

Providing you with the tools to
engage with your community



Comprehensive communication solutions

Capita Membership Services combines market-leading technologies with expertise and innovation in order to continually enhance and improve the way we meet Trusts' member engagement challenges.

Capita has unrivalled experience in membership communications and has project managed over 2,000 membership engagement campaigns since the first Foundation Trusts were authorised in 2004.

Working in partnership with you, Capita will help define your communication strategies and project manage each mailing from start to finish. Understanding your longer term strategies will enable Capita to expertly plan the optimum mailing schedule and co-ordinate all the resources needed, which in turn provides cost saving benefits from stock purchasing to postage discounts.

Capita's single supplier approach to member engagement will provide you with reassurance that your projects are being executed by an experienced team whilst mitigating any risk of your membership data being transferred to different suppliers.



Targeted recruitment campaigns

In a recent targeted public membership recruitment campaign on behalf of aspiring Foundation Trust, Ashford and St. Peter's Hospitals NHS Trust, tailored messages were used to target different lifestyle groups; with a return rate of 8% and 5,000 new members in just over 6 weeks, this exceeded the Trust's objective of 3,500 members from the initial recruitment campaign.

Capita Membership Services has been assisting with member recruitment for over 5 years, managing around 70 large scale campaigns and recruiting approximately 200,000 members along the way. Our methods of member recruitment ensure those recruited become valuable, engaged and long standing members of your Trust.

Even if you already have a healthy number of members, our recruitment analysts can review your current membership and advise on the exact areas which need to be reviewed and enhanced. Using our unique mapping software we are able to establish geographical areas that are under-represented in your Trust membership. This recruitment tool allows you to select areas within your catchment, and return a full list of all households most likely to contain the target group within the defined area, excluding existing and former members.

Once the target audience has been identified we are able to assist you with planning an integrated communications or recruitment campaign. By targeting your audience you can tailor your message to ensure that any communication you send out is more likely to be read and acted upon, thereby improving your success rate and saving you money in recruitment costs.

Even if you don't use Capita as your database provider, we can still help you to define and analyse your Membership community. Together with Capita Membership Services, you can focus equally on quantity and quality of membership development as well as achieve a representative and engaged membership.

Print solutions

Capita Membership Services can deliver cost effective and tailored solutions that save you time and effort.

We aim to make engaging with your community as easy as possible. All you have to do is tell us what you want to achieve.

Capita is ISO-accredited which means that you can rest assured that our systems have been carefully inspected with regards to quality and environment management and wherever possible we use materials that are made from managed and renewable sources. Sometimes this means using recycled materials, sometimes materials from sustainable sources.

And because Capita Communications also uses Forest Stewardship Council accredited stock, you can be sure that whatever the source we ensure we can track the lifecycle of the product.

Capita currently manage the cyclical distribution of newsletters for approximately 35 NHS Trust or Foundation Trusts. Year to date, Capita has managed over 60 member engagement campaigns totalling in excess of 600,000 mail packs.

Discuss with us your objectives and work with us to define your target audience.

We design the documents following your guidelines to ensure that the communication looks and feels as if it has come from you.

We complete the entire fulfilment process for the campaign.

Our in-house operations team processes the returns and uploads new members to the system if required.

Email solutions

Alternatively, we can offer a cost-effective, quick and easy way of communicating with your members by offering an e-broadcast solution. The use of email to communicate with your members can be highly effective and gives a much greener message than postal communications.

The benefits of using us to manage your e-communications include:

- Identification of any invalid email addresses
- Design of a high impact email for your campaign
- Provision of an unsubscribe function (a legal requirement)
- Managing the bounces/rejections if required
- Provision of a report of who opened the email and clicked through the links
- Emails are designed in both HTML and plain text, to allow blackberry users etc to access them

Our experience

Capita Membership Services provides membership services to over 80 Trusts and maintains the records of over 700,000 Trust members.

We are a part of the Capita Health division which currently runs the NHS Choices as well as provides services to over 70% of NHS organisations. These services include benchmarking, healthcare intelligence and quality improvement solutions through CHKS, staff surveys, consultancy services and HR, payroll and IT support. We have extensive knowledge of the NHS and the issues faced by healthcare professionals throughout the sector.

Capita Health is part of The Capita Group Plc, a FTSE 100 company and a leading provider of business process outsourcing in the UK. Capita provides a broad range of administration and support services and interacts with 35 million people across the UK on behalf of clients in both public and private sectors.

Committed to service excellence, we help organisations across the health service to achieve measurable step-changes in service delivery.

We have been working with health service organisations for two decades, giving us an impressive track record with organisations such as:

- Foundation and Primary Care Trusts
- Private healthcare suppliers
- The Department of Health
- Local authorities
- Central government departments

We understand the issues faced by health service organisations and have developed robust, proven solutions to deliver increased service efficiency.

For more information on how we can support your Trust, please contact your existing Relationship Manager or Adrian Aggett, Director, 07771 901 589 or adrian.aggett@capita.co.uk

www.capitamembershipservices.co.uk

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