



Celebrating 20 years and launching a bigger, bolder event

For the past 20 years, these unique Advancing Healthcare Awards created and owned by Chamberlain Dunn, have grown to become a prestigious programme spreading good practice and celebrating achievement.

We invite you to join us as a sponsor or supporter to take these important awards into a new era.

The awards are open to allied health professionals, healthcare scientists and those who work alongside them in support roles, in any setting throughout the UK. The awards rely on sponsorship and the support given by a wide range of organisations and healthcare professionals during the promotion and judging process.

For 2025 we are going bigger, bolder, better so that healthcare scientists and allied health professionals working in the NHS, local authorities, charities, companies and many other settings achieve greater recognition – much greater – for their contribution to health and social care.

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KEY DATES

Awards launch:

November 2024

Closing date for entries:

end February 2025

Judging day:

end March 2025

Awards celebration and lunch:

23 May 2025

Royal Garden Hotel, London

In this special issue:

- Our plans and how you can be part of them
- New awards, new themes
- Why you should join us
- Benefits to sponsors
- Meet the allied health professionals
- Meet the healthcare scientists

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Invitation to sponsors



CYMRU



UNITED KINGDOM



NORTHERN IRELAND



We have created new supporter and sponsor benefits to offer packages to suit different budgets.

We will be enhancing the lunchtime celebrations, bringing in more sponsors and supporters, introducing new themes, educational opportunities and special guests. We will be enhancing our media coverage to give this highly regarded awards programme a much higher profile.

We are delighted to be working on this with Professor Dame Sue Hill, chief scientific officer, NHS England, Beverley Harden, national lead for AHPs and deputy chief allied health professions officer, NHS England, Janet Monkman, CEO, Academy for Healthcare Science and Steve Jamieson, CEO, Royal College of Speech and Language Therapists.

How the awards work

We are aiming for a programme with up to fifteen awards plus the overall winner. Judges, drawn from the organisations supporting or sponsoring the awards, undertake the shortlisting via an on-line scoring system and three or four entries in each category are invited to present to the judging panels.

On the judging day, the winners, overall winner and any special commendations are chosen from each

category and the results are kept secret until the awards lunch celebration and ceremony.

As finalists ourselves in the 2020 Awards Awards for Best Judging Panel & Process, you can be assured of an enjoyable, fair and robust judging experience as a sponsor.

The awards lunch

We are celebrating our winners and finalists at the Royal Garden Hotel, Kensington on 23 May 2025. We pride ourselves on the distinct character we have created for the awards celebration – a relaxed, yet elegant lunch with unusual and entertaining speakers. The shortlisted teams in each category are invited and they often choose to buy additional places for family and colleagues. Other guests include leaders of the professional bodies and membership organisations, senior people in healthcare, and of course, guests of the sponsors.

We have a welcome reception to set the scene and an afterparty giving everyone a chance to network and celebrate.

Have a look at how you could become involved and let's have a chat about what would work best for you.

Contact ali@chamberdunn.co.uk



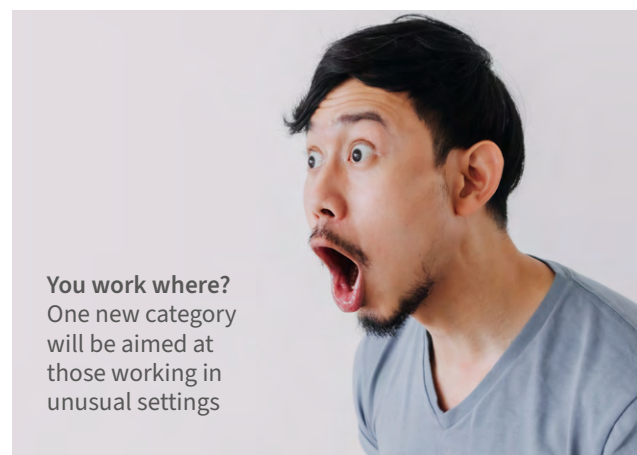
Introducing new themes

We work closely with our sponsors to create categories which work for you and work for our community. Leadership, new ways of working, Rising Stars, the importance of support workers and apprentices are all perennials, and individual professions choose from time to time to run an award for their specialty.

But now we want to reshape the awards programme with some new categories, with more awards open to both AHPs and healthcare scientists. Our new awards might include:

- **The hot topic:**
specific, current developments which are high on agenda where there is a real need for people to share findings and experience. The topic would change annually
- **Working together:**
an award for projects where healthcare scientists and AHPs have joined forces to run a project or new service
- **Meet the team:**
initiatives in workforce development
- **Come and join us:**
linking with the recruitment and retention agenda
- **You work where?**
recognising healthcare scientists and AHPs who work in unusual settings
- **How we did it:**
sharing how your organisation organised and delivered an effective social media campaign, for example, Health Science Week, ODP Day, or the AHP Federation campaign *Prescribing Now*.
- **Let's not waste:**
to recognise how AHPs and healthcare scientists are contributing to the sustainability agenda.

Just a few ideas to get you started. Come and talk to us about what might work for you. ●



For you as a sponsor

As experienced organisers of awards programmes, we are convinced of their power to reward and recognise in a powerful and long-lasting way, not only the winners and finalists but also to bring huge and sometimes unexpected benefits to sponsors and supporters. Here's how:

Increasing your visibility and recognition

Sponsoring an award greatly increases your visibility. Your organisation's name and logo are displayed on promotional materials, social media, during the awards ceremony, and in follow-up media coverage, providing planned and consistent marketing with as much or as little input from you.

Associating your organisation with excellence and success in a particular field enhances your reputation. Being linked to an awards programme that celebrates achievements and innovation enhances your reputation and image.

Networking opportunities

You can engage directly with your target audience, whether they are potential participants, customers, partners, or employees. We facilitate this through offering judging opportunities, the option to offer educational benefits to finalists, networking at the ceremony, and on-going relationships. This engagement leads to new collaborations or business relationships. Sponsoring an award offers you opportunities to network with these key players in health and social care, fostering valuable connections and potential development and business opportunities.

Giving Back to the Community:

Supporting these awards shows that you are investing in the healthcare community and, more particularly, that part of the healthcare workforce which is often overlooked and

not properly understood. We invite you to offer educational opportunities to finalists to reinforce their achievement.

Marketing and promotion

Sponsorship provides content for marketing campaigns, including social media, blogs, and press releases. Highlighting your organisation's involvement in prestigious awards boosts your marketing initiatives.

Brand differentiation

Stand out from the crowd! Sponsoring high-profile awards differentiates you from your competitors, positioning you as a leader and innovator in your sector.

Morale and recruitment

Your people will feel proud to work for an organisation that supports excellence and innovation which can improve morale and engagement within your organisation.

By sponsoring an award, you will achieve a blend of increased visibility, enhanced reputation, strategic networking, and support for your marketing initiatives, all of which can contribute to your strategic development.

“*These Awards have come along way over the past 20 years and I am committed to work with Chamberlain Dunn and other professional leaders to further develop these awards, to bring in more supporters and sponsorship to enable us to shine a brighter light on the role of healthcare scientists and AHPs.*”

Professor Dame Sue Hill,
chief scientific officer, NHS England



Here are the sponsorship opportunities for Advancing Healthcare Awards 2025

Award category sponsorship: £7,500

Category sponsorship puts you centre stage throughout the whole awards cycle – during the promotional period, the judging, at the ceremony itself and afterwards. It provides unrivalled opportunities to support and promote allied health professionals and healthcare scientists.

The benefits package includes:

- Award category of your choice – from our list of proposed categories or developing with us a theme of your choice
- Extensive marketing through the awards website, social and media coverage, membership organisations and all sponsors' networks
- Your own focus week where we work with you to market your category during the promotional period
- A page for your advertisement or advertorial in two issues of *The Link*, our newsletter that links to Advancing Healthcare Awards community
- The invitation to provide an educational opportunity for your finalists – travel grant, conference attendance, mentoring or work shadowing
- Participation in the on-line shortlisting
- Your representative joins healthcare leaders to play an active part in the judging panels
- Senior representative from your organisation to present the award at the ceremony
- Your own branded table for ten guests at the awards celebration
- Your name on the winner's trophy and on the certificates for the shortlisted entrants
- Your logo on the staging throughout the ceremony
- Your logo on relevant category within the Winners' Guide, available for use on sponsors website, social media and relevant events
- Your logo + 100 word profile on the awards website and other marketing materials
- First renewal option 2026.

Welcome reception sponsor: £4,000

Ensure yours is the logo that guests see first as they arrive to celebrate the 2025 awards. By sponsoring the welcome reception, you help set the scene for a lively, celebratory afternoon, bringing together finalists, sponsors' guests, and leading figures in health and social care. We invite you to work with our organising team to create the right ambiance – with music, lighting and photo opportunities.

The benefits package includes:

- Exclusive right to a display stand in the welcome reception area: size and position to be agreed
- Stand-up card on each 'poseur' table in the reception room with your logo and an acknowledgement of your sponsorship
- Your logo + 100-word profile on the awards website and other marketing materials
- Acknowledgement and thanks in the Order of Ceremony and from the host
- Five places at the lunch
- First renewal option 2026.

After party sponsor: £3,000

Be the people who are the first to congratulate the winners and set the pace for the post-lunch party. Facilitate the networking among the shortlisted entrants and their guests once the awards presentation is over. Until early evening, the drinks will flow in the after-party suite with a celebratory atmosphere with music and photo opportunities.

The benefits package includes:

- Exclusive right to a display stand in the afterparty area: size and position to be agreed
- Stand-up card on each 'poseur' table in the room with your logo and an acknowledgement of your sponsorship
- Your logo + 100-word profile on the awards website and other marketing materials
- Acknowledgement and thanks in the Order of Ceremony and from the host
- Five places at the celebration lunch
- First renewal option 2026.

Special supporters package: £1,800

This gives you a well-positioned table for your ten guests at the awards ceremony and lunch with additional benefits so that your organisation stands out from the crowd. It's an ideal way to raise your organisation's profile to our audience and to introduce your external partners to the work of AHPs and healthcare scientists. As a showcase of best practice, it is an ideal opportunity to engage with commissioners, buyers and political influencers.

The benefits package includes:

- Pre-lunch drinks, three course lunch with wine, coffee and petit fours, after party until early evening
- Your name, logo and organisation profile listed on the awards website as supporters of the awards programme
- The 'branding' of your table with your organisation's name and logo; and your own branded area within the welcome reception
- Photo opportunity with our guests of honour at the ceremony
- Acknowledgement of your support from the host during the awards ceremony
- Priority press pack with details on all finalists working within the spheres of particular interest to you
- Media release statement highlighting your organisation's support
- First renewal option 2026.

The Advancing Healthcare awards UK have associated events in Wales working closely the Welsh Government and in Northern Ireland with the Department of Health NI. If you would like us to devise a sponsorship package covering all three events, give us a call and we will put together a package that's right for you.

Contact ali@chamberdunn.co.uk

Special issue of *The Link* with details of all the winners, finalists and sponsors: £3,000

Chamberlain Dunn has always made a feature of our Winners' Guides, where we summarise the entries of the winners and runners-up in each category and include contact details. Now with our newsletter *The Link* we will publish a special issue with details of the winners. This takes the awards programme beyond the ceremony and provides a lasting record of the outstanding practice shown by the finalists. It is available to all guests and to a wider audience on-line.

The benefits package includes:

- Your logo on front page of *The Link*, highlighting your sponsorship
- Your advertisement (artwork supplied by you) on the back cover
- Your name, logo and organisation profile listed on the awards website as supporters of the awards programme
- Two places at the lunch
- Acknowledgement and thanks from host, on website and on social media
- First renewal option 2026.

These prices are exclusive of VAT.

NEW Advancing Healthcare Awards Partner

This is a new opportunity to bring on board those organisations who want to be associated with the Awards but who are not in a position (for various reasons) to provide sponsorship. It is limited to six organisations each year to enable us to work effectively in partnership with you to help us develop and grow the programme.

How it will work:

- We recognise you as a partner to help us develop the awards in a way that is appropriate for you
- You are invited to help promote the Awards

through your networks to encourage entries

- We will actively seek your advice on the awards programme, potential themes, hosts and sponsors
- We will invite you to take part in the judging, or suggest suitable judges
- On the awards website and marketing materials we will include your logo and brief description and thank you as a Partner.
- As a thank you we will offer you three places at the ceremony
- First renewal option 2026.

Meet the allied health professions

This a workforce of around 170,000 professionals working within the health and social care services the UK. They play a key part in the healthcare system, providing essential services across a broad spectrum of care from primary to specialist care.

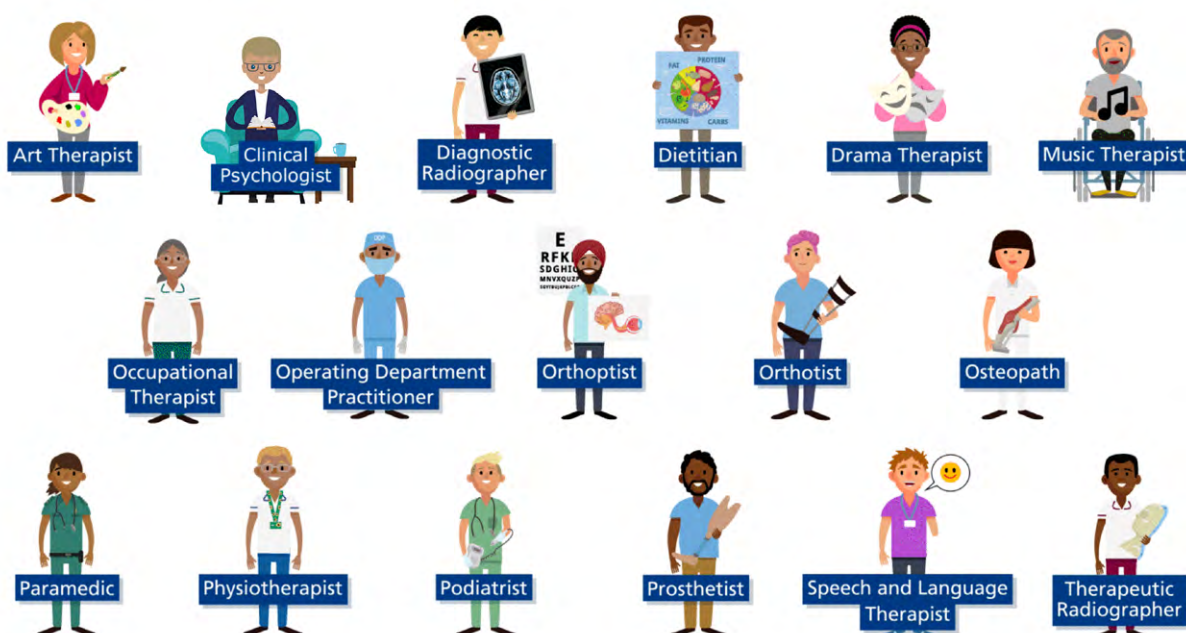
They work across various settings, including hospitals, local government, community clinics, schools, and private practices. They work collaboratively with doctors, nurses, other healthcare staff and social workers to deliver comprehensive care to patients.

The AHP workforce comprises:

- **Speech and Language Therapists** who help individuals with speech, language, communication, and swallowing difficulties
- **Occupational therapists** who help people of all ages to carry out activities they need or want to do, despite physical or mental health problems
- **Orthoptists** who diagnose and manage disorders of eye movement and coordination
- **Paramedics** who provide emergency medical care and advice, and transportation
- **Physiotherapists** who help patients restore movement and function when affected by injury, illness, or disability
- **Prosthetists and Orthotists** who provide care for people requiring prosthetic limbs or orthotic devices to

support weakened body parts

- **Art therapists** who use art to help patients deal with emotional, psychological, or physical issues
- **Drama therapists** who use drama and theatre methods to support personal development and mental health
- **Music therapists** who use music to help with people's emotional, cognitive, and social needs
- **Podiatrists** who diagnose and treat conditions of the feet and lower limbs
- **Dietitians** who provide advice on diet and nutrition to promote health and manage disease
- **Osteopaths** who use physical manipulation, stretching, and massage to treat musculoskeletal issues (England only)
- **Operating Department Practitioners** who help in the care of patients undergoing surgery (England only)
- **Therapeutic radiographers** who are part of the team to help people dealing with cancer, by designing treatment programmes and supporting patients (England, Scotland and Northern Ireland)
- **Diagnostic radiographers** who produce high-quality images to understand and diagnose conditions (England, Scotland and Northern Ireland)
- **Clinical psychologists** who work with individuals as well as teams and organisations to develop and support psychological practice. (Wales only)



Meet the healthcare scientists

Around 50,000 healthcare scientists work within the NHS and public health services in the UK. This group represents around 5% of the NHS workforce and 80% of all patient diagnoses and pathways involve healthcare scientists.

They play a vital role in the diagnosis, treatment and prevention of disease, and their expertise is critical to the functioning of the NHS and the broader healthcare system. To understand the huge range of specialties it is useful to see them in four broad categories:

1 Life Sciences

- **Biomedical Scientists** who analyse biological samples to diagnose diseases and monitor the effectiveness of treatments
- **Clinical Biochemists** who perform tests on bodily fluids to diagnose and manage diseases such as diabetes and hormonal disorders
- **Geneticists** who study genes and genetic variations to understand inherited conditions and develop treatments
- **Microbiologists** who investigate microorganisms to diagnose infectious diseases and monitor antibiotic resistance
- **Haematologists** who study blood and blood-related disorders, including anaemia and leukaemia
- **Immunologists** who focus on immune system disorders and develop immunotherapies.

2 Physical Sciences and Biomedical Engineering

- **Clinical Engineers** who develop and maintain medical equipment and technologies used in patient care
- **Medical Physicists** who apply physics principles to medicine, particularly in diagnostic imaging and radiation therapy
- **Clinical Measurement Scientists** who conduct tests and measurements on physiological functions, such as cardiac and respiratory systems.

3 Physiological Sciences

- **Cardiac Scientists** who perform diagnostic tests and treatments for heart conditions
- **Audiologists** who diagnose and treat hearing and balance disorders
- **Neurophysiologists** who study the nervous system to diagnose and treat neurological disorders
- **Respiratory Physiologists** who assess and treat patients with breathing and lung disorders
- **Sleep Physiologists** who diagnose and treat sleep-related conditions.

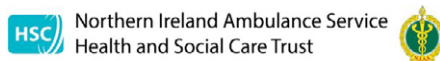
4 Clinical Bioinformatics

- **Bioinformaticians** who use computational tools to analyse biological data, particularly in genomics and personalised medicine
- **Health Informatics Specialists** who manage and analyse health information to improve healthcare delivery and outcomes.

These healthcare scientists work collaboratively with other healthcare professionals, contributing to patient care through advanced diagnostics, innovative treatments, and cutting-edge research.



Our sponsors and supporters include:



Join us as a sponsor or supporter

Our ambitious plans for the UK Awards in 2025 offer a far wider range of benefits to our sponsors and supporters. We will be expanding the number of awards with new themes that we are developing, but still offering the scope for sponsors to run with their own award topics. Sponsors have their own branded table at the awards lunch, involvement in the judging, the opportunity to include news in The Link, and of course, intensive social media activity during the promotional period and beyond.

Contact ali@chamberdunn.co.uk

Sign up



To sign up to receive The Link, go to

www.ahawards.co.uk/the-link/

Chamberlain Dunn
events

The Link is published 6 times a year by Chamberlain Dunn, the organisers of the Advancing Healthcare Awards.

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