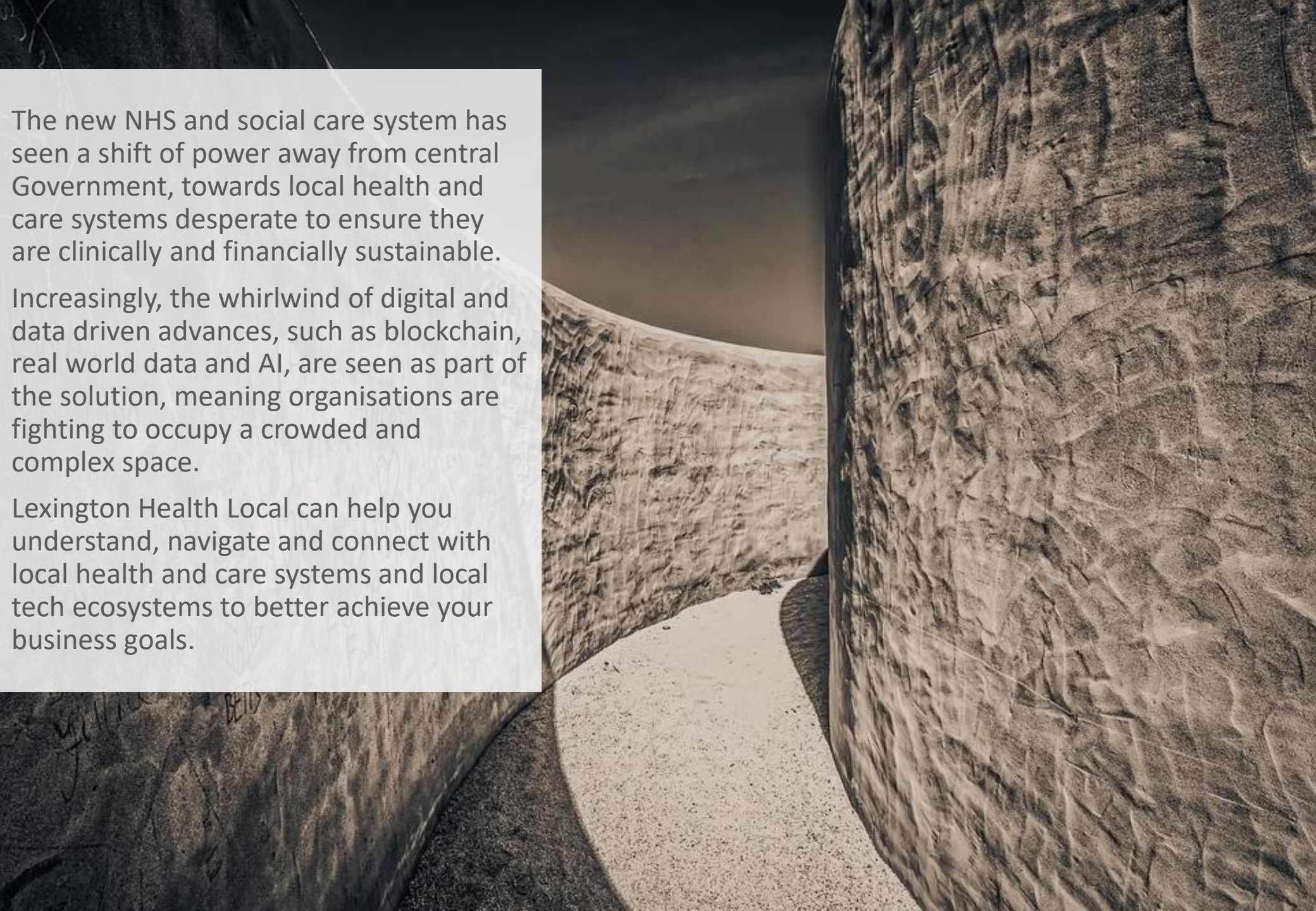

LEXINGTON HEALTH LOCAL

TRUSTED . INFORMED . CREATIVE



The new NHS and social care system has seen a shift of power away from central Government, towards local health and care systems desperate to ensure they are clinically and financially sustainable.

Increasingly, the whirlwind of digital and data driven advances, such as blockchain, real world data and AI, are seen as part of the solution, meaning organisations are fighting to occupy a crowded and complex space.

Lexington Health Local can help you understand, navigate and connect with local health and care systems and local tech ecosystems to better achieve your business goals.

LEXINGTON HEALTH LOCAL IS PART OF LEXINGTON COMMUNICATIONS, THE COUNTRY'S LEADING INDEPENDENT COMMUNICATIONS AGENCY

Our clients include

abbvie



Our consultants are experts in the complex politics of devolution and regional health and social care and have worked in Parliament, local authorities, the NHS and within the wider health and care sector.

We provide deep insight into the local and regional health and care sector, local politics, policy and strategy.

We develop regional political affairs, communications and engagement strategies that help achieve your business goals.

Our end-to-end service means we deliver high quality campaigns and materials that resonate with your audience.

Our offices in Manchester, Leeds, and London are uniquely placed to provide regional insight, support and advice across the country.



WHAT WE DO

PUBLIC AFFAIRS AND COMMUNICATIONS

Local and Regional
Policy Insight

Local Political
Engagement

Health and Care
Communications

Campaign Creation

Broadcast, Thought
Leadership and Events
Strategy

Media Management



LOCAL AND REGIONAL POLICY INSIGHT

An emphasis on greater devolution, local population health outcomes and more integrated care, has led to a diverse set of approaches across England, founded on complex relationships between multiple organisations and individuals.

Our services include:

- Helping you understand the optics within local and regional political environments
- Facilitation of business discovery workshops
- Relationship mapping across the footprint
- In-depth review of STP and ICS priorities and direction of travel
- Deep insight to help you maximise opportunities



LOCAL POLITICAL ENGAGEMENT

The impact of local politics on health and care systems has increased over the last few years and the NHS 10 year plan will push local responsibility, accountability and devolution even further. Understanding local politics, relationships and their impact on local health and care decision making is fundamental to achieving your aims.

Our services include:

- Stakeholder mapping and prioritisation
- Local political message development
- High level 1:1 contact programmes
- Local thought leadership events and policy roundtables
- Facilitating local and regional receptions, dinners and launch events
- Political and policy monitoring



HEALTH AND CARE COMMUNICATIONS

We help businesses to work differently with new locally constituted health and care systems. To be successful organisations should establish partnerships and co-create projects, work with the wider healthtech ecosystem on creating testbeds, and develop messages that resonates across a diverse set of people.

Our services include:

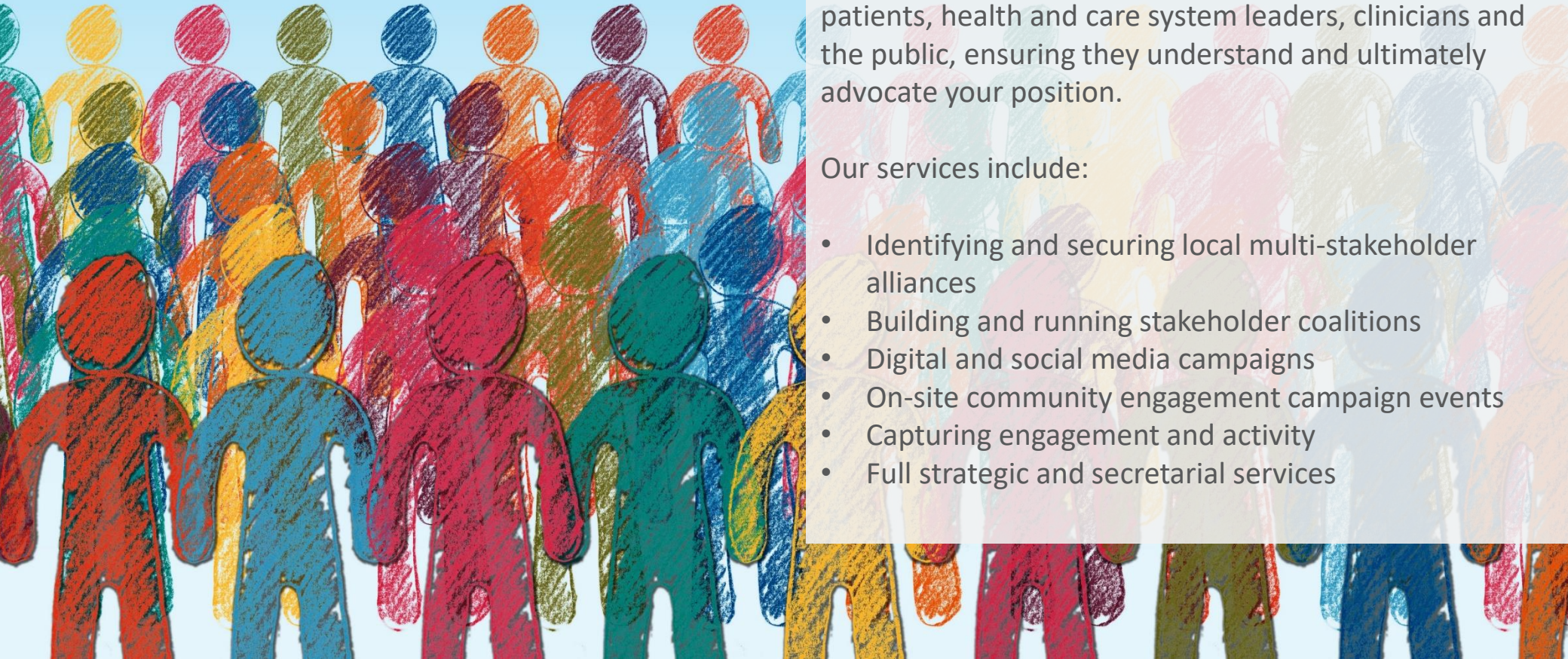
- Local strategic message development
- Production and design of print and digital materials, web content, infographics and animations
- Expert research capability and writing skills
- Innovative communications campaigns
- Translating your corporate marketing material so it connects with local health and care systems
- Integrating your local approach with a broader national campaign

CAMPAIGN CREATION

Your case is more effective when there are a broad range of stakeholders advocating it. We help our clients to realise this, building relationships with politicians, patients, health and care system leaders, clinicians and the public, ensuring they understand and ultimately advocate your position.

Our services include:

- Identifying and securing local multi-stakeholder alliances
- Building and running stakeholder coalitions
- Digital and social media campaigns
- On-site community engagement campaign events
- Capturing engagement and activity
- Full strategic and secretarial services



BROADCAST AND EVENTS STRATEGY

A black and white photograph of a person shouting into a professional microphone with a pop filter. The person is shown in profile, facing left, with their mouth wide open. The microphone is mounted on a stand and has a large, circular pop filter in front of it. The background is a plain, light color.

Ensuring the wider system is aware of your successes with local health and care systems is essential. It allows you to shape the national policy environment and make further local connections.

Our services include:

- Delivering a full co-ordinated annual event programme
- Facilitating sponsorship and speaking opportunities
- Preparing agendas, event briefings and policy papers
- Facilitating thought leadership programmes and reports
- Stakeholder identification and delivery of senior-level round-table discussions
- Dinners, drinks and social events

MEDIA MANAGEMENT



The health and care landscape is constantly changing. We work with you to formulate a media strategy designed to keep you ahead of the curve. When the news breaks, we brief clients on what they need to know and how it could affect their business. Media moves beyond the local, so we do too.

Our services include:

- National and local media monitoring reports covering traditional and social media
- Proactive media strategy and support
- Crisis communications
- Media stakeholder identification and engagement
- Full press office support when additional in-house capacity is needed



WHO WE ARE

LEXINGTON HEALTH LOCAL'S TEAM



Matt Colledge

Director

Matthew has over ten years of senior political experience within Greater Manchester having occupied a number of key public sector roles, including Leader of Trafford Council, Vice Chair of Greater Manchester Combined Authority and Chair of Transport for Greater Manchester.

Alongside his Lexington work he was until recently Chairman of NHS Trafford CCG



Andy Kliman

Director

Andy Kliman has over seventeen years' experience working in strategic engagement, communications and the media.

Andy worked as a Deputy Director of communications for NHS Improvement, where he led on several large-scale cross-NHS change agendas, such as Sustainability and Transformation Partnerships. Before that Andy worked for the CQC and health informatics company, Dr Foster Intelligence



Ben Miller

Senior Consultant

With over a decade of experience in studying and working in politics, political and public campaigning and public affairs, Ben has a deep understanding of the current political and policy landscape. Prior to joining Lexington, Ben worked as a Senior Advisor in the office of a former Shadow Health Minister, as part of Andy Burnham's health team. Ben provides support to healthcare clients ranging from strategic advice to designing and delivering campaigns.



Lauren Woods

Consultant

Lauren is a consultant based in the Manchester office and primarily works with our healthcare clients, providing communications advice and delivering engagement strategies. Prior to joining Lexington, Lauren achieved gold standard National Council for the Training of Journalists accreditation and undertook internships at a variety of newsrooms in the North West, including the Guardian North and ITV Granada Reports.

OUR SENIOR ADVISORY BOARD



PAUL MCGRAD

**Brexit Lead.
Former FCO Eurozone
Lead and Cabinet Office
Advisor on Treaty
Negotiations**



MIKE BURROWS

**National Co-ordination
Director, AHSN Network**



GINA LAWRENCE

**Former Chief Operating
Officer for NHS Trafford
Clinical Commissioning Group
in Greater Manchester**



PROF MIKE BEWICK

**Former Deputy Medical
Director, NHS England**

OUR VALUES

Lexington Health Local's work is tied to a clear set of values:

1

Real partnerships between business and local health and care systems can exist to the betterment of the local population's health outcomes.

2

We communicate with different stakeholder groups in ways that work for them and through channels, language and tone that resonates, whilst understanding their competing priorities.

3

Data is the life-blood of modern medicine, but it also has a human rights element that must be protected and respected.


4

Precision medicine, real-world evidence, AI, digital identity, blockchain and digital/tele health is fundamentally impacting healthcare and can significantly benefit humanity


5

All of our work is undertaken with a view to promoting inclusivity and diversity.

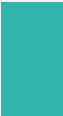
WORKING WITH YOU




We understand the demands upon you and your time.




Our approach is always guided by your preference and individual needs.



Senior members of our team can chair meetings, act as individual arbiters, liaise with senior management and executive teams, and will always provide impartial strategic advice.



We will work alongside you and your team in an open and supportive way.



We will ensure regular updates as befitting your need, establish project leads that you can speak to as needed and ensure work is undertaken on time and to the highest quality.



EXAMPLES OF OUR SKILLS AND EXPERIENCE



Creating Opportunities within Greater Manchester

Novartis wished to explore new strategic opportunities within the devolved arena of health and social care in Greater Manchester. We were able to utilise our team of devolution and health specialists to provide a bespoke programme of support to enable Novartis to better understand the emerging architecture in Greater Manchester, align its wider offer to meet the needs of the area, and assist in a senior engagement plan.

Outcomes

Lexington Health Local enhanced understanding around specific opportunities for Novartis to assist Greater Manchester in developing its programme of work. We helped develop a new narrative and approach to engaging with Greater Manchester, which increased recognition at all levels within Novartis around the benefits of engaging with the City Region and led to Jon Rouse, Greater Manchester Health Partnership Chief Officer, meeting with the head of Novartis UK to progress further opportunities.



Driving Regional Partnerships

Lexington was instructed by MSD to help create new opportunities by forging strong and innovative partnerships at City Region level. Lexington was instructed to provide clarity and strategic advice within Greater Manchester.

Outcomes

Lexington conducted an initial high level regional audit of the northern regions to report which conurbation was likely to be next to follow Greater Manchester in terms of driving health devolution and thereby provide opportunities for MSD.

Following a review of the audit, Lexington delivered a Greater Manchester Insight Report. This provided an overview on the wider political and administrative processes within the area, as well as the aims, policies and structures in the health devolution field.

Lexington facilitated several workshops around these themes, focusing on understanding MSD's current commercial objectives, how these could align with the priorities of Greater Manchester, and MSD's capability for engaging with the GM framework.



Health Plus Care show event and preparation

Novartis sponsored the STP/ICS Hub at the Health Plus Care Show 2018. Lexington was commissioned to: provide a strategic plan with a narrative and key messages; write and design marketing materials for the event; produce briefing papers for the eight sessions across two days; ensure the Pharma Executive Committee (PEC) had relevant strategic insight at their disposal; and to take photos for use on social media across the conference whilst meeting stringent Pharma rules on the use of images in social media.

Outcomes

The STP/ICS Hub was the best attended area of the Health Plus Care show, creating large numbers of new contacts and engagement opportunities. The PEC were able to espouse clear joined-up messages across their eight different sessions over the two days. By the end of the conference all of the marketing materials, designed by Lexington Health Local, had been taken by attendees.

FOR MORE INFORMATION OR TO ARRANGE A MEETING PLEASE CONTACT:



Andy Kliman



0161 711 0302



07741 565 445



andy.kliman@lexcomm.co.uk



Ben Miller



0161 711 0214



07742 797 402



ben.miller@lexcomm.co.uk