



Marketing Activities August-September 2014

Summary:

The marketing report consists of the details of activities undertaken in accordance to the marketing plan set up for Call Care Service. The focus was on generating brand awareness by actively promoting Call Care service through partnership meetings with other organisations, events attendance and developing the website to promote the brand in online medium.

Brief overviews of marketing activities done in the month of August are as follows:

Detailed List of Activities:

Strategic Partnership Building Project:

- We have been actively involved in the partnership meeting with the organisations over the last couple of months. This activity will be continued in weeks/months to come. This involves setting up the meeting with the organisations with whom we can work in strategic partnership.
- **Wiltshire Farm Foods:** They agreed to work in partnership with Call Care by distributing our leaflets alongside delivering their food packs. This project will cover the whole Northamptonshire region.
- **Northamptonshire Fire and Rescue Team:** In the meeting with them on 27th Aug, it was agreed to book a slot for presenting our services in their team meeting.
- **Northampton County Council** meeting was scheduled with Chris Bark on Friday 5th September. The meeting was a success wherein future business development with NCC was discussed. Further to this, Louise has arranged meetings with Tunstall.

Promotional Events and Workshop

- Service presentation scheduled on Wednesday 8th October with NHS NHFT, to be presented by Louise.
- Service presentation scheduled on Thursday 25th September with NBC Housing options, to be presented by Louise.
- Mental health Wellbeing Workshop scheduled on Thursday 18th September by Healthwatch Northamptonshire, will be attended by Louise.



- The Care Act 2014 workshop by Healthwatch Northamptonshire will be attended by Louise.
- In the series of Rheumatology Engagement events by Kettering General Hospital; Call Care service will have stand in all the below locations.
 1. Thursday 2nd October-Beanfield Centre, Beanfield Avenue, Corby NN18 0AX
 2. Thursday 9th October Crescents Community Centre, Laburnum Crescent, Kettering NN16 9PH
 3. Tuesday 21st October-Wellingborough Museum, 12 Castle Way, Wellingborough NN8 1XB
 4. Wednesday 22nd October- Pemberton Centre Gallery Room, H E Bates Way Rushden. NN109 YP

Hospital Activity: Extensive work has been done in the month of August on hospital task. Anjali coordinated the Call Care marketing team for this. Hospital has been divided among the team member: Linda, Ivan and Anne. This demarcation was created so that we have a single point of contact for each hospital and to build a better relationship. Anne will focus on Northampton General Hospital, Linda on Berry Wood Hospital and Wellingborough Hospital; Ivan will focus on Kettering General Hospital. We have managed to build good contacts within the NGH from general emergency ward, medicine and emergency team and the discharge ward. Meetings have been scheduled with the ward matrons and the ward nurse. Targeting hospitals would be the one of the best marketing strategies as this will help to build relation with the respective wards and repetitive meetings will increase the chance of long term relation building within the healthcare sector. Please find below the updates on the hospital tasks from the respective areas:

Northampton General Hospital: Anne is covering the NGH Hospital. Anne has successfully managed to build contacts with the medicine and emergency team, discharge ward and general medicine in NGH. Further to this meetings request has been sent to the matrons and nurses from the respective wards.

Kettering General Hospital: Ivan is covering the Kettering General Hospital. Meeting requests were sent to the respective wards. They are positive about the call care service. We are expecting few service presentations in their team meetings.

Berrywood Hospital, Daventry and Wellingborough Hospital: Linda is covering Berrywood hospital, Daventry, Wellingborough hospitals. Initial contacts have been made with the hospital wards. Awaiting confirmation for the visit date.



One Stop Shop NBC: Anjali created Call Care advert which is currently up and running in the One Stop Shop display screen in the reception. There is room for the banner in the one stop shop. We will have it in place within the next few weeks.

Principal Medical Ltd (Hospital at home Service): This is a new organisation being used by GP surgeries in South Northants area for referrals of patients over age of 65. PML will consist of support workers, OTs, etc. and will help with needs and independence advice etc. This is currently being set up & will be fully up and running in a few months time. Leaflets have been sent. Suggested we meet for demo/talk when they are ready.