

Patient Safety

AWARDS 2012



Wednesday 4 July
The Lancaster London Hotel
Lancaster Terrace, London W2 2TY

Media Pack

Aims

Ensuring the safety of everyone that comes into contact with health services is one of the most important challenges facing the NHS today.

HSJ and Nursing Times believe that not enough is done to publicly recognise and reward innovation and best practice in the field of patient safety. We also believe that patient safety should be at the forefront of the provision of health services in the UK. This is why HSJ & Nursing Times established the Patient Safety Congress in 2008, creating a movement that puts patient safety at the heart of everyone's thinking. The Patient Safety Awards build on the work that our Patient Safety Congress has achieved, giving Patient Safety the recognition it deserves.

The awards will reward health organisations and teams who have successfully managed or implemented a project which has significantly improved the safety of patients.

Judging

A team of three will judge each category. Two will be individuals working in the forefront of driving patient safety improvement, while the third will be a representative from a sponsoring company.

Important dates

Date	Action
November 2011	Awards launch
March 2012	Entry deadline
April 2012	Shortlist announcement
16-23 April 2012	Judging days
4 July 2012	Award ceremony

"As a sponsor and judge, the awards gave me the opportunity to see the excellent work and successes of patient safety initiatives right across the health service. I was very impressed by the standard of the entries and the enthusiasm shown by the participants who often develop their patient safety projects in addition to their normal duties as healthcare professionals. It was so rewarding to celebrate the innovation and determination of all those involved in trying to improve patient safety and make it a mainstream concern."

Jean Challiner, Chief Medical Officer, Clinical Solutions

Awards categories

- Board Leadership
- Changing Culture
- Technology and IT to Improve Patient Safety
- Education and Training in Patient Safety
- Infection Control and Hygiene
- Patient Safety in Clinical Practice
- Patient Safety in Mental Health
- Patient Safety in Diagnosis
- Data/Information Management



"Being shortlisted for the award was great news for our Team, our Trust and, most of all, our patients, because it was national recognition that what we were doing was of a very high standard and was improving the quality of care in our hospital."

"It was a real accolade to have been selected as a finalist. The award ceremony itself was an amazing experience, it has highlighted the good work of our Infection Prevention Team, both to staff within our organisation and to our key stakeholders outside, including patient groups, selected officials and the media. We have had a huge amount of interest from the local media, newspapers, radio and regional television."

Peter Jenks, Consultant Microbiologist, Plymouth Hospitals NHS Trust
Winner of 'Infection Control and Hygiene' Patient Safety Award 2011

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 3.8 million times, significantly raising your profile in the industry.

Marketing campaign reach ¹	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Total OTS ⁷
HSJ Magazine ²	18,139	18,139	18,139	18,139	18,139	18,139	18,139	18,139	18,139	163,251
NT Magazine ²	19,795	19,795	19,795	19,795	19,795	19,795	19,795	19,795	19,795	178,155
Awards e-shots ³	20,000	14,400	14,400	14,400	14,400	20,000	14,400	14,400	20,000	146,400
E-newsletters ³	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	324,000
Hsj.co.uk ⁴	71,000	71,000	71,000	71,000	71,000	71,000	71,000	71,000	71,000	639,000
Nursingtimes.net ⁴	261,000	261,000	261,000	261,000	261,000	261,000	261,000	261,000	261,000	2,349,000
Patientsafetyawards.com ⁵	588	588	588	588	588	588	588	588	588	5,292
Networking ⁶									550	550
Total reach per month	426,522	420,922	420,922	420,922	420,922	426,522	420,922	420,922	427,072	3,805,648

Source: 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 Patient Safety 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

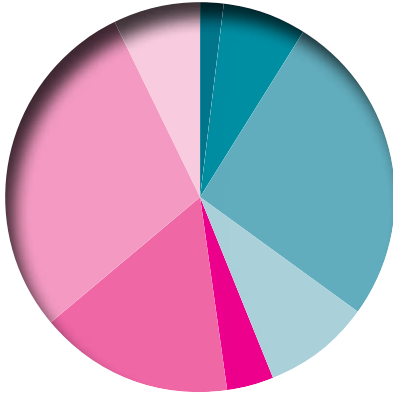
To stand out and be successful, you must be seen to lead. Where better than before an audience of key decision makers and influencers? Sponsorship of the Patient Safety Awards positions you at the forefront of UK patient safety.

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.

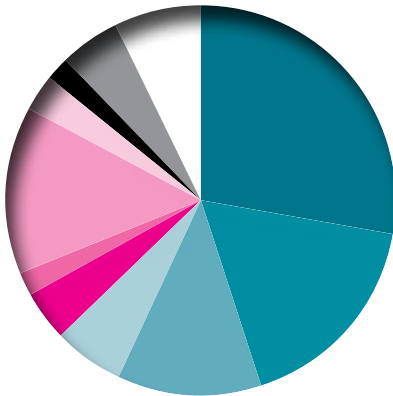
Audience demographics

Job title breakdown 2011 awards



- Board Level **2%**
- CEO/President **7%**
- Director/Assistant Director **26%**
- Head **9%**
- Senior Manager **4%**
- Manager **16%**
- Practitioner **29%**
- Other **7%**

Organisation type breakdown 2011 awards



- NHS Foundation Trust **28%**
- NHS Hospital Trust, Non-Foundation **17%**
- NHS Strategic Health Authority **12%**
- NHS Primary Care Trust **6%**
- NHS Mental Health Foundation Trust/Non Foundation Trust **4%**
- NHS Community Hospital & NHS Community Services Non Hospital **2%**
- Private Sector **14%**
- Regulatory Body **3%**
- Department of Health **2%**
- Independent Hospital/Healthcare Services **5%**
- Other **7%**

Category sponsorship package

Sponsorship of the Patient Safety 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

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

Previous attendees

A

Aintree University Hospitals NHS Ft
Amdel Medical Ltd

B

Basingstoke & North Hampshire
Foundation Trust
Betsi Cadwaladr University Health Board
Birmingham & Solihull Mental Health
Foundation Trust
Blackpool Flyde & Wyre NHS Foundation
Trust
Blackpool Victoria Hospital NHS Trust
British Thoracic Society

C

Central Manchester & Manchester
Children's University Hospitals NHS
Trust
Central Manchester University Hospitals
PCT
Cheswold Park Hospital
Clinical Solutions
Cwm Taff Health Board

D

Department of Health
Derby Hospitals NHS Foundation Trust
DH Informatics Directorate NHS
Connecting for Health

E

East Lancashire Hospitals NHS Trust
East Lancashire NHS Trust

F

FDI Technology Ltd
First Databank

G

Great Ormond Street Hospital NHS Trust
Guys & St Thomas NHS Foundation Trust
Gwent Healthcare NHS Trust

H

Hammersmith Hospital
Healthcare At Home
Hounslow & Richmond Community
Healthcare

I

Impress

K

K2 Medical Systems
Kettering General Hospital NHS Trust
Kings College Hospital
Kingston Hospital

M

Manchester Royal Infirmary
Mediwell Systems Ltd
Mersey Care NHS Trust

N

National Patient Safety Agency
NHS Connecting for Health
NHS Diabetes
NHS Information Centre for Health &
Social Care
NHS Lothian
NHS Manchester
NHS QIS
NHS Quality Improvement Scotland
NHS Shpct
NHS South Birmingham
NHS South West Essex
NHS Tayside
Ninewells Hospital
Norfolk & Waveney Mental Health NHS
Foundation Trust
North Bristol NHS Trust
North Tees & Hartlepool NHS Foundation
Trust

P

Pennine Acute Hospitals NHS Trust
Peterborough & Stamford Hospitals NHS
Foundation Trust
Plymouth Hospitals NHS Trust
Plymouth Teaching Primary Care Trust
Poole Hospital NHS Foundation Trust
Primecare

Q

Queen Elizabeth Hospital King's Lynn
NHS Trust

R

Richmond & Twickenham Primary Care
Trust
Riverside Healthcare
Roche Diagnostics Ltd
Royal Berkshire NHS Foundation Trust
Royal College of Nursing
Royal Devon & Exeter NHS Foundation
Trust
Royal West Sussex NHS Trust

S

Salford Royal University Hospital
Sandwell PCT
South Devon Healthcare Foundation
Trust
South Devon NHS Trust
South Essex Partnership NHS Foundation
Trust
South Manchester University Hospitals
NHS Trust
South Warwickshire General Hospitals
NHS Trust
South West London & St George's Mental
Health NHS Trust
Southend University Hospital
Swansea NHS Trust

T

The Doctors Laboratory
The Health Foundation
The Mole Clinic
The Queen Elizabeth Hospital Kings Lynn
NHS Trust
The Shaftesbury Clinic
The Virtual College

U

University Hospital Birmingham
NHS Foundation Trust
University Hospital Coventry &
Warwickshire NHS Trust
University Hospital of Leicester
University Hospital of North Staffs
University Hospital of South Manchester
University of Leicester

V

Vygon UK Ltd

W

West Essex Community Health Services
West Hertfordshire Hospitals NHS Trust
Western Sussex Hospitals NHS Trust
Wolverhampton City NHS Primary Care
Trust
Worcestershire Acute Hospitals NHS
Trust
Worthing & Southlands Hospital NHS
Trust
Worthing Hospital
Wrightington, Wigan & Leigh NHS Trust

Awards 2011



"When we decided to enter the Patient Safety Awards we were very excited. We are a small dedicated Infection Prevention Team, with big ambition and drive and wanted to share a vision of improving the patient experience and safety in community care homes whilst reducing the risk of HCAI. Winning the award shows that nothing is impossible if you believe, we were thrilled to take the accolade back to our colleagues. The prestige is overwhelming for us, we feel so proud and have promoted our win through articles in local press and health focus supplements."

Carolyn Wiley, Infection Prevention Lead Nurse for Primary Care, Wolverhampton City Primary Care Trust