



PARTNERSHIP AND EXHIBITION OPPORTUNITIES

**An unrivalled opportunity to speak
to the leaders of NHS trusts and
foundation trusts**

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Working in partnership to support the NHS

I am delighted that so many organisations have supported and worked with NHS Providers over the years. This support has been integral to us and a key part of our underpinning structure as we continue to grow.



We look to gain strength through collaboration and I am personally committed to seeing NHS Providers continue to foster and develop a dynamic relationship with all of our partners. Our aim

is to build long-term partnerships in which we fully understand your goals and work together to help you achieve them while delivering value to our members.

Together we can build partnerships, whether that's through our associate membership scheme, the NHS Providers Connect programme or our annual conference and exhibition. By collaborating with you we can embrace the challenges and successes integral to creating an innovative health and social care system.

This brochure sets out all of the partnership opportunities available to you. If you don't see something that works for you please don't hesitate to get in contact with our business development manager to discuss a bespoke package.

Thanks again for your support and we look forward to working with you.

Chris Hopson

Chris Hopson,
Chief Executive, NHS Providers

Who we are

NHS Providers represent NHS trusts and foundation trusts in England and we currently have 100% of trusts in membership. This demonstrates the value of our service and gives authority to our message.

We act as their voice making their views known to government, the wider health and care system and the public.

We influence the landscape in which our members work so that they can deliver better healthcare.

We support them in their work through sharing innovation, best practice and learning.

Why work with us?

No other organisation has a closer relationship with the leadership of NHS trusts and foundation trusts.

Through well over 100 meetings a year, membership surveys, training programmes and consultations we seek our members' views so that we can act on their behalf. This gives us a unique position in the current health and care landscape of being close to decision makers who are leading the transformation of healthcare provision – both representing and influencing their views as well as supporting their work.

Support the sector through partnership

The NHS is facing a whole series of challenges. As well as the longest funding squeeze since the NHS was founded in 1948, demographic changes, the development of treatments, changes in communities and the environmental impacts of housing and employment mean that the NHS has to change how it delivers care to meet the needs of patients and the public.

The NHS cannot do this alone. As well as working with other public sector organisations from local government, the police and education, the NHS has to look wider for the innovation and new ways of working that will help it adapt.

At NHS Providers we know that the NHS can only do so much to develop the innovative products and ways of working that will help sustain and transform the services they deliver. The supplier community's role is vital in saving the NHS money while improving how services are provided. We are committed to highlighting new ways in which our members can improve the quality of the services they deliver.

Our trusted voice can help to highlight your support in improving and transforming services:

- promote your transformation product, service or idea to our loyal network of leaders
- position your organisation as experts and thought leaders
- benefit from the latest information around providers' objectives
- benefit from our expertise acquired through working with our members
- build a partnership to improve the provision of health and care
- communicate through our database of key contacts in NHS trusts and foundation trusts.

ASSOCIATE MEMBERSHIP SCHEME

Helping the NHS supplier community meet our members' needs

At NHS Providers we appreciate that NHS services are improved by a better understanding of how suppliers can support our members.

Associate membership gives your organisation a competitive advantage – enabling you to understand the healthcare market and the needs of NHS trusts. Through unrivalled insight, targeted information, networking and advertising opportunities, this membership is a powerful way to:

- introduce your new members of staff to the NHS landscape
- keep abreast of development in the NHS
- be aware of your customers' objectives and wider environment
- gain access to the valuable information we put out to NHS trusts to help you shape your products and services.

Specialty curated events to suit your needs

For 2019 we have planned a series of events specifically curated for those who supply professional services and products to NHS trusts.

Each event will feature the NHS Providers policy view and a comment from one of our members, followed by discussion among other associate members. These meetings are held under Chatham House rules and proposed subject areas are:

- a look ahead: what the future year holds for the NHS, giving you an insight into our members' real priorities
- workforce
- the legal framework
- finance – challenges and priorities.

A valuable induction for your new staff

Navigating the NHS is a difficult task at the best of times. When you're new to healthcare it can seem bewildering - associate membership events can provide a valuable introduction to your staff to the NHS, our members' priorities and the latest policy developments. Make attendance at one of our associate membership events part of your regular induction programme to:

- get the inside track – giving you competitive advantage
- benefit from a quick efficient introduction to the sector
- gather regular information at what's coming down the track
- network with other suppliers
- hear from our members
- gain value.

Also included in associate membership

- exclusive discounts to NHS Providers events
- regular update through our daily news bulletins, weekly updates and on the day briefings
- supplier listing on NHS Providers website
- opportunity to advertise in our bulletins.



The logo features the NHS Providers logo at the top, which consists of a stylized orange and blue wave above the text 'NHS Providers'. Below this, the word 'connect' is written in a large, bold, dark blue font, with the 'o' in 'connect' being orange.

NHS Providers connect

The challenges facing the modern NHS are vast. As trusts continue to transform the way services are delivered, there is a huge opportunity for collaboration. We believe the supplier community is a valuable part of the solution in ensuring the sustainability and quality of NHS care.

If your product or service can demonstrate quality and evidence real financial savings for the NHS then you could benefit from joining the *NHS Providers Connect* programme which supports suppliers in spreading good practice and innovation.

As the trusted membership body of NHS trusts and foundation trusts, we use our position to shine a spotlight on solutions to meet our members' needs by actively promoting the wider adoption of new ways of working.

We support the spread of innovation by using our networks and brand to highlight where our members are saving money through partnerships with suppliers. In doing so we aim to:

- save our members money
- spread innovation that improves patient care
- support suppliers with proven solutions
- promote best practice
- help the NHS meet its challenges.

NHS Providers Connect showcases examples of innovation that are proven to save our members money. This forms part of our work in offering practical help to our members in meeting the challenges they face.

What you'll get as part of NHS Providers Connect

- a co-produced case study report specific to you
- promotion of your service through our website, member email bulletins and social media
- specially curated events around innovation highlighting your work
- featured sessions at NHS Providers network meetings
- partnership package at annual conference and exhibition
- a direct mail campaign highlighting your service to all NHS Providers members
- opportunities for promotion at NHS Providers' annual conference and exhibition.

Contact us today to discuss how you can support the NHS and be part of our *NHS Providers Connect* programme.

Some of the companies we are already working with



LOCUM'S NEST
Forget agencies



BritishRedCross



ANNUAL
CONFERENCE AND
EXHIBITION 2019

ambition TO reality



Manchester Central
8-9 October

Building on success

NHS Providers annual conference and exhibition saw an 18% increase in delegate numbers last year, despite the time pressures faced by senior healthcare leaders. The conference confirmed its position as the leading event for those leaders responsible for delivering NHS care.

We work hard to increase delegates numbers while maintaining the seniority of the audience. Our annual conference and exhibition is designed for, marketed to and attended by chairs, chief executive and board level delegates from provider trusts.

What sets us apart?

- a programme designed by our respected policy team – close to our members and reflecting their needs
- we consistently attract the most senior audience of any health and care event in the UK
- over 500 delegates attend – plus exhibition visitors
- protected networking time throughout the two days to support our partners and exhibitors
- 97% satisfaction rate from our delegates last year
- increased delegate attendance year-on-year.

An event built on partnership

Our supporters bring another dimension to the annual conference and exhibition, sharing insights, innovation and best practice that support the NHS to deliver care and provide value to patients and the public.

There are many ways in which you can become involved in the annual conference and exhibition from speaking directly to our delegates to disseminating printed information throughout the conference.

Exhibition packages cost as little as £1,560.00 plus VAT – offering unbeatable value and enabling you to get in front of key decision makers in the most efficient way.

The programme

Our programme is designed to attract delegates who are involved in the strategic direction of NHS trusts and the national landscape.

All our sessions are developed and led by our experienced policy team. We consult with our members to ensure the event is highly relevant to their needs and meets their priorities, meaning we maintain the high quality content they expect.

While the strand sessions will share best practice from trusts and address the practical issues facing our members, the plenary stage will host a number of keynote sessions from national health leaders and politicians to discuss the direction of health and care provision in the country.

This year's programme will include sessions that address the priorities of all our members and system leaders, including:

- acute trusts
- mental health providers
- ambulance service trusts
- community trusts
- integrated care systems.

We will look at key issues including:

- integration
- workforce
- finance
- regulation
- governance.

One of the overriding reasons why our annual conference and exhibition continues to be so successful is the relationship we have with our audience.

Membership of our organisation is voluntary with NHS trusts paying an annual subscription fee. 100% of trusts have chosen to join us.

Our close contact with our members helps us shape our event and it offers our supporters a powerful communication tool to reach our audience.

How will the event be marketed?

Promotion of the exhibition will be featured in our integrated marketing campaign, meaning that delegates can hear about your product and services before the event and plan to visit your stand.

Your logo will feature on all promotional material about the event including website, email, print advertising and through our social media activity before and during the event.

NHS PROVIDERS STRATEGIC PARTNER

Throughout the year, NHS Providers work with our strategic partners to support our members on areas of mutual interest. This is a 12-month partnership which includes a very strong presence at the annual conference and exhibition.

This flexible package enables you to input directly into the key issues facing the health service today and contribute to the debates that help shape policy and transform services. NHS Providers value the insight that our partners bring and their level of expertise supplements our policy work.

Regular consultation meetings

Throughout the year our senior management team meet with your representatives to:

- share insight into the priorities, concerns and ambitions of our membership
- give constructive feedback on strategic partners' plans and policies
- see how we can work together to achieve ultimate impact
- explore ways in which partners' expertise can help inform and support members.

Thought leadership

Strategic partners are invited to contribute to one published piece throughout the year as well as submitting blogs to be featured on the NHS Providers website.

Speak to our members

NHS Providers hold four events each year for our chairs and chief executives. These Chatham House style meetings are designed to provide members a safe space for discussion as well as giving them an opportunity to hear from system leaders.

In 2018 the meetings featured presentations from, among others, CQC's chief inspector of hospitals, Public Health England's chief executive, CQC's chief executive, the Secretary of State for Health and Social Care, GMC's chief executive, NHS Improvement's executive director of strategy, the chair of NHS England and NHS Improvement's chief executive.

The meetings regularly attract between 100 and 160 delegates. As a strategic partner you will have the opportunity to deliver a satellite session on a subject of your choice supported by a presence in the networking area during lunch.

You will also get the chance to deliver a satellite session at one of our other network meetings including:

- Commercial development leads
- Communications leads
- Company secretaries
- Directors of operations/chief operating officers
- Finance and commercial directors network
- HR directors network
- Informatics leads network
- Mental health group
- Non-executive directors
- Nursing and medical directors
- Strategy directors.

Strategic partnership benefits at the annual conference

The strategic partners package at the annual conference and exhibition is designed to reflect your alignment with our objectives and membership. You will get the opportunity to raise your profile through a variety of media:

- deliver a conference session as part of the main programme
- video burst – deliver a filmed message from the conference stage as delegates enter and exit the plenary room
- a large exhibition stand adjacent to the NHS Providers stand to reflect the strategic relationship – this is at the hub of the exhibition guaranteeing heavy foot fall
- branding – your logo on every piece of signage and event literature:
 - main stage set – specially designed for the event and highly prominent branding for delegates as well as media coverage of main speakers
 - all pre-event communication
 - directional signage
 - conference website
 - post-event summary and survey
- delegate places for members of your team
- bursary places for clients
- one full page advertisement or advertorial in the printed conference guide used by every delegate throughout the event
- directors' guest places at the annual conference dinner
- all benefits of NHS Providers associate membership – see page 4.

COST: £POA

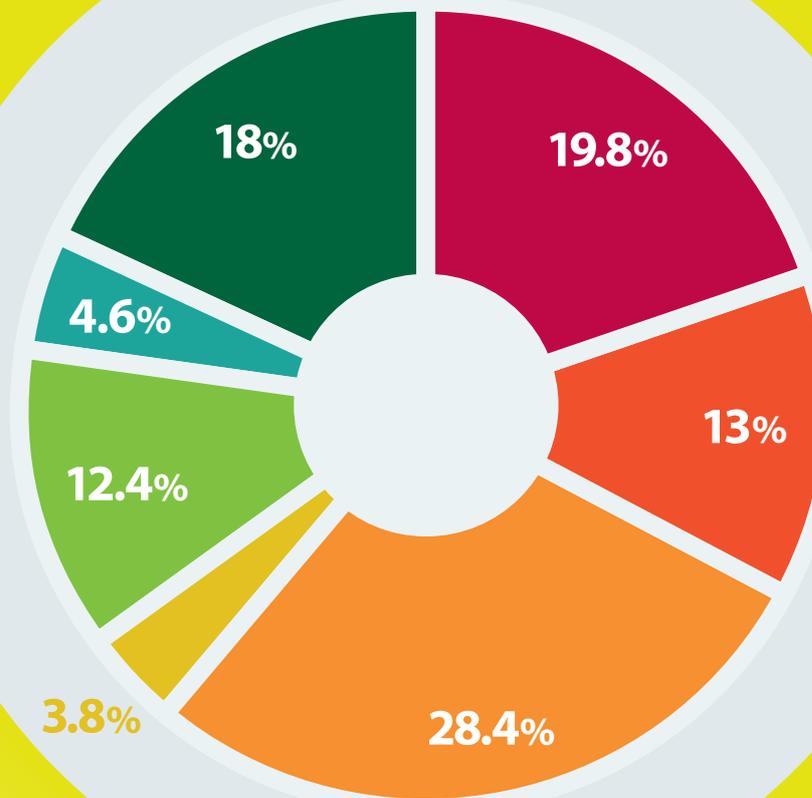
WHO WILL YOU MEET?

The level of seniority at the NHS Providers annual conference and exhibition offers exceptional value for money to our supporters.

By delivering a self-selecting group of senior delegates actively searching best practice, new ideas and solutions, this event can replace hours of phone calls and hundreds of miles in meeting senior trust executives.

Breakdown of annual conference attendees in 2018 by job title

- Chief executives and deputies
- Chairs and deputies
- Directors and chiefs
- Non-executive directors
- Heads and senior managers
- Media
- Others



EVENT SUPPORTER

Be at the centre of the event by becoming one of our event supporters, participating in the programme and getting your brand in front of every delegate.

- deliver a satellite symposium on day one
- large exhibition stand in a prominent position in the exhibition hall
- prominent branding on event literature and marketing emails
- delegate places for members of your team
- directors' guest place at the annual conference dinner
- guest blog on relevant content featured on NHS Providers website in the weeks preceding the conference
- supporter session at one of the NHS Providers networks running throughout the year
- all benefits of NHS Providers associate membership
- one additional branding opportunity – choose from:
 - delegate bags
 - conference registration area
 - delegate badges and lanyards.

COST: £25,000 plus VAT

BREAKFAST SESSIONS limited availability

At the beginning of day two there are a limited number of opportunities to deliver a session to a cohort of our delegates. This hour-long session, on a subject area of your choice, gives you a chance to show how you are supporting NHS trusts.

Package includes:

- one hour-long session at the beginning of day two of conference
- promotion of session to delegates via:
 - direct mail
 - NHS Providers website
 - social media
- entry in the printed event guide
- delegate places for members of your team
- delegate pack insert.

COST: £9,500.00 plus VAT

SATELLITE SESSIONS limited availability

Running in the exhibition hall, satellite sessions run for twenty minutes allowing you to promote your product or service to our audience during the busy break times between the main programme sessions – **only available to supporters exhibiting at the event.**

Package includes:

- 20 minute session in the exhibition hall
- facility to deliver a PowerPoint presentation
- space for 2x1 panel pull up banner in the exhibition theatre
- promotion of session pre-event via conference website and direct email to booked delegates
- featured in the printed event guide
- two delegate places included.

COST: £5,500.00 plus VAT

THE EXHIBITION

The exhibition at the event forms the networking hub of the conference. Exhibitions provide a great opportunity to reach your target audience. Each exhibition is different and it's vital to do your research so that you can plan and execute your exhibition presence to get optimal return on investment.

If you attend a lot of events, it's important that you treat each one differently. Different visitor profiles, event schedules and industry sectors all require different approaches so it's important to keep this in mind while you set your objectives.

How could you benefit from exhibiting?

Show If you have a product, software programme or similar, an exhibition is the perfect environment in which to demonstrate it to potential clients. It's much easier than trying to explain the benefits in print or even video media. The immediacy of the environment also means that you can reply to any questions or objections straight away.

Tell The benefits of some ideas and services are quite obvious and can be relayed in a couple of seconds. Others need more time. An exhibition stand gives you the time and space to fully explain the benefits you can bring to an NHS trust; dig deeper into your methodology and take more time with the client.

Ask The clearest benefit of an exhibition stand is that it facilitates conversations. You can find out what your customer's specific needs are and how your service meets them.

Most support services have to tailor their offering to some extent to achieve best fit – the exhibition can serve as the fitting! Even if you discover that what you are offering is not suitable for the client – you can find out what is. The information you gain about the wider market is an important advantage – it's not just about what you say but about what you hear.

Your people We've adapted the package so that you can make the most of your best asset with flexible stand passes and catering support.

The audience You already know that NHS Providers annual conference and exhibition offers the greatest concentration of NHS trust leaders this year. This provides excellent value for money:

- Chief executives and senior directors are extremely time poor so getting appointments with them outside conference is very difficult.
- This event has maintained its focus in attracting senior managers from NHS provider trusts. This means you will be talking to the people that matter to your business – one conversation can easily cover the cost of your attendance.
- There to learn: our delegates tell us that the event provides an opportunity to find new ways of working to improve their organisations – this makes them a self-selecting and receptive audience in listening mode, ready to engage with you.

THE EXHIBITION PACKAGE

Our delegates have over seven hours of protected time in the exhibition for delegates. The exhibition package is designed to help you be productive and have effective engagement with delegates.

All packages include:

- generous allocation of stand personnel passes: helping you to create a stand rota to keep your staff fresh and still have passes to let senior staff visit the exhibition for busy periods
- all lunches and refreshments – you are served lunch 30 minutes earlier than delegates so you can be back on your stand before they break
- power and electrical supply included – don't worry about extra charges
- a free delegate place included in your package so that a member of staff can sit in sessions and report back on what is being discussed
- plenary sessions broadcast in the exhibition hall so that your staff can watch the keynote speakers.

We'll provide you with support to make the most of your exhibition stand, but here are some suggestions on how to maximise your return on investment and make the most of your package:

- set clear objectives – make them specific to this event in light of the audience, your stand personnel and your investment
- get organisational engagement – let your colleagues know about the event, what you'll be saying and how they can get involved, and secure the engagement of senior management early – starting now!
- support your staff with the knowledge, space and time to make the most of the stand time
- keep informed – ask us for delegate numbers and delegate info
- programme content – join in the conversation
- follow up with delegates post event.

What you'll get

Shell scheme package

- fascia name board
- carpet for your stand
- one electrical point and two spotlights
- ten stand personnel passes
- one free delegate place worth £930
- two delegate passes at half price
- listing in the on-site delegate guide
- pre-event link from our website
- all lunches and refreshments at the event

COST: £495.00 plus VAT per m² (corner stand)
£480.00 plus VAT per m² (aisle stand)

Space only stand

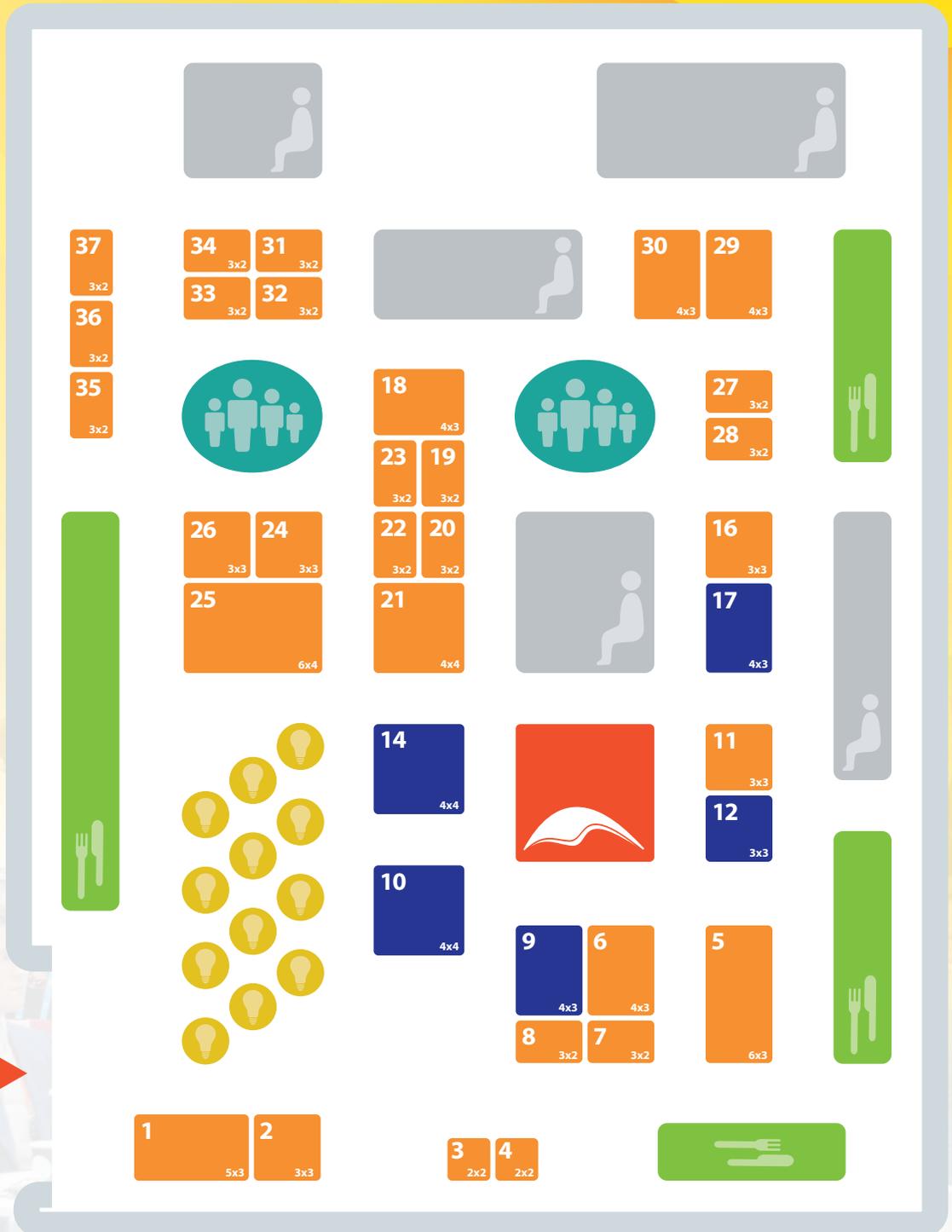
- carpet for your stand
- ten stand personnel passes
- one free delegate place worth £930
- two delegate places at half price
- listing in the on-site delegate guide
- pre-event link from our website
- all lunches and refreshments at the event.

COST: £470.00 plus VAT per m²

THE EXHIBITION FLOORPLAN

ambition TO reality

- Exhibitor 
- Partner 
- NHS Providers 
- NHS Provider showcase 
- Roundtable discussions 
- Catering 
- Seating 



ANNUAL CONFERENCE DINNER

The NHS Providers conference annual dinner is the social highlight of conference for delegates. Support our conference dinner to be at the heart of the action where delegates unwind and discuss their learning from the day, as well as their insights into the future of healthcare.

We cap the attendance to this dinner. Over the past two years we've purposely kept it to 200 guests – allowing them to network and socialise effectively.

The package is the perfect combination of brand association, networking and visibility to raise your profile and make influential contacts. Be part of some of the most important discussions of the event. This package includes:

- prominent branding at the dinner
- signs displayed at the entrance to the conference dinner
- signage displayed during conference dinner and logo exposure on menus available at each table
- possibility of distributing marketing material or corporate gifts prior to conference dinner (supplied by supporter)
- supporter recognition and brief introduction by your representative at the start of dinner
- one page advertisement in the conference programme
- two full conference delegate passes
- two directors' guest places at the conference dinner
- five additional dinner places
- 20% discount on exhibition space.

COST: £7,500 plus VAT

CONFERENCE DRINKS RECEPTION

At the end of a busy first day at conference, all delegates and exhibitors can relax around the NHS Providers stand in the exhibition area for a well deserved drink and chat.

Support of this reception gives you the opportunity of presenting a quick 'burst' presentation (five minutes) introducing your organisation, speaking alongside the chair of NHS Providers. This will attract high level visibility for you across a broad section of our members and other delegates. Prominent branding for the reception includes:

- pull-up banners (provided by you)
- logo and message display on the NHS Providers stand
- five minute presentation to assembled guests
- opportunity to distribute literature at the reception
- a perfect opportunity to launch a publication, report or campaign
- opportunity for up to ten of your staff to attend
- two full conference delegate passes
- 20% discount on exhibition space.

COST: £4,500 plus VAT

NHS Providers showcase

Our members have a proud history of developing new ways of working to improve care for patients. The annual conference and exhibition offers them an opportunity to showcase their innovations so that other member trusts can learn from their best practice. Each year we showcase our members' work in the **NHS Providers showcase** – a feature that greets delegates as they enter the exhibition where up to ten NHS trusts display and discuss their work to their peers.

Support of the showcase can demonstrate your alignment with the sector, raise your profile and highlight how you are contributing to innovation within the NHS. This package includes:

- logo on all showcase banners and signage
- a space within the showcase area to highlight your work with the NHS
- two full conference delegate places
- one place at the annual conference dinner.

COST: £7,500 plus VAT

Registration

All delegates, exhibitors, speakers and press visit the registration desk throughout the event to pick up their passes, conference packs and to have their queries answered. Ensure your brand is noticed as soon as they arrive at the event by sponsoring the registration area.

- branding throughout the registration area
- literature available as delegates arrive
- delegate pack insert
- two full delegate places
- 20% discount on exhibition space.

COST: £4,000 plus VAT

Delegate pack inserts

This is an easy way to distribute your message to our delegates. Literature can be up to a maximum of eight pages of A4 – or talk to us about including some other giveaway in the delegate bag.

- distributed to every delegate upon arrival
- 800 copies to be supplied by customer.

COST: £2,500 plus VAT

Delegate badges and lanyards

Network forms an important role at the event as delegates learn from each other and from our supporters. The badges are key to this, enabling all attendees to make new contacts over the two days. Support of the badges mean that your logo is seen by delegates during these networking conversations, giving high levels of visibility.

- your logo on all badges distributed to delegates, exhibitors, speakers and press – over 750
- link and ten word message in joining instructions sent to all attendees
- two full delegate places
- 20% discount on exhibition space.

COST: £5,000 plus VAT

Pads and pens

Delegates are presented with lots of information across the two days of the event. The pads of paper and pens supplied in the delegate packs are used throughout and referred to after the event. Your logo will feature prominently on both, giving you brand exposure long after the delegates have returned home.

- your logo and short message featured prominently on the front cover of the conference notebook
- your logo on the conference pen
- two full delegate places
- 20% discount on exhibition space.

COST: £4,000 plus VAT

Delegate bags

Our conference bags are spotted in NHS settings long after the event. They are distributed to each delegate, containing the important information they need to help them throughout the conference. This package offers highly visible association with the NHS Providers brand which is increasing in its influence.

- your logo featured on 700+ delegate bags
- two full delegate places
- 20% discount on exhibition space
- listing in the event guide.

COST: £5,000 plus VAT

Increasing your brand exposure throughout the year



QUALITY CONFERENCE AND EXHIBITION 2019

4 June, London

With a decade of austerity and fragmentation contributing to the NHS falling behind performance of improving population health outcomes compared to similar countries, it needs to reaffirm its vision for high quality of care.

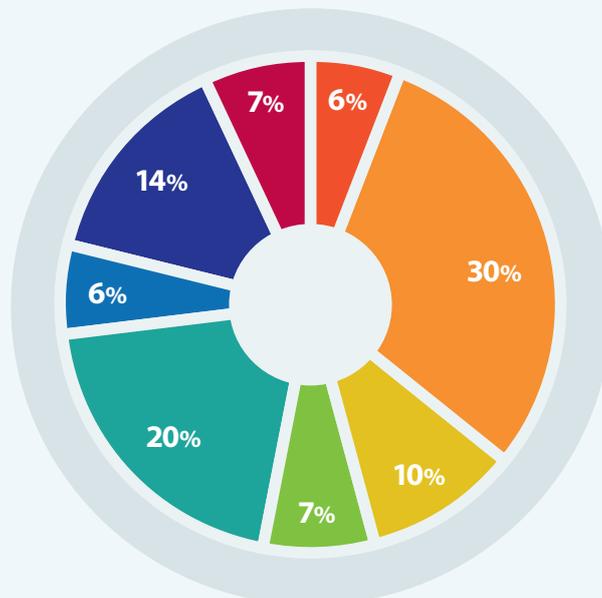
Continuous quality improvement through planning and implementing health services, workforce reform, partnership working and collaboration with patients, lie at the heart of the NHS's ability to deliver against the trajectory of quality in the long term plan.

Quality improvement is at the heart of what our members do which is why we have this biannual conference. This year's edition will look at:

- the impact of boards on the culture of quality improvement
- staff morale and quality
- patient safety strategy in the NHS
- workforce innovation.

Delegate breakdown

- Chief executives
- Chairs
- Non-executive directors
- Medical directors and chiefs
- Nursing directors and chiefs
- Other directors and chiefs
- Heads and senior managers
- Others



When the last *Quality conference* was held in 2017, our event was particularly well attended by a senior audience of medical and nursing directors and non-executive directors with a special interest and responsibility in the quality and patient safety agenda.

The event attracted 164 delegates representing 86 trusts and 115 organisations.

Our quality conference offers a rare opportunity to showcase your contribution to the quality agenda to our members who are driving improvements in NHS trusts across the country. The event is offered free to our members with an anticipated audience of 200 delegates this year.

With 100% of trust in members, this is the most time efficient and economical way to communicate with this key audience around quality in 2019.

View the programme online at nhsproviders.org/qualityconference

How you can get involved

EVENT PARTNER

The headline supporter package at the event includes elements that enable you to communicate with our delegates on a number of levels:

- opportunity to deliver a breakfast session at the start of the event
- promotion of session and presence through our integrated marketing campaign
- exhibition stand in the orangery where all refreshments are served during the breaks
- three full delegate passes enabling your staff to attend sessions
- high profile branding featured on:
 - delegate communication
 - event marketing material
 - event web pages
 - plenary stage set
- delegate list post-event
- dedicated email to all registered attendees before the conference.

COST: £POA

EXHIBITION PACKAGE

With time set aside for delegates to visit the exhibition, having a stand at the event lets you get your message to this self-selecting cohort of trusts driving the quality agenda:

- exhibition space – table top display
- two exhibition personnel places
- one full delegate place
- all lunches and refreshments
- feature in pre-event email to registered delegates.

COST: £1,000 plus VAT

#NHSP19
@NHSPProviders



NHS Providers is the membership organisation and trade association for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all NHS trusts in membership, collectively accounting for £84bn of annual expenditure and employing more than one million staff.

CONTACT US

To find out more about supporting or exhibiting at NHS Providers events please contact:

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