



hospital times  
**ht**

2021

**Strategy and  
commercial  
opportunities**





*Hospital Times* is the acute sector arm of Public Policy Project's publishing portfolio. It provides strategic and operational insight for senior level decision makers in the UK public and private acute and mental health hospital sectors. In print and online, *Hospital Times* harnesses PPP's extensive network to provide the latest news, actionable insight and opinion that speaks to leading thinkers in the sector.

As a truly independent voice, *Hospital Times* is at the cutting edge of thought leadership in the sector.

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# Editorial Mission

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Available online and in print, *Hospital Times* provides high-level opinion, news and insight for the private and public sector acute and mental health services. *Hospital Times* covers all aspects of the teams that build a hospital including clinical services, estates and facilities, workforce and digital with a unique focus on policy development.

Our experienced editorial and commercial teams have cultivated strong relationships within the sector for many years. These relationships form the backbone of our digital platform and corresponding print publication and allow us to create high-level content through pertinent interviews, insightful case studies and informative product news. Through its own events and partnering with major national conferences, *Hospital Times* is at the forefront of thought leadership within the sector.



**Editor**  
David Duffy



**Editor-in-Chief**  
Dan Male



**Junior Editor**  
Francesco Tamilia



**Senior Partnerships  
Manager - Clinical and  
Non-Clinical Services**  
Carl Hodgkinson



**Managing Director**  
Ben Howlett



**Chairman**  
Rt Hon Stephen Dorrell





Health Policy



Estates and Facilities



Clinical Services



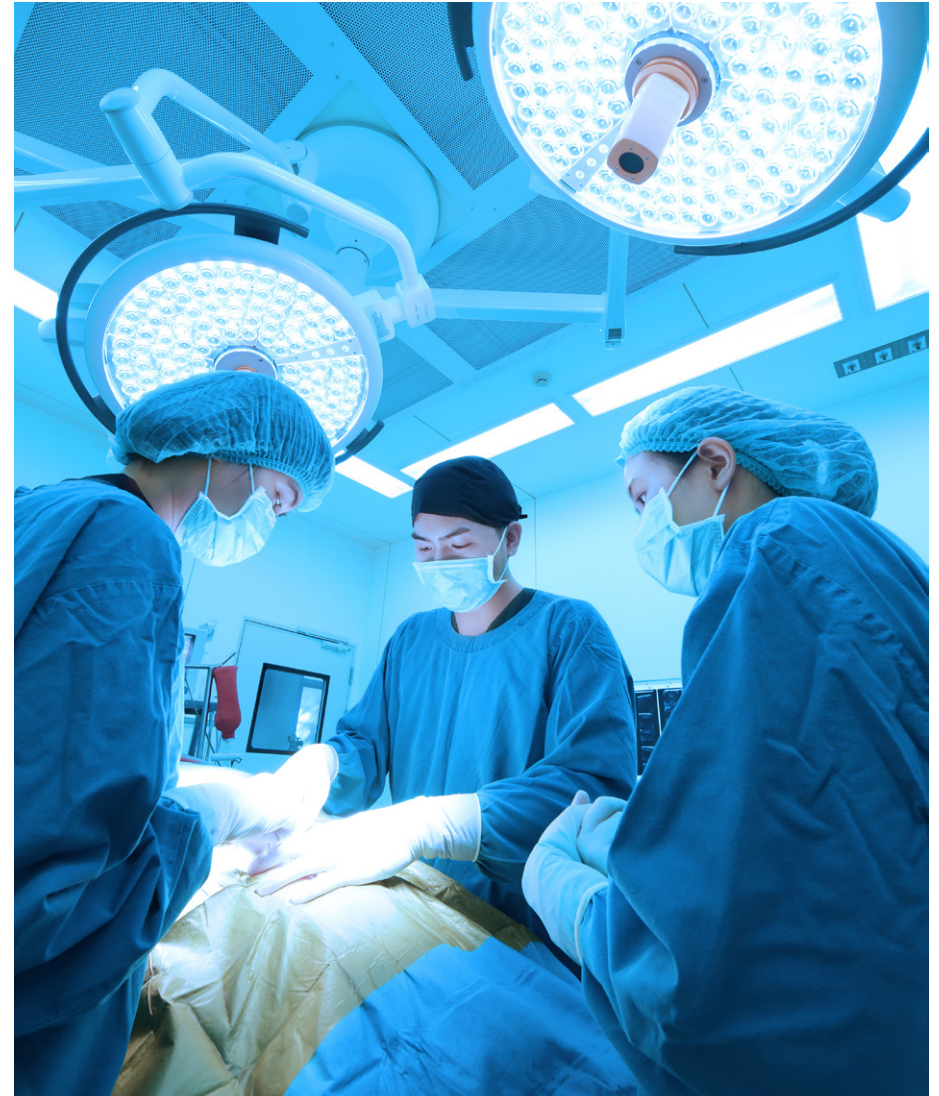
Workforce



Digitisation



Product Launches





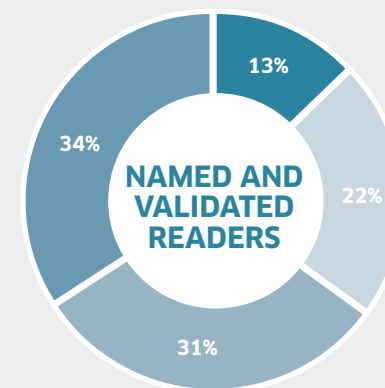
With a community that encompasses both readers and event delegates, *Hospital Times* commands an influential space. Our active readership is made up of senior leaders from all public and private hospitals across the UK.

## Job Titles

- Chief Executive Officers
- Chairs
- Non-Exec Directors
- Medical Directors
- Directors of Finance
- Corporate Affairs Directors
- Estates and Facilities Directors
- Capital Projects Directors
- Procurement Directors
- IT Directors
- Strategy and Transformation Directors
- Commercial Directors
- Project Directors
- Operations Directors
- Risk and Clinical Governance Directors
- HR and OD Directors
- Service Leads

## Readership Data

13%	Corporate Services & Finance
34%	Facilities & Estates
31%	Infection Prevention/Decontamination
22%	Medical/Clinical/Surgical



## Organisations

- NHS Foundation Trusts
- NHS Acute Trusts
- Private Hospitals
- Private Mental Health Hospitals
- NHS Mental Health Hospitals
- Secure Units
- Urgent Care Centres
- Acute Hospital Services
- Private Providers of Acute Hospital Services

# 2021 Content Plan



## March 2021 – Workforce special

- How did we protect our frontline staff through the winter?
- Is the NHS People Plan making an impact?
- How do we increase recruitment and retention?
- How have our staff innovated to fight the pandemic?
- Exclusive interview with NHS Chief People Officer Prerana Issar



## June 2021 – Clinical services special

- How has the Covid experience changed the nature of care delivery?
- How can we improve on early cancer diagnosis and treatment?
- Stopping the next pandemic, are we doing enough on AMR?
- How is cardiology evolving?
- Key learnings from the UK's vaccination program
- Exclusive interview with Professor Ted Baker, Chief Inspector of Hospitals at CQC



## September – Digital healthcare special

- What does the digital evolution of healthcare look like in our hospitals?
- How is AI transforming services?
- Can innovation cure the skill shortage in the NHS?
- Exclusive interviews with Sarah Wilkinson, Chief Executive of NHS Digital and Mathew Gould, Chief Executive of NHSX



## December – Estates & Facilities Special

- Will the 40 new hospitals be built?
- How has the pandemic shaped our hospital design?
- When will we address the capital deficit?
- How can we introduce further flexibility into the estate?
- Exclusive interviews with Martin Steele, Chief Executive of NHS Property Services and Simon Corben, Head of Estates at NHS England



# Speakers & Contributors

Using an already established network of clinical and political leaders across the UK health sector, *Hospital Times* attracts a diverse range of speakers, including decision makers and influencers from across the UK health sector, to engage in thought provoking discussions.

As a partner of *Hospital Times*, suppliers have the opportunity to provide sponsorship of these events, therefore becoming an integral part in shaping the discussions that take place and succinctly communicate a message across to a wide range of decision makers.

Over the course of the pandemic, we hosted a number of high-level virtual webinars with some of the most senior voices in the sector.



**Professor Dame Sally Davies**

Professor Dame Sally Davies outlined the “Silent Tsunami” of antimicrobial resistance



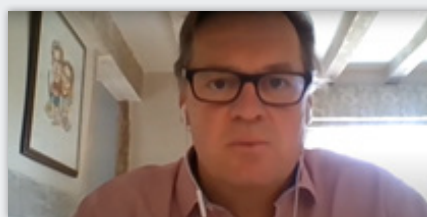
**Dr Ron Daniels BEM**

*Hospital Times* was joined by Dr Ron Daniels BEM, Chief Executive of the UK Sepsis Trust to discuss the impact of sepsis for a Covid-19 world.



**Andrea Sutcliffe CBE**

Andrea Sutcliffe CBE, Chief Executive, the Nursing and Midwifery Council discussed how the pandemic has changed societal perceptions of the professions as well as further long-term considerations for our healthcare workforce, looking ahead to the challenges of Brexit.



**Simon Corben**

Simon Corben, Director and Head of Profession NHS Estates at NHS England & NHS Improvement, discussed how the pandemic has shaped NHS capital strategy.



**Ian Trenholm**

Chief Executive of the Care Quality Commission, Ian Trenholm, took part in a high level discussion on how regulation can be used to shape a fairer healthcare system.

To read each article in full, please visit [hospitaltimes.co.uk](https://www.hospitaltimes.co.uk)



## Leading the “hidden heroes” Martin Steele

Newly appointed NHS Property Services Chief Executive, Martin Steele, sets out his priorities for the organisation’s crucial work in fighting Covid-19.

<https://www.hospitaltimes.co.uk/leading-the-hidden-heroes-martin-steele/>



## A new digital look for the NHS Dr Simon Eccles

Easing the transition, and transformation, to a digital focus. *Hospital Times* spoke to Dr Simon Eccles, Deputy Chief Executive of NHSX.

<https://www.hospitaltimes.co.uk/a-new-digital-look-for-the-nhs/>



## How Health Education England has responded to Covid-19 Sir David Behan

Sir David Behan, Chair of Health Education England (HEE), reflects on the way the healthcare workforce has responded to Covid-19 and what this means for the future.

<https://www.hospitaltimes.co.uk/sir-david-behan-on-how-health-education-england-has-responded-to-covid-19/>



## We must save our precious charity research sector Dr Charmaine Griffiths

Dr Charmaine Griffiths, Chief Executive of the British Heart Foundation, speaks to *Hospital Times* Editor David Duffy about the financial uncertainty the pandemic has brought the charity research sector and what needs to happen to secure its future.

<https://www.hospitaltimes.co.uk/we-must-save-our-precious-charity-research-sector/>



# A partnership model based on engagement and thought leadership

*Hospital Times* has evolved into a publication that develops the type of content that engages the high-level stakeholders suppliers want to target. Working with our expert team, you will have the space to truly establish the brand and contribute to and compliment high-level content. This is a far more effective way of developing long-term relationships.

In working with *Hospital Times*, companies will form a key part of our content creation team, where partners are given the opportunity to contribute opinion and thought leadership pieces on key topics of the day. In collaboration with our expert team, suppliers are able to contribute to debates of national significance.



# About Public Policy Projects

Policy Development and Publishing for Health, Care, Life Sciences and Local Government



## A global policy institute

Public Policy Projects is a subscription-based global policy institute, bringing together public and private sector leaders, investors, policymakers and commentators with a common interest in the future of public policy.



## A forum for debate

PPP hosts a range of physical and virtual events connecting experts and senior thought leaders from across the world. Through annual conferences, bi-monthly breakfast meetings, virtual breakfast webinars, seminars and roundtables, PPP offers a forum for debate and the development of actionable insights across a range of sectors.



## Policy-led publishing

PPP provides policy-led news, insight and analysis to its global audience through a series of sector-specific publications. Bringing together insights generated through policy development and exclusive editorial features, PPP offers its network an unparalleled perspective on the cutting-edge developments in healthcare, infrastructure and global economics.





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## **PUBLIC POLICY PROJECTS - LONDON**

28 Queen Street, London, EC4R 1BB

☎ 020 7839 9305

## **PUBLIC POLICY PROJECTS - WORCESTER**

County House, St Mary's Street, Worcester, WR1 1HB

☎ 01905 330177

David Duffy, Editor

[david.duffy@publicpolicyprojects.com](mailto:david.duffy@publicpolicyprojects.com)

Daniel Male, Editor-in-Chief

[dan.male@publicpolicyprojects.com](mailto:dan.male@publicpolicyprojects.com)

Francesco Tamilya, Junior Editor

[francesco.tamilya@publicpolicyprojects.com](mailto:francesco.tamilya@publicpolicyprojects.com)

Carl Hodgkinson, Senior Partnerships Manager -

Clinical and non-clinical services

[carl.hodgkinson@publicpolicyprojects.com](mailto:carl.hodgkinson@publicpolicyprojects.com)

Ben Howlett, Managing Director

[ben.howlett@publicpolicyprojects.com](mailto:ben.howlett@publicpolicyprojects.com)