

# PARTNERSHIP OPPORTUNITIES

VALUE.HSJ.CO.UK

## Headline Partner

The NHS and UK healthcare sector benchmark their success against winning projects announced annually at the HSJ Value Awards. Leaders trust the judging process and results and they know that the awards represent high achievement for hard working staff. All finalists have seen savings and value for money for the taxpayer realised alongside reductions in variation, improvements in capacity, efficiency and therefore patient outcomes.

The sole headline partner for the HSJ Value Awards can expect unrivalled positioning among the best performing teams from the NHS and alignment with efficiency, value and service delivery excellence.

- Naming rights on the awards programme, including brand
- Selection of two categories with a place on the judging panels, reviewing all the entries and communication with the finalists
- Meet senior and clinical leaders on the judging panels
- An 8 month marketing and social media campaign working with a partners marketing team to maximise impact through relevant content promotion
- Enjoy a prestigious awards ceremony with a hospitality package to entertain clients and colleagues
- Open the awards ceremony with a speech to an audience of 1000 healthcare professionals

## Category Partner

Winning an HSJ Value Award in your field is the seen by healthcare practitioners, their colleagues, patients and partners as the greatest of accolades. Align your brand with the institutions, people and projects working at the peak of healthcare excellence.

- Secure a place on the judging panel and choose the winners
- Read the entries, learn what the best NHS organisations are doing to improve efficiency and capacity and reduce variation
- Align your brand with an 8 month marketing and social media campaign
- Enjoy a prestigious awards ceremony with a hospitality package to entertain clients and colleagues

## Supporting Partner

Show your support for the NHS and their people by being part of their journey. As an awards supporter you will have the benefits of the marketing campaign from beginning to end with branding across our platforms and communication channels. Celebrate with your customers on the night with a premium table and event branding.



# THE HSJ VALUE AWARDS PROGRAMME



**2019**  
**Jan**

## Judging

- 2 stage judging process
- Stage 1 – Remote judging and scoring with feedback collection
- Stage 2 – Live interviews with our judges

**2019**  
**Jun**

## Post Event

- Post event marketing and highlighting the winners
- Write ups and feedback to participants

