



# Cite

Your Digital Agency



Creating digital platforms  
and campaigns for the NHS



# Working with the NHS

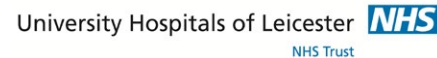
Since 2011 we have worked on dozens of successful digital projects for a wide range of NHS organisations, both locally and nationally. Our experience allows us to contribute creative and practical ideas to ensure project objectives are not just met, but exceeded.

We get recommissioned and referred because we're consistently told we do great work and are great to work with. We deliver on time, to budget and see ourselves as a dedicated partner rather than a mere supplier.

“ Cite came up with a great solution for us and went that extra mile to deliver the project on time and without issues. They really get what we are trying to achieve and we really enjoy working with them. ”

**Cara McDonagh**

Head of Communications – NHS Confederation



“ Cite combine great ideas with first class creative and technical delivery. They exceed our expectations every time, which is why we really enjoy working with them. ”

**Jen Gardner**

Programme Lead – NHS Development and Employment Team

**Digital toolkits / web applications**





# Measuring up

## Web application

This online tool allows the NHS to understand the different community groups in their local population, and how to better engage and recruit from these groups. Organisational data is compared to that at a local level – by age, ethnicity, gender, disability, religion/belief and sexual orientation.

The app queries datasets and APIs from the Office for National Statistics (ONS), Nomis and the most recent Census data. Results are dynamic, displayed graphically with the user able to export comparative data in PDF format.

[More information](#)

**The Drum™**  
**DADI Awards**  
Finalist

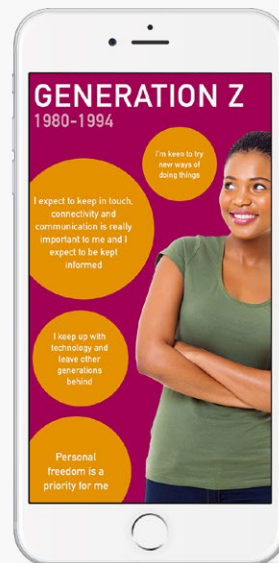
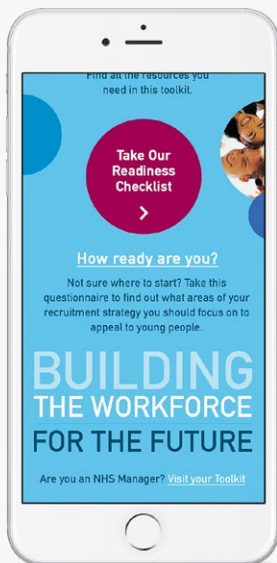
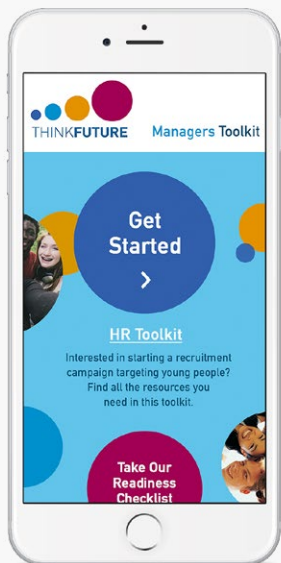


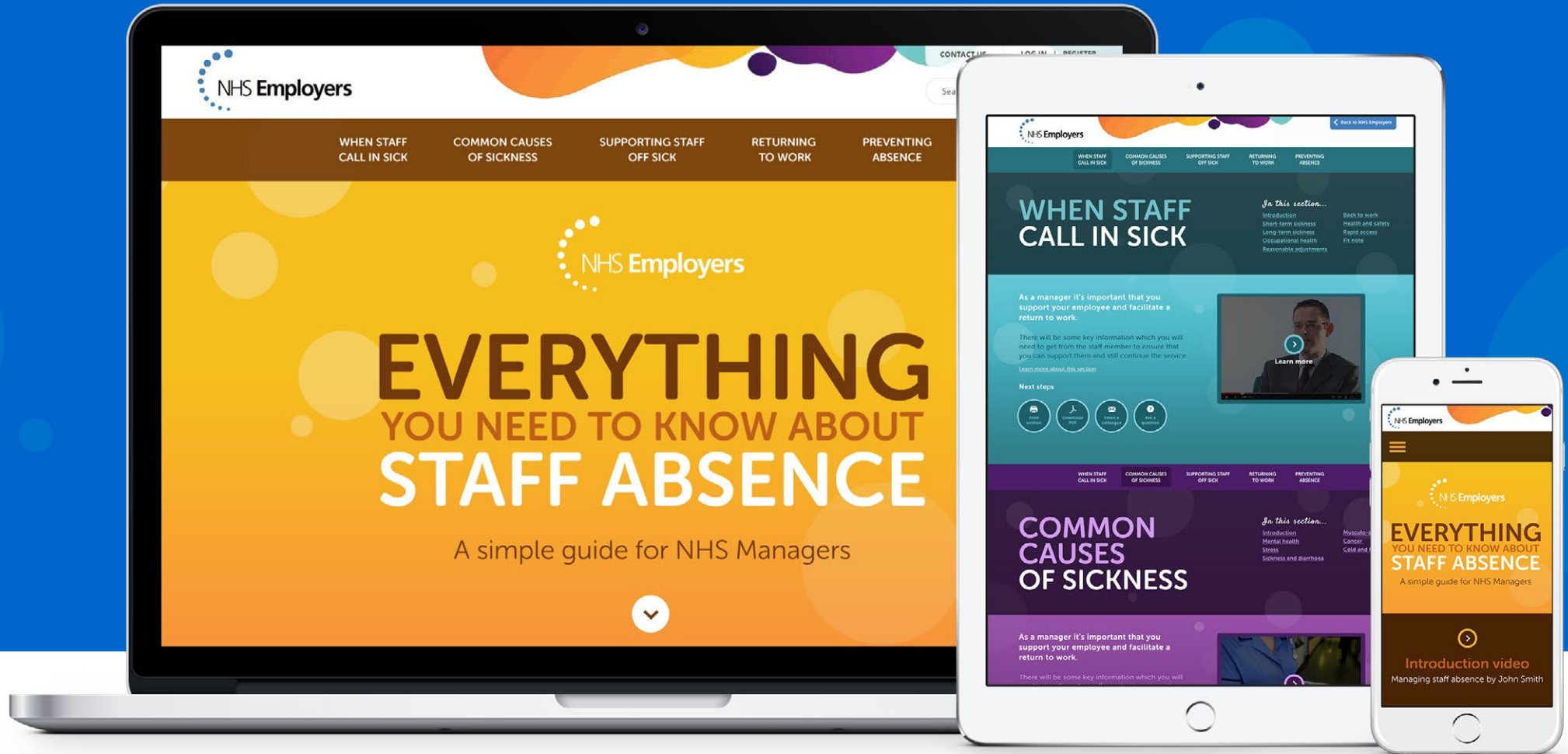
# Think Future

## Digital toolkits for NHS Managers

The NHS ThinkFuture initiative aims to bring more young people into the NHS, thereby positively impacting the sustainability of the workforce and the quality of patient care. The toolkits include an interactive 'readiness checklist', the outcomes of which govern the most appropriate next steps for line managers and HR staff.

[More information](#)





## Managing sickness tool

Digital toolkit / microsite

The brief was to create an engaging and intuitive guide for NHS Managers around the subject of staff absenteeism. Conceived initially as a microsite using parallax scrolling and video content, the project was eventually integrated in a more basic form within the clients' existing website environment.

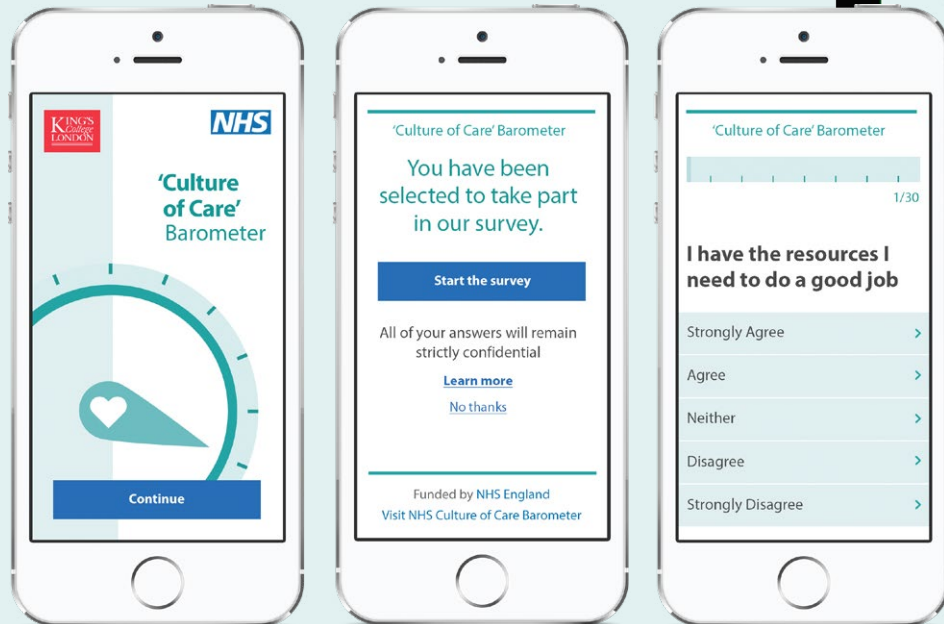
[More information](#)

# Culture of Care Barometer

Web application

The application consists of 31 questions designed to measure cultural themes such as engagement, empowerment, leadership and teamwork. By stimulating conversation and encouraging reflection among staff, the Barometer helps identify areas for improvement. Moderators are able to set up surveys for their team/department/organisation and analyse the results, which are recorded anonymously.

[More information](#)

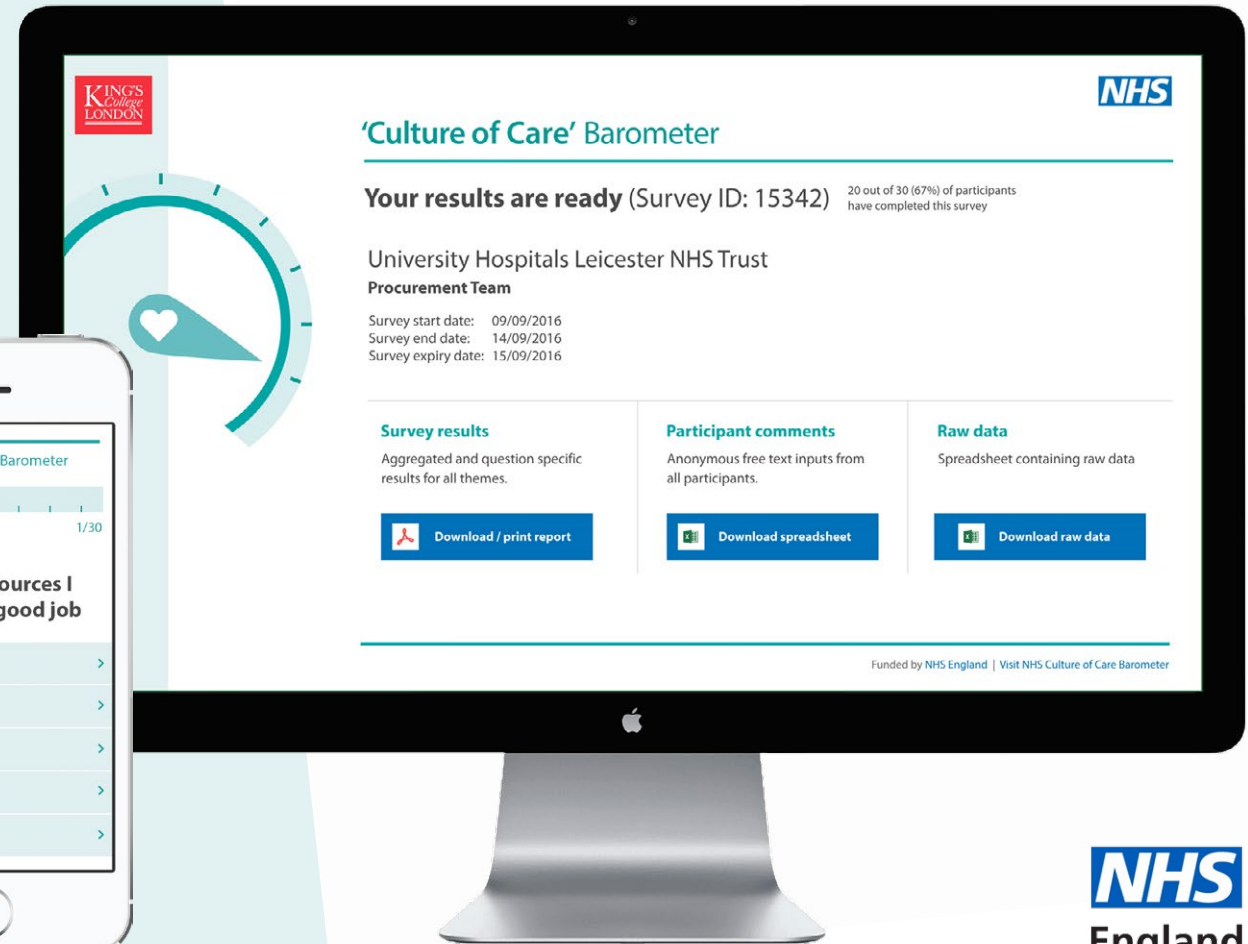


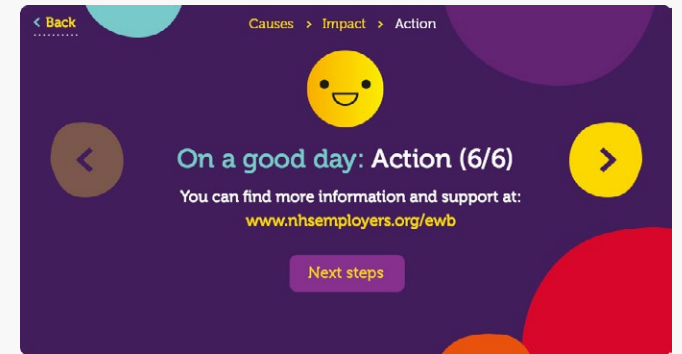
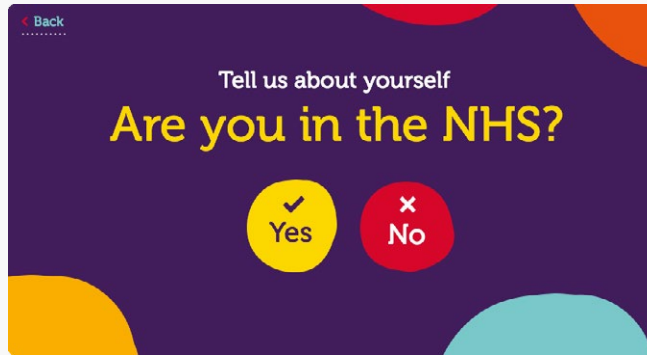
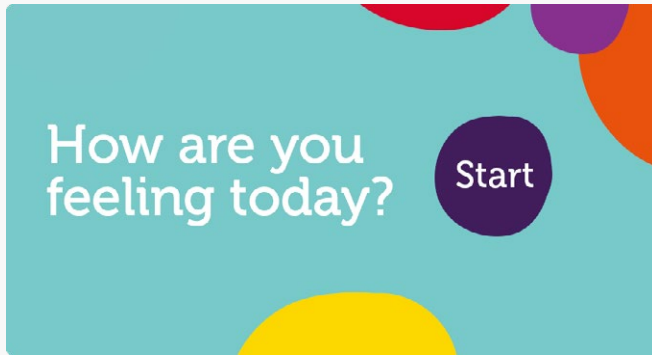
## Theme: Engagement



### Summary

20 out of 30 (67%) participants completed this survey





# NHS Wellbeing tool

## Web application

A key challenge faced by the NHS is staff experiencing stress and mental wellbeing issues. The impact on the individual and the workplace can be huge particularly if the symptoms and behaviours have gone unnoticed.

The NHS Wellbeing tool was commissioned to raise awareness of this issue and to signpost NHS staff and team leaders to the right resources to support them. We were briefed to create an interactive web app that was easy to use with a distinct visual appearance.

[More information](#)







# The NHS Pay Journey Tool

Web application

Working on behalf of NHS Employers, we developed a responsive web application to support the Agenda for Change pay reform initiative. This online application enables NHS employees to track pay increases over a transitional 3 year period.

The tool met objectives with an easy to use, lightweight interface and a clean design. The user experience demanded a seamless journey, where users could quickly move from one step to another, entering details with minimal effort.

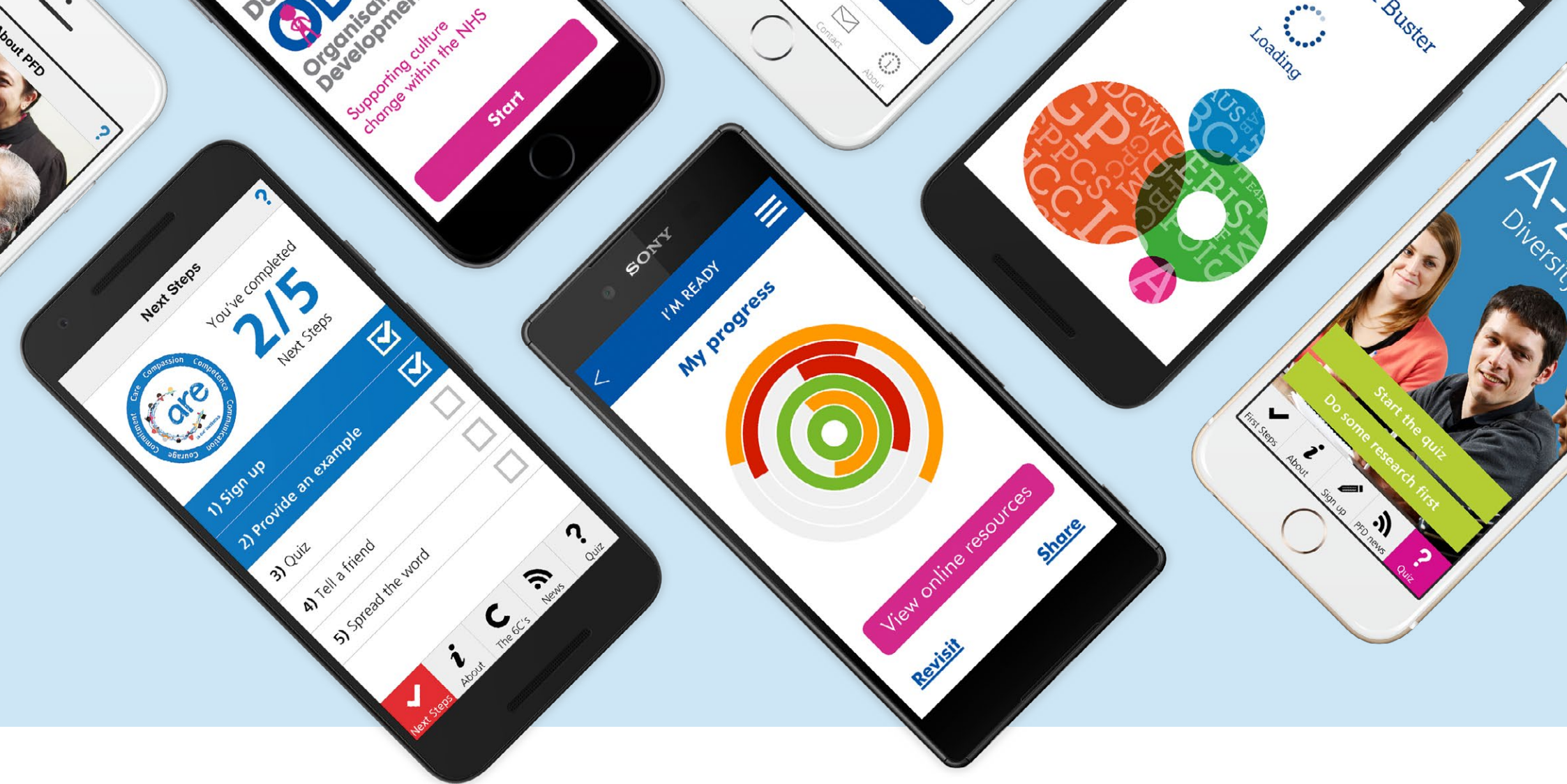
[More information](#)

“ We have a product that is even better than we envisaged. The Cite team has been responsive and kept us up-to-date with progress in a timely manner. ”

Marita Bardino

Communications Manager – NHS Employers





## Mobile Apps

“ Working with Cite to design and develop the app was a great experience. We learned a lot throughout the process that shaped our thinking and made us incredibly robust in our decision making. ”

**Paul Taylor**

Assistant Director – NHS Organisational Development



## NHS Culture Change

Mobile app (iOS and Android)

Commissioned by NHS Employers and the NHS Leadership Academy, the app has been created to enable effective culture change within the NHS.

Cite were tasked with taking a broad concept and creatively translating it into a visually interesting mobile experience. The app was undergone three phases of development, with a suite of tools now available for the NHS Organisational Development (OD) Community.

“ We were helped enormously by the designers being able to translate complex theoretical concepts into a simple, accessible and vibrant tool. We hope it will help to make the NHS even better for patients and staff. ”

Paul Taylor and Karen Dumain  
Project Leads – Do OD

# NHS Acronym Buster

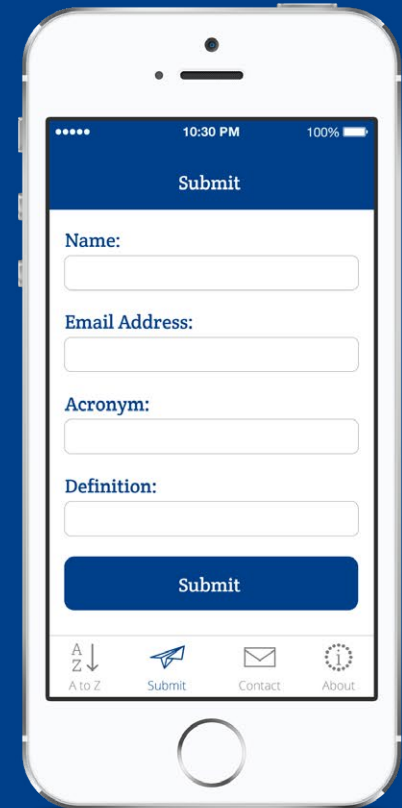
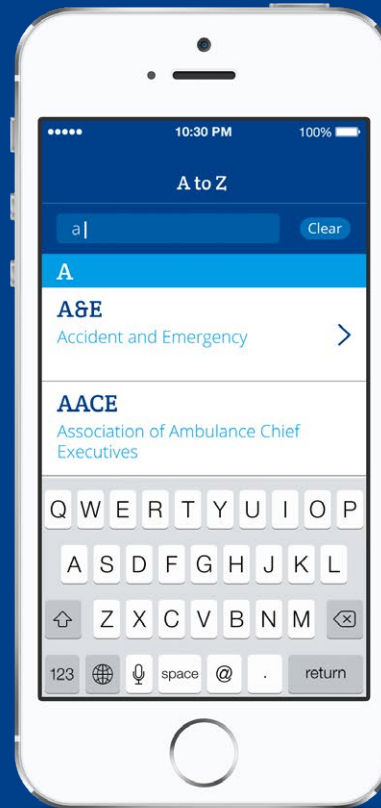
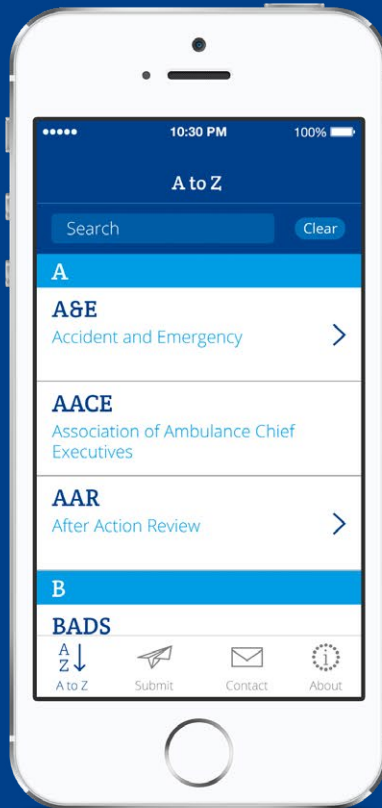
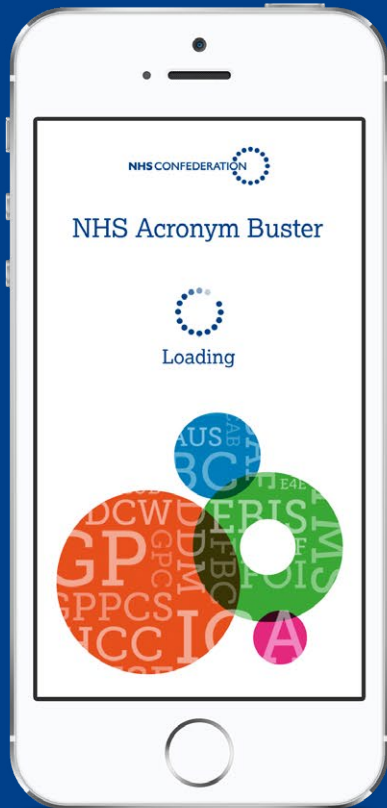
Mobile App (iOS and Android)


The NHS Acronym Buster collates over 700 acronyms commonly used within the organisation to help users quickly decipher the acronym they need, no matter where they are.

“ Cite came up with a great solution for us and went that extra mile to deliver the project on time and without issues. They really get what we are trying to achieve and we really enjoy working with them. ”

Cara McDonagh

Head of Communications – NHS Confederation





**“ Cite met our brief by delivering a great looking responsive website. They did this within our tight timescales and to the agreed budget. Cite worked really closely with us throughout the project, we felt they were understanding of our requirements and flexible when we needed them to be. ”**

**Adam Worrallo**

Digital Communications Manager – NHS Employers

**Websites**

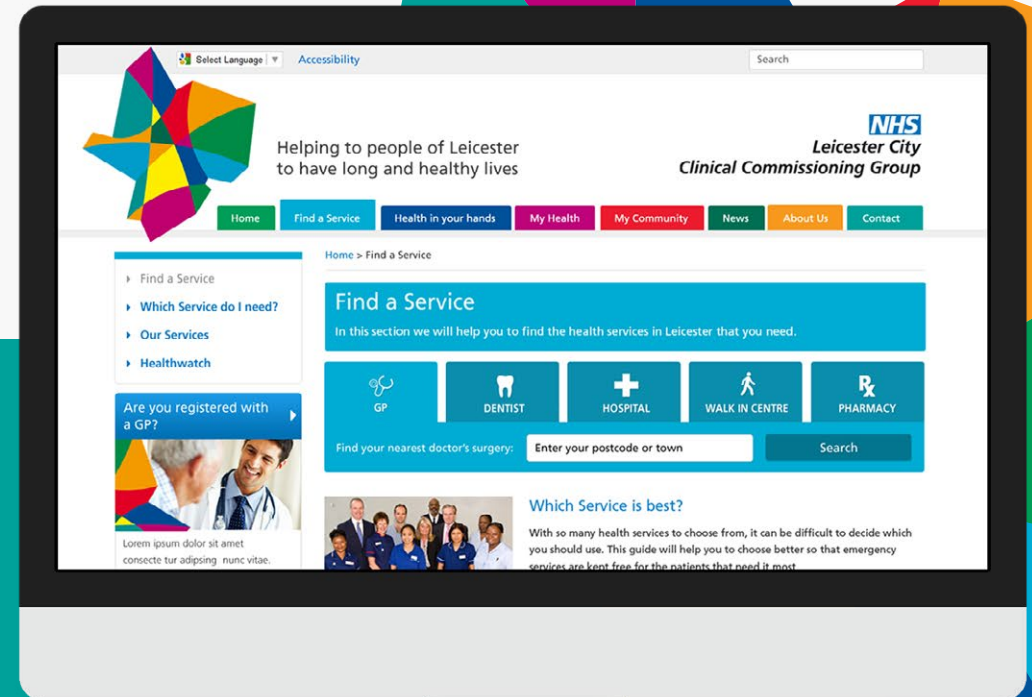
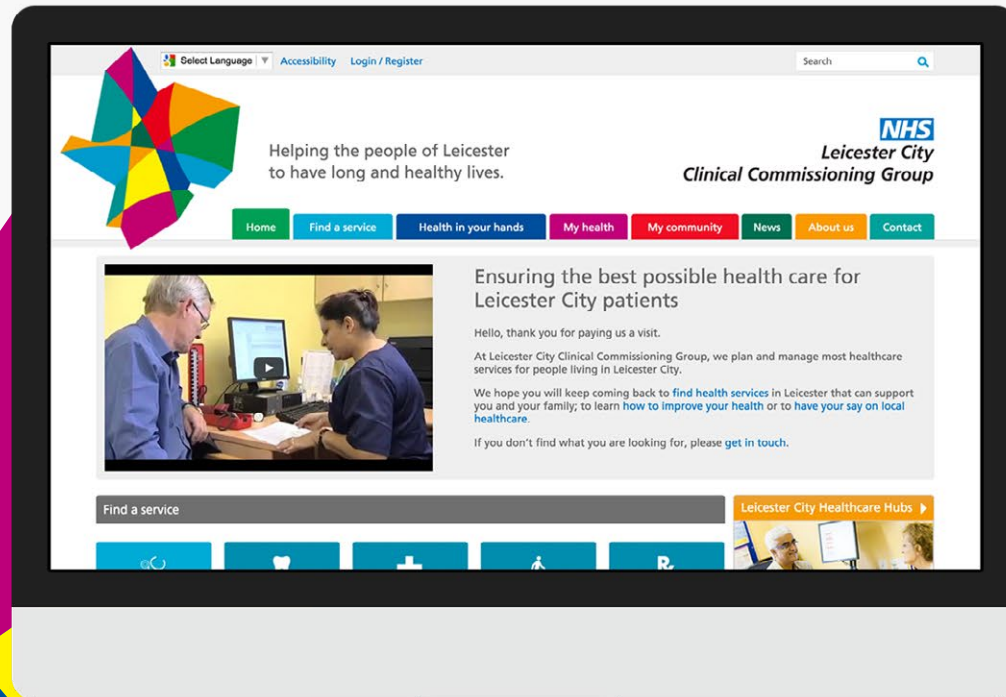
# Leicester City Clinical Commissioning Group

## Website



LCCCG has responsibility for healthcare commissioning and hospital / community health services for people living in Leicester City. We were appointed after demonstrating a clear vision of how best to plan content and functionality. The outcome is a fully responsive WordPress site that has 200+ pages of content maintained by multiple content authors.

[More information](#)



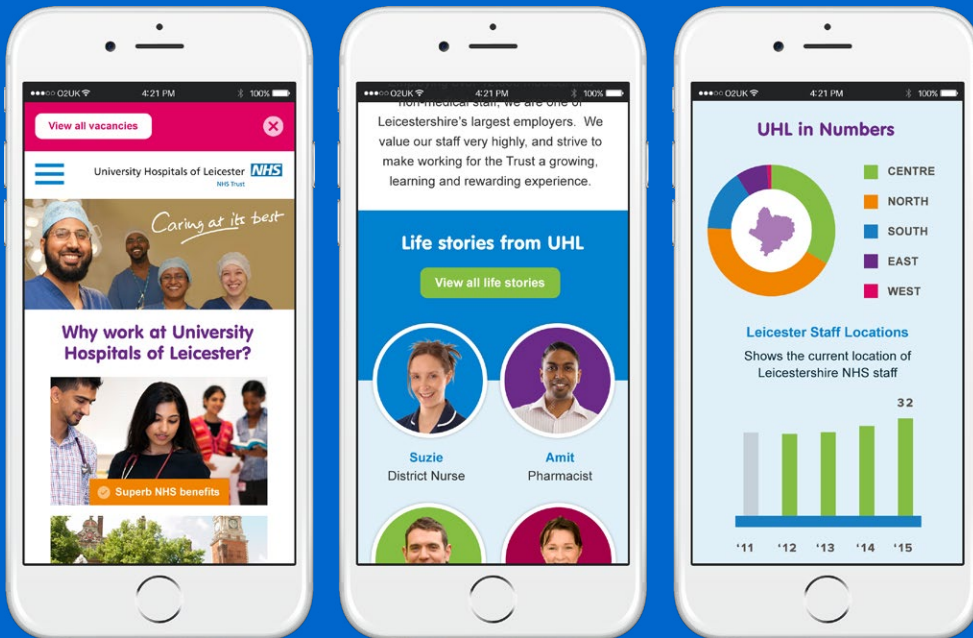
# NHS University Hospitals of Leicester

Recruitment website

UHL needed a new recruitment site to promote the Trust as a great place to develop a career with Leicester a great place to live.

Cite partnered with UHL's in-house development team to deliver the project. We were responsible for the content planning, creative delivery and front end build. We've often worked alongside other parties and agencies on a variety of projects and enjoy the collaborative process.

[More information](#)

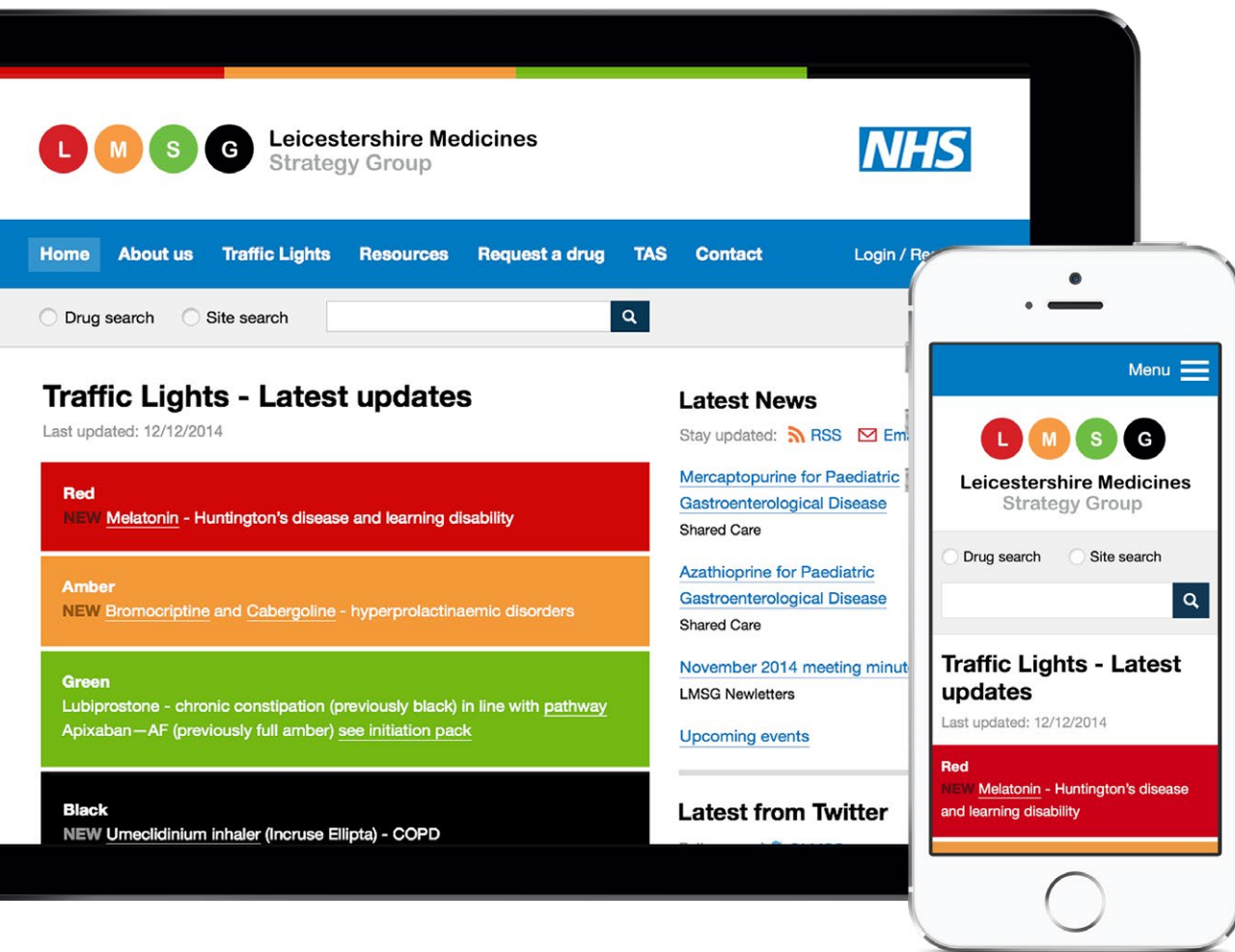


“ We partnered with Cite given their impressive track record of delivering websites for NHS organisations. They were instrumental in helping plan the project and their creative team did a brilliant job in turning our brief into a reality! ”

Simon Andrews

Project Lead – UHL Communications Team





# Leicestershire Medicines Strategy Group

## Website and branding

LMSG plays a key role in the prescribing and managed entry of specialist medicines for prescribers and pharmacists in primary and secondary care.

The website solved a business challenge in that administration was greatly reduced by allowing consultants to complete drug requests online. The simple user-focused design was inspired by award-winning sites such as police.gov and gov.uk, where user needs are the first priority.

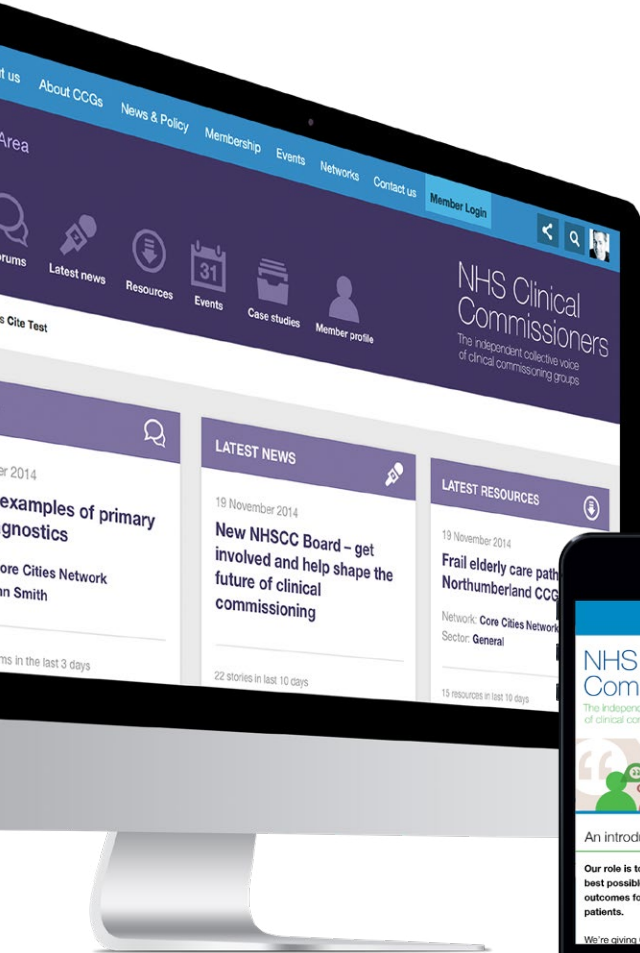
[More information](#)

“ We liked a lot of other projects Cite had done for the NHS. Their experience was a huge benefit in the planning and delivery of our website – they were great to work with and offered really useful guidance throughout the process. ”

**Kath Carter**

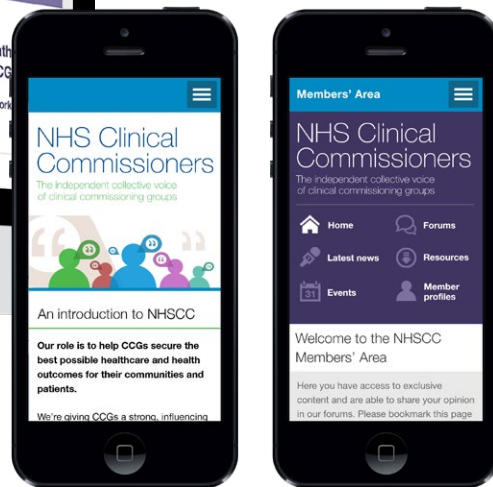
Clinical Commissioning Pharmacist – UHL





# NHS Clinical Commissioners

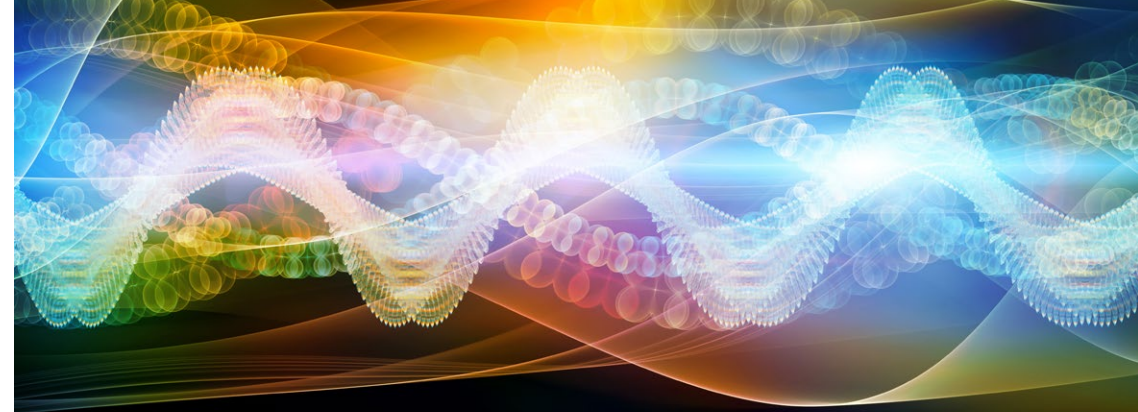
The independent collective voice of clinical commissioning groups



## NHS Clinical Commissioners

Website and member extranet

NHS Clinical Commissioners is the membership organisation of clinical commissioning groups. Content within the private extranet is displayed depending on which Networks members belong to, including access to forums, resources and news and events.

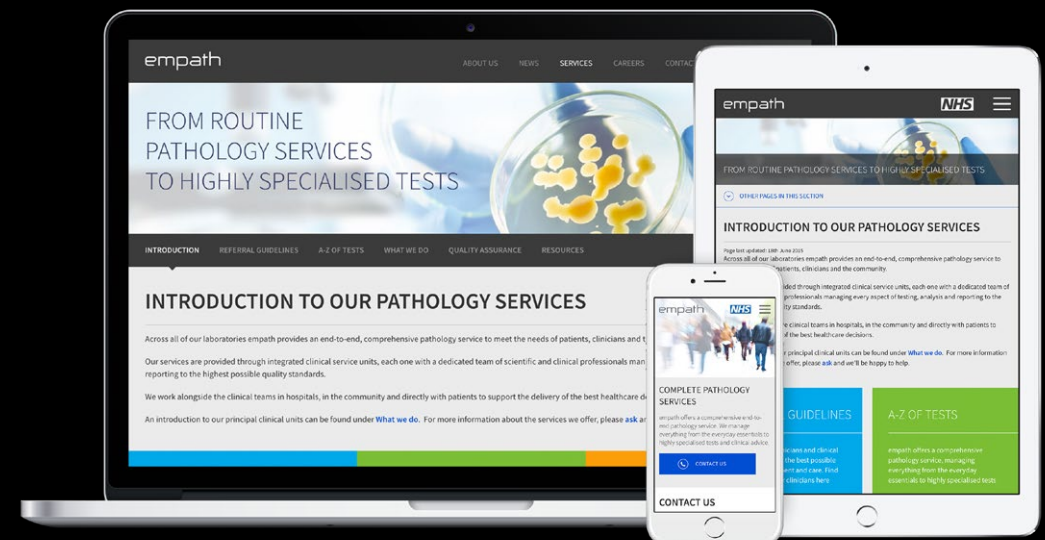


## Empath

Website and member extranet

Empath offers a comprehensive end-to-end pathology service, managing everything from the everyday essentials to highly specialised tests and clinical advice.

We created their public facing website to showcase their services along with their member extranet.





# Campaigns

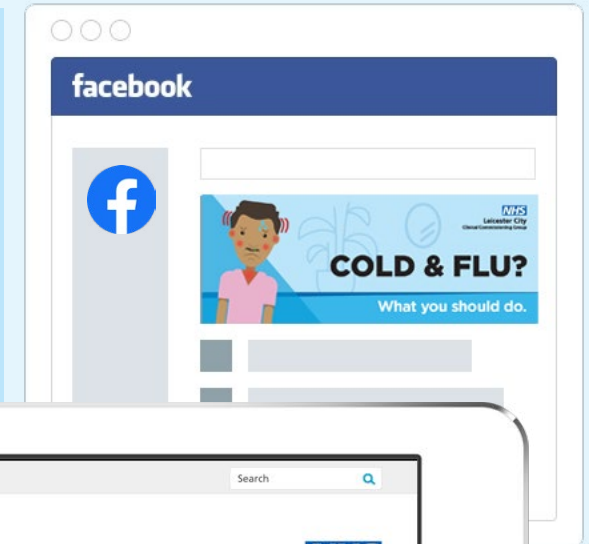
# Leicester City Clinical Commissioning Group

## Self Care integrated campaign



Leicester City  
Clinical Commissioning Group

In 2019 Cite ran a highly successful digital campaign for Leicester City CCG aimed at raising awareness of how the local population can improve its health. A series of self-help landing pages were created, covering common topics such as treating colds and flu, sore throats and chest infections. Traffic was driven to these pages via highly targeted social media and online display advertising and PPC.

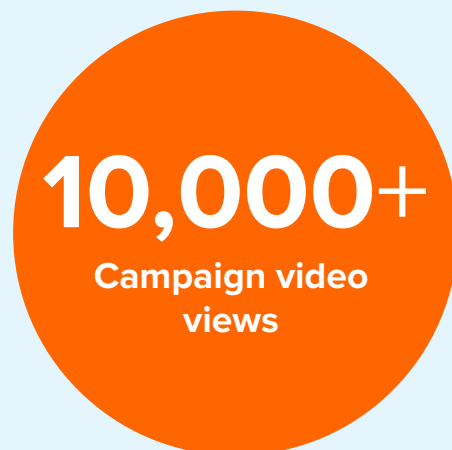


# Leicester City Clinical Commissioning Group

Self Care campaign results



37% increase in  
users to the site from  
01/04/19 - 18/06/19



Campaign videos  
were viewed in full  
10,909 times



1,126 positive  
Facebook reactions  
(like, love, wow)



Facebook referrals up  
1,835% compared to the  
same period last year



**DoOD app updated!**

Download the app today

With new Space to Think tool

Last year we launched our DoOD app and Culture Change tool to help OD practitioners on their culture change journey. The app has proved very popular and following feedback we have enhanced the app further with an additional Space to Think tool.

**Space to Think**

The new tool allows you to explore your ideas around workforce changes and is themed around planning, exploring issues, reactions, challenges and opportunities. Some of you may have seen and used the printed version of the Space to Think cards already, we decided to make these more accessible by making this a digital tool.

**Culture Change tool**

Designed to help prompt thinking and action by asking questions. The tool includes pointers and practice resources that provide support and advice on culture change.

**DoOD Organisational Development**  
Putting theory into practice

## Have you seen the updates to the Do OD app?

**New:** Capability Model

**includes** Make a note function

NHS Employers NHS Leadership Academy



# NHS Do OD

## Campaign material and branding

Following the Do OD mobile app that we developed, we were asked to create a range of associated campaign material – from printed flyers through to graphic assets and e-shots.

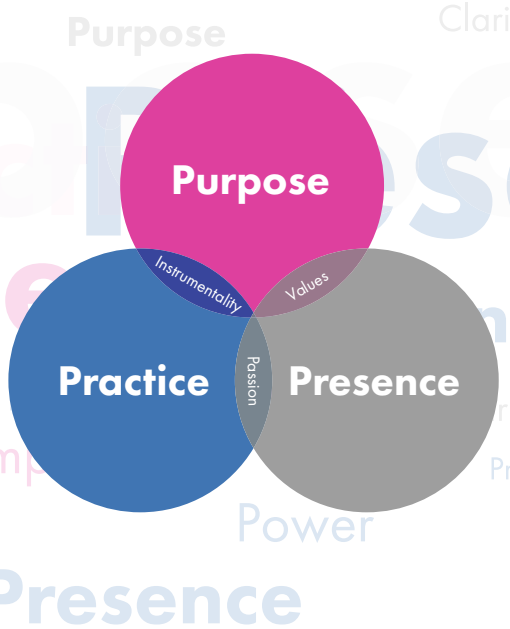
### Do OD Capability Model...

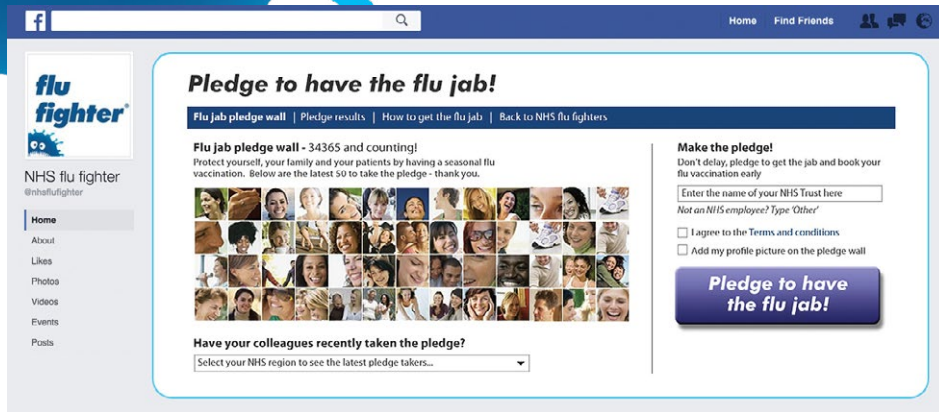
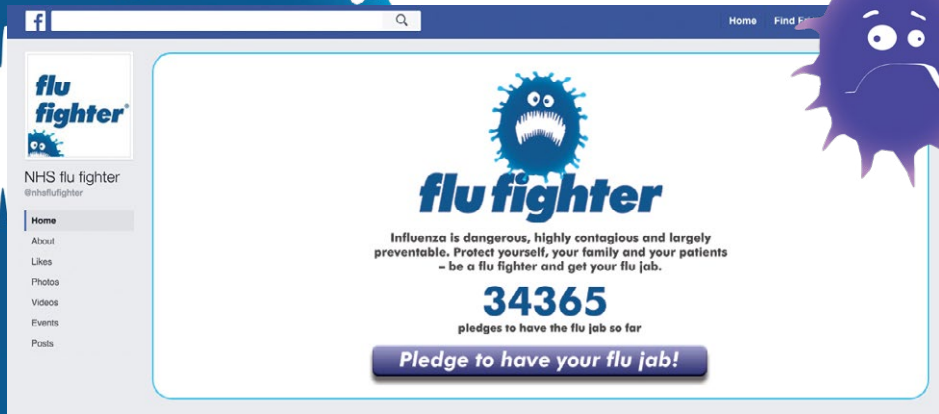
- 1 Choose a journey
- 2 Rate your progress
- 3 Save your thoughts
- 4 Tell your colleagues

**Download the app today**

Download on the App Store | GET IT ON Google Play

[nhsemployers.org/DoODapp](http://nhsemployers.org/DoODapp)  
Follow us on Twitter: @NHSE\_DoOD





## Flu Fighter campaign Facebook app

This social app was created to tap into Facebook's powerful social sharing in order to support the flu fighter campaign. NHS staff are encouraged to commit to take the flu vaccination – in so doing their profile picture is added to the 'pledge wall'. They can then share their commitment via various social channels.

[More information](#)


## NHS Change Day Campaign Display advertising / e-marketing

NHS Change Day is an annual event during which staff demonstrate the difference they can make by one simple act, proving that large-scale improvement is possible. In 2015 event, we created all digital display advertising promoting event, along with associated e-shots.



**NHS CHANGE DAY**  
11.03.15

**DO SOMETHING BETTER TOGETHER**



**NHS CHANGE DAY'S LIVE STREAMED 'CHANGEATHON'**

NHS Change Day on 11 March 2015 will see events and activities happening across the country, where NHS staff come together to action small changes that can make a big difference to patient care in the NHS.

For the first time, you can now see these events as they happen, in 12-hour live stream Changeathon, from 7am to 7pm, hosted by NHS Improving Quality (NHSIQ).

**HOW CAN WE SEE THE CHANGEATHON?**

Small actions can lead to big changes. That's the ethos of NHS Change Day. By encouraging your organisations to get involved in Change Day, and watch the Changeathon during any breaks, you will help raise awareness of the good work being done and could help inspire your colleagues to do something that has a big impact.

The Changeathon will be viewable at [www.webcasts.com/NHSchangedayTV](http://www.webcasts.com/NHSchangedayTV), which is a digital platform that should be accessible by the vast majority of NHS trusts.

If your trust has a communal room that has a TV/laptop that could play the Changeathon, it would be great if you could encourage employees to go to this room and watch it when they are on their breaks.

If there are any technical issues, people will be able to watch the Changeathon on their smart/android phones and tablets/iPads.


**WHAT COMMS RESOURCES ARE AVAILABLE TO HELP PROMOTE THIS?**

The resources on our website will help you deliver local campaigns that will raise awareness of Change Day and of the Changeathon. These include:

- Changeathon posters (colour and b&w), with space to include local information
- An advert promoting what will be happening as part of Changeathon
- Web banners
- Many Change Day resources

**GMC STAFF MAKING CHANGES**

Working with doctors everyday inspired people across the General Medical Council to make changes, either at work or in their personal lives to help make a difference in the NHS. Ian, Vicky and Tista talk about their pledges and the positive results that have come from them.



[FIND OUT MORE](#)



# About Cite

## Who we are:

Established since 2000, Cite is an independent digital agency based in Leicester, with a core team of sixteen people.

At Cite we enable clients to communicate more effectively online and transform internet users into engaged customers and stakeholders.

Our team members come from diverse backgrounds across creative, technical, marketing and strategic disciplines so that collectively we can go to great lengths to ensure our clients communicate as effectively as possible online.

Our clients include household consumer and high-growth B2B brands, as well as FTSE 100 and Public Sector organisations and National and International governing bodies.

Our work ranges from full scale digital solutions to campaign based social media activity and web apps, microsites and online communications planning and strategy.

## What we do:

- Digital strategy and communication planning
- Creative design and development for web, social and mobile platforms
- Search strategies
- Online marketing
- Social media engagement

## We achieve this through:

- Thorough analysis of project requirements / client objectives
- A creative approach – from conception, through design and development
- Thoughtful design that balances the brand message and user-experience
- Striving to always use the right technology for the job
- Making sure we get the details right – design, technology, search
- Adopting and recommending emerging technologies to provide business advantage

**If you are considering a digital project,  
call us for a chat on 0116 254 9888 or  
email [andy.leitch@cite.co.uk](mailto:andy.leitch@cite.co.uk)**

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