

Practice Business

Copy specifications and requirements

CONTENTS

- Digital activity
- Email marketing
 - Examples



Digital Activity

Website adverts

production@intelligentmedia.co.uk or call 0203 794 8555



DOUBLE BUTTON:
300px wide x
125px high



SKYSCRAPER:
300px wide x
400px high



MPU:
300px wide x
250px high



LEADERBOARD:
728px wide x
90px high



POP UP:
500px wide
x 400px high

Important Points:

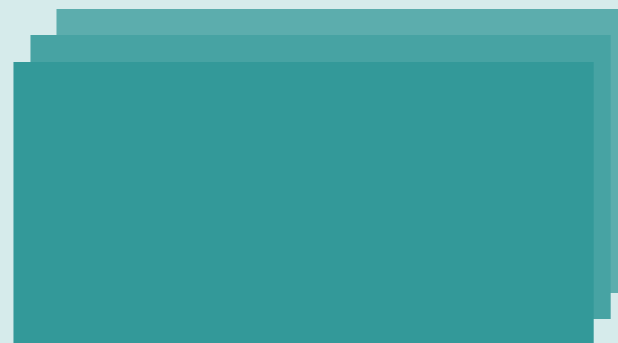
- Please supply website advertising as a web-ready JPG or PNG or GIF, unless advert is dynamic where only a .gif file will be accepted
 - 150 PPI
 - RATIO 2.04:1



HIGHLIGHT BOX SLIDER:
678px wide x 381px high

HIGHLIGHT BOX SLIDER

- Highlight Slider 1 of 4: Please supply one piece of artwork in the required specification.
- Highlight Slider 2 of 4: Please supply two pieces of artwork, each in the required specification.
- Highlight Slider 3 of 4: Please supply three pieces of artwork, each in the required specification.
- Highlight Slider 4 of 4: Please supply four pieces of artwork, each in the required specification.
- Highlight slider images must be static
- Multiple clicks can be supported



HOMEPAGE TAKEOVER:
1144px wide x 584px high

HOMEPAGE TAKEOVER

- We can accept up to 3 slider images that will rotate
- 1 slider image will display as a static image
- **Each slider image requires:**
 - A tag-line/headline for for each slider image: 3 to 7 words
 - Landing page subtitle/CTA: 10-15 words
 - Post content (text): A paragraph 30-35 words
 - URL to link from CTA landing page
- **PLEASE NOTE: Slider images require bleed of 50 pixels to accommodate overlap text box in design**

*Click on boxes to check positions visually

PLEASE SUPPLY US WITH A URL TO LINK YOUR ADVERT TO

Website sponsored content

The screenshot shows a web page from Practice Business. The main article is titled "Smart records management helps GP surgeries support frontline change in the NHS" and is dated June 8, 2022. It features an illustration of people interacting with a large laptop screen displaying documents. The article text discusses the importance of records management for GP surgeries, particularly in the context of the NHS and COVID-19. A sidebar on the right lists "YOU MAY ALSO ENJOY" with several related articles. Below the main article, there is a "HAVE YOU READ?" section with a link to "What you need to know about NHS Property Services". At the bottom, there are social media sharing options, a breadcrumb trail, and a "BE THE FIRST TO COMMENT" section with a "Leave a Reply" prompt.

Practice Business

HOME NEWS COMMENTS SIGN UP ABOUT

MANAGEMENT & HR MEDICINE & MANAGERS HEALTH TECH FINANCE AND FUNDING SECURITY & RETAIN LEGAL & COMPLIANCE PREMISES CCG LIVE IT

HOME > HEALTH TECH > Smart records management helps GP surgeries support frontline change in the NHS

Smart records management helps GP surgeries support frontline change in the NHS

June 8, 2022 Health Tech

Smart records management helps GP surgeries support frontline change in the NHS

GP surgeries and their staff are the bedrock of the NHS

Their importance has once again been demonstrated during the pandemic response. Shouldering the lion's share of the COVID-19 vaccination programme alongside their existing workload, they provided more appointments nationally for patients than in the equivalent period before the pandemic. In England, patient satisfaction with GPs has held up remarkably well.

GP surgeries regularly review ways to streamline operations by outsourcing key functions such as records management. Storing patient records on surgery premises is no longer efficient. By outsourcing to Restore, they ensure all patient records are GDPR compliant, and handled in a streamlined way to free up GP staff to concentrate on their core duties.

The NHS is no stranger to change and the Government's Health and Care Bill, in force from April 2022, is a transformation to integrate NHS and social care and provide a more coordinated approach to patient care.

Restore supports GP surgeries and commissioning groups with highly efficient, logical, and easy to access records management so clinical staff can access records quickly and easily.

For paper records our secure off-site storage gives them peace of mind that vital patient data is protected and accessible. They can retrieve physical patient files rapidly, next day or same day depending on requirements, or access records digitally using our scan on demand service for urgent needs. Also, bulk scanning is available, so files can be retrieved by GP staff via our secure online platform.

GP surgeries and CCGs must always demonstrate compliance in handling patient records to meet strict NHS requirements and Restore meets these criteria with robust audit trails for files. Patient confidentiality is paramount, and our security systems enable GP surgeries, hospitals and other clinical groups to access files while complying with legislation and regulation.

Restore has worked with the NHS for many years in hospital and primary care settings and as an approved supplier across multiple procurement frameworks, we offer assurance for information governance and compliance.

Everyone in the UK is rightly proud of what the NHS has done in responding so magnificently to the pandemic, but we should never forget that our health service is there for us 24/7 and provides the nation with fantastic care. At Restore we are also very proud to be working with such an extraordinary health service. By providing professional and innovative records management solutions we are playing our part in helping the NHS to be the heroes of the nation, every day.

This is a sponsored article by: Restore

For further details and a copy of the white paper please click on link below: https://www.restore.co.uk/Records/Sectors/NHS-Healthcare/GP-CCG?utm_source=whitepaper&utm_medium=advertising&utm_campaign=practicebusiness

Don't forget to follow us on [Twitter](#) like us on [Facebook](#) or connect with us on [LinkedIn!](#)

HAVE YOU READ?

What you need to know about NHS Property Services

by Tilly Fowler

September 29, 2023 The majority of practices in NHS Property Services (NHSPS) premises...

← PREVIOUS BMA: It's a "gross insult" to compare the PM's rule-breaking with healthcare workers

NEXT > What is the future of wellness?

BE THE FIRST TO COMMENT

Leave a Reply

You must be logged in to post a comment.

ABOUT US ADVERTISE WITH US OUR SISTER SITES CONTACT US

SPONSORED CONTENT

NEWS STORY

No more than 350 words

BLOGS & COMMENT PIECES

No more than 600 words

PLEASE ALSO SUPPLY

- 1 image
- Logo
- URL for image/logo to link to
- Contact details/CTA



Email Marketing

Email marketing

PB Weekly Email Inclusion - Adverts



NEWSLETTER BUTTON:
170px wide x 350px high



LEAD AND MID BANNER
600px wide x 150px high

PB Weekly Email Inclusion - Sponsored Content

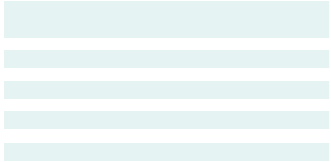
V1



SPONSORED INCLUSION:

- 50 words plus headline
- Link to webpage
- Logo or image

V2



SPONSORED INCLUSION:

- This inclusion is accelerated activity for a sponsored article
- No additional copy is required

V3 (PB weekly combo)



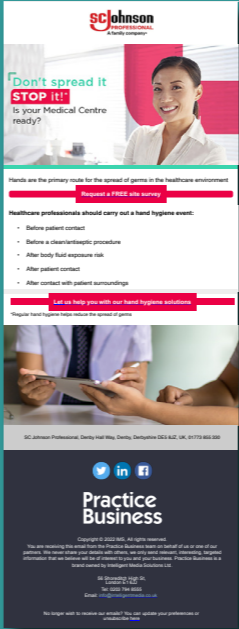
SPONSORED INCLUSION:

- Article and advert combo
- Advert 140px wide x 480px high
- Link to webpage
- No additional copy required for article

BESPOKE / SOLUS E-SHOT

Finished HTML file designed at 800px wide

- Images must be provided as absolute links within HTML and separately in an image file
- Please also provide PDF visual final email
- We advise against the use of CSS as it is incompatible with some email clients
- We advise against background images as it is incompatible
- All styles should be in line
- Please ensure the file only contains HTML and no java script
- Please ensure that the code does not include your footer – to comply with GDPR legislation it must have ours
- Please include the Subject line to use for the Email



*Click on boxes to check positions visually

Examples

Practice Business weekly emails:

Practice Business Weekly

This week's round up of the best bits from Practice Business online



This week on practicebusiness.co.uk:

[Transformative data management](#) | [Understanding pensions](#) | [Managing contract endings](#)

EDITOR'S *pick*



Using data to tackle healthcare inequalities

Having access to accurate real time information is transforming how we plan, manage, and sustain services, enabling leaders and frontline teams to make more informed decisions

[READ more](#)

COMPLIANCE



Locum pension contributions: What you need to know

In England and Wales, all practices are responsible for the employer's pension contribution for locums - find

LONG TERM CONDITIONS



Taking steps: a guide to FGM in general practices

FGM inflicts severe physical and psychological harm on women and girls - learn what to do if you suspect

MANAGEMENT



Managing ARRS staff amidst contract endings

Navigating the complexities of managing ARRS staff as the end of contracts and potential funding shifts approach,

Bespoke email:



Don't spread it
STOP it!*
Is your Medical Centre ready?

Hands are the primary route for the spread of germs in the healthcare environment

[Request a FREE site survey](#)

Healthcare professionals should carry out a hand hygiene event:

- Before patient contact
- Before a clean/antiseptic procedure
- After body fluid exposure risk
- After patient contact
- After contact with patient surroundings

[Let us help you with our hand hygiene solutions](#)

*Regular hand hygiene helps reduce the spread of germs



SC Johnson Professional, Denby Hall Way, Denby, Derbyshire DE5 8JZ, UK, 01773 855 330



Practice Business

Copyright © 2022 IMS. All rights reserved.

You are receiving this email from the Practice Business team on behalf of us or one of our partners. We never share your details with others, we only send relevant, interesting, targeted information that we believe will be of interest to you and your business. Practice Business is a brand owned by Intelligent Media Solutions Ltd.

56 Shoreditch High St,
London E1 6JU
Tel: 0203 794 8555
Email: info@intelligentmedia.co.uk

No longer wish to receive our emails? You can update your preferences or [unsubscribe here](#)

Sponsored content:

Practice Business

HOME NEWS COMMENTS SIGN UP ABOUT

MANAGEMENT & HR MEDICINE & MANAGERS HEALTH TECH FINANCE AND FUNDING RECRUIT & RETAIN LEGAL & COMPLIANCE PREMISES CQC LIVE IT

HOME > HEALTH TECH > Smart records management helps GP surgeries support frontline change in the NHS

Smart records management helps GP surgeries support frontline change in the NHS

June 8, 2022 Health Tech



GP's and their staff are the bedrock of the NHS

Their importance has once again been demonstrated during the pandemic response. Shouldering the lion's share of the COVID-19 vaccination programme alongside their existing workload, they provided more appointments nationally for patients than in the equivalent period before the pandemic. In England, patient satisfaction with GPs has held up remarkably well.

GP surgeries regularly review ways to streamline operations by outsourcing key functions such as records management. Storing patient records on surgery premises is no longer efficient. By outsourcing to Restore, they ensure all patient records are GDPR compliant, and handled in a streamlined way to free up GP staff to concentrate on their core duties.

The NHS is no stranger to change and the Government's Health and Care Bill, in force from April 2022, is a transformation to integrate NHS and social care and provide a more coordinated approach to patient care.

Restore supports GP surgeries and commissioning groups with highly efficient, logical, and easy to access records management so clinical staff can access records quickly and easily.

For paper records our secure off-site storage gives them peace of mind that vital patient data is protected and accessible. They can retrieve physical patient files rapidly; next day or same day depending on requirements, or access records digitally using our scan on demand service for urgent needs. Also, bulk scanning is available, so files can be retrieved by GP staff via our secure online platform.

GP surgeries and CCGs must always demonstrate compliance in handling patient records to meet strict NHS requirements and Restore meets these criteria with robust audit trails for files. Patient confidentiality is paramount, and our security systems enable GP surgeries, hospitals and other clinical groups to access files while complying with legislation and regulation.

Restore has worked with the NHS for many years in hospital and primary care settings and as an approved supplier across multiple procurement frameworks, we offer assurance for information governance and compliance.

Everyone in the UK is rightly proud of what the NHS has done in responding so magnificently to the pandemic, but we should never forget that our health service is there for us 24/7 and provides the nation with fantastic care. At Restore we are also very proud to be working with such an extraordinary health service. By providing professional and innovative records management solutions we are playing our part in helping the NHS to be the heroes of the nation, every day.

This is a sponsored article by: Restore

For further details and a copy of the white paper please click on link below: https://www.restore.co.uk/Records/Sectors/NHS-Healthcare/CP-CGG?utm_source=whitepaper&utm_medium=advertorial&utm_campaign=practicebusiness

Don't forget to follow us on [Twitter](#) like us on [Facebook](#) or connect with us on [LinkedIn!](#)

HAVE YOU READ?



What you need to know about NHS Property Services
by Tilly Fowler
September 29, 2023 The majority of practices in NHS Property Services (NHSPS) premises...

« PREVIOUS
BMA: It's a 'gross insult' to compare the PM's rule-breaking with healthcare workers

NEXT »
What is the future of wellness?

BE THE FIRST TO COMMENT

Leave a Reply

You must be logged in to post a comment.

ABOUT US ADVERTISE WITH US OUR SISTER SITES CONTACT US


Sponsored content:

Practice Business

HOME NEWS COMMENTS SIGN UP ABOUT

MANAGEMENT & HR MEDICINE & MANAGERS HEALTH TECH FINANCE AND FUNDING RECRUIT & RETAIN LEGAL & COMPLIANCE PREMISES CQC LIVE IT

HOME > HEALTH TECH > Tackling ableism in primary care



Tackling ableism in primary care

June 5, 2023 Health Tech


LATEST POSTS

- New drug donanemab seen as turning point in fight against Alzheimer's**
July 18, 2023
- Six steps to protect your organisation from a cyber attack**
July 18, 2023
- Are animals allowed in your GP practice?**
July 18, 2023
- London at risk of measles outbreak, warns UKHSA**
July 18, 2023
- 'Right to disconnect': Help or hindrance for organisations?**
July 17, 2023

EDITOR'S PICKS

- Should your PCN set up a Limited Company?**
June 22, 2023
Considering whether your primary care network should **keep reading**
- How to effectively embed digital in your trust**
June 5, 2023 Health Tech

Has abuse towards your team increased?



Sharpen up your knowledge

Subscribe today

Invincible
Ranked No.1 for Reliability 2023

owq

Sponsored content will appear on the homepage under LATEST POSTS, as shown here

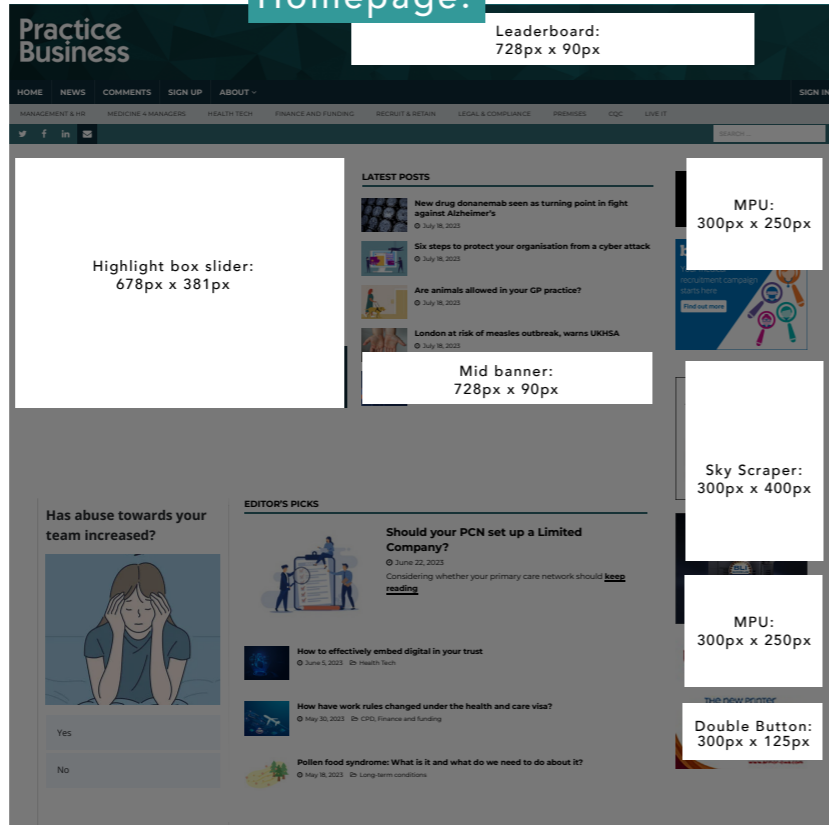
LATEST POSTS

- New drug donanemab seen as turning point in fight against Alzheimer's**
July 18, 2023
- Six steps to protect your organisation from a cyber attack**
July 18, 2023
- Are animals allowed in your GP practice?**
July 18, 2023
- London at risk of measles outbreak, warns UKHSA**
July 18, 2023
- 'Right to disconnect': Help or hindrance for organisations?**
July 17, 2023

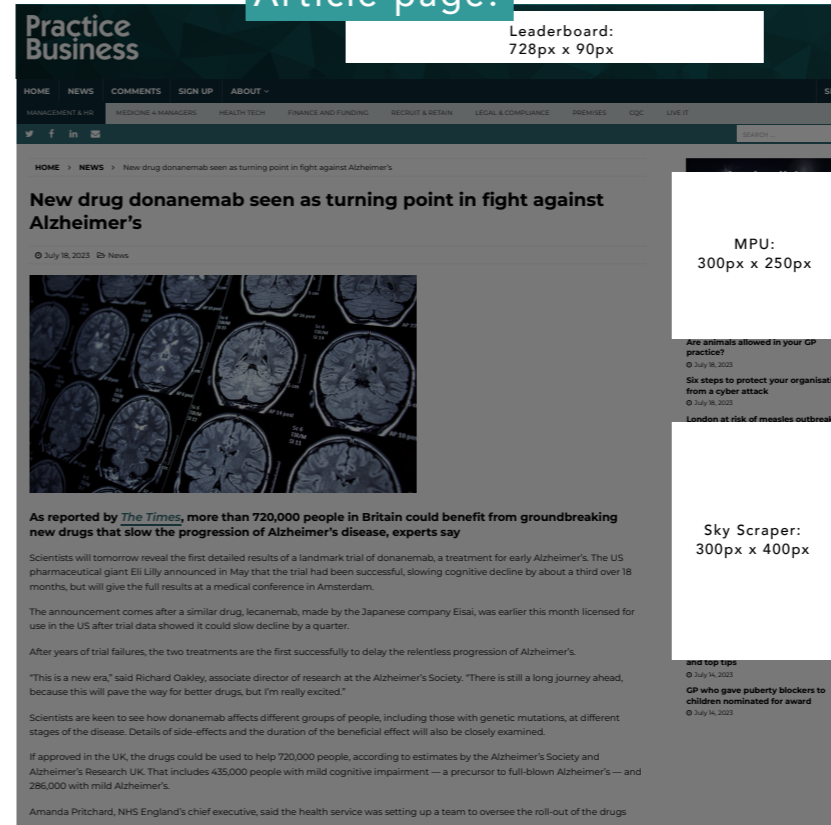
Digital specifications

Practice Business .co.uk

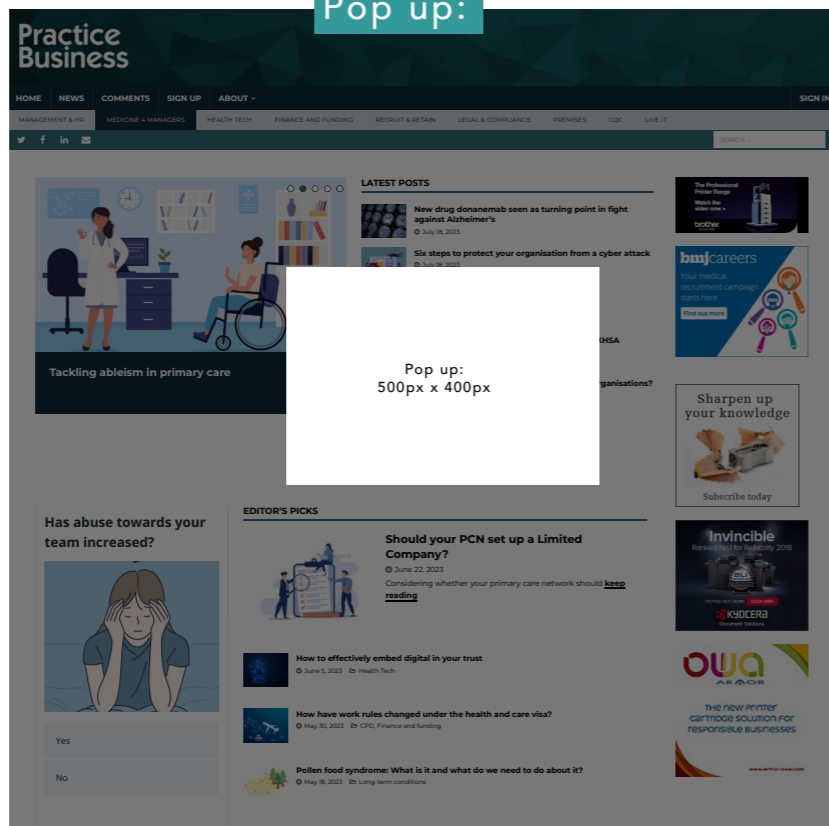
Homepage:



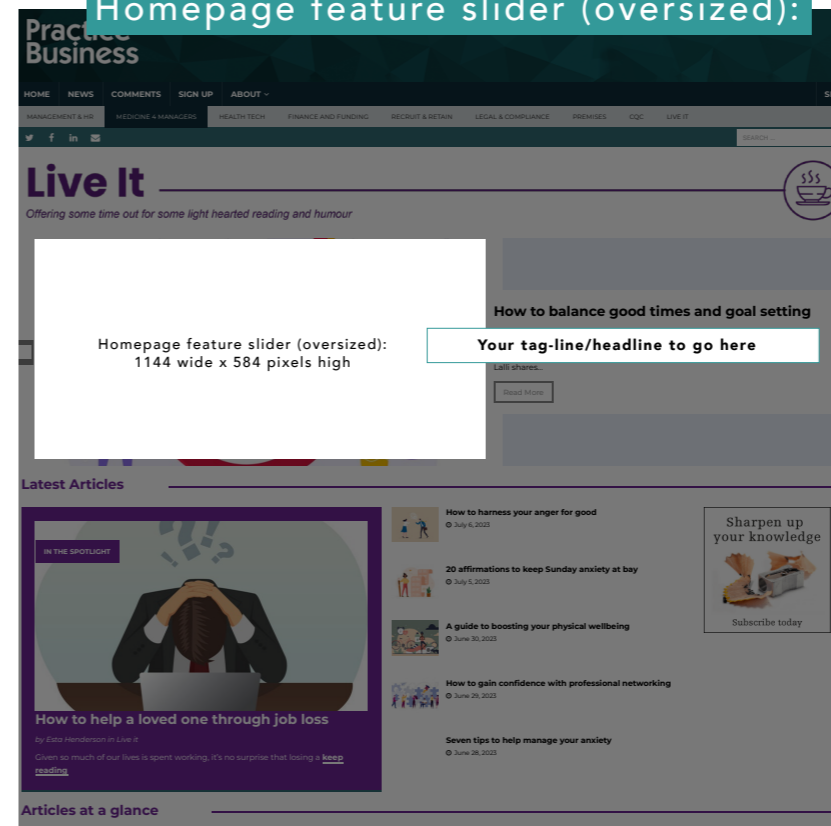
Article page:



Pop up:



Homepage feature slider (oversized):



Practice Business

www.practicebusiness.co.uk

email: info@intelligentmedia.co.uk

Tel: 0203 794 8555

An Intelligent Media Publication