



The way we work

WriteCare aims to offer you great value for money as well as top quality written communication tailored to your needs and objectives. I understand the issues affecting public sector communications, including budgetary constraints, accountability and governance and internal processes for developing and approving communication materials.

Briefing

Step 1 in any project is to discuss what you want from WriteCare in the context of your overall project and look at how best to deliver that.

I will want to understand:

- Who the material is aimed at
- What you want them to do as a result (i.e. measurable outcomes)
- The wider context e.g. how they'll access the information, communication history, particular challenges and obstacles
- What tone and style is most appropriate.

We can also agree who I need to work with in your organisation, and where I may need to go for additional help and input, such as clinical specialists or patient and service user representatives.

Collaboration

Step 2 is developing the written material. I may query assumptions and even challenge the initial brief if I have ideas for possibly more effective and appropriate approaches.

Producing the right information is a creative process that relies on open and constructive dialogue to capture different perspectives and feedback.

Regular clients trust me to make decisions about content and input from a variety of sources and to get the right balance between different agendas (including national policy) and the needs of the audience.

Delivery

Step 3 is doing everything possible to meet our agreed timescales, while being flexible. I appreciate that communication projects are often affected by other factors, and may have to be adapted to meet changing needs.

Editing and proofreading skills ensure final drafts are accurate and error-free, and that comments are incorporated as agreed, while maintaining a consistent style.

Remote working

WriteCare is based in Staffordshire, in the heart of England, and within easy reach of good transport links to anywhere in the UK. I usually work from my own office, which keeps down overheads (and the cost to you). A lot can be done remotely by using email, telephone and teleconferencing, but, of course, I can travel to your workplace or attend meetings if this is what you need. I especially try to carry out interviews in person when it is important to capture complex information or discuss sensitive issues.

Privacy

Health is a very personal matter. When I carry out interviews or take part in focus groups and discussions, I'm always mindful of my responsibility to respect people's privacy and handle any confidential information they disclose with care. I can be relied on to keep the details of any project I carry out for you to myself as required.

Rates

Before I start a project, I will normally agree an estimate (and payment schedule), based on the time it is likely to take. I would hope to get it about right, but I will keep you posted on whether the job is going to take more (or less) time than envisaged.

My rates vary according to the nature of the job. I will always take into account any budget constraints and come up with a cost-effective solution.