

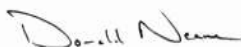
Health Link

On behalf of the Healthcare for London programme office, I would like to confirm that Health Link successfully delivered an engagement project with traditionally hard to reach Londoners, as part of the Healthcare for London formal public consultation which ran from 30 November 2007 – 7 March 2008.

Health Link was secured via a competitive tender process and unanimously selected by a panel which included a representative of the public and a London PCT lead in Partnerships and Diversity.

Health Link held 36 detailed discussion meetings with groups of Londoners including frail housebound people living alone, prisoners, carers, youth groups and faith groups. Health Link reports that “Of the 317 people to whom we spoke, 95% said they would be willing to be involved in the future – a powerful connection for London’s NHS with the Londoners who are often totally dependent on health services yet less able to contribute to these sorts of discussions because of their personal circumstances.”

The Healthcare for London Programme Office found Health Link to be an entirely reliable, professional and expert agency who were able to work swiftly and flexibly in a high-profile role. Health Link brought an extensive contacts network and innovative methodology to the project, which ensured the inclusion of diverse groups and vulnerable individuals.



Don Neame
Director of Communications
Healthcare for London

May 2008