



Communication and Engagement

And Benefits



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Our Values

Ethical Healthcare's sole purpose is to deliver positive and meaningful social impact on key societal challenges in the areas of health, well-being, and welfare.

Our values are at the core of everything we do, the behaviours we demonstrate and the improvement and changes we seek to deliver to our partners.



Equality and equity: we are never exploitative.



Integrity: we always act in line with our values and



Happiness: we strive to make our clients, our colleagues and ourselves happy in our work and lives.



Honesty and Transparency: we are always open and honest and fully transparent in everything we do.

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1 Communication and Engagement Service

Ethical Healthcare understands the NHS and social care from firsthand experience, with insights only those who have worked within these organisations can provide. We talk your language and know your challenges. We work openly, in collaboration with you and your team, getting to the heart of your agenda with a can-do attitude and straightforward common sense.

Ethical Healthcare brings together experienced communicators from senior roles across the local and national health and care landscape to support your digital and service transformation ambitions. As a team, we understand your world; we have lived it. We can help you navigate the many risks and challenges involved in delivering change at scale.

Our experience includes supporting and enabling the following:

- Digital and communications strategy development
- National policy development and delivery
- Digital systems rollout (EPR, ePMA, LIMS)
- Cross-organisational system engagement
- System transformation and service redesign
- Communities of practice and peer networking

Good communications and engagement are pivotal to the success of any transformation project. Our highly specialised team of communicators can help you put them at the heart of your plans.

Working alongside Ethical Healthcare's expert digital health consultancy team, we build highly tailored communications and engagement plans based on a sound understanding of your objectives and the stakeholders that will define your success, for impact that counts.

1.1 Benefits

- Deep NHS and social care insight – we speak your language.
- Collaborative, practical support for digital and service transformation.
- Tailored communications and engagement for stakeholder alignment.
- Expertise in EPR, LIMS, and national policy delivery.
- Strong networks and communities of practice to drive lasting change.