

# thebmjawards

300,000+  
BRANDED EMAILS SENT

UP TO  
**16**  
CATEGORIES

250+  
ENTRIES

600  
guests

**43**  
EXPERT JUDGES

## 2019

# Collaboration opportunities

ALIGN YOUR BRAND WITH  
HEALTHCARE EXCELLENCE

CONTACT:

**David Bell** +44 (0)20 3655 5605 [dbell@bmj.com](mailto:dbell@bmj.com)

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# Inspire excellence in Healthcare

A personal welcome from

**Dr Fiona Godlee, Editor-in-Chief, The BMJ**

*“Last year, over 250+ healthcare teams submitted entries which our distinguished judges whittled down to 16 winners and 60 shortlisted teams, all showcased in The BMJ.*

*Such a programme would not be possible without the support of our sponsors to whom we are enormously grateful. Join us in inspiring, recognising and showcasing excellence in healthcare.”*

## Recognising everyday achievements

Now celebrating 11 years of recognising the incredible work that healthcare teams across the country do every day, we aim to promote excellence in healthcare, showcase knowledge and experience that will inspire others, and give exposure to teams who demonstrate courage and passion for overcoming challenges in our common mission to improve outcomes for patients and communities across the country.



### Educational Judging Day

All shortlisted teams are invited to present in front of a panel comprising an internal champion and three expert judges, one of whom is a patient representative. All sessions are open for you to attend as an observer. Judging will be followed by lunch and an afternoon of networking and educational presentations, including a keynote from a leading figurehead, previous winners and industry leaders.

**Venue: BMA House, Tavistock Square, London**

### Celebration of Awards Ceremony

Winners will be announced during the evening Awards Ceremony.

**Venue: The Park Plaza, Westminster, London**

**Date: Wednesday 24 April 2019**

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# Align your brand

The BMJ brings together the key contributors to healthcare excellence, entire healthcare teams who have been shortlisted to showcase their innovation, passion and pioneering solutions to improve patient outcomes.

## Sponsoring a category will allow you to.....

- Place your brand in front of decision-makers, healthcare influencers and policy makers
- Align your brand with The BMJ, one of the world's most highly ranked medical titles
- Gain direct access to your target market through networking and personal contact
- Demonstrate your dedication and support for healthcare excellence
- Be at the heart of innovation and pioneering practice

By sponsoring a category you are demonstrating your support for healthcare excellence

*“Our goal in sponsoring the Awards is to build and strengthen our brand awareness across the UK. The BMJ provides a particularly strong channel to achieve this with the potential to reach more than 140,000 doctors nationwide.”*

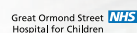
**Gaelle Ainslie**, Marketing & External Relations Manager, MDDUS Headline Sponsor

## Guest Profile

Every year 250+ teams enter The BMJ Awards and compete to get their work recognised in front of their peers, their organisation and the wider healthcare community. Guests include: **medical directors, senior consultants, clinical lead, General Practitioners, lead nurse, practice nurse and patient representatives.**

Network with shortlisted teams from 16 categories, up to 43 judges and VIPs, including senior figureheads within healthcare, support our categories to align your brand.

## Previous supporters



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## Sponsor a category

Align your brand with the relevant category

- Anaesthesia & Perioperative Medicine
- Care of the Older Person
- Diagnostics
- Cancer Care
- Dermatology
- Diabetes
- Stroke & Cardiovascular
- Mental Health
- Prevention and lifestyle
- Digital Innovation
- Education
- Innovation in Quality Improvement
- Clinical Leadership
- Primary Care
- Outstanding Contribution to Health
- UK research paper



SHORTLISTED TEAM - CANCER CARE



SHORTLISTED TEAM - DIAGNOSTICS

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# Timeline of Activities

**2018**  
**October**

Launch of The BMJ Awards 2018 incorporating your branding.

**2018**  
**November**

Call for entries with your branding on email templates and online entry system

Expert judges to be appointed

**2018**  
**December**

Call for entries with your branding on print and online advertisements.

**2019**  
**March**

Coverage of final shortlisted teams with your branding.

**2019**  
**February**

Shortlist announced, coverage begins with your logos appearing next to shortlisted features and in press releases for each category.

**2019**  
**April**

The BMJ Awards 2019: Wednesday 24 April with your branding throughout

Opportunity to showcase your work in the exhibition area to all shortlisted teams

Live judging in BMA House – you are welcome to attend

Category champions for you to meet

Your representative to present certificates to shortlisted teams

Your representative to present trophy to winner

Your photo with winning team

Your advertisement in winners brochure

Winners coverage appears in a special supplement in The BMJ.

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## The judging process

**The BMJ Awards are backed by a robust judging process - our same day turn around will ensure:-**

- Detailed scoring of every entry
- Peer review
- Live presentations to expert judges
- Patient representative now included in every category
- All judging sessions are open for you to attend as an observer.

Judging will be followed by lunch and an afternoon of networking and presentations, including a keynote from a leading figurehead, previous winners and industry leaders.

*“Judging sessions on the day created a real sense of excitement”*

### Previous Judges include

EXPERT JUDGE	<b>Dr Andrew J Hartle</b> , <i>Consultant Anaesthetist</i>
CO-CHAMPION	<b>Fergus Macbeth</b> , <i>Chair</i>
PATIENT REPRESENTATIVE	<b>Fiona Stewart</b> , <i>Patient Governor (London) and Chair of Patient and Carer Advisory Group of Royal Marsden</i>
PATIENT REPRESENTATIVE	<b>Aine Kelly</b> , <i>Patient Experience Advisor</i>
EXPERT JUDGE	<b>Professor Andrew Y Finlay</b> , <i>Professor of Dermatology</i>
EXPERT JUDGE	<b>Erika Denton</b> , <i>Associate Medical Director Honorary Professor of Radiology</i>
CO-CHAMPION	<b>Dr Adrian Boyle</b> , <i>Vice President, Royal College of Emergency Medicine</i>
EXPERT JUDGE	<b>Kiran Patel</b> , <i>Medical Director</i>
PATIENT REPRESENTATIVE	<b>Gianluca Trombeta</b> , <i>Founder at Superhuman Hearing</i>
EXPERT JUDGE	<b>Professor Sir Simon Wessely</b> , <i>Professor of Psychological Medicine Kings College London</i>
EXPERT JUDGE	<b>Professor Bee Wee</b> , <i>National Clinical Director for End of Life Care</i>
PATIENT REPRESENTATIVE	<b>Fiona McKenzie</b> , <i>Patient and Independent Consultant</i>
EXPERT JUDGE	<b>Helen Crisp</b> , <i>Editor-in-Chief of BMJ Open Quality</i>
PATIENT REPRESENTATIVE	<b>Ian James</b> , <i>Patient Experience Advisor</i>
CO-CHAMPION	<b>David Shukla</b> , <i>Clinical Research Specialty Lead, Primary Care</i>
EXPERT JUDGE	<b>Graham Easton</b> , <i>GP and Senior Clinical Teaching Fellow, UCL Medical School</i>

### How the awards are funded.

The BMJ Awards are run on a break-even basis and have two revenue streams which finance distinct areas of activity:

- Awards ceremony ticket purchase: help to finance all costs associated with running the evening event.
- Sponsorship: supports activities for entry generation, shortlisting, judging, press coverage and the winners supplement.

All sponsors are invited to host a table top display, enabling you to network and interact with all the shortlisted teams, judges and VIPs.

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# Sponsor package

You can benefit from these opportunities before, during and after the event.

## Before the event

- Your logo on The BMJ Awards website – [thebmjawards.bmj.com](http://thebmjawards.bmj.com)
- A guide to help you to maximise your sponsorship
- “New sponsor” announced through social media
- Your logo on the awards entry system
- Your logo on print advertisements about The BMJ Awards
- Your logo on email alerts encouraging entries and announcing table sales
- A full page advert to appear in winners brochure
- Your logo to appear in The BMJ editorial coverage about the category shortlist
- Your logo on e-tickets sent to all guests
- Access to guest list prior to the event
- 10% discount on additional table sales

## At the event

- Host a table top display in the exhibition area
- Attend presentations as an observer
- Network and meet shortlisted teams
- A table of 10 positioned in a prime position + senior executive to sit at a VIP table
- Your logo on branded poser table within the drinks reception
- Meet teams and present branded certificates to the finalists
- Your logo on twitter wall – visible throughout the event
- Your logo on plasma screens and during the category winner presentation
- Your representative on stage to announce the winner
- Your logo on the table menu, signage and table plan and on the logo photo board where photographs are taken of the winner and sponsor

## After the event

- Full recognition of your support in The BMJ's winners supplement
- Full access to photographs from the night
- A summary of all press coverage
- First option to renew category sponsorship
- Your logo on the winners brochure

*“The high quality of the entries for this annual event continues to ensure that it remains as one of the very best of Health Awards. It provides brilliant recognition of outstanding healthcare within the UK!”*

**Richard Lane OBE**, Ambassador, Diabetes UK

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