



**Standish Medical Services** specialises in providing media and information services to medical organisations: GP Practices, Medical Suppliers, NHS organisations and independent health organisations.

Run by a qualified working GP with 30 years experience, and staffed by a small and efficient team of people with experience in the NHS, publishing, media and marketing, SMS can help you and your organisation develop and maintain a website, produce real time leaflets and brochures for patients, develop a media and communications strategy, help you to communicate more efficiently and cost effectively with patients and customers, source supplies cost effectively, develop staff training in information governance and communications - and much more.

Our pricing structure is transparent, highly competitive and we specialise in fixed quotations for work done to your exact requirements. SMS staff work alongside you to complete the job, and are fully aware of the time and resource pressures that face the General Practitioners, Practice Managers, Product Managers or Health Professionals - we see our role as an extra pair of hands.

The company and staff comply with NHS confidentiality rules, our IT system is protected against intrusion and attack, and we are a safe haven for the receipt of any health information.

Please feel free to call, fax or e-mail us with your requirements, plans or challenges - the process of coming up with a positive solution is a matter of talking and involves no obligation on your part, and all solutions are bespoke to your organisation.

[www.standishmedical.com](http://www.standishmedical.com)



## Members of staff



**Dr Sara Shackleton**  
MbChB

**Managing Director**



**Mrs Michelle Hafez**

**General Manager**



**Mrs Sue Reeves**

**Creative Manager**



**Mr Mark Ashley**  
BA Hons  
NCTJ

**Production Manager**



**Mrs Jane Ollerton**  
ACMA

**Finance Manager**



t: 01257 400026

f: 01257 400078

e: [info@standishmedical.com](mailto:info@standishmedical.com)

Suite 107 The Standish Centre, Cross Street, Standish, Wigan, Lancs WN6 0HQ

[www.standishmedical.com](http://www.standishmedical.com)



"I have found SMS to have offered invaluable help since we have been working with them. Anything I have asked Mark to do with regard to designing and printing leaflets, newsletters, posters, etc have always been eye-catching and well designed. He has also helped with our Patient Participation Group Enhanced Service and other areas of General Practice. I have been grateful for his input."

**Mrs Heather Hoey, Practice Manager, Buckshaw Village Surgery, Leyland, Lancashire**



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Working with the **Family Doctor Association**

[www.family-doctor.org.uk](http://www.family-doctor.org.uk)

# We offer a practice website to publicise survey results and any changes in services, and help with your patient survey

Get to work on the PPDES for just £390-00 plus VAT: £1-10 per patient income for 2012-2013

AT THE moment practices are most interested in getting a basic website that will enable them to fulfil the requirements of the new Patient Participation DES that yields £1.10 per patient.

Our basic site costs £240 plus VAT in the first year, and takes approximately a week to set up. It contains the basic information about your practice that patients need.

We will also host a domain name until such time as you no longer wish to use it.

We need basic practice information, as contained in your practice leaflet (if you don't have one, we also do this job, creating attractive and cheap practice leaflets for GP surgeries with print runs as little as 250 copies) or on your NHS Choices entry.

We help you set up a virtual Patient Reference Group (PRG), and work with you on your patient survey set-up. We will help you publicise changes in your practice on your website.

Your job is to recruit patients for the group through your reception staff, and via your website, and then of course to respond to the results of your patient surveys / consultations.

We have a document ready for practices to issue to patients inviting their participation, which can be downloaded from an e-mail and then either printed out or e-mailed to patients (both new and existing patients).

## Costs:

### Website:

1st year: £240.00 plus VAT for website

2nd and subsequent years: £150.00 plus VAT per annum site maintenance fee.

This includes domain name registration and set up of your site, and up to six page content changes per year, or a practice based content management system.

If you want to upgrade to a bigger bespoke site (check out [www.cunliffecentre.com](http://www.cunliffecentre.com)) it will cost £480.00 plus VAT in the first year including domain registration etc, and £150.00 per annum thereafter.

### Help with setting up survey:

£150.00 plus VAT second year.

## WE ALSO OFFER...

**BRANDING.** Standish Medical Services can help create an identity for you with our branding service.

**LEAFLETS.** Our design and print service is cost effective, bespoke to your practice and offers a quick turn around. It saves you both time and money and gives out a professional image.



# Help with marketing your practice and building patient numbers

STANDISH Medical Services specialises in helping you create the right image and reputation for your practice in the ever more competitive field of Primary Care. Our skills include press and public relations services, writing appropriate press releases, newsletters, communicating with news media in your area, communicating with your patients, and the wider public that comprises your potential patients of the future, helping you take advantage of good news on your practice's services and service developments, and designing and implementing the right branding for your practice.

**Call us for a free consultation and marketing plan today!**



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Managing Director: Dr Sara Shackleton, MbChb