



not another health sector magazine?!

# ...YOU MAY WELL ASK?



For any Practice wanting to maximise its opportunity under the terms of the new Contracts, a good Practice Manager is essential



# THE CHANGING

health sector...

As the Government invests heavily in Public Services, it is keen to ensure that this new investment returns maximum value.

Which means a critical role for Practice Managers and...

#### ...THE GOVERNMENT

The new Contracts mean an increased role for Primary Care per se, an evolving role for all the professionals employed within Primary Care and, in particular, a much enhanced role for the Practice Manager.

And the influence of this role will continue to grow as the Government rolls out its health plans.

#### ...THE PARTNERS

Likewise, for the owners of any Practice, the ability to maximise the financial opportunity available from the new Contracts is largely dependent upon a good Practice Manager.



Practice Managers are the professionals to influence when it comes to selecting, specifying or purchasing decisions in the practice



# THE EVOLVING

## role of the practice manager

It is clear that the Practice Manager's role now extends way beyond its traditional responsibilities and it is vital they receive focused attention.

### Who is holding the purse strings?

The Practice Manager now has significant responsibility, much of it new, for selecting, specifying and purchasing a wide range of products and services, clinical and non-clinical, within the Practice:

#### PRODUCTS & SERVICES

Practices are independent contractors, owned by the Partners. Maximising the value received in return for any £ of their spend is vital.

#### PRESCRIBING

Drugs represent a huge portion of the health sector budget. As the Government seeks to free-up the professional's time to do

what they are paid to do. I.e. doctors to be doctors, nurses to be nurses – the Practice Manager will increasingly be the custodian of the GP's time and a gatekeeper for anyone seeking access.

#### THE PUBLIC PURSE

With the introduction of Practice Based Commissioning, the Practice Manager will be responsible for generating the best value return for the public money under their control.

**Overall, the Practice Manager will be the most important point of influence when it comes to selecting, specifying or purchasing in the Practice.**



You, as an advertiser, can rest assured knowing exactly where you are spending your marketing budget – straight to the decision maker



# Making your ADVERTISING £'s work harder

The Government has publicly linked the success of its own health agenda to the development of a successful Primary Care sector.

## Are you serious?

### THE GOVERNMENT IS SERIOUS...

Freeing up the professionals to focus on their role is a common Government theme. For GPs, this means where possible, patient care needs to be delegated to Practice Nurses or Pharmacists, and all practice management issues delegated to the Practice Manager.

### THE PARTNERS ARE SERIOUS...

Partners have realised first-hand the effect that good practice management can have on their own drawings.

**So both the Government and the Partners are serious about this role. The question for you and your organisation is, are you?**

**Are you talking to Practice Managers, and if so, how effectively?**

### WE MAY BE ABLE TO HELP!

The health sector is extremely fragmented, which makes it extremely difficult to communicate with. We can't solve that issue, but we can guarantee you the eyes and ears of Practice Managers nationwide.

Practice Business addresses Practice Managers with intelligent editorial, relevant to the decisions they make on a daily basis. Because it's targeted and relevant to them, they read it.

**So you know your marketing budget is being seen by the right decision makers within the Practice.**



Our goal is to totally support Practice Managers in their rapidly evolving role with strategic, management focused editorial content. If it doesn't help Practice Managers, it doesn't make it into the magazine, or onto the website



# PRACTICE BUSINESS

Filtered, need-to-know information, and in depth reports into every aspect of the role, helping them to work more efficiently, and to maximise the opportunities available to their Practice.

Informative, focused, relevant

## MANAGEMENT

Our editorial content is based on a clear understanding of the health sector, primary care and, in particular, the way Practices and Practice Management are evolving. We respond with appropriate, focused editorial to support and stimulate the reader in all aspects of their job.

## THROUGH THE EYES AND EARS OF OTHERS

Our strategy is to deliver quality, relevant, testimonial-driven, management-based editorial – 'the bible' for issues and insight in Practice Management. It will bring the reader up to speed with every aspect of running a good and efficient Practice, and draws together this important community.

## [www.practicebusiness.co.uk](http://www.practicebusiness.co.uk)

In our experience, much of the communication between Practice Managers happens peer to peer, through formal groups or forums and informal local relationships. The way to drive traffic online is to deliver a bang up-to-date, informative, functional and interactive site.

# take a closer LOOK



**Frequency** 10 per annum

**Circulation** 7,500

**Readership** Anyone in the role of a Practice Manager within the UK's GP practices. This includes office managers through to Practice Manager Partners, and everything in between.

**Established** October 2005

**Our USP** The first genuine business journal for the UK Practice Manager.

...at the magazine and website

## NEWS & OPINION

We act as a Practice Manager's filter. We read, we listen, we interpret, and we deliver with context. Only relevant content gets through, and it's delivered with opinion... the most time consuming bit of all.

## [www.practicebusiness.co.uk](http://www.practicebusiness.co.uk)

Fast to load, easy to navigate and with many levels to explore. Latest news, reports and opinions, archive issues, discussion forums, recruitment pages, training support and much more.

## BEST PRACTICE MANAGEMENT

Case studies, interviews and real 'people' stories, all examples of best practice. These aim to bring together the Practice Management community as a professional group of people with common issues across all aspects of Practice Management. Each issue includes at least two success factor interviews with real Practice Managers.

Plus regular coverage on a whole range of relevant issues, including the following:

## FINANCE

Comprehensive yet easy to read and understandable content designed to help and advise on all aspects of financial management.

## M&IT

So critical to a successful health agenda, this is an essential inclusion in every issue. Insights and guides to all aspects of the need for, and use of, M&IT.

## MANAGEMENT

Business and management skills development covering both general business and specific to Practice issues.

## ETC

The best of the rest!



we could

# NEVER DO IT ALONE



Our partnership with these organisations enhances our direct link to Practice Managers, offering further insight into the areas that interest them. Our main priority is to deliver relevant, interesting and valuable content to our readers and these organisations help us to achieve that.

**DAVID COLLINGBOURNE, CEO, IMS LTD**

## Helping to create real value



**ROY LILLEY**  
executive publisher

An independent health policy analyst, writer, broadcaster and commentator on health and social issues. He also provides consultancy to NHS organisations and the companies providing products and services to the health service.

[www.roylilley.co.uk](http://www.roylilley.co.uk)

**NAPC**  
approved partner



The National Association of Primary Care is delighted to have formed an approved partnership with IMS Ltd. We are confident that its management focused editorial strategy is perfect to help the Practice Manager cope with the many and varied demands of primary care in 2005 and beyond.

**ERIC MCCULLOUGH, CEO**

**IHM**  
approved partner



IHM aims to achieve Chartered status in 2007. Our focus is on Continuous Professional Development, but we recognise that it will take a varied agenda, delivered by a wide range of organisations, to make a real difference.

That's why the IHM is delighted to be involved with Practice Business. We believe that management focused editorial, delivered through testimonials, is a great way to help Practice Managers achieve their own goals.

**JEREMY MILLAR, INTERIM CHIEF EXECUTIVE**

**AMSPAR**  
approved partner



AMSPAR is a professional membership and awarding body which provides a range of professional qualifications that sit both inside and outside the National Qualifications Framework. It also offers members advice, support, and guidelines.

AMSPAR is delighted to be working with *Practice Business* for the benefit of Managers in Primary Care.

**MICHAEL FIENNES, COMMUNICATIONS MANAGER**

# what's in it for YOU?



*Practice Business* is the vehicle for advertisers to influence buying choice... which product to buy, which brand to buy and, most importantly, why!

## What we do at IMS...

is create magazines and websites that readers really want to read.

Without doubt, you'll be constantly monitoring the impact of the Government agenda as it continues to roll out. We believe it's inevitable, that the Practice Manager's influence over the products and services bought for or via the Practice will continue to grow.

### SO HOW CAN WE HELP YOU?

What we do well at IMS is create magazines that readers want to read. This means drilling down to the core issues to deliver a strategic and focused publication. And this of course means that while reading our targeted editorial, they're taking in your advertising messages too!

We recognise that procurement of products and services for and via Practices happens in a multitude of different ways and channels. What we also know however, is that these purchasing channels do not always offer you the opportunity to influence what the Practice Managers and Practices buy, only to showcase what's on offer.

That's where *Practice Business* can help. It's not a supplies magazine, it's a management magazine for Practice Managers. Our responsibility is to pack our magazine full of interesting and relevant information to keep them reading, which in turn means your marketing messages will be noticed and understood. So when a Practice Manager makes a choice, it's a more informed choice, the right choice.



# STAND OUT

Part of our strategic approach means turning many 'typical' business-to-business publishing concepts on their head; our philosophy at IMS is that B2B publishing should be as polished and cutting-edge as its consumer counterparts. To ensure your marketing messages stay fresh and carry maximum impact, we constantly strive to find new and creative ideas.



# FROM THE CROWD

Here are just some of the ways you can make your marketing message work harder with our publications...



# MAKE YOUR MARKETING MESSAGE WORK HARDER...

## Throw outs

### Throw out inside front cover = 3 pages

The inside front cover folds out from the magazine – on opening the front cover you see an eye catching single page that then folds out into a double page spread – you get three pages of coverage to use for adverts, advertorials or a combination of the two! It's very high impact – a great way to make a splash!

### Throw out in core of magazine = 4 pages

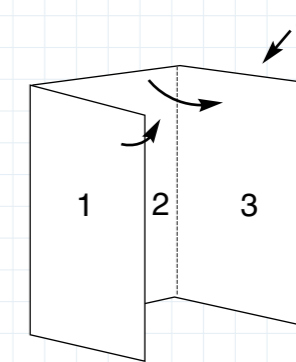
Follows the same principle as the roll out front cover but is placed in the core of the magazine and rolls out to the right. Starts with a double page spread (DPS) in the magazine followed by a double-sided page folding out from the magazine. Very effective when used as a reply mechanism or promotional offer – we can even perforate the throw out to create a voucher that can be sent back to you, provide added information or work as a gimmick to be retained by the reader.

## Vendor profile

The only inclusion we carry that's designed to fit with the style and feel of the magazine. It looks like a *Practice Business* feature, but is paid for, so it is your agenda. It can be written and designed by us and is, in our opinion, an imperative part of any marketing plan. Used as a platform, it is an opportunity to communicate strategic messages about your organisation, as well as the details of a new campaign or promotion. A great way to make our readers sit up and take notice.

## Banner adverts

Horizontal or vertical, double or single page, running across the bottom or along the outside edge of the page. Banners can run in multiples of 3, 5, 8 or just on their own, on consecutive pages or scattered throughout the magazine – a great alternative to standard page advertising for increased brand recognition.



## Other things to consider

**• TIP ON/SAMPLING**  
With more innovative products here's a chance to affix samples to your advert within the magazine, allow your reader to actually see, feel and touch the product. Alternatively attach a marketing gimmick (post it notes, mouse mats, wobblers etc.) branded with a promo or company details.

**• SPONSORSHIP/ BRAND PROMOTION**  
Something a bit different, a bespoke sponsorship position aligns you with the magazine and the good will that goes with that. For example, regularly sponsoring a feature or article within the magazine, or, alternatively supporting an entire section.

**• READER REPLY CARD**  
Designed to drive response for promotions and incentives. Works brilliantly in association with a half page advertorial promoting the offer. This could be used to drive enquiries or referrals or simply as an information request facility.

**• INSERTS, DIRECT MAILERS & CONTRACT PUBLISHING**  
contact us for more info.

# PRACTICEBUSINESS+

+ Inspiring Business Solutions for Practice Managers



intelligent media solutions ltd.

Suite 144 • Business Design Centre • 52 Upper Street • London N1 0QH  
Tel: 020 7288 6833 • Fax: 020 7288 6834

[www.practicebusiness.co.uk](http://www.practicebusiness.co.uk)

email: [info@intelligentmedia.co.uk](mailto:info@intelligentmedia.co.uk)