

# TODAY IN A&E

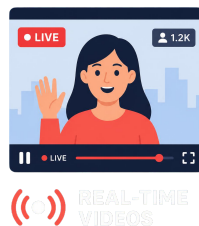
## Digital engagement plan for winter

### IMAGINE WINTER CAMPAIGNS DONE DIFFERENTLY...

**Trust  
focused**



**Realtime  
delivery**



**Human  
context**



**Measurable  
impact**



**Insight  
collection**



## OVERVIEW

Urgent and emergency care pressures are now constant, with winter bringing predictable spikes driven by flu, RSV, and other respiratory illness. Traditional winter campaigns - generic, static, centrally produced - struggle to influence behaviour at a local level. They often reinforce A&E as an option, lack human context, and provide limited insight into what people actually experience when trying to get help.

Open Voice Lab proposes a new model: a two-week, live, local, same-day digital engagement campaign filmed directly inside a Trust's urgent care system. Each day (or every two days, depending on package), we capture short form video

featuring clinicians and staff explaining what is happening in A&E that day, highlighting avoidable attendances, and offering clear, practical alternatives. Content is edited and published the same day, making it timely, human and relevant.

This is not just a communications campaign - it is an engagement campaign. We monitor and respond to comments on behalf of the trust and gather real-world insight into people's experiences of accessing care, and produce a final report summarising themes, misconceptions, barriers and opportunities. This gives Trusts and ICBs a window into public behaviour that traditional campaigns cannot provide.

The campaign reduces burden on overstretched comms teams, provides measurable digital and behavioural insight, creates evergreen content, and can be paired with optional add-ons such as a signposting webpage, a pre-campaign trailer, extended filming across community services, and follow-up engagement to gather real stories.

"Today in A&E" offers Trusts and ICBs an alternative to the traditional winter campaigns - a practical, low-resource way to have conversations with local people about services, improve navigation and strengthen winter resilience.

Our Open Voice Lab Founders, Alexia and Rachel, have 35 years of experience in the NHS between them and have extensive knowledge of UEC challenges, combined with experience of delivering successful campaigns at regional and hyper local level, which places them as the right people to come in to trusts to deliver this work successfully.

**Scroll to see how we will improve your winter...**

# THE CHALLENGE



Urgent and emergency care services face sustained pressure throughout the year, with winter bringing predictable surges in demand. Seasonal illness - flu, RSV, and other respiratory illnesses - continues to drive increased attendances.

Behaviourally, many people still default to A&E for minor illness or low-acuity conditions that could be safely managed elsewhere. Local and national campaigns raise awareness but often lack:

- Local relevance
- Timeliness
- Human context
- Measurable impact
- Insight into real public experiences

Following restructures, many Trust communications teams have reduced capacity, limiting their ability to maintain fresh, responsive winter content.

# **LIVE, LOCAL, SAME-DAY STORYTELLING**

Open Voice Lab will deliver a two-week digital engagement campaign embedded directly in your urgent care setting.

|                                                                             |                                                                 |                                                                           |
|-----------------------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------------------------------------------|
| <b>Short vertical videos filmed inside A&amp;E or urgent care.</b>          | <b>Same-day editing and publishing on Trust channels.</b>       | <b>Real examples and clear alternatives based on day's attendances.</b>   |
| <b>Local clinicians saying what's happening and what the public can do.</b> | <b>Comment monitoring and engagement, feeding insight back.</b> | <b>Evergreen content created from captured soundbites for future use.</b> |

The tone is practical, human and non-judgemental - helping people make better choices.

The pricing is transparent.

## **ENGAGEMENT MAKES THIS DIFFERENT**

This campaign is as much about listening as it is about broadcasting.



### **Responding**

We will respond to all comments and questions on socials.



### **Listening**

We will capture themes, misconceptions, barriers and opportunities around access.



### **Reporting**

All insight will be fed back into urgent care boards and teams through a Winter Access Insight Report.

This is a potentially controversial topic, and Alexia and Rachel are experienced at handling challenging conversations under pressure.



# COMPARISON

| TRADITIONAL CAMPAIGNS     | VS                                                                                  | TODAY IN A&E                                                |
|---------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Generic                   |    | Locally focused                                             |
| Slow                      |  | Live - filmed and published same day                        |
| Detatched                 |  | Human - honest, relatable, practical                        |
| Over-polished, uneditable |  | Low burden and flexible - led by you, delivered by us       |
| Often ignored             |  | Engagement-led - listening, responding, learning            |
| Hard to measure           |  | Insight-rich - real stories, real barriers, real behaviours |

# We've done it and got the badge



Alexia and Rachel have both delivered engagement work directly inside urgent care settings, including:

- Filming inside A&E and UTCs.
- Capturing real staff experiences and patient journeys.
- Producing content that builds trust and humanises urgent care.
- Supporting comms teams with rapid-turnaround content.

We understand the environment, the pressures, and the sensitivities involved.

# DELIVERY & COSTS

## TRANSPARENCY

Open Voice Lab is committed to transparency in our pricing structures.

Our day rate is £650 + VAT.

We have worked out a base package, which represents the minimum activity that would make this a viable campaign. We have then added on some extras that we believe would add value to this campaign for clients to consider.

We are open to discuss our pricing structure and individual trust requirements.

## PACKAGES

### 1 DESIGN

#### BASE PACKAGE

- Scoping session\* with urgent care, comms and ICB leads. (0.5 day)
- Agree priority behaviours and local alternatives. (0.5 day)
- Develop content framework and sign-off process. (1–2 days)

**3.5 days = £2,275 +VAT**

\*plus travel expenses if the meeting is in person

#### OPTIONAL EXTRAS

- Build signposting webpage. (3 days)
- Produce pre-campaign trailer. (1 day)
- PR liaison with local media (1 day)

**5 days = £3,250 + VAT and travel expenses**

# 2

## CAMPAIGN DELIVERY

### BASE PACKAGE

- 7 videos (one every 2 days)
- Half-day filming + travel per video day. (Approx. 4 hours + travel)
- Same-day editing, approvals, and publishing. (2–3 hours)
- Comment monitoring. (Daily light-touch)
- Weekly insight summaries. (0.5 days)

**9 days = £5,850 +VAT and travel expenses**

### OPTIONAL EXTRAS

- Additional 7 videos (one every day).
- Targeting local communities via paid social media
- Filming at other UEC locations
- PR work (1 day)

**8 days\* = £5,200 + VAT and travel expenses + social media budget**

\*The time spent on any additional videos over and above the 7-14 plus will be worked out based on our day rate.

We would suggest a minimum of £500 spent on any paid social media + our time to set up the ads.

# 3

## INSIGHT & LEGACY

### BASE PACKAGE

- Evergreen video creation. (2–3 days)
- Digital performance summary. (1 day)
- Winter Access Insight Report, including liaison with trust teams for data. (3–4 days)
- Recommendations paper for future campaigns. (0.5 days)

**8 days = £5,200 +VAT**

### OPTIONAL EXTRAS

- Follow-up with people who engage to gather more detailed stories. (2–3 days)
- Produce anonymised case studies. (1–2 days)

- Attendance at any internal boards/meetings to discuss campaign and results\*

**5 days = £3,250 + VAT and travel expenses**

\*Any time needed to attend meetings worked out as relevant portion of day rate + any travel expenses

## TOTAL COSTS

### BASE PACKAGE

£13,325 + £2,665 in VAT = £16,017 (excluding travel expenses)

### FULL PACKAGE, INC ALL OPTIONAL EXTRAS AND £500 SOCIAL SPEND)

£26,025 + £5205 in VAT = £31,230 (excluding travel expenses)

# MEASUREMENT

| Objective                                                                   | SMART                                                                                  | Measurement                                             | Data source                                         |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------|
| Increase public understanding of urgent care alternatives                   | 20% increase in clicks to signposting webpage or service finder during campaign period | Link clicks, page views                                 | Social analytics, webpage analytics                 |
| Improve public confidence in choosing the right service                     | Achieve 3–5% average engagement rate across campaign videos                            | Engagement rate, video completion rate, sentiment       | Social analytics, comment analysis                  |
| Reduce avoidable attendances for selected minor conditions                  | Measurable reduction in attendances for 2–3 agreed conditions                          | Attendance patterns (compared to same period last year) | Trust data                                          |
| Provide actionable insight to health systems                                | Deliver an Insight Report with 5+ actions or recommendations                           | Report delivered, recommendations provided              | Digital analytics, comment themes, story collection |
| Increase visibility of local alternatives to A&E                            | Reach 50,000–100,000 local residents across campaign content                           | Reach, impressions                                      | Social analytics                                    |
| Improve public clarity on “what to do today”                                | Generate 500–1,000 visits to the webpage                                               | Page views, time on page                                | Web analytics                                       |
| Strengthen trust through human, local messaging                             | Achieve positive sentiment in <50% of comments                                         | Sentiment analysis                                      | Comment review                                      |
| Capture real public experiences to inform UEC improvement (*optional extra) | Collect 10 anonymised patient stories about navigating urgent care                     | Number of stories gathered, themes                      | Comment follow-up, DMs, short interviews            |

## WHY NOW?

Winter pressures are no longer seasonal - they are constant, with winter spikes. Trusts and ICBs need approaches that are practical, measurable and human.

"Today in A&E" is a new way to approach winter communications, a localised engagement campaign that is about having real conversations about what is happening on the ground and to support the education piece.

## INTERESTED?

We have very limited availability for this specialist package, so reach out for a conversation.

For further information, please reach out to us at [info@openvoicelab.co.uk](mailto:info@openvoicelab.co.uk)

### OPEN VOICE LAB

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