



## NHS communications portfolio



Hyland Freeman - specialists in NHS communications

## Specialists in relieving communication problems within health service organisations

Hyland Freeman specialises in providing cost-effective marketing and promotional support to health service organisations. Our experience, which stretches over two decades, has given us an understanding of the sensitivities unique to health service organisations:

- Develop positive partnerships with other organisations and agencies.
- Be accountable as spending is open to public and stakeholder scrutiny.
- Implement cost effective communication programmes and marketing strategies.
- Achieve meaningful and measurable results.
- Communicate in clear, concise, plain English.
- Adhere to rigid deadlines and guidelines.

### Capability

Hyland Freeman is a full service agency providing strategic marketing, advertising, media planning and public relations for a wide variety of clients in the public and private sectors.

All design and artwork is carried out inhouse giving us complete control over deadlines and budgets.

Our low overheads and strong buying power allow us to be cost effective and offer true value for money.

We have a strong record of client retention and a reputation for high quality creative and cost effective work in all disciplines.

We provide results oriented creative designs with a proven record for producing effective campaigns.

We have full media recognition.

We have a full understanding of NHS corporate identity guidelines.

We offer an effective, strong and experienced planning and buying experience.





## Services

Advertising    Corporate Identity  
 Design    Exhibitions    Marketing  
 Media Planning    Public Relations  
 Publications    Training    Web Design

## Area of expertise

Hyland Freeman has worked for many areas of the NHS including PCT's, SHA's, MHT's, the Department of Health and various deaneries .

The agency has planned and implemented many successful multimedia marketing campaigns as well as producing annual reports, training programmes, conference planning, public consultation programmes, health surveys, exhibitions, newsletters and recruitment programmes.

In addition we have worked with the West Midlands Partnership for Mental Health, Public Health, Health Development Agency, LMWAG, Workforce Development Confederation, King's Fund and General Practice Unit involving the nationwide recruitment of General Practitioners. Other work has involved promoting conferences and courses including Nursing and PAMs, Masters and Leadership Programmes, Primary Care Exhibitions and Conferences.

Hyland Freeman is an equal opportunities employer.



## **Advertising**

Press

Radio

Television

Media planning

Recruitment

Web design

## **Design**

Creative Concepts

Finished Artwork

Posters

Leaflets

Invitations

## **Marketing**

Event management

Exhibition / Display posters

Media Relations

Project Management

Public Consultation Programmes

Public Meetings

Public Relations

Research

Strategic Planning

Training Programmes

## **Clients**

Ajilon plc

Aventis Pharmaceuticals

Birmingham Central Library

Birmingham City Council

Birmingham Health Authority

Birmingham International Airport

Corin Medical

Central Trains

Groundwork Foundation

The Law Society

Midland Medical Technologies

Midland Metro

National Express Group

NHS Executive

Royal Mail

Save The Rhino

Solihull Health Authority

Staffordshire County Council

Travel West Midlands

UK Science Park Association

Warwickshire County Cricket Club

Hyland Freeman has specialist experience of the transport sector and can help put your organisation on the right track. Please contact us for an initial consultation followed by speculative creative proposals and full costings.



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