

# Activity

## Talking about Nuffield Health Products and Services

Purpose of the activity	Following our recent brand activity there may be an increase in the number of enquiries from members and patients wanting to learn more about the products and services available at Nuffield Health. This activity will help all our people to be aware of our key products and services and be able to talk confidently about them.
Who is it for?	All leaders and teams at Nuffield Health
Time to complete	15-20 minutes
Materials	Optional flipchart paper and pens

## Instructions

Share with the group the purpose for this session so that everyone is aware that the activity will help them be able to share information and answer any member and customer questions confidently.

### Step 1: Discuss Nuffield Health's products and services

To begin ask the team to get into small groups (twos or threes would work well).

Ask each team to discuss three or four of the Nuffield Health products and services and to come up with the key features and the customer benefits for each one. Allow the teams up to ten minutes to do this.

- For example, a new Blackberry phone: One of the **features** of this phone is its camera. This allows you to take photos using your phone. The **benefit** being that you do not have the hassle of carrying a camera around. It also means you never need to miss an important moment as you almost always have your phone at hand.

When the groups have completed their discussions ask them to share back their findings with the wider group. Ask questions to find out how easy/hard the exercise was. Check that there was no missing or incorrect information about the products discussed.

**\* Please note: if there were any products that the group were unfamiliar with, take the action to find out about these and ensure the whole team are briefed.**

### Step 2: Discuss how to share with members and patients

In pairs focus on just one product or service and answer the following questions;

- How would you talk about the service with a member/patient?
- What would you say to highlight the features and how would you discuss the benefits?
- If the service/product isn't available at your site where is the nearest Nuffield Health that you can go to?
- Where can you get more information about this?

Allow five minutes for each pair to discuss and then ask them to share their examples with the group at the end.

Highlight any great examples and draw out things that the group found difficult to explain – as a group try to find some ways to overcome the more difficult ones.



# Key Products and Services

The list below details some of the main products and services across our Nuffield Health sites. This list can be used to complete the activity although there may be other local products and services that you might also wish to discuss.



- Wellbeing Membership
- Health Assessments
- Physiotherapy
- Personal Training
- Nuffield HealthScore™
- Meet Our Experts
- Swimming
- Health MOT
- Nutritional Therapists
- Physiologists
- Medical Centres
- GP Service
- The Nuffield Health Promise
- Expert Healthcare
- Recovery Plus
- Matron-led Care
- Consultants
- Nuffy Bear Children's Day Nurseries



## The Nuffield Health Promise

Our prices are totally transparent, inclusive of all costs and guaranteed. That means no hidden surprises.

We promise to meet any comparable price.\*

Our relationship with you doesn't end when you walk out of our hospitals – there are no time limits on your aftercare.\*\*



Promise is valid for patients paying for themselves. Excludes assisted conception and IVF treatments. \* Not including private patient units at NHS hospitals. Local area defined as within 15 miles of the Nuffield Health hospital. We will match against written quotes only. \*\* Where possible, we promise to assist you to receive any follow up advice, treatment or care that is clinically required from your Consultant for as long as you may require it. If a prosthesis is used as part of your treatment this is guaranteed for the manufacturer's official lifetime of that prosthesis. "Clinically required" indicates where further intervention and/or monitoring of a patient's condition is deemed necessary as a direct result of surgical intervention.