



Capita Membership Services is the **leading NHS membership and engagement services provider** and delivers membership database, recruitment, engagement and consultancy solutions to over 80 NHS Trusts and manages the records of hundreds of thousands of members.

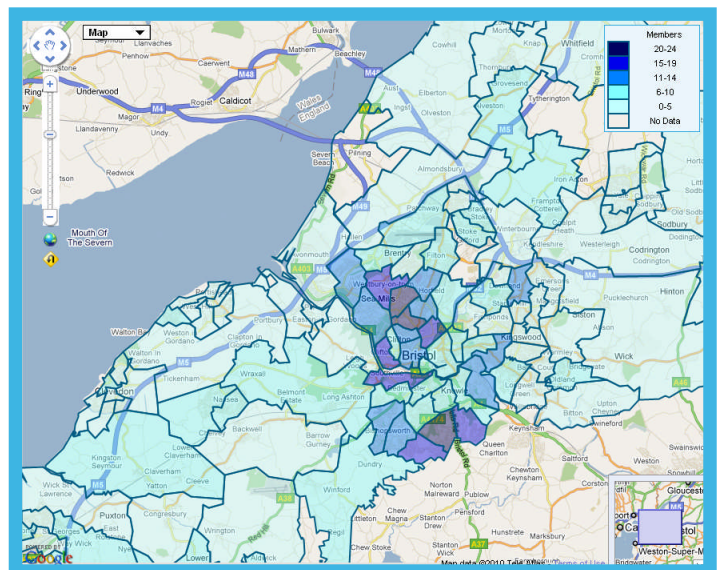
We have the industry's most experienced membership team who have a combined experience of over 30 years working with NHS Trusts, including the very first Foundation Trusts authorised during wave 1 in 2004. Our aim is to provide our NHS clients with the solutions and tools to help them achieve their targets and aspirations for an engaged and informed membership community.

Our services

Membership Database hosting

Our secure web-based membership platform, CMS, allows you to access and interrogate your trust's data whenever it is needed. CMS features Google mapping, member recruitment targeting, comprehensive reports and event and governor management tools. These tools have been developed to save you time and give you a better understanding of your membership as and when you need it.

Each NHS organisation will be allocated a dedicated relationship manager who is responsible for the accuracy and day-to-day maintenance of your database, as well as providing regulatory advice and support around your print and member engagement requirements.



Our services continued

Member recruitment

Our unique membership platform, CMS, has a built-in member recruitment tool that allows users to identify areas of socio-demographic under-representation and can produce targeted mailing lists to target the areas concerned. By incorporating this feature into the database you are able to carry campaigns to the audience that is right for your Trust. Once the target audience has been identified we can assist with planning an integrated recruitment campaign.

Member communications and engagement

We have assisted Trusts with their stakeholder engagement strategies by analysing the target audience and using the most appropriate communication method. Some of our communication methods include targeted mailings, e-communications, SMS and telephone contact.

Our e-communication tools are a popular with trusts that are looking to send out a quicker and greener message to their members and SMS broadcasts are a quick and easy way to remind members about events they are interested in attending.

Printing and fulfilment

Our unrivalled experience in NHS Membership design, print and fulfilment has been the basis on which many Trusts have chosen to partner CMS for this service. We help Trusts define their communication strategies and project manage each mailing from start to finish, ensuring that the Trust benefits with cost savings from our ability to purchase stock in bulk. Our typical mailings to members include: welcome letters, recruitment campaigns, newsletters, surveys and consultations.

Analysis and profiling

From membership development strategies to socio-demographic profiling and membership health-checks, we can provide you with a better understanding of your membership community and can make recommendations on recruitment and engagement strategies and suggest changes to your constitution. With our assistance we can help give you a better understanding of your community through community and catchment profiling and analysis as well as peer-group analysis for benchmarking purposes.

Governor elections

We have partnered with OPT2VOTE to offer a managed election services which includes nominations, Notice of Election and postal vote management. In addition to traditional election services, we can now provide innovation and challenge to traditional voting methods in order to increase participation levels and accessibility by offering an extensive range of proven, cutting edge electronic voting applications such as telephone, internet, kiosk and electronic counting products.

Voter profiling and election turn-out analysis

As election turnout is currently the only method monitored by Monitor in order to gauge member engagement it is imperative you get the best turn out possible from your elections. We can, with your consent, obtain specific voter details from your election provider in order to analyse the turn out by ward, gender, ethnicity and age. In addition to graphical representation, we will provide an overview of the issues as well as a proposal for how to increase your election in the weakest areas. This election analysis can assist with Board papers as well as presenting to your Governors.

For more information, please contact:

Adrian Aggett, Director, 07771 901 589 / adrian.aggett@capita.co.uk

Ross Hignett, Business Development Manager, 0776 0991 813 / ross.hignett@capita.co.uk

www.capitamembershipservices.co.uk