



PATIENT EXPERIENCE NETWORK
Re:thinking the experience

LATEST NEWS

Customer Research Technology agrees to become flagship sponsor of 2011 patient experience awards

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- Survey and engagement specialist renews its association with the leading UK body promoting higher standards within the healthcare.

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Customer Research Technology, the UK's leading provider of 'point of experience' survey, feedback and engagement solutions to the NHS, has become the flagship sponsor of the **2011 Patient Experience Network National Awards (PENNA)**.

High quality entries to the only awards programme to celebrate patient experience excellence demonstrates the vigour and commitment of health professionals to deliver world-class standards in this important area – and that's a major reason Simon Rowland, CRT's chief executive officer, is delighted to be renewing his association with the awards programme.

"Recognising the incredible work so many people are doing in this rapidly expanding area is really important to me, and CRT," he said. "We are delighted to be renewing our partnership with Ruth Evans, and everyone associated with the Patient Experience Network.

"Like us, Ruth and her colleagues are committed to raising awareness about the needs of patients through the promotion of best practice. I strongly support the aims of the Patient Experience Network and I congratulate everyone whose entry has made it through to the final stage in Birmingham. Good luck to everyone. The event should be a great occasion where we all celebrate the many successes of the last 12 months."

Ruth Evans, Director of the Patient Experience Network, said: "I am delighted Simon and the CRT team have agreed to be our flagship sponsor. It's great news for the Awards.

"CRT is a business that is playing an important role in helping the NHS measure and evaluate the evolving patient experience for many people. As organisations, we share the same philosophy – which is ensuring the patient is at the top of the health service agenda."

CRT, which is based in Coventry, joins GlaxoSmithKline, Sanofi Aventis, GalbraithWight, Customer 1st International and Awards International, in agreeing sponsorship deals with PENNA 2011. It's the second time CRT has been the event's flagship sponsor.

Added Ruth Evans: "We're working with some great organisations and I would like to thank them all for their generosity and commitment to the patient experience cause. As a result of their involvement, the national awards can only get stronger in the future."

www.patientexperiencenetwork.org

Event sponsors





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For further information about the 2011 Awards, or the campaigning and educational work of the Patient Experience Network, please contact:

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Notes to Editors

- 1 The Patient Experience Network is an independent not-for-profit organisation. The organisation's head office is based in the West Midlands, but our work is carried out throughout the UK.
- 2 42 healthcare professionals and patient experience experts compiled the 2011 Awards shortlist. The assessing entries are available upon request.
- 3 The Awards are the only ones of their kind to recognise best practice in patient experience across all healthcare.
- 4 The Patient Experience National Awards will be held at the Birmingham and Midland Institute (in Birmingham) on **January 2012**.
- 5 More information about the Awards and the Patient Experience Network can be found at **www.patientexperiencenetwork.org**