



# Total Solution Mapping™

Effective Social Marketing within the NHS

ACTIVE Total Solution Mapping™ (TSM) is a simple and innovative solution that provides a cost effective approach to social marketing in the NHS by helping target hard to reach groups and breaking down barriers to encourage behavioural change.

## Behavioural Change

Social marketing is rapidly becoming a major focus across all public sector organisations and as the government increases the number of resources available within this domain marketing departments must remain accountable through evidence based decision making and quantifiable methods of evaluation.

Designed to help build a social marketing infrastructure, TSM is a system that provides a solid platform for strategic planning focused on the measurement and delivery of behavioural change within the community.

## Evaluation

Set a benchmark and visually see the impact activities begin to have over a period of time. Clearly measure change as your initiatives take hold and use this evidence to gain support from senior decision makers and to feed into future campaigns. Take accountability for the resources you need and justify actions based on evidence such as a reduced demand on services and increased life expectancy. Accurately measure financial returns through an efficient attitude and reduced wastage.

## Effective Targeting

Link your patient data with lifestyle data, plot the results on a map and immediately identify high risk lifestyle profiles. Once you know the profiles of people in the community more at risk to certain health conditions you can target them with tailored messaging. Deliver messages using the most appropriate communication method to generate the highest level of impact within these social groups. Identify locations where people with the same profile live and immediately begin prevention activity.

TSM allows you to target and empower your community to build healthier lives for themselves and their families.

## Strategic Planning

Understand your local community and its health needs with increasing detail. Input patient data into TSM and, at the touch of a button, understand and prioritise issues within. Combine and compare this information with Lifestyle and HES data, to harness the system's true potential.

Health improvement, innovation, efficiency and quality in patient care are key to keeping the NHS moving forward and to deliver a world class service. When planning for the long term TSM will support decisions relating to the re-configuration of core services to meet changing demands.

## The Future

Marketing within the NHS is changing. As the importance of health improvement, executing choice and delivering a patient orientated service grows so does the importance of effective social marketing.

In the future a number of important roles and job functions, within the NHS, will look towards marketing for more insight and guidance to help develop services. TSM is the perfect solution to provide clear reports on emerging trends and positively support these demands.

## About ACTIVE

ACTIVE Solutions Europe Ltd is a leading provider of geographic and demographic software specifically tailored to meet the demands of the Public Sector.

Deployed in over 400 instances within 120 organisations, ACTIVE products enable Education, Emergency Services, Health and Government organisations to take static information and bring it to life.



## Key Benefits

- Reduce costs with no wastage
- Encourage behavioural change
- Understand your community
- Evidence based planning
- Identify barriers to change
- Evaluate and measure
- Improve efficiency

*“ACTIVE Total Solution Mapping allows us to quickly and easily identify patient trends and patterns to ensure we are meeting the needs of our community”*

Sharon Wood  
Essex Shared Services