

NETWORKING & LEADERSHIP WEBINARS

*A partnership programme from the
Community Hospitals Association*



NATIONAL REACH

483 community hospitals across England, Scotland, Wales and Northern Ireland. Delegates are senior clinical & operational staff who have chosen to attend because the topic matters to them and their work



DIRECT INSIGHT

The Q&A at the heart of every session gives your company something no survey or market report can replicate. An open, honest conversation with the people making decisions in community hospitals every day.



WARM LEADS

Delegates opt in to share their contact details when they register. After the session, sponsoring companies receive the list of those who agreed to be contacted. Everyone on it has chosen to be there.

WHAT IS THE NETWORKING & LEADERSHIP WEBINAR SERIES?

Community hospitals are where a significant part of NHS care happens. The professionals working in them make real decisions about products, services and clinical pathways every day. They are also an audience that conventional marketing rarely reaches well.

The CHA Networking and Leadership Webinar Series gives companies a direct and credible route into that community. Sessions are built around topics that matter to the people attending, so delegates arrive ready to engage.

Whether a company wants to introduce a product or service, or sense-check whether what they offer genuinely meets a need in community hospitals, these sessions put them in the room with the people best placed to say.

*The national voice for
Community Hospitals*



WHAT SPONSORING A SESSION DELIVERS

Sponsoring a CHA webinar puts your company and expertise in front of senior community hospital staff who have chosen to attend because the topic matters to their work. The Q&A is where the real exchange happens. Delegates come with questions, share what is and is not working in their setting and engage directly with the people behind the product or service. Companies leave with direct feedback and a follow-up list of opted-in contacts.



Knowing what other services are doing and their difficulties was invaluable.

Learning about the challenges and the opportunities, exactly what we needed.

PREVIOUS SESSIONS

Sessions to date have included point-of-care testing, sponsored by Abbott, and patient nutrition and snacking, supported by Queensland Bakery Co. Delegates have come from across clinical and operational roles. Every delegate rated their session Good or Excellent.

HOW IT WORKS

Each session is a one-hour webinar, chaired by the CHA and free for community hospitals staff to attend. Participating companies sponsor the session and provide an expert speaker, a clinician, researcher or specialist relevant to the topic. The CHA manages promotion across its network, event delivery, post-event summaries and CPD certification for delegates. The session format gives your speaker fifteen minutes to present, followed by an open Q&A. That discussion tends to be where the most useful exchange happens, for delegates and sponsors alike.

ABOUT THE CHA

The Community Hospitals Association is an independent, membership-led organisation. Our work is sustained through membership, sponsorship and the commitment of volunteers. The Networking and Leadership Webinar Series is part of how we connect our network, share learning and support community hospitals to engage with companies whose work is relevant to them.

Sponsoring a session supports that work and gives your company a professionally managed opportunity to engage with senior community hospital staff around a topic that matters to both sides.

GET IN TOUCH

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