



HOW LAW FIRMS CAN WIN BUSINESS IN THE HEALTHCARE INDUSTRY

USE INDUSTRY BACKGROUND TO SUPPORT YOUR MESSAGES



10,000 GP surgeries



20,500 care homes



11,000 dentists



404 NHS sites



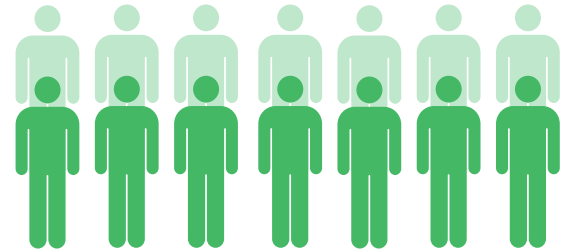
3.7 million NHS patients on a waiting list for treatment – the highest level since December 2007



25% to 30% of patients in private hospitals are NHS funded

CAMPAIGN OBJECTIVE

To gain a constant flow of new instructions from Healthcare businesses.



YOUR KEY MESSAGES MUST PROVE YOUR SECTOR EXPERTISE



Preventing Fraud in Medical Practices



Monitoring an employee's emails and the right to privacy (with reference to Garamukanwa v Solent NHS Trust 2016)



From April 16 benefits in kind have changed and dispensations abolished



Regulatory Law – dealing with CQC issues, NHS Contract negotiations



GP directors of new organisations must understand the law around trading insolvently - big risk when growing quickly



Property – Purchases, developments, leases and sales in NHS Trusts



Federations – Governance issues to ensure compliance with requirements of the law

BUILD A DATABASE OF YOUR TARGET MARKET



Numbers of Facilities by type

Hospitals = 400

Domiciliary = 7,500

GP Surgeries = 10,000

Dentists = 11,000

Care Homes = 20,500



Care Home Capacity

1-20 Residents = 9053

21-40 Residents = 5858

41 - 100 Residents = 4153

Over 100 = 209



Number of GP's at Practice

1 - 3 = 16092

4 - 6 = 11854

7 - 9 = 3848

More than 9 = 892

CONDENSED ACTIVITY PLAN

2 TARGET MARKETS

- Introducers; Property companies, Software companies, Accountants Other Federations or NHS Trusts
- GP Surgeries
- CCGs



Buy, clean and verify database of both

DIGITAL COMMUNICATIONS & CONTENT

Your website must reflect your expertise in the industry and the subjects that prospects are searching for.



Regular content (at least monthly). Blogs, infographics, written, animations. Push this out via;

- Email
- LinkedIn posts (and other social channels)
- Guest posts on industry sites

TELEMARKETING

Call each prospect to;

- Introduce, Understand, Extol the brand
- Find a single reason to meet
- Agree LinkedIn
- Agree next action / meet where appropriate



CONTINUOUS NURTURING

EVENT MARKETING

After 6 months, run your own or a shared event.



It could be as simple as a dinner for 6 owners in the health care market, or FD's if larger

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If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



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