



Institute of
Healthcare
Management

The Institute of Healthcare Management

Exclusive Corporate Partner Proposal

Introducing the Institute of Health Management

The IHM is a fee paying professional body comprised of state and private sector healthcare managers, from Chief Executives to level one Managers.

The purpose of the Institute is to enhance and promote high standards of professional healthcare management in order to improve healthcare for the benefit of the public.

The IHM creates and sustains a community of healthcare managers through strong regional local networks. The IHM is widely recognised for the following:

- Promoting professional standards and good practice
- Informing healthcare managers of new developments, current thinking and trends
- Advancing study and research in healthcare management

The IHM as part of its development is enthusiastic to form a strategic promotional alliance with an appropriate organisation or brand.

Key facts about the IHM and the marketplace

- An important aspect of forming a strategic partnership with the IHM is the access this will give to key decision makers with substantial budgetary responsibility.
- IHM members control budgets which are in excess of £3.5 Billion.
- IHM member's budget responsibilities impact on every purchasing aspect related to delivering healthcare from IT, medical and general equipment, telecoms, training, vehicles and all forms of outside tender negotiations for the support services vital to ensuring health centres operate effectively and efficiently for the better care of patients.
- IHM members are responsible for managing significant numbers of personnel.
- The IHM lobbies and supports the sector as a whole regardless of membership - this is reflected in the wider distribution of their publication '**Health Management**' that has a circulation of 10,500 of the **most influential decision makers in the healthcare sector.**

The IHM has Regional Centres that support members in Scotland, the North East, North West, Central England, London and Wales. This extensive regionalisation offers opportunities to specifically target regions in support of any localised campaigns. The regional centres would provide ideal locations from which new product launches could be announced.

Opportunities for the Corporate Partner

Organisations like your own have complex messages to convey about its products and services. In addition IHM members are time poor and notoriously sceptical. New developments / products / services have to be backed up with persuasive research and extensive explanation - so how do you get these individuals time and attention?

By working with the IHM as a strategic partner your message can be put across in a variety of ways that will enable you to achieve brand promotional options that will not just allow you to 'introduce' your business to them, but to spend 'time' with them, highlighting what you can do, and that by working with the IHM membership you will enable them to deliver better healthcare, ensuring they can envisage how a particular solution will benefit the areas they have responsibility for.

The approach in establishing a strategic partnership must be flexible so that we can deliver focused brand awareness building opportunities in an impressive and persuasive manner, delivering a message that is both interesting and compelling. The ideas outlined within this proposal are a discussion starter, so that we can explore the methods that would best suit your needs and budgets.

From this first exploratory meeting we would wish to understand the communication priorities and drivers of our potential strategic partner. From this we will work with them to achieve mutual objectives. The partner who would benefit the most would be one whose objectives and values are closely aligned to those of the IHM and its membership.

The strategic promotional partnership could include all or some of the following activities:

Survey (subject to aims and objectives)

The IHM would work with the Corporate Partner to develop a survey(s) with members (or other relevant audiences) on an important issue related to the IHM and the Partner's objectives.

Survey results to be published in magazine, web site, etc.

One survey currently being prepared is:-

Was Gerry Robinson accurate? - An IHM management survey

The BBC2 programme broadcast in early January 2007 - **Can Gerry Robinson fix the NHS?** raised many issues about management in hospitals.

As the management membership organisation in the sector, the IHM has commissioned Ashridge Communications to carry out a survey of members and non-members in response to this programme.

The survey will explore key issues related to the programme and management in the NHS such as:

- The relationship of consultants and anaesthetists to management.
- The affect which goal setting (or the lack of it) for clinicians has on waiting lists.
- The degree to which traditional working practices may hamper efficiency.
- Levels of management qualifications and training and the need for on-going training/CPD.
- The degree to which re-structure and change has affected management morale.
- The degree to which relatively simple decisions to improve efficiencies could be more easily reached with greater co-operation and a clear mandate from the Chief Executive.

The results of the survey will be the subject of extensive PR and will also be published in the IHM magazine *Health Management* and featured in debate at the IHM conference in May. In developing this survey Ashridge Communications will work with an external partner who would contribute to the content of the questionnaire, and share in the results of this survey.



Health Management the IHM's bi-monthly magazine

- Your logo and brand identity published on the contents page, including a full page advertisement in each issue - for 6 issues
- A branded Q & A page - for 6 issues.
- We conduct and publish an interview with the strategic partner, directing the content towards your objectives, whilst delivering balanced, informative and interesting content for the readers - a double page spread.
- Product launches (a maximum of three per year) - HM can provide coverage of product launches, including references to the business, aimed at developing reader awareness, understanding, and enthusiasm to buy.
- Advertorials (two per year) - the content supplied by the partner, designed and laid out by the publisher so that it 'fits' with the style of the magazine.
- Article sponsorship - certain articles within HM will lend themselves to sponsorship.
- The partners branding on the polywrap.

Regional Forums

Utilising the strong regional bias, particularly for a new product launch, the IHM will work with the partner to bring IHM members to their regional office or a suitable venue for an exclusive forum, chaired by the IHM for the partner to deliver presentations. Typically such forums would run from 11.30am, with a buffet lunch, on, till say 4.00pm, with a mix of presentations, roundtable sessions, and networking opportunities. Two forums during the year.

Corporate Partner - promotion and exhibitor package

- Full branding in a brochure promoting the events
- An exhibition stand
- A review in Health Management
- That regions membership list so that you can mail everyone with presentation material and product information
- A branded event delegate pack

There will be additional costs for venue hire, catering and production cost of brochure and delegate pack.

Web presence

The Partner will be featured on the IHM web site with their logo and 30 word description, including relevant links to the Partner's web site, and other sites, for a full 12 months.

The cost of the exclusive Partner Package will depend on whether an organisation wishes to buy into the whole package, or be selective.

Other Opportunities

These would be in the form of long standing (at least 12 months) activities directly with the IHM, and could include:

- Sponsoring all of the IHM stationary
- Having a 'signature' on all emails
- Drink mats/cups/mouse mats/pens etc
- Hosting a Chief Executives one day conference
- Mini-Guides and Supplements - the publisher can create special editions of HM that are dedicated to a partner, for example a supplement on the results of a Partner survey.

Cost dependent on final pagination/inserting or binding costs, and any re-prints

***Note:** all items and partners are subject to final approval by the IHM. There may also be opportunities for new activities to be added where they add value to the partner and the IHM.