

Trust Headquarters
Russells Hall Hospital
Dudley
West Midlands
DY1 2HQ

FREEDOM OF INFORMATION ACT 2000 - Ref: FOI/011099

With reference to your FOI request that was received on 20/03/2012 in connection with 'Advertising'.

Your request for information has now been considered and the information requested is enclosed.

Further information about your rights is also available from the Information Commissioner at:

Information Commissioner

Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF
Tel: 0303 123 1113
Fax: 01625 524510
www.ico.gov.uk

Yours sincerely

Information Governance Manager
Room 34a, First Floor, Esk House, Russells Hall Hospital, Dudley, DY1 2HQ
Email: FOI@dgh.nhs.uk

Please find the responses to a previous Freedom of Information request regarding advertising (FOI 011080) below:

1. Does your Hospital Trust provide healthcare leaflets and/or appointment cards that display advertisements for personal injury law firms (or brokers for such e.g. ASYST)?

Yes, The Dudley Group NHS Foundation Trust (The Trust) does provide healthcare leaflets and/or appointment cards that display advertisements for personal injury law firms.

2. If so could you name the company/ies that provide these leaflets?

BOE Publishing Ltd provides the leaflets

3. With which companies has the Trust signed deals to provide such leaflets/appointment cards (please provide details of any deals signed in the past five years, how long each deal is to run for, how many leaflets are to be provided and the financial return expected)

The Trust has a contract with BOE Publishing Ltd to provide the leaflets.

The contract runs for 36 months from the initial supply date which was signed on 22.7.2011.

The leaflets are to be provided 'on demand' linked to usage, so actual volume is unpredictable.

A £30,000 Monetary Benefit per annum to be paid into The Trust's nominated fund on a quarterly basis of £7,500 per quarter

4. Who within the Trust (job title and department) arranges for the provision of these leaflets?

Miss Joanne Taylor, Consultant in the Emergency Department, Acting Head of Communications and Customer Care, Head of Procurement and the Patient Information Officer arranged for the provision of the leaflets. The business case was taken to Directors.

5. In what department are such leaflets displayed and how many leaflets are provided each year (please give a yearly breakdown)

The leaflets are displayed in the Emergency department.

Please also see the response to question 3

6. How much money has the Trust made in the past five years from displaying and providing leaflets and/or appointment cards that display adverts? (Please give a yearly breakdown of income generated)

To date the Trust has made £7500

7. What has the Trust done with the funds? (Please give a yearly breakdown of how whatever funds generated were spent)

The funds have been used to improve the quality of the patient experience in the Emergency Department. The Trust has purchased a new patient television and information screen. The Department of Health has concerns regarding the cost to the NHS of violence and aggression in Emergency departments. It is estimated the NHS loses £69 million pounds per year. It has been shown that by improving the environment in which patients have to wait and providing them with information violence and aggression can be reduced. Without the money from the leaflets this purchase would not have been possible.

http://www.dh.gov.uk/en/MediaCentre/Pressreleases/DH_124684

Any further monies are to be spent on a state of the art Pharmacy cupboard to improve patient safety in the Emergency Department.

8. Please give details of any other arrangements the Trust has with companies to advertise outside companies and services to patients (e.g. through TV screens in hospital waiting rooms).

Not applicable

9. If the Trust has rejected the notion of providing leaflets/appointment cards with adverts please say when and how such a decision was made and the reasons for it

Not applicable

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