

CASE STUDY

Using regional maps to save time when planning site visits



The scenario

Anglia Ruskin University provides a range of degree apprenticeships to the NHS.

The objective

The university needed to see which trust headquarters/hospitals were situated in the university's catchment area.



The outcome

Our Midlands & East Provider Map allowed the university to estimate how far potential apprentices would have to travel when coming to campus to study. This meant they could create a targeted regional campaign for suitable applicants.

It also helped them to update their current healthcare provider list with any name changes and add in trusts that had been missed from their previous searches.

What the client said...

"It has saved a lot of time – everything is clearly printed on one large map instead of trawling through Google maps, or trying to find a map of this area and then plotting the information ourselves, it would have taken forever to achieve!"

We completed our planning in one strategy meeting! I think for us the best measure is time and how much we saved.

With the map there are no rough ideas, or 'guesstimates' you know exactly where everything is geographically, and if you work regionally, I think that is really important.

Thank you for this brilliant visual aid Wilmington Healthcare!"

Jo Brown, Business Development Consultant at Anglia Ruskin University