

hospital gift™

...use the power of gift

**the ultimate loyalty card that
benefits everyone involved**



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everyone can be

The ultimate loyalty card to benefit everyone involved

This is a gifted opportunity for you to be part of potentially the biggest 'loyalty card' scheme ever devised.

Research has shown that consumers have always been interested and very supportive of 'loyalty schemes' that will support their local community.

'Hospital Gift Card' customers will support their local NHS Hospital Trust every time they use their 'Hospital Gift Card' with official retailers and businesses, 1% (or a percentage to be agreed), of the total spend will go to their local NHS Hospital Trust. As the money will be allocated by NHS Hospital Trusts the benefits to every hospital will be massive, helping to save lives and the NHS.

Never before has such a concept been developed that could help change the face of the NHS for years to come.

Awareness is everything, and with 'Gift' you can be sure that you will be involved with a national scheme that will be supported across the country.

It's all a matter of loyalty, it is sweeter to give, than to receive. The 'Hospital Gift Card' will now be giving consumers a real choice on how they want to use their loyalty.

Some of the most successful promotional and or loyalty schemes have been when the consumer is giving to a worthy cause, rather than redeeming the points for themselves.

'Hospital Gift' is easy to run and carries a real positive community image. This is your opportunity to be involved and to make a real difference.



make a real difference...

gifted!

...use the power of gift





how 'gift' works

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you spend, we give help others live

How the scheme works and the real benefits of 'Gift'

The Consumer: Gift information and awareness will be on display and available at every NHS Hospital, doctors' surgery across the country and participating stores, where potential consumers can pick up their 'Hospital Gift Card'.

There is no registration process. 'Hospital Gift Card' is active, ready to use and available nationwide to people of all ages.

Each card carries a bar code specific to the NHS Hospital Trust in relation to where it was picked up from, allowing consumers to always support their local NHS Hospital Trust wherever they use the card in the UK.

The consumer will give the card to the sales assistant in-store at the end of purchase. The card is then swiped and the donation is allocated to their local NHS Hospital Trust which will be shown on the receipt at the end of the transaction.

The Business: At the end of every calendar month each business will send the financial information and payment through to 'Gifting Solutions'. The financial report will then be audited and distributed to all NHS Hospital

Trusts, ensuring that the money will be used only for the benefit of NHS patients.

All historic financial information will be available from 'Gifting Solutions' to use for promoting the scheme.

The Hospital Trusts: The money will be placed in a holding account to which the Hospital Trust will have direct access to once the Hospital Trust registration form has been received. They will be able to spend the money on all areas of patient care. Every month, new donation funds will be made available, and as a consequence the scheme will have an instant impact on the NHS.

Conservative take up figures (0.5%) show that the donations could run into millions of pounds per year, and with a 5% take up the scheme could result in a significant decrease in NHS debt.



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Cash crisis in the NHS

NHS Trusts running up massive debts

urgent help is needed now

hospital closes its wards

bosses overspend



do we care?

Research shows on average everyone will need help from a hospital at least 4 times in their life

No hidden agenda. A simple concept which could solve massive debts and help raise millions of pounds for the National Health Service. This service is at no additional cost to the patients or consumers.

The 'Hospital Gift Card' will open a new source of revenue for the NHS Hospital Trust. Essentially the concept will have massive exposure through 'Patientline', a service already in place to accommodate the scheme. Simple and cost effective, 'Patientline' already produce 8 million cards to enable access to their communications network. The card will carry a dual branding both for 'Patientline' and 'Hospital Gift' and is very simple for patients to use.

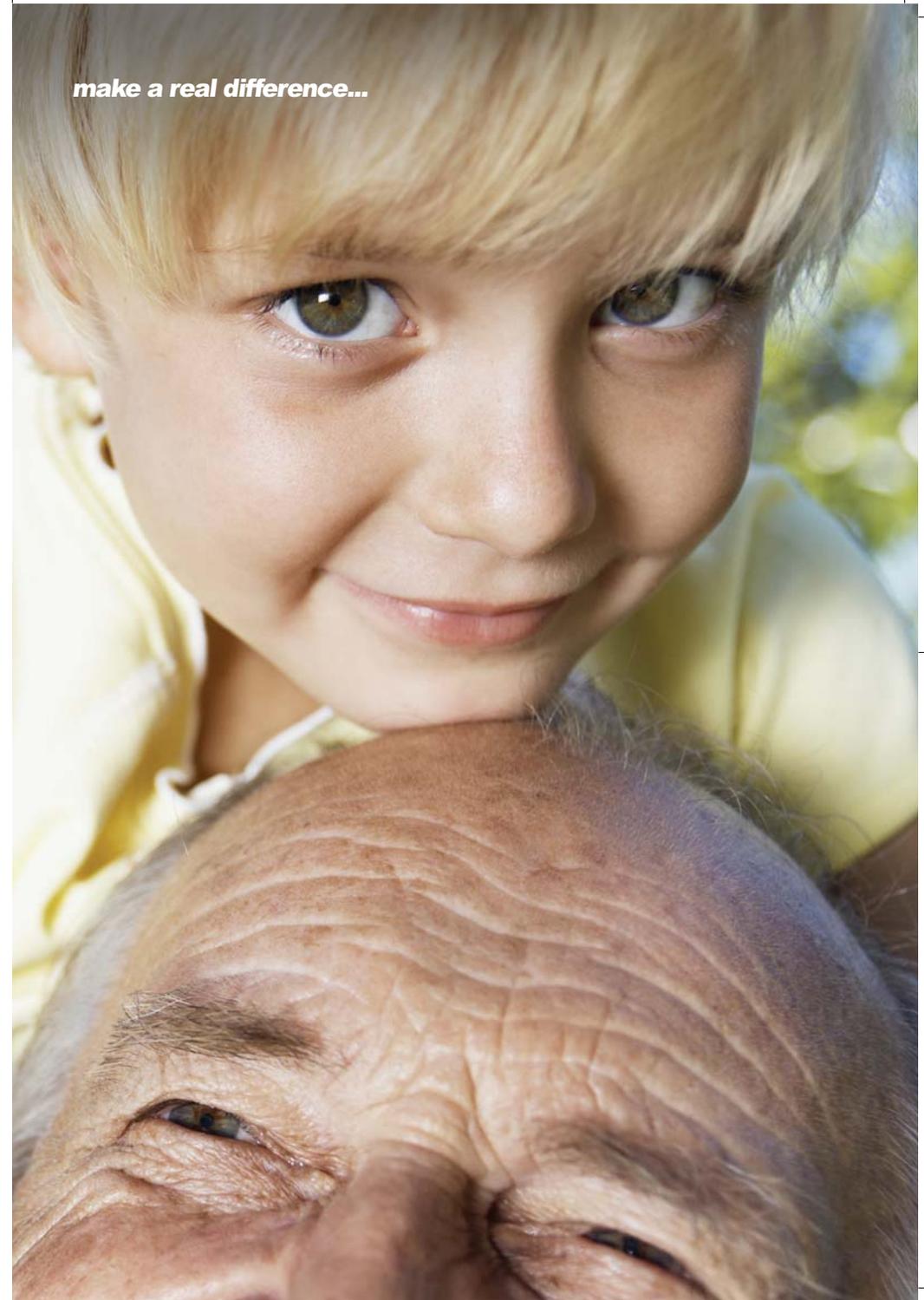
Every hospital nationwide will have its own unique bar code and the money generated by using the card goes directly to the hospital relating to the code on the card. Simple and easy to use, the donation is identified by swiping or scanning the card through the appropriate machine, with no cost to the patient or the consumer.

This will generate positive relationships with commercial sponsors on a national level with huge scope for publicity and branding opportunities. In addition, the NHS can only benefit from the positive press.

A concept that saves lives not points. This will revolutionise NHS funding for generations to come and make our National Health Service something to be proud of again.



make a real difference...



the biggest 'gift' is life

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the gift of insight

'Gift' your hospital some real benefits

The market is currently flooded with loyalty schemes for the consumer. Just when card fatigue has taken hold, we are now able to offer a new, innovative and exciting way to promote businesses.

'Gifting Solutions' holds the ultimate solution

This unique concept benefits all parties concerned from the general public to NHS Hospital Trusts and every company involved. From the 1.3 million NHS staff combined with 8 million 'Patientline' cards and over 7 million of the general public who will gain access to the cards through various sources, there will be over 16 million 'Hospital Gift Card' holders making this scheme potentially the biggest in the world.

Companies will be promoted to the public by means of every TV in every hospital in which 'Patientline' operates, via a dedicated website with links to participants sites, branded in-store /in-hospital marketing and other promotional ventures which will ensure maximum coverage.

Money available to you when you need it most

Gifting Solutions will take the headache away from NHS Hospital Trusts involved by maintaining administration and distribution of funds, issuing the cards and taking care of all marketing strategy, leaving hospitals to get on with the day to day importance of patient care, and saving lives.

The 'Hospital Gift Card' will provide a gateway for added revenue and potential reduction in Hospital Trust debts.

Safe in the knowledge that some of the largest retail brands in the country will be supporting this scheme, UK media coverage and constant exposure will be given to ensure that the scheme has longevity.

Never before has there been an opportunity on this scale and one so simple, to work alongside the Hospital Trusts to help support our hospitals.



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make a difference

The ultimate gift is life

This is an opportunity we cannot afford to miss – potentially the biggest 'loyalty card' scheme ever. No hidden agenda, simple, cost effective and a real chance to make a difference which will benefit everyone involved.

Summary of benefits to hospitals and patients:

- Potential to raise millions of pounds for patient care
- The decision on how the money is spent lies with the Hospital Trust
- Patients will benefit directly from funds raised
- Help patients in hospital to communicate with the outside world through 'Patientline'
- 'Hospital Gift Card' has minimal outlay and administration costs as systems are already in place

Summary of benefits to business:

- Promotes a positive image of businesses to consumers and the community
- Realistic increase in business revenue
- Level of exclusivity
- Tax benefits for businesses on donation
- Will create positive brand awareness, publicity and PR

This concept has been well received and welcomed by the Hospital Trusts, various authorities and the sample of companies approached.

Within reach we have a new process to raise millions of pounds for our hospitals with the foundations of this concept already in place. With low cost administration and a positive public profile for all involved this is a scheme destined for success.

Call 0800 0853399 NOW for further information

It's a simple 'Gift' – 'Gift' is for life.



make a real difference...



...use the power of gift