



# How we can help you keep your stakeholders, staff and patients informed and engaged

## How we help you deliver transformation

- We support service user activation programmes to empower behaviour change through our social marketing expertise
- Communicating and simplifying change to services to support system navigation and service user education
- Providing better access to care through new technologies and digital tools
- Ensuring collaborative working and service users at the centre by involving stakeholders including staff in engagement activities
- Taking organisations through challenging service reconfigurations providing expert advice pre and during consultations
- Managing reputations and positioning organisations through change with strategic media support and internal staff engagement
- Providing strategic guidance for projects such as service reconfiguration
- Reputation and relationship management with stakeholders and partners.

## How we can help with engagement and consultation

- Strategic guidance on how to inform, engage and consult as appropriate to service or policy change
- Guidance to ensure you remain compliant with consultation law and legislation underpinned by strategic partnership working with the Consultation Institute
- Strategic stakeholder mapping including 'seldom heard' groups
- Delivery of focus groups, surveys, deliberative events and interviews with service users, public, staff and stakeholders
- Event management including agenda design, scriptwriting and attendee recruitment
- Rigorous and robust analysis and production of a report of findings.

For more information on our products and services contact us today:

**Email:** [mlcsu.commercial@nhs.net](mailto:mlcsu.commercial@nhs.net)

Visit us [mlcsu.co.uk](http://mlcsu.co.uk)





## Media and publications offer

- The full writing and design of simplified, easy read and plain English documents including annual reports
- Story telling using newsworthy data, videos and testimonials
- Media management and monitoring including relationship management with press
- Strategic advice around high-profile subjects including consultations and crises
- Training on media handling, crisis managing, video production and writing skills.

## How we can deliver campaigns and creative communications products

- Behaviour change, awareness campaigns and social marketing planning and implementation
- Service enhancement campaigns (ie Extended access, DNAs etc)
- Digital first campaigns including digital triage and enhanced access to digital primary care
- Audience research, focus testing and evaluation
- Cutting edge design for digital and offline approaches
- Visual and branding strategy
- Digital tool configuration and build (inc websites, intranets, tools etc)
  - meeting all ISO standards, DOH guidelines, NHSE national branding guidance for public-facing communications and relevant legislative requirements including the Information Standards Framework
  - Digital ecosystem strategy creation
  - Hosting and security
  - Content management

- Disaster recovery
- Digital training
- UX (user experience) and UI (user interface) design and mapping.

## At-scale approach

- **Resilience:** Our collaborative communications and engagement (C+E) team spans two CSUs serving a broad national population. Together, our robust production methods and PMO tools allow work to be picked up by other experts anywhere, at any time, which in turn, allows us to respond to the unexpected
- **Shared licence and subscription fees:** Giving you access to highly specialist software with a significantly reduced overhead
- **Ultimate flexibility:** The ability to access and utilise highly specialist C+E experts aligned to the peaks and troughs of your team's workplan
- **Shared knowledge and expertise:** Our team of consultants and experts are serving similar organisations across the country and share their knowledge regularly to maximise ROI
- **Professional development:** We invest a significant amount in the professional development of our workforce to ensure you receive industry leading expertise and knowledge at all times
- **On-site or remote support:** We are agile - able to flex our delivery model to best meet your needs.
- **Robust reporting:** Value for money is very important to us and we provide regular reports setting out our performance against pre-agreed KPIs
- **Reduced supplier relationships and economies of scale:** We have established relationships and partnerships with industry leading suppliers (such as print / consultation law) and we will manage those relationships on your behalf. Because we buy on behalf of a broad geography, we also benefit from economies of scale which are passed on to you.

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