

HealthComms



**Building capability,
extending capacity**

nhsconfed.org/healthcommsplus

Brought to you by  NHS Confederation

Who we are

HealthCommsPlus is a highly effective, innovative and creative communications agency brought to you by the NHS Confederation, the largest membership body in the health sector.

We offer a creative, professional and cost-effective service for NHS and public sector organisations across the UK. Any profit we make is reinvested in the support we provide to NHS organisations and wider health and care systems.

With a shared commitment to improving health outcomes, we combine deep sector knowledge and expertise to deliver strategic and operational support where it's needed.

We are deeply committed to the NHS communication and engagement profession and don't just stop at delivery – we build capacity and capability across the UK NHS to ensure long-term success.

That's the 'plus' in HealthCommsPlus.

Why choose us

Because we're of and for the NHS and provide the strategic insight, creative skills and sector knowledge that will best support your team.



+Insight

We bring deep insider expertise and understanding of health and care – from policy to practice, boardroom to community.

+Purpose

We exist to serve the NHS and wider public sector — working in partnership with you to strengthen services and improve outcomes through better communication and engagement.

+Impact

We help you reach the people who matter most, with messages and engagement that cuts through noise and drives real change.

+Capacity

We help plug gaps in your team by providing flexible, expert support when you need it most.

+Capability

From strategic thinking to skill-sharing, we help grow in-house capability, so you're stronger for tomorrow.

+Value

We offer affordable, expert communications and engagement – delivering cost-effective support where every pound is reinvested in the sector.

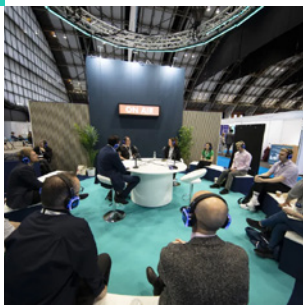
Who we support

- Communications and engagement teams working in NHS and other health and care organisations.
- National bodies and stakeholder organisations.
- Wider public and voluntary sector organisations.

Our services

Our team of communications and event management experts support in-house teams with their strategic and operational communications needs. We cover all main communications disciplines, with a particular focus on:

- Strategy development, planning and evaluation (including communications audits)
- Campaign strategy development and delivery
- Capability and capacity building (training, skills audits, facilitation)
- Creative services (editorial and production, design, video and audio)
- Public affairs, political engagement and stakeholder relations
- Media relations
- Crisis communications and issues management
- Marketing
- Inclusive communications
- AI adoption
- Event management



Delivering impact

We have a track record of delivering strategic and operational support, with a focus on building capacity and capability in the NHS communications profession. Examples include:



- **Campaigns:** For a decade we ran the national campaign to encourage uptake of the flu vaccine among NHS staff. The campaign provided communications toolkits, including messaging scripts and assets for social media, which local NHS organisations used in staff communications.
- **Communications reviews:** We were commissioned by NHS England to lead a national review of the communications and engagement operating models of integrated care systems (ICSs). The review identified four models and these were subsequently adopted by ICSs. We have since been commissioned to undertake various reviews to support in-house communications teams to deliver impact.
- **Public affairs:** We provide ongoing support to the Health Innovation Network, powering their public affairs and political engagement activities.
- **Thought leadership:** We have played a lead role in supporting the NHS communications profession through various initiatives, including:
 - supporting the adoption of AI
 - addressing the lack of diversity in the communications profession
 - convening NHS communicators.

“The strategic communications and advice provided to us by HealthCommsPlus has been invaluable – they quickly understood our requirements and worked with us to agree a programme of activity that is enabling us to effectively support our work.”

Claire Portsmouth, Director of Communications and Engagement, Health Innovation Network

Meet the team

HealthCommsPlus is delivered by the NHS Confederation's high-performing communications team and supported by some of the most experienced and expert communications professionals in our sector.

Daniel Reynolds is director of communications at the NHS Confederation, with more than 25 years' experience of leading communications teams in national membership bodies and research organisations. A visiting fellow at Buckinghamshire New University, he is a key contributor to the only healthcare communications post-graduate course in the country. Daniel runs a communications network for NHS Confederation members and is a member of the CIPR's Health Committee.

Sarah Miller is assistant director of communications and leads the NHS Confederation's member and EDI communications function. Formerly head of press and public affairs at the Charity Commission, she has worked for several charities, including Macmillan Cancer Support, Citizens Advice and The Salvation Army.

Paul Cooney is assistant director of communications and leads the NHS Confederation's profiling and influencing strategy across media relations and public affairs. With nearly two decades of experience in communications, including running the press offices of major national bodies, Paul is highly skilled at profile development, stakeholder management, and crisis communications, and has an in-depth understanding of the health policy landscape.

Leanne Josephs is assistant director of events and operations, with nearly 20 years' experience in the events industry. Delivering more than 100 events a year, including the UK health sector's largest conference and exhibition, NHS ConfedExpo, Leanne has developed an excellent reputation for delivering high-quality events in the UK and abroad.

Joy Okunnu is head of content and leads the organisation's brand and creative services. With more than 15 years' experience in the health sector, and a post-graduate degree in healthcare communications, she manages a team of specialists across editorial, design, AV and digital communications.

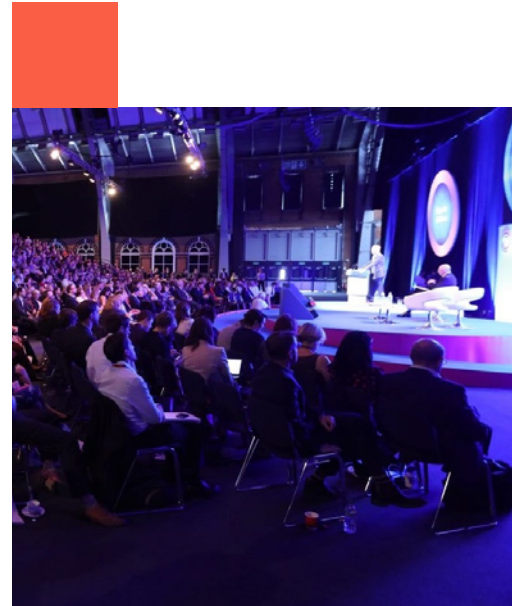
Ros Munro is an experienced communications professional and is a senior external affairs manager at the NHS Confederation. Ros' time working in parliament and leading communications teams at NHS Property Services and 2020health has equipped her to design highly successful political influencing strategies and has left her with an excellent network of cross-party contacts.

The executive team is supported by experts from across the NHS Confederation's communications team.

Associates

Carrie-Ann Wade is an NHS communications director with more than 20 years' experience. She has held a number of senior leadership roles, including director of communications and engagement at North East London NHS Foundation Trust and associate director of communications and engagement at East London NHS Foundation Trust.

Victoria Parker is a director of communications with more than 20 years' experience. Victoria has held a number of senior leadership roles, including director of communications and engagement at Royal Berkshire Hospital NHS Foundation Trust. She has also worked at the NHS Trust Development Authority, NHS Providers and the National Association of Primary Care.





In need of support?

Get in touch with us at
Healthcommsplus@nhsconfed.org
or contact our account leads:

Strategy development and capability building

Daniel.reynolds@nhsconfed.org

Media relations and crisis management

Paul.cooney@nhsconfed.org

Public affairs

Rosalia.munro@nhsconfed.org

Marketing and inclusive communications

Sarah.miller@nhsconfed.org

Event management

Leanne.josephs@nhsconfed.org

Creative services

Joy.okunnu@nhsconfed.org