Partner with us on our journey towards a patient-safe future
Patient safety is a major and persistent problem.

Every year, avoidable harm leads to the deaths of thousands of patients in the UK – 11,000 most recently*. Each an unnecessary tragedy.

Unsafe care also causes the long-term suffering of tens of thousands and costs the health service billions of pounds, estimated at 15% of all healthcare costs*.

Launched in 2018, Patient Safety Learning is a charity and independent voice for transformational change in how health and social care organisations think and act in regard to patient safety.

Our vision is to help create a world where patients are free from avoidable harm. Our mission, to transform safety in health and social care. We know what’s needed to deliver safer care.

We urgently need system-wide change – to design for safety as a core purpose. Healthcare needs to think and act differently; to mitigate the risk of harm, so that it’s safe both for patients and staff who work within it.

We must mitigate the risk of harm, so that healthcare is safe for patients and for the staff who work within it.

Many people have been doing good work over the last 20 years. However, when clinical and organisational leaders commit to improvements, they don’t always have access to the tools to deliver change.

To help meet these challenges, Patient Safety Learning is focused on two areas of activity: policy, influencing and campaigning; plus developing and promoting ‘how to’ resources, products and services.

We have made huge progress, but the nature and scale of our task is enormous. We need help to expand what we do – faster; more efficiently; more in-depth; more comprehensively.

So please consider partnering with us. That way, we can all work towards a patient-safe future. Now.

Helen Hughes
Chief Executive, Patient Safety Learning

*Source: who.int/news-room/fact-sheets/detail/patient-safety
In a short period of time, Patient Safety Learning has grown from little more than an idea, to become the pre-eminent ‘voice and force’ for patient safety in the UK, with a growing and significant international reputation.

Today, we are recognised by our extensive network and stakeholder-base as a leading advocate, influencer and authority on change.

We not only bring unparalleled know-how to patient safety, but have also developed a suite of ground-breaking products and services. These include the creation of organisational patient safety standards and a three-level accreditation framework.

One of our most significant developments has been the creation of the hub, the world’s first patient safety learning platform and resource centre. This has enabled Patient Safety Learning to establish a significant online presence, attracting over 2,500 members (+71%), 68 countries (+51%), 900 organisations (+53%).

We are now looking to scale-up our activities through increased investment, part-funded by a number of strategic partnerships with different types and sizes of organisation.

We believe this represents a significant opportunity for prospective partners to enjoy a close and mutually beneficial relationship. One that can help us both unlock shared value and meet our respective business objectives.

The following pages describe the opportunities to be accessed from partnering with us. Also, the various partnership tiers available, along with their corresponding benefits.

The power of partnership

Our partners programme

We all have a role to play in promoting and delivering safer care; one that’s not just restricted to care providers.

Our Partners programme has been designed to connect Patient Safety Learning with business, and business with Patient Safety Learning.

We are looking to develop and grow mutually beneficial relationships with a range of organisations across the medium to long-term. In turn, this will enable our partners to access our expertise, knowledge-base, resources and network.

By joining forces with Patient Safety Learning you will enjoy the following benefits and be able to:

– play a meaningful role in the patient safety community, while helping to drive delivery of a patient-safe future;
– develop more effective patient safety skills and capabilities through access to Patient Safety Learning’s in-house expertise, plus a network of specialist consultants and advisers;
– support your growth strategy via our network and online presence – reaching new customers, audiences and stakeholders, while enhancing existing relationships;
– strengthen the presence and profile of your business, increasing your communications, marketing and PR effectiveness, plus more strongly differentiating your brand;
– add greater meaning to how you engage with and motivate your people.

We are committed to ensuring that any company that partners with us – irrespective of size, scale, or type – will be delighted by the experience.

the hub membership profile: ever-increasing in breadth and depth

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total NHS staff</td>
<td>49%</td>
</tr>
<tr>
<td>International</td>
<td>15%</td>
</tr>
<tr>
<td>Patients</td>
<td>10.5%</td>
</tr>
<tr>
<td>Board members / Directors / Heads of Department</td>
<td>29%</td>
</tr>
<tr>
<td>Industry</td>
<td>10%</td>
</tr>
<tr>
<td>Education / research</td>
<td>6.5%</td>
</tr>
</tbody>
</table>
Our ever-expanding contacts’ base

Please join us and our ever-expanding contacts’ base in such organisations, companies and influential bodies as:

All funds raised are re-invested into the Patient Safety Learning Charity.

We have structured our Partners programme around a three-tier model that tailors a range of benefits to the specific needs of differing sizes and types of organisation in return for differing levels of investment.

The following page details the specific benefits related to each tier.

Our three-tier model

Tier One
Our premium partner offer

Tier Two
Tier Two represents a significant package of partner benefits

Tier Three
Our entry-level package
Our three-tier benefits

Tier One partners
As the name suggests, this is our premium partner offer and is designed to provide a range of unique and bespoke benefits for those organisations interested in making a significant and early commitment to our future relationship. This level of partnership would appeal to those organisations looking for the closest possible interaction with Patient Safety Learning and is limited to only eight partners per annum, at a cost of £30,000 each.

Tier Two partners
Tier Two represents a significant package of partner benefits, although not as comprehensive as Tier One and with less opportunities for tailoring of the component elements. This level would appeal to those organisations that are keen to make a commitment to Patient Safety Learning, but without the scale and content enjoyed by Tier One Partners. The number of Tier Two Partners is limited to fifteen per annum, at a cost of £9,000 each.

Tier Three partners
Our entry-level package which, although more limited than Tiers One and Two, provides access to Patient Safety Learning’s network, as well as co-branding opportunities, content and insight support. This level would appeal to smaller organisations looking to build their brand profile and reach through a clear connection with Patient Safety Learning. There is no limit to the number of Tier Three Partners and the per annum cost is £1,500 each.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Tier One</th>
<th>Tier Two</th>
<th>Tier Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultancy and support</td>
<td>x3 call-off days</td>
<td>x2 call-off days</td>
<td>N/A</td>
</tr>
<tr>
<td>Insight sessions and advisory round-tables with key stakeholders</td>
<td>x3 insight sessions; x2 round-tables</td>
<td>x2 insight sessions; x2 round-tables</td>
<td>x1 insight session</td>
</tr>
<tr>
<td>Webinars</td>
<td>Design and chair x2</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Partner networking meetings</td>
<td>Maximum x2 event</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Annual major networking event</td>
<td>Five passes plus discounted stand presence</td>
<td>Two passes</td>
<td>One pass</td>
</tr>
<tr>
<td>Content collaboration</td>
<td>x4 blogs / case studies</td>
<td>x3 blogs / case studies</td>
<td>x1 blog / case study</td>
</tr>
<tr>
<td>Polls on the hub</td>
<td>x2</td>
<td>x2</td>
<td>x1</td>
</tr>
<tr>
<td>Headline profile branding on the hub</td>
<td>Sponsorship of a category</td>
<td>Sponsorship of a sub-category</td>
<td>N/A</td>
</tr>
<tr>
<td>Your logo on Patient Safety Learning’s Supporters’ page</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Use of Patient Safety Learning’s logo on your own sales / marketing / consultancy materials</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Our value-added resources, products and services

Patient Safety Learning is focused on two areas of activity: policy, influencing and campaigning; plus developing and promoting ‘how to’ resources, products and services.

Our work includes the creation and development of the following:
- the hub: patient safety learning platform and resource centre
- organisational patient safety standards and support tools
- patient safety organisational self-assessment toolkit
- patient safety accreditation process / award levels: Essential; Enhanced; Exemplary
- organisational transformation framework and activation
- bespoke consultancy on patient safety improvement
- digital patient safety assurance
- Board and leadership: Board development for patient safety; leadership checklist for patient safety
- Just and fair culture: cultural assessment, including psychological safety
- training and support: quality improvement methodology; investigation
- staff engagement for patient safety: communication and engagement plan; mentoring and coaching
- patient engagement for patient safety: guidance and methodology; mentoring and coaching.

Your support will enable us not only to further deliver the above, but also continue to enhance the breadth and depth of our patient safety offering.

Thank you!
If you would like to know more about the services and support available to you from Patient Safety Learning, please contact us at hello@patientsafetylearning.org