



Helping NHS teams promote and share learning from service transformation

NHS England

Case study





“

Thank you for all your help over the last year or so. I know it wasn't always easy, but your support has been appreciated.

Antony Tiernan | Director
Engagement and Communications
New Care Models Programme - Five Year Forward View

”

Background

When a small, central communications team within NHS England needed help promoting the national 'new care models' initiative, we worked with 50 separate 'vanguard' teams across the country to develop a range of communication materials. One of the initiative's main aims was for the vanguards to share best practice with each other, with other organisations and we wrote case studies to support this aim.



Project deliverables

Working with communications leads across the country, we put together profiles and two case studies for each vanguard, outlining the new services and new ways of working that they were launching. This was an extensive piece of work, involving interviewing clinicians, managers and patients and writing up communications to a tight brief.

These were then used in a number of ways to promote the programme and share learning, including in a dedicated section on the NHS England website and a programme brochure. They also provided a useful resource for the media looking for relevant case studies related to new NHS developments.

As well as the 100 case studies, we developed a number of opinion and update blogs for leaders from within both the national programme team and the vanguards at key points such as the programme's first anniversary, and wrote comment pieces for conference brochures.

We also supported the development of various operational materials including an engagement strategy, exhibition displays, and frameworks for delivering new care models to be shared across the vanguards.



Delivery frameworks and engagement strategies



Blog posts, brochures and case studies



Interviews with clinicians, managers and patients



Outcomes

Key to the success of this project was managing all the different elements that needed to be delivered within a set timescale, with a coherent style and message and a shared professional voice, and linking in with 50 different teams around the country to achieve a consistent result.



Project delivered on time



Consistent results across 50 teams



Industry expertise



Established in 2013, Sorted Communications works remotely to provide flexible and responsive communications support including writing, editing, proofreading and design. Previous clients include NHS England and several NHS trusts as well as other public sector organisations, charities and smaller private sector businesses.



Writing



Editing



Proofreading



Design

To find out more, email hello@sortedcomms.co.uk,
call 0115 714 0478 or visit www.sortedcomms.co.uk