief executive	11%
Clinical Manager	12%
Clinician	16%
Commissioner	1%
Director	17%
Estates and facilities manager	1%
Finance Manager	1%
General Manager	13%
Health informatics – ICT/Information Management	1%
Human resources	2%
Managing Director	3%
Medical Director	2%
Other	10%



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The category sponsorship package

The HSJ Awards provide a unique opportunity for sponsors to engage their target audience pre, during and post event. Sponsors benefit from inclusion in a high-impact 7-month awards marketing campaign which encompasses the full communication mix and delivers maximum return on investment.

Please see the next page for a detailed list of sponsorship benefits.

Category sponsorship: £26,000

Market value: £98,482

Saving £72,482



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Sponsorship Package	Communication Mix	Timing	Market Value
1 x coverwrap promoting awards launch featuring sponsor logo	Print	Pre-event	£10,000
3 x full page awards adverts featuring sponsor logo	Print	Pre-event	£18,540
Awards logo to use on your own company's marketing and PR	All	Pre-event	PR coverage
Hyperlink from www.hsjawards.co.uk to sponsor website			
Online	Pre-event	PR coverage	
DPS in HSJ featuring sponsor logo	Print	Pre-event	£10,762
Online ads on monthly e-newsletters with click through to awards homepage	Online	Pre-event	£21,000
100 word sponsor profile and logo on dedicated page of the awards website	Online	Pre-event onwards	PR coverage
Sponsor logo on targeted e-shot campaigns to drive table sales	Online	Pre-event	£20,000
Sponsor logo on shortlist announcement	Print	Pre-event	PR coverage
Access to attendee guest list prior to event	Network lead sourcing	Pre-event	£5,000
Sponsor logo on awards invitations	Print	Pre-event	PR coverage
Sponsor logo on video loop projected onto stage backdrop throughout awards dinner	Event	Event	PR coverage
Sponsor logo at drinks reception	Event	Event	PR coverage
Exclusive access to drinks reception	Networking	Event	PR coverage
Sponsor logo on seating plans and event signage	Print	Event	PR coverage
Sponsor to present award to winner of category on stage	Networking	Event	PR coverage
1 x premium table for 10 at the awards	Event	Event	£5,000
1 x full page sponsor advert within winners supplement	Print	Event	£6,180
Opportunity to write to the winner of your category and congratulate on award	Print	Post event	PR coverage
Sponsor logo to feature on email announcing winners	Email	Post event	£2,000
Photograph of sponsor representative presenting the award emailed post event	Print	Post event	PR coverage
Total Market Value			£98,482



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Previous attendees

2020 Delivery Ltd

A

Aetna Health
Aintree University Hospitals NHS
Foundation Trust
Alder Hey
Association for Leaders in Nursing
Association of the British
Pharmaceutical Industry Assura
Medical

B

Basingstoke and North Hampshire NHS
Foundation Trust
BD
Berkshire East Community Health
Services
Bexley Medical Group
Birmingham & Solihill Mental Health
Foundation Trust 1
Birmingham & Solihill Mental Health
Foundation Trust 2
Birmingham & Solihill Mental Health
Foundation Trust 3
Birmingham & Solihull Mental Health
Trust
Boehringer Ingelheim
British Medical Association
BT
BUPA Home and Healthcare & Avanaula

C

C3 Collaborating for Health
Cabinet Office
Calderdale & Huddersfield NHS
Foundation Trust
Cambridge Centre for Health
Leadership and Enterprise
Cambridge Health Network
Cambridge University Hospitals NHS
Foundation Trust
Cancer Research UK
Capsticks solicitors LLP
Cardiff & Vale University Local Health
Board
Care Quality Commission
CareFX
Central and North West London (CNWL)
NHS FT
Central Manchester Healthcare Trust
Central Surrey Health
Centre for Workforce Intelligence
CHKS
Community Health Partnerships
Connecting for Health
Conservative Medical Association
Countess of Chester Hospital NHS FT
Croydon Intermediate Gynaecology
service

D

Datix
Deloitte
Department of Health
Department of Health East of England
Department of Health North West
Derby Hospitals NHS Foundation Trust
Derbyshire County PCT
DH Partnership
Diabetes UK
Doctor Foster
Doctors.net.uk
Dudley NHS

E

East Kent Hospitals University NHS
Foundation Trust 1
East Kent Hospitals University NHS
Foundation Trust 2
Emap Networks
EnergyQuote
Epsom and St Helier hospital

F

Florence Nightingale Foundation
Fulcrum Infrastructure Management/
Renova

G

Gatenby Sanderson
Gateway Family Services
General Medical Council
GlaxoSmithKline
Green Park
Greenwich Community Health Services
GWH Swindon

H

Hallam Medical
Halton Citizens Advice Bureaux
Hammersmith Council and PCT
Health Foundation
Heart of England
Hoggett Bowers
Horizon Health Commissioning LTD

I

Imperial College
Independent Healthcare Advisory
Service
Intellego Health
Ipsen



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Previous attendees (continued)

J

James Cook University Hospital

K

KCHS

Kent County Council

Kings College

Kings College London

Kings Fund

KPMG

L

Lancashire Care Foundation NHS Trust

LGC

London Borough of Barking &
Dagenham

London Specialised Commissioning
Group

M

MacMillan

Managers in People

Marlborough Family Education Service

McKesson

MedeConnect Healthcare Insight

Member of Parliament

Mental Health Foundation

Mental Health Network

Mersey Care NHS Trust

Monitor Moorfields Eye Hospital NHS
Foundation Trust

MP, chair Health Select Committee

N

National Apprenticeship Service

National Mental Health Development
Unit

National Social Marketing Centre

Newcastle Hospitals NHS Foundation
Trust

Newcastle Local Authority

Newton

NHS Barking and Dagenham

NHS Birmingham East & North

NHS Blackpool NHS Bradford and
Airedale 1

NHS Blackpool NHS Bradford and
Airedale 2

NHS Confederation

NHS Cornwall and Isles of Scilly

NHS Devon

NHS East Lancashire

NHS Evidence

NHS Halton & St Helens

NHS Information Centre

NHS Institute

NHS Institute for Innovation and
Improvement

NHS Knowsley

NHS Leicester City

NHS London

NHS Newham

NHS North West

NHS North West Collaborative
Commercial Agency

NHS Nottinghamshire County

NHS Rotherham

NHS South Birmingham

NHS South Central

NHS South Central SHA

NHS South East Coast Quality
Observatory

NHS South East Essex

NHS South Gloucestershire

NHS South West

NHS Stoke on Trent

NHS Supply Chain

NHS Sustainable Development Unit

NHS Sutton & Merton

NHS Technology Adoption Centre
(NTAC)

NHS Tower Hamlets

NHS Warwickshire

NHS West Midlands

NHS Western Cheshire

NHS Western Isles

NHS Westminster

NHS Wirral

NHS Yorkshire and the Humber

NHSBT

NMHDU

NNTCH

North Cumbria University Hospitals
NHS Trust

North East SHA

North Tees and Hartlepool

NHS Foundation Trust

North Tyneside PCT

North West London Hospitals

NHS Trust Northern Lincolnshire &
Goolia

Northumberland Care Trust

Northumbria Healthcare NHS
Foundation Trust

Nottingham North and East Consortium
PBC

Nottingham University Hospitals NHS
Trust

Nottingham Healthcare NHS Trust

Nursing Times

NTW

Nursing and Midwifery Council



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Previous attendees (continued)

O

O2 Health
Ogders Berndtson
One Medicare

P

Pathfinder Healthcare Development cic
Patientrack UK Ltd
Penna
Perth and Kinross
Philips and Kinross
Philips Healthcare
Picker Institute Europe
Portsmouth Hospitals NHS Foundation Trust

Q

QIPP safe care nation

R

ResMed
Ripple Primary School
Royal Berkshire
Royal College of General Practitioners
Royal College of Midwives
Royal College of Nursing
Royal Marsden NHS Foundation Trust
Royal Orthopaedic Hospital NHS Foundation Trust
Royal Surrey

S

Salford Royal NHS Foundation Trust
Sandwell and West Birmingham Hospitals NHS Trust
Sanofi Aventis
Serco
Servier
Sheffield PCT
Shell Gas Direct
Skills for Health
South Essex Partnership University NHS Foundation Trust
South London and Maudsley NHS Foundation Trust
South West SHA
Spire
St Helens and Knowsley Teaching Hospitals NHS Trust
Stockport NHS Foundation Trust
Sustainable Development Commission
System C Healthcare plc

T

Tameside Hospital NHS Foundation Trust
Tees Esk and Wear Valleys NHS Foundation Trust
Terrence Higgins Trust
The Campaign for Greener Healthcare
The Nuffield Trust
The Royal Wolverhampton Hospitals NHS Trust

The Tavistock and Portman NHS Foundation Trust
The Wellbeing Project
Tribal

U

UCLH NHS Foundation Trust
Unison
United Health UK
United Hospital Coventry and Warwickshire NHS Trust
University Hospital of North Staffordshire
University Hospitals of Leicester NHS Trust
University of Northumbria

W

West Suffolk Hospital
Wrightington, Wigan & Leigh NHS Foundation Trust

Y

York St John University
Yorks and Humber SHA

Z

ZPB Marketing



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Praise for previous HSJ Awards

“ *What an absolute honour being shortlisted for an HSJ Award is. My practice team are absolutely thrilled as am I. This is a massive achievement for us and has given the staff a wonderful morale boost. These types of awards are brilliant to show the staff what we are achieving and how well they are doing, we will also be advertising this fact to our patients on our main notice board and in our next newsletter. Thank you once again for this opportunity – it means so much to the practice, the practice team and myself.* ”

Sarah Rhodes, Avicenna Medical Practice

“ *The HSJ Awards are a goldmine for the best examples of a variety of best practice around the country. For many years I have found them invaluable as a source to unearth good practice to spread elsewhere.* ”

Sir John Oldham, National Clinical Lead for Quality and Productivity

“ *We are absolutely delighted to be shortlisted for an HSJ award this year ... this recognition reflects all the hard work and dedication of our staff who have taken this project forward. As a specialist orthopaedic hospital it is sometimes easy to be overlooked and this nomination give us the recognition for the achievements we have made to improve efficiency and the overall experience for the patients we serve.* ”

Penny Venables, Royal Orthopaedic Hospital NHS Foundation Trust



For more information please call Jason Winthrop on 020 7728 3735



Table enquiries and general information

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