

NHS Trust Foundation Status - Need help to manage your membership?

Submitted by: March::Engenus

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"Foundation Trust status provides us with tremendous opportunities. One of our strengths will be enhancing genuine community involvement through a large and an active membership base. But to achieve that we need a cost effective means of communicating with thousands of members and managing the database."

March::Engenus does work for large corporations which have account managers and sales teams and all sorts of technology to help them keep in contact with their customers. They also regularly contact people and do good "account management".

"Why can't we do that for the new Foundation Trusts to help with managing their membership and for communicating with them?" Paul Smith, Managing Director of March::Engenus asked one of his development team. "After a little scratching of the head we looked at our popular Spring+ communications product and, bingo, we had a service that could compete with the big customer relationship management products - and at a price that would make it attractive to the NHS market".

"This offers Foundation Trusts a very efficient means of communicating with their members," added Paul, "It will allow them to store details about their members, communicate through the most appropriate medium and importantly, enable members to communicate with the Trust with ease. Trusts will be able to set-up special interest groups, and reach them separately from the main membership, invoking a dialogue with members using the most appropriate electronic communication for each member."

How do you generate interest levels and maintain constructive involvement and dialogue with a membership base of several thousand people? Only through ensuring that members feel informed, that their views can be heard and, that their views matter. This requires frequent, two way communication - to disseminate information and receive feedback.

Spring+ allows this level of communication using your membership database. It allows you to communicate easily with your membership using many different channels, e.g. e-mail, text messaging, multi-media messaging or links via your trust's web site. It would be easy to engage groups of members with special interests - perhaps a Maternity Services interest group, a Chronic Conditions group, a Staff group or a particular site-based group. Spring+ gives you two way communication so that you can obtain immediate feedback from your active members and view the feedback in an easy to understand way.

Spring+ provides contact management features found in systems used by the major private sector companies - but at a fraction of the price. Typically this means
Storing basic details about contacts like contact details, address, telephone numbers, e-mail addresses and web details.

Storing information like the contact's manager, last contact details and follow-up or next contact details.

- Tracking the contacts with free text notes.
- Searching for contacts to view, modify or remove.

- Tracking actions and meetings for contacts.
- Importing contacts using comma-separated value files.

For more information about March::Engenus, its products and services visit www.marchengenus.com or e-mail sales@marchengenus.com or call 01423 322700.