

A CASE STUDY

MES's DATA SUPPORT SERVICE



Membership
Engagement
Services

|| The challenge

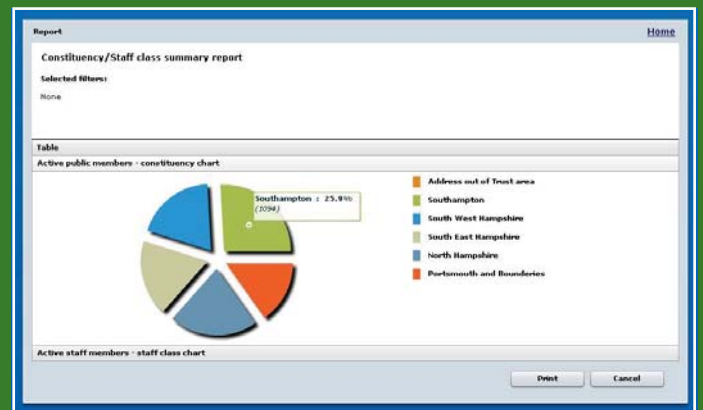
When Hampshire Partnership NHS Trust began to assess the demands of its application for Foundation Trust status, it realised that it would need to find new and innovative ways to find, recruit and engage with members. To do this, a flexible, responsive and user-friendly database was going to be essential. The Trust would need a database system capable of managing the records of a rapidly-growing membership and of underpinning targeted communication and engagement strategies. Such a system, if designed properly, could even help inform the recruitment strategy both in the short and longer term.

Two options were then available, neither of which seemed very palatable: the Trust could try to handle a member database itself and hope that its in-house resources could support this, or it could outsource this to a potentially costly and remote external database management company. MES proposed a third and more attractive solution: it could write and program a specially-tailored, upgraded membership database for the Trust, which, though supported on an ongoing basis by MES, could be largely 'self-managed'. This solution would enable the Trust to engage its members easily, effectively and directly while ensuring maximum cost-efficiency. Hampshire Partnership NHS Trust opted for MES' solution.



|| The solution

MES captured all of the Trust's requirements and used these to inform the database's design. We then built and tested the database, configured and uploaded all of the Trust's existing data in a consistent format and then passed the finished product over to the Trust for day-to-day management. We provided the Trust with full training and user manuals, and continue to provide a 9-5 support service including system hosting as part of our annual service pack. Additional help is available to the Trust in the form of optional bulk data uploads following mailings or help with specific projects should resources at the Trust be stretched.



|| The verdict

"MES has aided us by designing a system suitable for our needs that is both user friendly and quick to learn; they have also been adaptable in incorporating our suggestions, and taken on any feedback that we have given. We have also found them to be easily contactable for help and advice with a quick response time in answering queries along with a fast turnaround for uploading large amounts of data!"

a business of Electoral Reform Services Ltd



ELECTORAL REFORM SERVICES

|| MES company background

Membership Engagement Services is a subsidiary company of Electoral Reform Services, the leading provider of independent electoral and ballot project management in the UK. MES was formed in 2006 in response to increasing client interest in value-adding services, in particular database support, membership recruitment and engagement and improved communication strategies.

|| The ERS Group and NHS Trusts

The ERS Group advised the Department of Health on matters of FT Governance as legislation was passing through Parliament in 2003/4. We went on to assist many of the Wave 1 Trusts.

The Group has since worked with over 100 NHS Trusts and over 90% of those that have been granted Foundation status. With the MES arm now well established, the ERS Group is able to offer a comprehensive range of services to Trusts, from running elections and administering ballots to improving communication and membership engagement strategies more generally.

MES's Data Support Service is the latest addition to our family of membership management and empowerment solutions.

|| How can your Trust benefit?

The advantages of using our system are varied:

Accessibility. Ability to upload new data, update existing records, conduct searches for quick mailings and email broadcasts, produce reports and analysis for your Board or Monitor and have a closer management of your membership - without the need to refer to a third party.

Tailoring. Rather than purchasing an 'off the shelf' product, you can now have a database that has been designed to meet your membership management needs exactly.

Accuracy. We build in automatic postcode address finding software as well as automatic electoral constituency/class placement in order to ensure the data is spot-on at any given point. Our system also includes socio-economic data retrieval in order to help you with your compliance reporting needs for Monitor and your Trust's Board.

A growing number of Trusts are choosing to partner with MES for a high quality, good value service designed with you in mind. For further information please contact

Membership Engagement Services
48 Charlotte Street, London W1T 2NS
Phone: 020 3008 5305 Fax: 020 3008 6131
Email: enquiries@membra.co.uk Web: www.membra.co.uk

Reduced costs. The day-to-day management of the database is in your hands, which means lower costs. You are not paying a third party to perform tasks that can easily be handled by the Trust in-house. Further discounts are also given if you make use of our balloting or electoral services.

Integration. Your data will be hosted in a consistent format on our servers which we can rapidly and cost-effectively integrate into electoral/balloting projects. Whenever your Trust needs to hold elections, your data is already 'election-ready' and, should you choose ERS to help with your electoral needs, easily accessible.

Simplicity. Our system is custom built and configured for each Trust. As well as an attractive and easy-to-use interface, each system has been designed based on the Trust's unique requirements. The database contains only what you have demanded.

Flexibility. MES provides a solid baseline support with friendly and helpful staff at the end of a line. This is set out in your SLA. Beyond this though we provide you with the level of added support you need at any particular time. If there are elements of the management you wish to outsource (e.g. receipt of completed membership forms and upload, mailings) we can assist with these as per your requirements and at a fair price. Our pricing is honest and transparent and there are no long-term tie-in contracts either. We hope and believe our service will mean you want to stay with MES longer term on merit alone.

Security. Access to your system is defined according to 'user rights' and controlled via password protection. The fact that the database is hosted on the same servers that host all the Electoral Reform Services (ERS) Group's internet voting and local authority e-Registration systems means that the Trust can be assured of continued and absolute security and reliability.

Member information

General Address Contact options Personal info Notes Socio-economic Home

Member of staff

Exclude from public register? Yes No

Title: Unspecified

*First Name: [] Middle: [] *Last Name: []

Member Initials: []

Gender: Male

Date of Birth: [] / [] / []

*Joined on: 09/02/2009

Public

Save Cancel Clear

*Mandatory Field