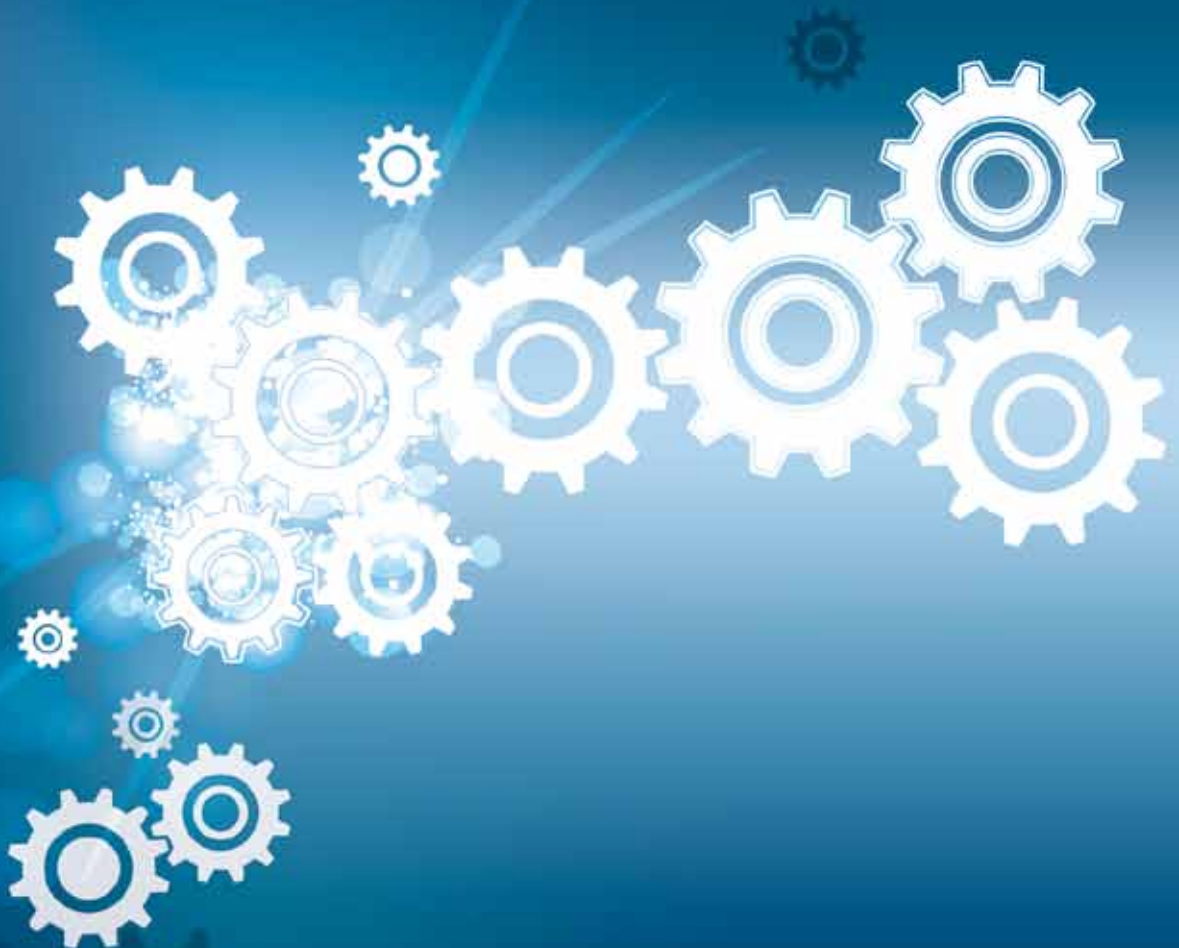


HSJ
Efficiency
AWARDS 2012



In association with:
 HEALTHTRUST EUROPE

Sponsorship media pack



25th SEPTEMBER 2012
LANCASTER GATE HOTEL
66 LANCASTER GATE
LONDON W2 3NA

Welcome to the HSJ Efficiency Awards 2012

Aims

The health service is entering an 'age of austerity' and will have to deliver significant efficiency savings in the short and long term. David Nicholson has told the NHS it needs to find £15-20 billion in efficiency savings by 2014, meaning significant short and long term alteration. Trusts are being charged with delivering more for less and the focus is firmly on maintaining quality and saving costs through efficiency savings.

The HSJ Efficiency Awards recognise increases in efficiency and champions innovations to reduce costs throughout the health service, without affecting the standard of patient care.

To win an award, NHS trusts, departments or individuals must demonstrate effective strategies and initiatives. Each needs to demonstrate tangible improvements in efficiency and clear contributions to cost savings; while maintaining high levels of patient care and staff morale. The awards are open to clinical and non-clinical entries and will attract entries and attendance from senior health service managers, clinicians, procurement managers and primary care managers.

Important dates

Date	Action
23rd January 2012	Website launch
13th April 2012	Entry deadline
14th May 2012	Shortlist announced
20th-25th June 2012	Judging days
25th September 2012	Awards night

“With rising energy costs and growing legislative demands on carbon reduction, the NHS is facing huge pressures to become more energy efficient. With more than 400 specialist engineers, access to the latest technologies from smart meters through to onsite generation, and the use of innovative financing solutions, British Gas take an end-to-end approach.

The HSJ Energy Efficiency Awards raise the profile of energy efficiency whilst commending measures shown to be highly effective and encouraging their adoption nationwide; by demonstrating how achievable energy efficiency can be to cut both costs and carbon.”

Nicholas Grant, Director of Corporate Markets and Energy Services, British Gas Business

Judges 2012

The HSJ Efficiency Awards are highly recognised throughout the healthcare industry and attract interest from high profile professionals who want to take part in the judging process. A team of three judges award each category, one of which is a sponsor representative.

The judging process for the HSJ Efficiency Awards is extremely rigorous, with each entry fully scrutinised. Judges become involved with the HSJ Efficiency awards to recognise excellence within the health service profession and to help disseminate best practice nationally so that all can benefit from the award winners achievement.

Last year's judges included:

- ⚙ Andrew Hawes, Director, Newton
- ⚙ Jim Easton, National Director for Improvement and Efficiency Department of Health
- ⚙ Helen Crisp, Assistant Director The Health Foundation
- ⚙ Tim Straughan, Chief Executive NHS Information Centre
- ⚙ Philip DaSilva, National QIPP Lead, Primary and Community Services, Department of Health
- ⚙ Nicolas Grant, Corporate Markets and Energy Services, British Gas
- ⚙ Tim Litherland, National Chair Health Estates and Facilities Management Association
- ⚙ David Flory, Director General of NHS Finance, Performance and Operations Department of Health Professor
- ⚙ Charles Gutteridge, National Clinical Director, Informatics Department of Health
- ⚙ Peter Rowe, National QIPP Lead for Medicines Use and Procurement, Qipp
- ⚙ Mark Davies, Director of Health, National Audit Office
- ⚙ Helen Bevan, Chief of Transformation, NHS Institute for Innovation and Improvement
- ⚙ Dean Royles, Director, NHS Employers
- ⚙ Sir Neil McKay, Chief Executive, NHS East of England
- ⚙ Hannah Farrar, Director of Strategy and System Management, SHA QIPP Lead – London

"I was delighted to be involved in the judging of these important awards demonstrating the fantastic efforts staff are going to, to find more effective ways of delivering high quality care to patients. Never has the need to find efficiencies been greater as the NHS faces its biggest financial challenge in its history. I'm looking for strong quantifiable evidence of real efficiency that can be replicated elsewhere. The HSJ Awards are a great mechanism for celebrating success and sharing with others what is possible."

Tim Straughan, Chief Executive, NHS Information Centre

Why sponsor a category?

There is no more topical issue than efficiency, sponsoring a category can help your business in many ways:

Increase your market reach

With seven months of promotion from March to September 2012, your branding can be seen more than three million times, significantly raising your profile in the senior healthcare market.

HSJ Efficiency Awards ¹	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Total
HSJ Magazine ²	18,139	18,139	18,139	18,139	18,139	18,139	18,139	126,973
hsjefficiency.com ³	311	915	1,176	171	2,238	511	1,290	6,612
www.hsj.co.uk ⁴	409,207	372,438	381,246	410,476	371,181	352,920	380,478	2,677,946
HSJ Newsletter ⁵	27,373	27,373	27,373	27,373	27,373	27,373	27,373	191,611
e-shots ⁵	16,786	45,350	17,634	17,744	0	3,334	2,000	102,848
Networking ⁶							578	578
Total	471,816	464,215	445,568	473,903	418,931	402,277	429,858	3,106,568

NB. This is the maximum reach of the campaign. Sources: 1. Figures are based on 2011 campaign reach figures 2. Based on 1 insertion in magazine x ABC (Jan-Dec 2010) 3. Google Analytics (Mar-Sept 2011) 4. Webtrends (Mar-Sept 2011) 5. Cheetahtml (Mar-Sept 2011) 6. Footfall at HSJ Efficiency Awards 2011

Establish your organisation as a thought leader

Few sectors are as challenging as today's healthcare industry. Therefore to stand out and be successful, you must be seen to lead. Where better than before the most influential audience of healthcare decision-makers? The HSJ Efficiency Awards sponsorship positions you at the forefront of the sector, whilst establishing you as the brand of repute.

Raise your brand profile

Long-term brand affiliation with the HSJ Efficiency Awards generates strong brand recognition and guarantees leading healthcare managers recognise your company. Your presence at the evening – where you will present an award in person and host a central table – ensures your industry standing and your importance in healthcare management before an audience of existing and potential customers.

Launch new products

The exclusive surroundings of the awards venue: The Lancaster Gate Hotel, London, and attendance of a by-invitation audience of senior healthcare management, produce the ideal occasion in which to promote your latest product or service innovation.

Effective business development

This premiere event is a unique opportunity for you and your team to network amongst the industry's key personnel. Use the awards as a chance to host and thank your key clients, encourage fresh business or empower your sales teams to generate effective new leads.

For more information please contact

Jason Winthrop | 020 7728 3735 | jason.winthrop@emap.com

Awards categories:

Efficiency in:

- ⚙ Acute Service Redesign
- ⚙ Back Office Services
- ⚙ Clinical Support Services
- ⚙ Commissioning Support Services
- ⚙ Communicating Efficiency
- ⚙ Community Service Redesign
- ⚙ Energy Efficiency
- ⚙ Estates Management
- ⚙ Financial Services
- ⚙ Information Technology
- ⚙ Integrated Pathways
- ⚙ Medicines Management
- ⚙ Procurement
- ⚙ Training and Development
- ⚙ Transportation and Logistics
- ⚙ Workforce Efficiency

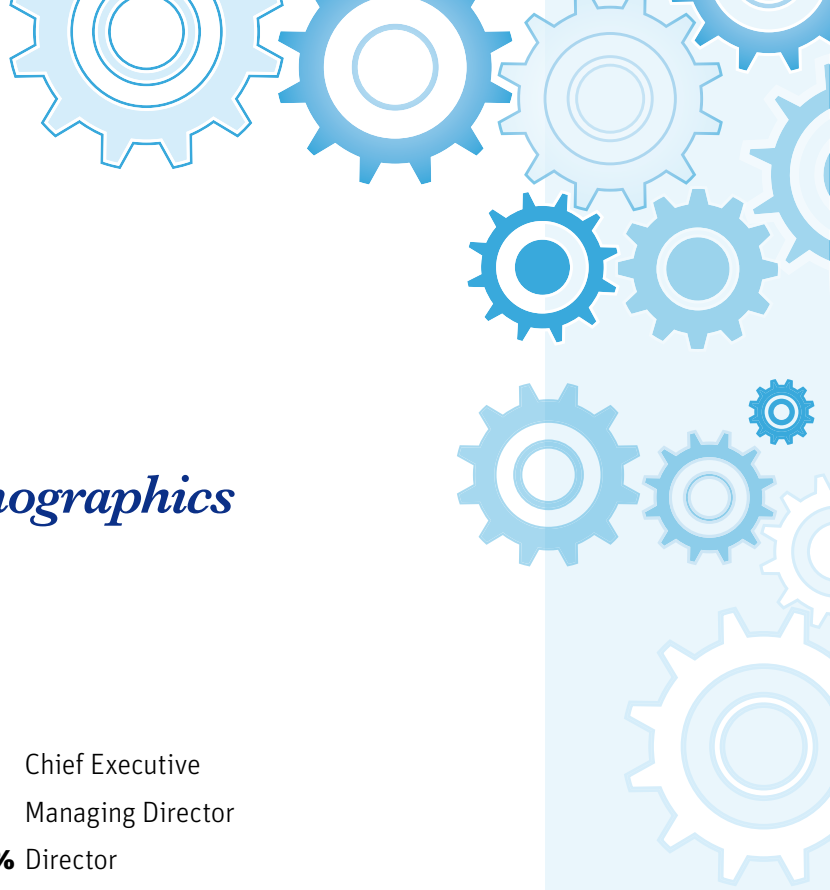


“Capita Symonds were proud to sponsor the HSJ Estate Management Efficiency Award, it was a fabulous event, well hosted with plenty of opportunities to network with many other NHS colleagues during the evening”.

Karen Breakwell, Regional Operational Director, Capita Symonds

“As sponsors of the HSJ Efficiency Awards in 2011, HealthTrust Europe benefited through alignment of our brand with everything the awards stand for. We chose to sponsor the ‘Efficiency in Procurement’ category to reflect our passion for effective, efficient, buying solutions. Attending the presentation evening and generally getting involved with the awards resulted in HealthTrust Europe benefitting from excellent promotional and networking opportunities.”

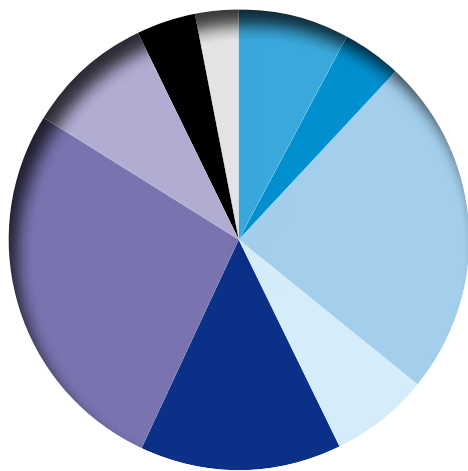
Angela Wale, Business Manager to the Chief Executive, HealthTrust Europe LLP



HSJ Efficiency Awards Demographics

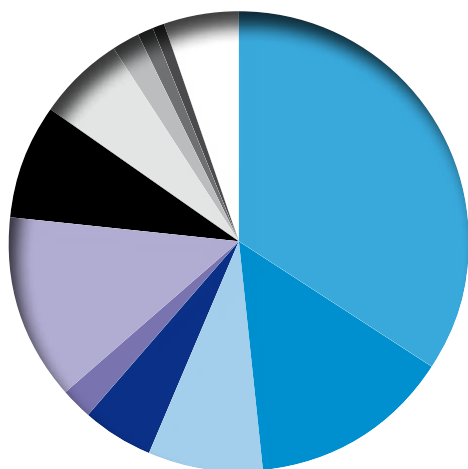
Audience profile

Job title breakdown 2011 awards



- **8%** Chief Executive
- **4%** Managing Director
- **24%** Director
- **7%** Head of Department
- **14%** Senior Manager
- **27%** Manager
- **9%** Practitioner
- **4%** Finance
- **3%** Other

Organisation type breakdown 2011 awards



- **34%** NHS Hospital Foundation Trust
- **14%** NHS Community Hospital
- **8%** NHS Mental Foundation Trust
- **5%** NHS Strategic Health Authority
- **2%** NHS Nursing Home/Care Home
- **13%** Primary Care
- **8%** Health Centre
- **6%** Private Sector/Pharma
- **2%** Academic Institution
- **1%** Department of Health
- **1%** Social Enterprise
- **5%** Other

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Category sponsorship:

Sponsorship of the HSJ Efficiency Awards provides sponsors with a unique opportunity to integrate with their target audience pre, during and post event. Award sponsorship delivers maximum return on investment through a high impact marketing campaign that encompasses the full communication mix.

Category sponsorship: £15,000

Sponsorship Package	Comm Mix	Timing
Representative from sponsor organisation to sit on the judging panel	Networking	Pre-event
Awards logo to use on sponsor marketing and PR	All	Pre-event
Hyperlink from www.hsjefficiency.com to sponsor website	Online	Pre-event
Sponsor logo on 3 x full page awards advertisements in HSJ	Print	Pre-event
Sponsor logo on 1 x DPS in HSJ	Print	Pre-event
Online ads on monthly newsletters with clickthrough to awards homepage	Online	Pre-event
Sponsor's own dedicated page on awards website including 100-word sponsor profile and sponsor logo	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 the awards dinner	Event	Event
Sponsor logo at drinks reception	Event	Event
Exclusive access to drinks reception	Networking	Event
Sponsor logo on seating plans and event signage	Print	Event
Sponsor to present award on stage to winner of category	Networking	Event
1 x premium table for 10 at the awards	Event	Event
Full-page advert within winners' supplement	Print	Event
Opportunity for sponsor to present award on stage to winner of category and opportunity to write to them to congratulate on receiving the award	Event and networking	Post-event
Sponsor logo to feature on email announcing winners	Email	Post-event
Photograph of sponsor representative presenting the award	Print	Post-event

We would also be delighted to discuss bespoke solutions tailored to the specific needs of your brand and business strategy.

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HSJ Efficiency Awards 2011 – on the night



“We found the HSJ Efficiency Awards event to be very professionally organised and the atmosphere full of energy. The healthcare teams appeared to really appreciate the opportunity to be recognised for their achievements amongst so many of their peers. We also found there were great networking opportunities due to the diverse mix of attendees to the event.”

Robyn Pease, Senior Market Manager - Centralised Diagnostics, Roche Diagnostics Limited

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