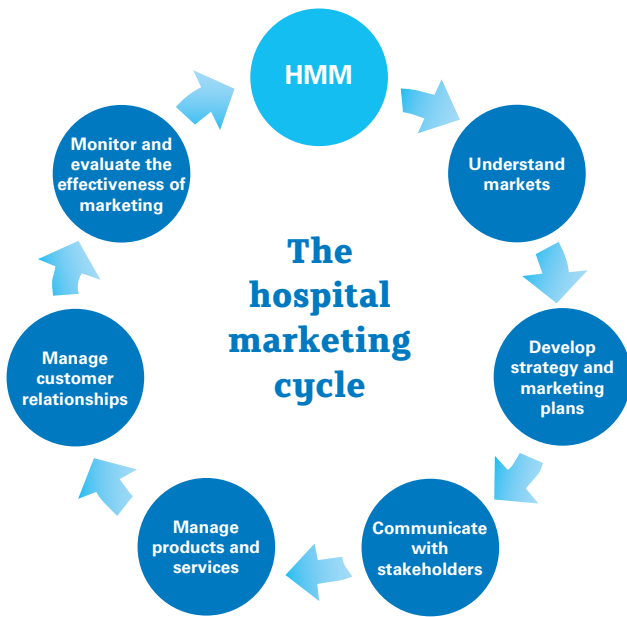


Hospital Marketing Manager

intelligence ^{dr foster®}





“The Dr Foster Intelligence tools are great because they allow us to benchmark our performance and set challenging targets for service improvement.”

Anne Gibbs, Director of Development and Marketing, Birmingham Women’s NHS Foundation Trust

Birmingham Women’s NHS Foundation Trust

Foundation trust status brings with it more responsibility, but also greater freedom. Anne Gibbs, director of development and marketing at Birmingham Women’s NHS Foundation Trust, believes that the benefits include the trust’s freedom to run itself as a business and its flexibility in developing services specifically for its communities.

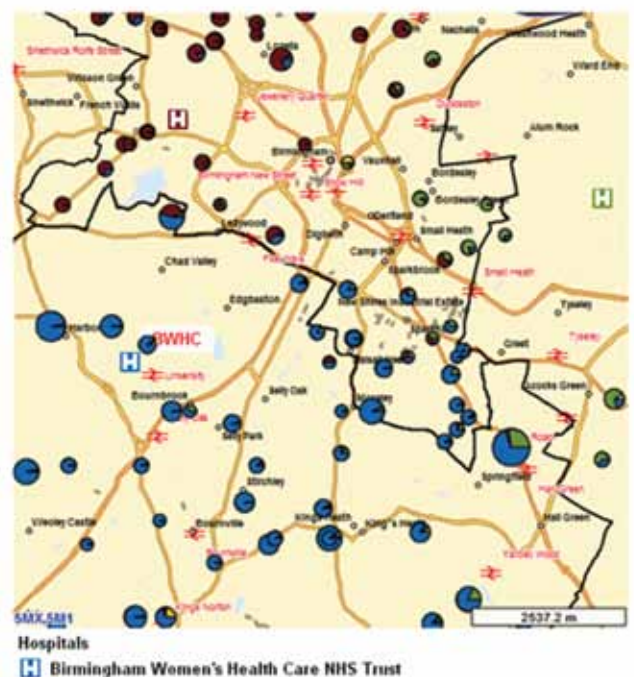
Information is essential to this job. One of the first steps that Gibbs and her team took in preparing for foundation trust status was to complete a detailed market assessment.

She said, “Marketing strategy affects clinicians and clinical data, because everyone has to understand how their role affects the overall outcomes and performance of the trust. Information drives performance and performance management. Clinicians need to understand their data so managers can take those results into account when planning ahead. Everything we are planning for the next five years is based on our foundations of clinical excellence and performance.”

Using HMM to understand the market and inform strategic planning is just the start for the team at Birmingham Women’s NHS Foundation Trust. As the trust moves towards Service Line Reporting, the plan is to roll out the use of the tools to all other areas of the organisation as soon as possible.

Identifying referral patterns

Mapping in HMM is an easy way to help you understand referrals across your locality



Hospital Marketing Manager (HMM) helps trusts to plan and develop their services through understanding their referral patterns and devising local marketing strategies.

For more information please contact your local Healthcare Improvement Consultant on 0800 288 9810

**products@drfoster.co.uk
www.drfoster.co.uk**

Some key HMM facts:

- 65 per cent of all trusts (foundation and acute) use HMM.
- There are 1,467 registered HMM users across the NHS.
- An average of 35,000 queries are run each month in HMM.

HMM can help to:

- Identify and analyse business opportunities and financial risks
- Analyse referral patterns
- Identify areas of gain or loss in market share
- Inform strategic marketing decisions
- Understand competitive pressures
- Segment markets and relate service provision to population need
- Measure the effectiveness of marketing activities
- Analyse activity by HRG.

HMM can be used to:

- Highlight gaps in current provision or activity versus potential activity and how this relates to revenue
- Decide where and how to influence referrals and configure secondary healthcare provision for the future
- Monitor progress through the use of historical data, which is updated with new monthly data to conduct trend analyses
- Identify patterns in GP practice referrals and understand the share of this activity relative to all other acute trusts in England
- Estimate patients' health needs, derived from linking hospital admissions with local, population-based, sociodemographic data
- View and map information in an easily accessible format on the basis of HRG diagnosis and procedure, by geography, from SHA level right down to practice level.