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

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>November 2011</td>
<td>Awards launch</td>
</tr>
<tr>
<td>March 2012</td>
<td>Entry deadline</td>
</tr>
<tr>
<td>April 2012</td>
<td>Shortlist announcement</td>
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<tr>
<td>16–23 April 2012</td>
<td>Judging days</td>
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<tr>
<td>4 July 2012</td>
<td>Award ceremony</td>
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"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

For more details contact Jason Winthrop
T 020 7728 3735  E jason.winthrop@emap.com
www.patientsafetyawards.com
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.

<table>
<thead>
<tr>
<th>Marketing campaign reach¹</th>
<th>Nov-11</th>
<th>Dec-11</th>
<th>Jan-12</th>
<th>Feb-12</th>
<th>Mar-12</th>
<th>Apr-12</th>
<th>May-12</th>
<th>Jun-12</th>
<th>Jul-12</th>
<th>Total OTS’</th>
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<tbody>
<tr>
<td>HSJ Magazine²</td>
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<td>NT Magazine²</td>
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<td>Awards e-shots³</td>
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<td>E-newsletters³</td>
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<td>324,000</td>
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<td>Hsj.co.uk⁴</td>
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<td>Nursingtimes.net⁵</td>
<td>261,000</td>
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<td>Patientsafetyawards.com⁶</td>
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<td>Networking⁷</td>
<td>550</td>
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<tr>
<td><strong>Total reach per month</strong></td>
<td><strong>426,522</strong></td>
<td><strong>420,922</strong></td>
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<td><strong>427,072</strong></td>
<td><strong>3,805,648</strong></td>
</tr>
</tbody>
</table>


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.

For more details contact Jason Winthrop
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www.patientsafetyawards.com
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%

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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**

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

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

For more details contact Jason Winthrop

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www.patientsafetyawards.com
Previous attendees

A
Antree 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 Fyde & 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 Sbpct
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
Penneine 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
Worcetsershire Acute Hospitals NHS Trust
Worthing & Southlands Hospital NHS Trust
Worthing Hospital
Wrightington, Wigan & Leigh NHS Trust

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"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