

Leicester City Clinical Commissioning Group

Growing effective electronic communications from your register



Summary

Leicester City Clinical Commissioning Group (LC CCG) was formed in 2011 and moved their membership database to Capita's Membership services from another supplier in 2012. LC CCG recognise the importance of engaging with their members and that in order to do this successfully you must continually strive for up to date data. With an active membership of over 4,400 there will always be address movement, new email addresses or phone numbers to capture and 'Gone-Aways' and deceased records that need to be removed in order to maintain a clean, accurate register.

The challenge

Register maintenance is the bedrock of good engagement, if you are not reaching your members you are not communicating with your biggest source of support. Capita is the most experienced membership services provider in the industry and therefore offers a range of solutions to help recruit, maintain, promote and analyse your membership. As such we knew that the best way to keep a membership register up to date was a data validation mailing, where the members are written to and offered the chance to provide any new information. Accurate data is key for building evidence based communication strategies and continuously effective engagement campaigns.

Meeting the challenge

Once the data validation mailing was completed LC CCG was offered the unlimited opportunity to email their members using the Capita ebroadcast system for a fixed one-off annual fee. This was to complement their on-going communication. 29% of their membership has opted for electronic communication and LC CCG now email their members four times a month. Using the

analysis available from the CMS database LC CCG can extract certain groups each time so that each email is tailored to the right audience. They can now prove that they are striving to engage successfully and keep their members informed.

Their subjects have included newsletters, event invitations and consultation surveys. Using this approach they are providing evidence of:

- Keeping their register compliant with Principle 4 of the Data Protection Act
- Regular and timely engagement
- Targeted engagement to ensure that the right members have the right additional communication and support
- Using register analysis effectively
- Proactively lobbying public support to help shape the Commissioning Groups future direction

Capita has been responsible for sending almost 100,000 member emails in the last 12 months and can create emails that have the look and feel of the trust and look like they have been sent directly by the organisation. We can include graphics, logos, links and attachments and can also provide detailed analysis on how many of the recipients opened the email, opened the attachments or clicked on links. We also provide an unsubscribe option for members and update our records with any 'hard' bounces received so that outdated or invalid email addresses are not used again.



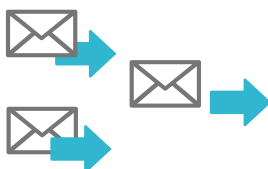
The benefits of working with Capita

- Benefit from the consultancy 'know-how' from the industry's most experienced provider
- Save time, why not let us do it for you?
- Save money, unlimited use of our ebroadcast system for a one-off fee (with our advice thrown in for free!)
- Analysis and reports
- Fully engaged members
- A clean register



“We can now feel confident that our register is accurate and up to date – allowing us to communicate the right information to the right people at the right time and do so cost effectively. We receive much more consultation feedback than if we just sent out a stand-alone postal mailing and attendance to our events has also increased. We know that our organisation is going in the right direction as we are being shaped by public support gathered from successful engagement.”

Jo Ryder, Engagement Manager
Leicester City Clinical
Commissioning Group



Find out more

Visit www.capita.co.uk/healthandwellbeing
Or email: membershipservices@capita.co.uk

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