



## Professional Marketing Services for Healthcare Providers

**JE Consulting has a wealth of expertise and experience in marketing organisations which provide care to people of all ages and abilities, whether this is within their own home or in supported living services or residential services.**

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Our team understands your need, in what is a highly regulated environment, to promote your support services to service users and their families, as well as care purchasers, in a clear and succinct manner.

While the personalisation agenda and providing person-centred support has become a vital component of your work, JE Consulting is just as committed to offering client-centred services focused on each business and what matters to them.

And just as you would review a service user's package of care, we are happy to change what we offer to ensure our services continue to meet your goals.

### **Increase your profits**

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You are committed to empowering individuals to live the lives they choose and achieve their goals. However, we appreciate how time-consuming this can be, leaving you with limited resources for marketing your business.

JE Consulting is an independent marketing practice that specialises in marketing the services of healthcare providers.

Working with us means you have access to a one stop shop for all your promotional requirements, whenever you need it.

As we have expertise in all areas of marketing, our efficient and cost-effective solutions enable you to achieve much more, and faster, improving both your bottom line and the services you can provide.

Our team can provide effective, practical marketing solutions that will:

- Help you retain and sell more to your existing purchasers
- Promote your products and services to potential purchasers
- Develop your service user and purchaser relationships to refer more
- Develop your internal marketing and selling skills



A BREATH OF FRESH AIR...

We understand that no two companies are ever the same, so our services are tailored to meet your specific needs and those of your business.

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## Consulting Services

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*We will meet with you to discuss:*

- What you want to achieve
- What marketing you have conducted in the past
- What results you have achieved

*Then we will review:*

- The best communications techniques to engage with service users, their families and purchasers
- Which marketing activities will generate the highest quality returns
- The profile of your business in the marketplace, including benchmarking your competition

By taking this approach, we can then research and formulate your marketing plan, which is built to provide you with results as fast as possible.

A plan of action is then devised to suit your budget and agreed on before any further commitment is made.

## Outsourced Marketing Department

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If you don't have the time or manpower to manage the marketing plan, we act as your outsourced marketing department. This means we carry out the work for you in order to get results.

What we don't do is provide you with all the information and then leave you to cope on your own. We don't try and sell you expensive marketing products or training courses. We work with you every step of the way from concept to final delivery and results.



A PERFECT COMBINATION...

**“We used to employ a marketing person who had experience in some areas, but not in others. Consequently, we all used to waste time wondering how to do various tasks, but now we just ask JE Consulting.”**

Edwina Johnston - Chief Executive, Choice Care Group

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### **Benefits to your firm**

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Working with JE Consulting, your organisation has access to highly experienced marketing people who understand the healthcare sector. For businesses with marketing resources in place, it means access to additional specialised knowledge when needed, and for those without any marketing resource, it means a cost-effective marketing department.

You will work with a team that has mature enthusiasm and originality, and can help you to achieve greater marketing success.

### **You benefit from:**

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- **Marketing skills without the employment overheads**
- **A source of greater knowledge, ideas and enthusiasm**
- **Different and objective viewpoints**
- **No costly mistakes**
- **Proven methods and measured results**



HELPING YOU BLOSSOM...

**“With JE Consulting acting as our extended marketing team, I am able to do many more things than I could otherwise.”**

Monique Eisenberg - Marketing Communications Manager, London Care

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### **Good reasons to work with JE Consulting**

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- Have access to a complete range of proven marketing solutions that will generate new business for you
- Benefit from the best customer service
- Deal with real people who care about your success
- Receive a fixed fee consultancy service, with no unexpected invoices for our work with you
- Be able to spread your investment with us over 12 months
- Have access to experienced marketing expertise
- Obtain an absolute guarantee of satisfaction



BLOWING OUR OWN TRUMPET...

**“JE Consulting provides a cost-effective one stop shop, which it would be hard for us to have in-house due to the size of the company.”**

Edwina Johnston - Chief Executive, Choice Care Group

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Choice Care Group provides personalised residential support for adults with learning disabilities, mental health disorders and complex emotional and behavioural needs, including autism, across 39 care homes in Wiltshire, Hampshire, Gloucestershire and Berkshire.

The company prides itself on providing a safe, but stimulating environment for adults and young people aged 16 and over, and on actively encouraging service users to become more self-reliant, make decisions for themselves and, in many cases, to move on to more independent living arrangements. In addition, Choice Care Group now also offers supported

living through its sister company Excel Support Services.

Edwina Johnston, Chief Executive at Choice Care Group, was introduced to JE Consulting by Barbara Scandrett, the Chief Executive Officer at Select Living Options, who was already working with Jo Edwards and was pleased by what Jo had achieved for them.

As a result, Choice Care Group outsourced its entire marketing function to JE Consulting. This comprises everything to do with the company’s website, press releases, both the staff and customer bulletins, research work, monitoring its Facebook page and arranging the company’s presence at exhibitions.

“We used to employ a marketing person who had experience in some areas, but not in others,” Edwina explains.

“Consequently, we all used to waste time wondering how to do various tasks, but now we just ask JE Consulting.

“JE Consulting provides a cost-effective one stop shop, which it would be hard for us to have in-house due to the size of the company.”

In fact, Edwina has already recommended JE Consulting to other organisations which, like Choice Care Group, receive financial backing from Sovereign Capital, as she feels the service provided is “very cost-effective and efficient” for companies of their size.



IF YOU'VE GOT IT, FLAUNT IT...

**“The team is very responsive and has a very practical, can-do attitude, which makes it a pleasure to work with them.”**

Monique Eisenberg - Marketing Communications Manager, London Care

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London Care is one of the UK's largest and most successful home care, personal assistance and individual support providers. The company is contracted by over 25 local councils to offer care support services, and provides over 37,000 hours of care each week to thousands of people of all ages and needs.

Consequently, when London Care wanted to find a firm to support its marketing team, it was important to find a service provider that could be relied on and integrated smoothly in to the company.

According to Monique Eisenberg,

London Care's Marketing Communications Manager, JE Consulting provides just such a service.

“Initially, JE Consulting stood out for us for two main reasons,” explains Monique. “Firstly, they came with excellent recommendations from a number of other companies whom they work with; and secondly, they offer very good value for money.”

JE Consulting helps to support a wide range of London Care's marketing activity, including web design, internal communications, promotional procurement, PR and other design and communication projects.

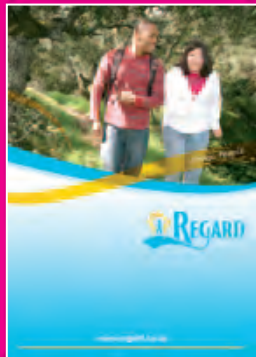
“With JE Consulting acting as our extended marketing team, I am able to do many more things than I could otherwise. Our small in-house marketing team relies on the service JE Consulting provides to make sure our marketing projects are delivered on time, to budget and produce the required results,” says Monique.

“I have a large team on hand as and when I need them. As a result, we can undertake more projects, which impacts positively on our service users and our bottom line. The team is very responsive and has a very practical, can-do attitude, which makes it a pleasure to work with them.”



STRUTTIN' OUR STUFF...

Don't just take their word for it, below are some examples of our client's latest communications which demonstrate the quality service that we offer.





BURSTING AT THE SEAMS...

**“We benefit from having someone who knows what it’s all about and what is happening in the marketing world.”**

Barbara Scandrett - CEO, Select Living Options

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## **We can provide:**

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### **▪ Marketing Plans**

Researched, bespoke marketing plans tailored to the core objectives and budgets of the organisation

### **▪ Press Relations**

Guaranteed coverage for your business in newspapers, business journals and specialist trade publications

### **▪ Public Relations**

Structured programmes to maximise referrals from referrers and purchasers

### **▪ PR Crisis Management**

24-hour, on demand response to any press crisis that may occur in your business

### **▪ Brochure Design**

In-house design facilities for new marketing materials

### **▪ Newsletters**

Bespoke newsletters, written and designed in-house, delivered to meet your deadlines

### **▪ Website Design**

Unique web designs for every client to suit your marketing objectives

### **▪ E-marketing Programmes**

Tailored e-campaigns that keep your website fresh and updated, your clients informed and new visitors every day

### **▪ Seminar and Exhibition Programmes**

Management of seminar programmes, exhibition stands and conference sponsorships

### **▪ Client Satisfaction Surveys**

Surveys carried out independently on your behalf to continually monitor your service delivery and maximise your client referrals

### **▪ Special Interest Campaigns for Niche Markets**

Targeted programmes for capitalising in niche sectors or specialist disorders

**“They take care of all our marketing activities. JE Consulting has assisted with running events for me, which have always been good, and provided links to other contacts, which is very helpful.”**

Barbara Scandrett - CEO, Select Living Options

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For more information, please contact us to arrange an informal, no obligation meeting.

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