

If you need to **communicate, engage and build successful relationships** with the NHS, then we will have a product or service that will enable that to happen for you.

## Databases

We are confident in saying that our range of databases is the most comprehensive and up-to-date available. Our UK-based team of in-house researchers allows us to regularly verify and update our contact information, in some cases **every 16 weeks!** Our close relationship with the NHS means that we are a **trusted source** and so our **response rates are amongst the highest** and our **return rates amongst the lowest**.

Whether for a marketing campaign or a research project, our data can be purchased for one-off use or under annual license. You can also select Binley's data by a variety of means to ensure you end up with a **targeted dataset that suits your exact requirements** and budget.

- Commissioning organisations
- GP and GP practice staff
- Hospital doctors and specialist nurses
- NHS and retail pharmacists
- Operating theatres and diagnostics
- NHS and local government management
- NHS estates and facilities management
- Medical laboratory professionals
- Dentists and nursing/care homes

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**New: private hospitals database**

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## Mailing and fulfilment services

Did you know Binley's has its own mailing house? If you're buying our data to do a mailing campaign, then why not keep it all under one roof (literally!). Even if you're not buying our data, you can still use our mailing services and our team of experts to ensure you **get the most from your mailing campaigns**. We offer full campaign management, from targeting and segmentation, to response handling and data capture.

Our experience in healthcare mailings means we are able to offer a range of specific mailing types. Plus, because of the large volumes and type of mailings we do, we receive **significant postal discounts**, which we're happy to pass on to our clients! Contact us for a no-obligation, comparative quote to see if we can beat your current prices.

- Postal discounts up to 30%
- Campaign management
- Event management
- Drug safety notification service
- Rep-activated mailings

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**New: Royal Mail accreditation**

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## Multichannel marketing

Binley's offers a managed e-communications service, not only to improve deliverability and engagement for our customers, but also because we have a responsibility to those that kindly provide us with their email addresses for business-to-business purposes. Our contracts with key NHS organisations to deliver communications via email means that our email addresses are continuously verified to ensure high levels of delivery.

We also have the UK's largest permissioned database of GP emails, GPs that have given their express permission to receive promotional emails via our OnMedica platform and who regularly interact and engage with e-communications. [www.onmedica.com](http://www.onmedica.com) is our online education and learning resource for healthcare professionals and provides a whole host of opportunities and channels to communicate with the wider healthcare community.

- E-communications (B2B and permissioned)
- Traffic driving to third-party online assets
- Online/newsletter advertising and sponsorship
- eBulletins and eDetails (online and iPad)
- Licensing or commissioning of content
- Hosting of content on the OnMedica site
- Online/offline research, polls and surveys

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**New: web validation service**

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## Reference products

If mailings or digital communications aren't for you and you're looking for something purely for reference purposes, then why not opt for one of our printed or online reference products. **Ideal for telemarketing campaigns or research projects**, our range of directories, guides and maps allows you to communicate with the NHS, understand the NHS and visualise the NHS.

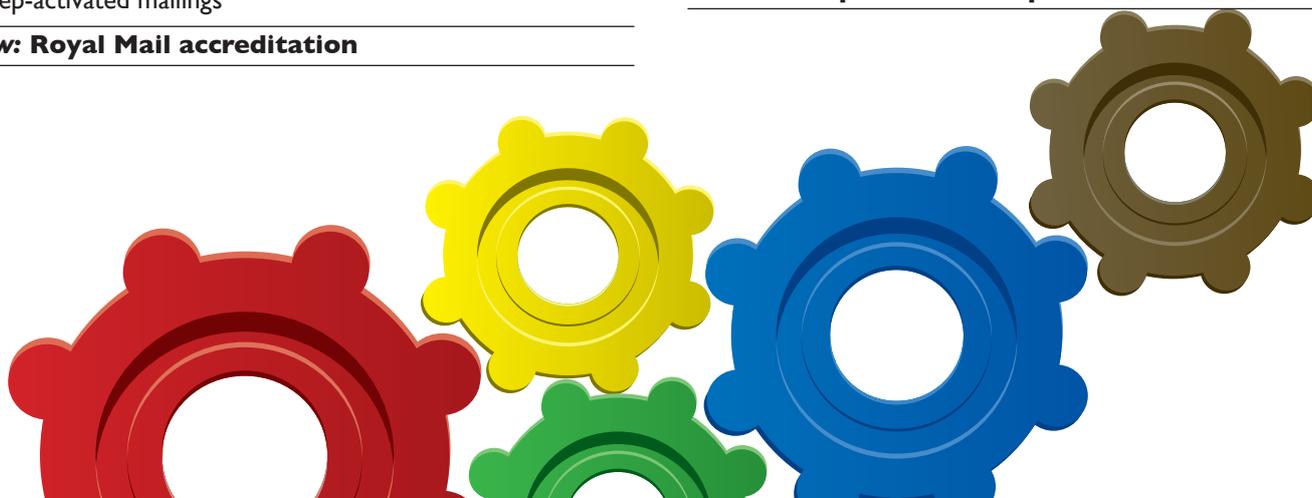
All of our reference products are available to buy direct from our website [www.binleys.com](http://www.binleys.com). Subscriptions are also available for our directories and guides, making the cost per edition **even better value for money**.

- NHS Management Directory (printed and online)
- Local Government Management Directory (online)
- NHS Estates & Facilities Management Directory (online)
- NHS Guide
- NHS Maps

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**New: bespoke NHS maps**

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If you need to **understand, analyse, profile or target** the healthcare market, then we will have a product or service that can help inform your sales and marketing plans.

## NHS learning and workshops

Want to know more about the NHS as a marketplace? Then why not attend one of our one-day learning programmes? Whether you are new to the healthcare market or want to brush up your existing skills and knowledge, our series of events has something to offer everyone. The events are interactive so you get the opportunity to ask questions **specific to your product or market** and network with other NHS suppliers and service providers.

Our events are run regularly throughout the year so **visit [www.binleys.com](http://www.binleys.com) for the latest dates**, venues and programmes.

- A way forward for NHS procurement
- An overview of the new NHS marketplace
- An update on commissioning for NHS suppliers
- A practical guide to marketing to the NHS
- Market access for NHS suppliers at its best
- Developing a winning NHS business case

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### New: events programme for Autumn 2013

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## binleysonline

Powered by Binley's data, **binleysonline** is an online resource that provides a unique and **true representation of the national and local UK healthcare** market. Its functionality includes, not just contact data, but also the ability to **map and analyse information** by specific therapy area, region and organisation. A documents module offers key planning documents, formularies and financial reports by NHS organisation so you can **better understand your local health economy**.

All of this makes it the perfect account planning and market access tool for organisations supplying the NHS. Plus its modular based so you only need to subscribe to the information relevant to your role or business. Why not **call us for a free trial?**

- NHS contact information and customer alerts
- NHS document and document alerts
- Healthcare mapping
- Healthcare analytics
- Binley's NHS Guide

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### New: commissioning contacts and organisations

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## CRM and data services

The lifeline of any successful business is its CRM system. You can have the most sophisticated software but unless you populate it with accurate data and maintain the integrity of your data, then its value will be diminished. Binley's has over 500,000 contacts that can be selected from, integrated into and managed in your CRM system.

For us, CRM also stands for clean, revalidate and maintain. So **don't waste time, money and effort** using out-of-date contact information.

- Additional research
- Rep-activated mailings
- Managed lists
- Integration with other datasets

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### New: NHS organisations and structure

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## What else is new?

Binley's is pleased to announce the formal launch of its comprehensive customer and market research offering. Our involvement in this arena has developed significantly over recent years as we have undertaken bespoke and one-off projects for some of the key players in the healthcare market.

Our close relationship with the NHS and the coverage of our database means we are best-placed to deliver successful research projects for many more of our clients. Whether you are looking to run a survey, a poll or detail follow ups; build an online panel or advisory board; gather customer or market intelligence within the healthcare professionals community, then our team of experts can help you achieve your objectives.

Contact us to find out how we can help you deliver your research projects.

## Want to find out more?

If you haven't done so already then why not register on **[www.binleys.com](http://www.binleys.com)**? Registered users will:

- Receive our weekly newsletter
- Qualify for discounts on our events
- Access our online resource centre
- Receive preferential rates from selected partners
- Qualify for exclusive special offers

All of these are designed to help keep you up-to-date with what's going on in healthcare, so register today!

## Get in contact with us!

If you want to speak to one of our team, request more information or just ask us a question, there are plenty of ways to get in touch:

- Call us on **01268 495600**
- Email us on **[info@binleys.com](mailto:info@binleys.com)**
- Use the enquiry forms on **[www.binleys.com](http://www.binleys.com)**
- Follow us on **[@binleysonline](https://twitter.com/binleysonline)**
- Connect with us on **LinkedIn**
- Join our **NHS Monitor LinkedIn group**