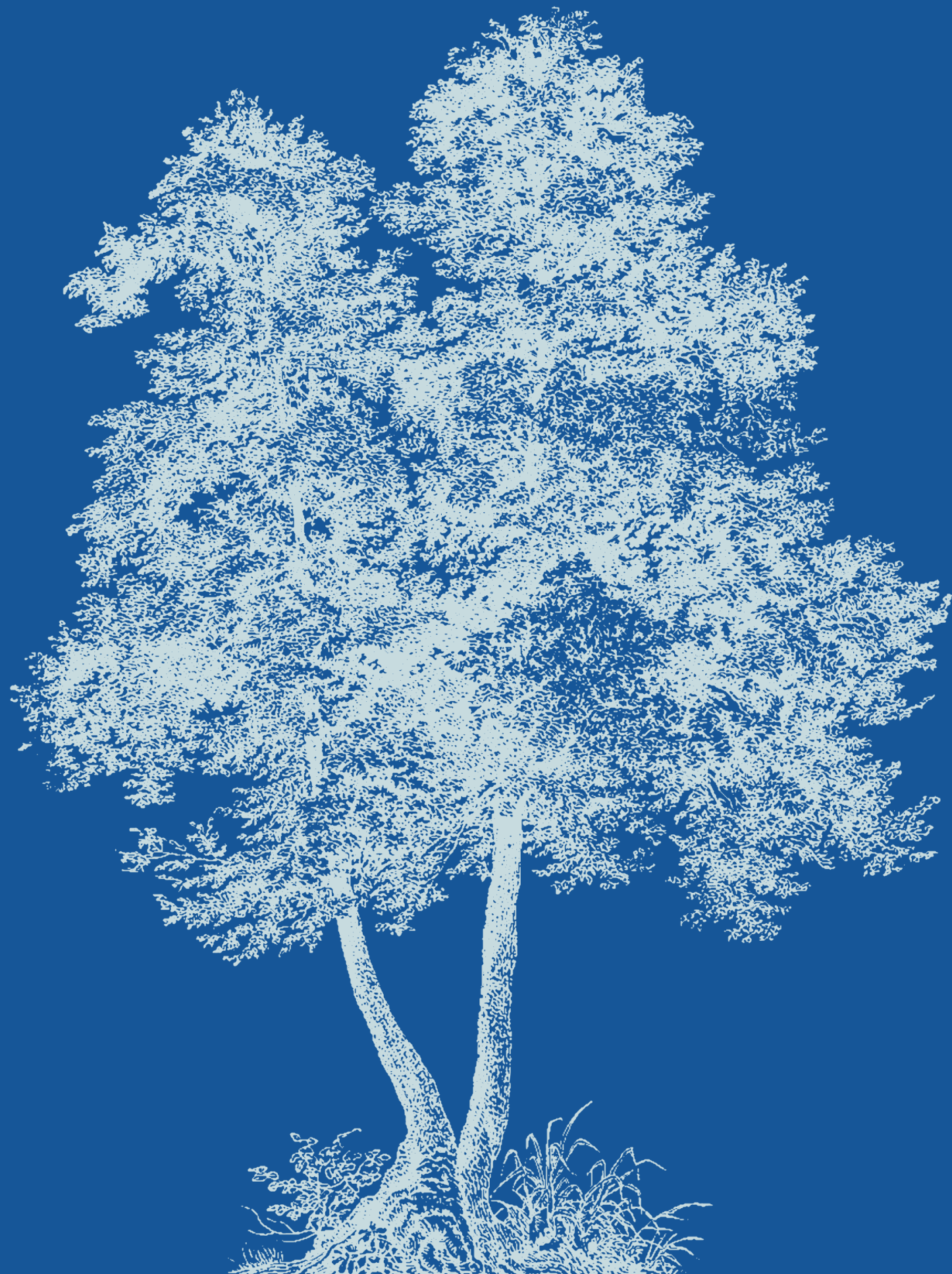


**ALDER**  
HEALTHCARE



**Crisis PR & Issues  
Management**



# ABOUT ALDER

An unexpected crisis can be a testing time for CEOs and senior management in healthcare. The communication demands are intense, and decision-making has to take place at high speed and under great scrutiny. Alder specialises in supporting clients at such times, with a combination of PR support, strategic counsel, and stakeholder management advice.

With many years' experience and working with the country's leading healthcare lawyers, we advise on how to handle a whole range of issues that can arise from a sudden incident, legal dispute or unexpected communications challenge.

**“You’ve provided great advice, you’re always responsive and have felt like an extension to our team – and genuinely a pleasure to work with, especially during some really challenging times”**

**Head of Communications at NHS trust**

## *Alder / 'ɔ:lde / noun*

*The alder tree has long been a symbol of protection, stability and restoration. Its wood was historically employed for the building of wharves and flood defences. Even after centuries under water, alder doesn't rot, but is instead strengthened by every breaking wave.*



# AREAS OF EXPERTISE

Given the highly sensitive nature of their work and the intense level of scrutiny from media and other stakeholders including the public at large, the communication and reputation management challenges faced by hospitals and healthcare organisations are unique.

Our consultants regularly advise clients across the state and private sectors, including NHS Trusts of all descriptions, care homes, providers of staff, and suppliers of health products. They support boards, executives, and in-house communications teams through complex regulatory processes and persistent media coverage.

We also provide intensive media training and hostile interview practice for senior management facing public scrutiny or breaking news items.

## Issues include:

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Employment tribunals

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Political scrutiny

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CQC and Niche inspections

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Victim-led campaigns

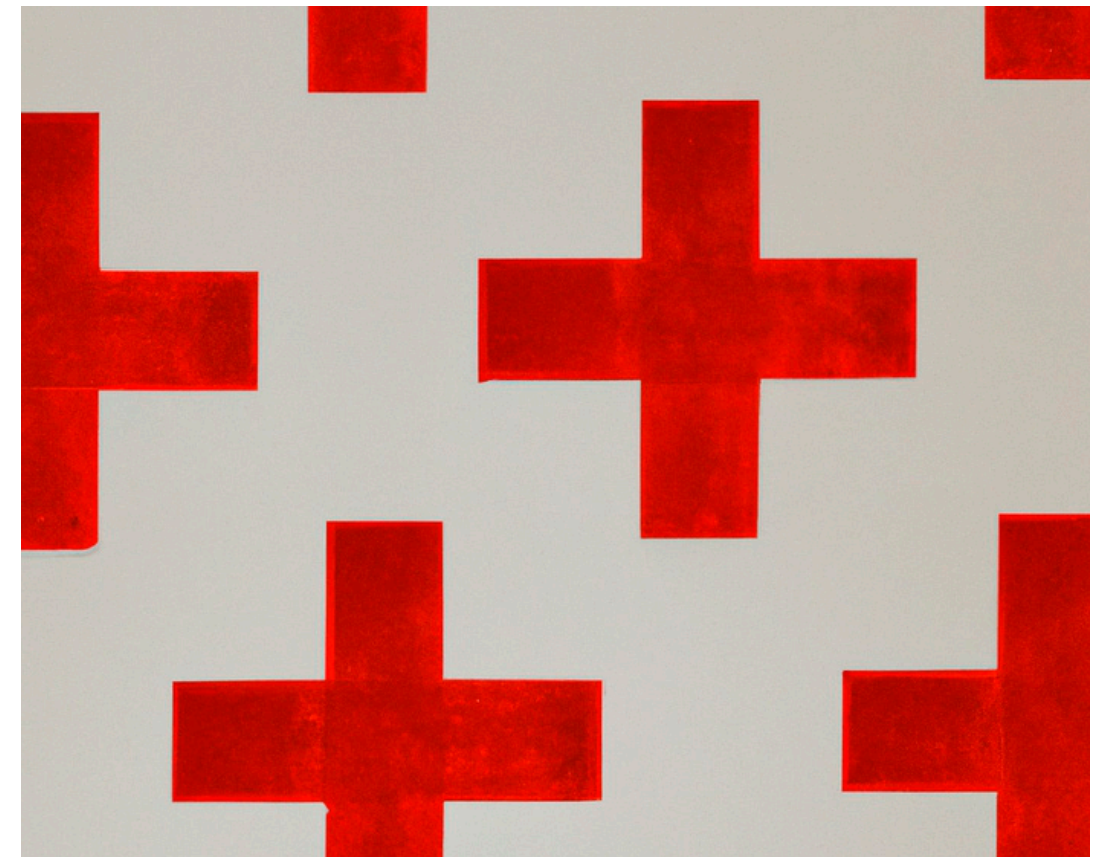
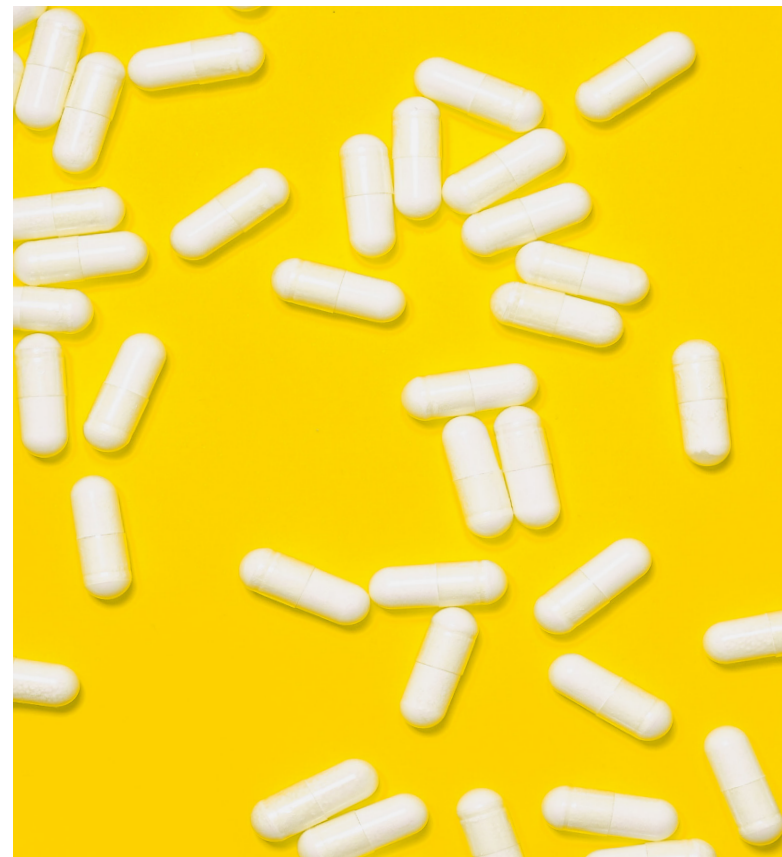
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Managing grieving families

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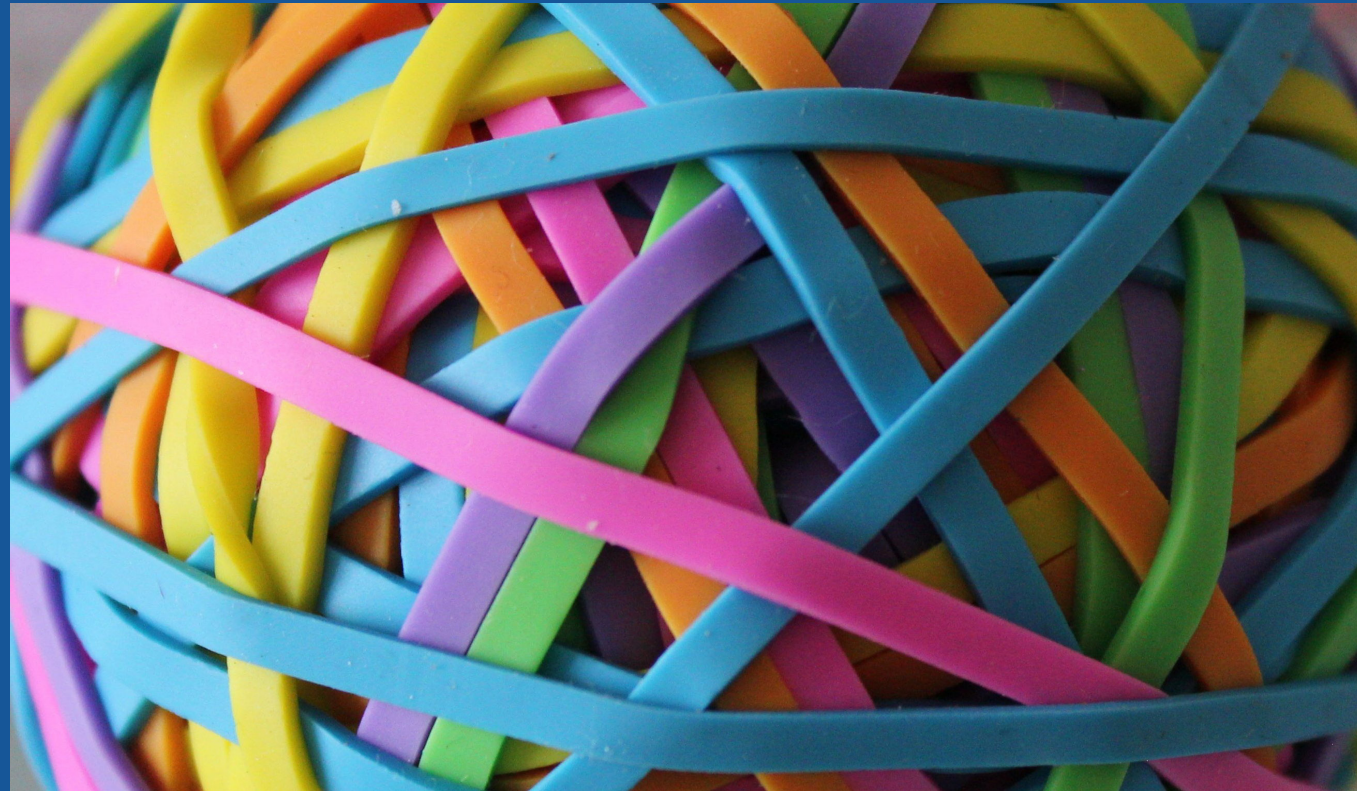
Internal and external stakeholder management

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# OUR SERVICES



## BEFORE A CRISIS: BUILDING RESILIENCE

### **Crisis communications manual**

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Planning ahead will help you cope with the significant demands that a crisis will place on you and your senior team.

### **Building empathy capital**

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Improving your reputation with the public and your stakeholders in advance of any crisis will help get you through even the most challenging scenario.

### **Hostile media training**

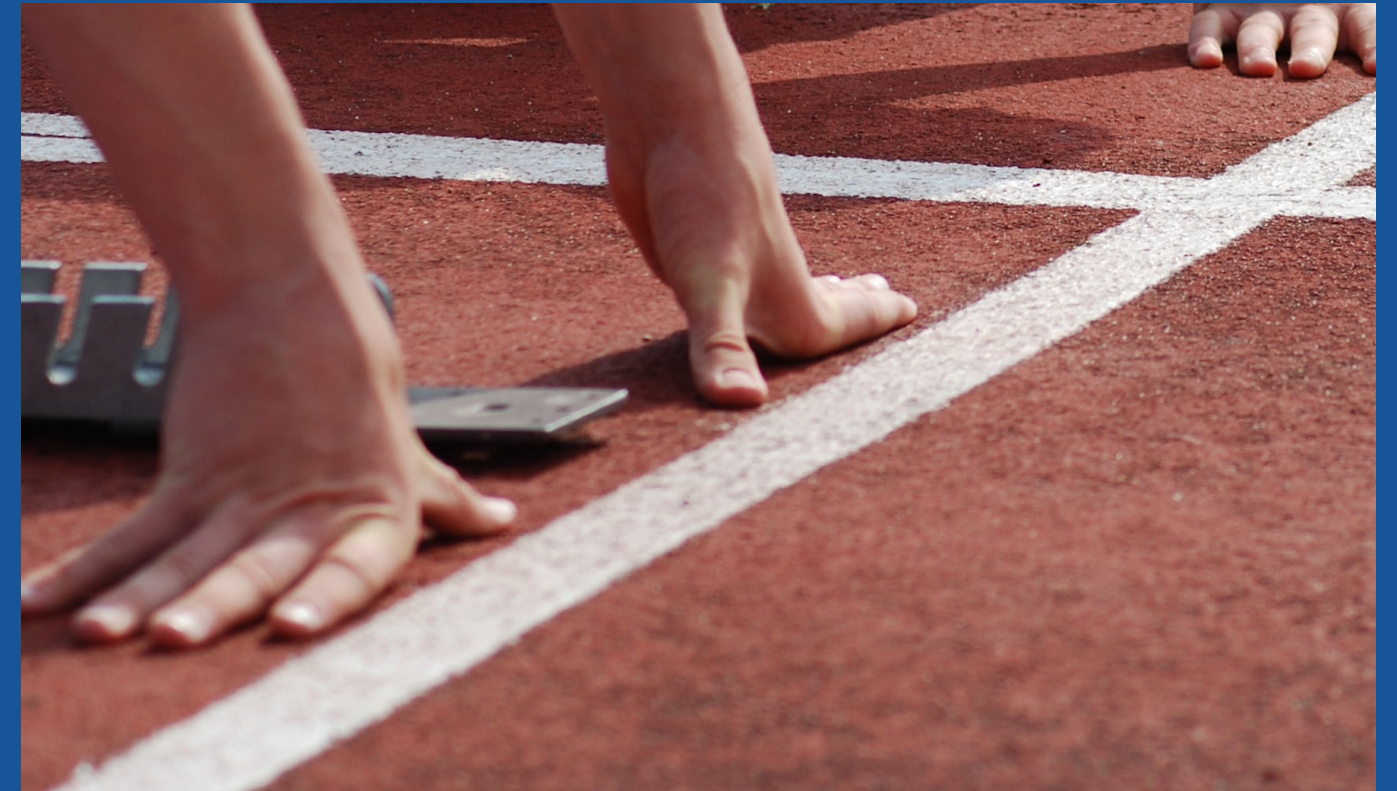
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It's one thing being a confident speaker; it's another performing under the pressure of responding to a negative story with a dogged reporter in front of a rolling camera.

### **Crisis simulations**

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Testing your crisis responses with a real-time simulation will help identify your core vulnerabilities.



## BEFORE A CRISIS: GETTING READY

### **Stakeholder management plan**

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Managing the diverse needs of your stakeholders is essential during any major issue.

### **Media strategy**

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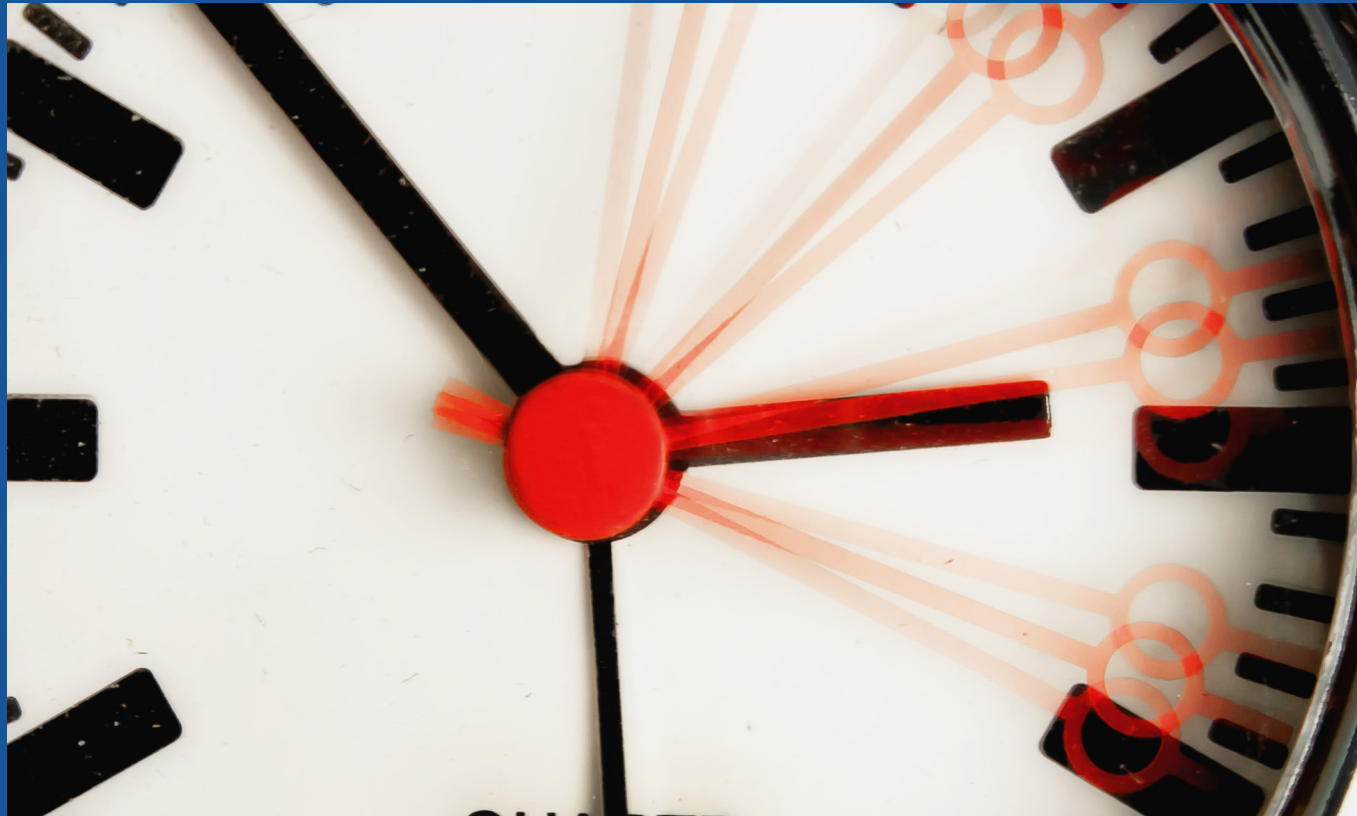
We will explain how journalists will approach a story and give you strategic advice on how to respond.

### **Online reputation review**

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Journalists will often begin their research by seeking out your online profiles. Ensuring information is accurate and up-to-date and monitoring complaints can be the difference between making headlines and avoiding mention entirely.





## DURING A CRISIS: RESPONSE

### Communications drafting

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We will bring consistency to your communications by drafting statements, Q&As, and lines to take.

### Outsourced press office

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We can set up rapid-response outsourced press office facilities to act as a firewall between you and the media during difficult times.

### Media monitoring

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Our software will help you keep on top of breaking stories, enabling you to take swift action if necessary.

### Social media support

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Increasingly, crises either start on or are sustained by social media activity, making your online profile and response strategy all the more important.



## AFTER A CRISIS: RECOVERY

### Recovery strategy

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Once the dust has settled, you will need to focus on rebuilding reputation. We give management and communications advice so that clients can tell positive stories again and embed lessons learned from a crisis or legal dispute.

### Online reputation repair

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A crisis can leave a lasting negative legacy if not addressed. Our digital reputation partners can get to work immediately to ensure your online profile is clear of negative stories.

### Training gaps

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Our experts will help you identify any gaps in learning that may have contributed to reputational damage, and ensure your team are better prepared for crisis events in future.



# REPUTATION SUPPORT

Our services include:

## CRISIS PR

Our team of experts will help you navigate any negative news story with a combination of PR advice, stakeholder management and strategic sounding board support. We work with the country's leading healthcare lawyers to ensure our client's communication strategy is aligned with legal advice at all times. This support is available either on an ad hoc or retained basis.

## PROACTIVE PR

Regular support will help build your health organisations profile, creating a strong online reputation and building 'empathy capital' which will attract the best talent and help the organisation weather any setback.



# TRAINING

Build your team's resilience to any reputational threat with our masterclasses and training covering all aspects of media engagement – from giving fluent interviews to dealing with unexpected visits to your home address.

## MEDIA MONITORING

Our intelligent software captures all references to your organisation, monitors changes to your reputation in real time and allows problematic issues to be nipped in the bud.

## CULTURE CHECK

Identify and resolve cultural problems before they turn into public relations disasters. Our team of specialist consultants will analyse a range of indicators to give CEOs and boards a thorough understanding of the organisation's health and degree of exposure to reputational risk.





# OUR TEAM



**TIM TOULMIN**  
Managing Director

Tim gives crisis PR advice to health organisations and NHS trusts on issues including inquests; employment disputes; regulatory failings and many other subjects that can give rise to publicity. He founded Alder in 2010 having previously been Director of the Press Complaints Commission.



**SUSAN SMITH**  
COO

Susan supports the client-facing team with back-office functionality so Alder consultants can be wholly focused on client issues. Having previously held senior management roles at global network agencies such as Ketchum & Weber Shandwick, her expertise lies in co-ordinating and managing high-functioning teams.



**STEVE DOUBLE**  
Strategic Partner

Steve has helped numerous clients manage complex reputation matters and hostile press. He has held senior roles at British Airways, Cable & Wireless and The Football Association. He has provided advice to HNWIs, multinational companies, NGOs, celebrities, law firms, emergency services, NHS trusts and medical professionals. As well as guiding clients through Newsnight and Sunday Times investigations, he has advised on industrial accidents, product recalls, employment issues, business disputes, and healthcare sector issues.



**CARRIE BIRMINGHAM**  
Crisis HR & Cultural Transformation

Carrie is Alder's specialist HR partner, helping organisations put their people at the heart of their crisis response and helping them unearth cultural hotspots that lead to reputational damage. Comfortable with challenging environments and handling crises, Carrie helps leaders develop so they can motivate others and engage with staff during difficult periods. She is an experienced and qualified HR Director, OD consultant, facilitator and coach.



**JACK MYERS**  
Senior Account Manager

Jack manages many of our healthcare accounts, supporting clients on a range of issues and ensuring they are prepared for any crisis event. He has advised on a range of reputational issues affecting NHS trusts and emergency services. Jack joined Alder following senior consultancy roles at a range of specialist communications firms.



**JOE MACINTYRE**  
Account Executive

Joe supports Alder with case management, business development and marketing strategy. Having read European Studies at Trinity College Dublin and worked at two of the top 100 QS ranked Universities in the world, Joe provides logistical and advisory support across emergency services and NHS accounts. Joe speaks Spanish and Italian.

# OUR PARTNERS

As the sole UK member of the Crisis Communications Network Europe, our clients in the health sector enjoy pan-European support for any international crisis event. We also have bilateral arrangements with individual crisis specialists in numerous other jurisdictions across the world.

We regularly collaborate with lawyers, insurers and public affairs consultants to deliver exceptional advice to their clients at times of uncertainty or change.

We pride ourselves on the strong, trusted relationships we've built with many long-standing clients over the years, who time and again return for peerless crisis advice and support.

“Thank you so much for everything you did for me – you saved my career.”

**Consultant at major teaching hospital**

“I really appreciated working with you. I was happy with the outcome. I was pleased with how you highlighted the positives. It was exactly what I was after”

**Founder of major care provider**

“I am grateful for all the support you have given me to prepare for this”

**CEO of NHS trust**

For a discreet, no obligation discussion about your needs please call us on 020 7692 5675 or email [enquiries@alder-uk.com](mailto:enquiries@alder-uk.com)