

NAMDET Website sponsorship 2015

1. Introduction

The National Association of Medical Device Educators and Trainers (NAMDET) was launched in 2012 and is now represented in all areas of the UK, with regional meetings and an annual conference held in November each year.

NAMDET aims to become the foremost, recognised organisation and registration body for the medical device trainers and educators in the UK. The role of medical device educator and trainer is a recent addition to the healthcare workforce and NAMDET is helping to raise the profile, credibility and respect that the profession deserves.

In addition, NAMDET has links with other established stakeholder groups, including MHRA, Department of Health, NICE and a wide range of manufacturers and suppliers with an interest in medical devices. Namdet has recently opened communication channels with industry colleagues to forge partnerships and help focus on common themes.

2. The Organisation and Structure

NAMDET is a registered 'not for profit' organisation established in 2012 and has a number of directors listed as the legal guardians of the business element of its work. Each region of the UK has a nominated secretary and chairperson, and these roles are open to all Namdet members from NHS, private and the voluntary sector.

3. New NAMDET Website 2015 (www.namdet.org)

The development of a website is key to the success of NAMDET and ensures links, materials and information interchange between our members. A professional website development company has been approached to help design and plan a new site with annual hosting services and ongoing support guaranteed. European guidelines exist relating to website design and content and this has also been assured.



There is now clear branding throughout, improved format and access to pages and member's forums. NAMDET have redesigned, and now fully own the new website, and membership, content and use of the site this is expected to grow exponentially from 2015.

3.1 Website Content

The website has unlimited 'pages' with 6 displayed with top row access. These pages will change from time to time and allow users to experience new subject fields as discussion threads between members grow. Links to training materials, competency training documents, videos and meeting information is also available.

Current top row pages include;

a) Home page

- With access to all pages and links
- NAMDET's 5 key objectives
- 6 current events & news items (with links to all previous news/items)
- 5 website sponsor these remain visible in all webpage links

b) About us

- History of NAMDET and current board members

c) Useful links

- Links to other groups, training providers and key stakeholders

d) Forums

- Discussion and chats with members (some member-only forums)

e) Regions

- Regional news items and links to regional news pages, meetings and contacts
- Regional and local group coordinator details

f) Publications

- Articles of interest
- NHS publications
- MHRA key documents
- Research papers and presentations
- Training related articles, Regulatory, Risk and Governance updates

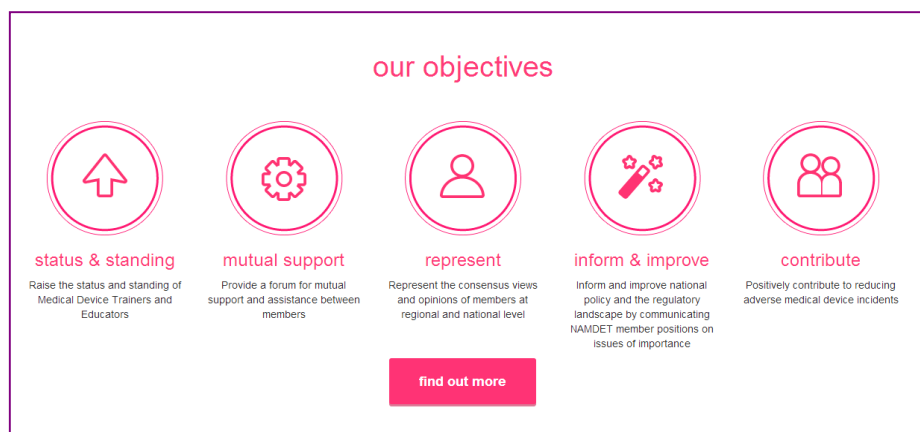
The website also has a 'News and Events Page' with 6 latest messages shown on the home page. For each new item uploaded, including new pages, news and articles each signed up member receives an automatic email notification.

3.2 NAMDET New Website 2015

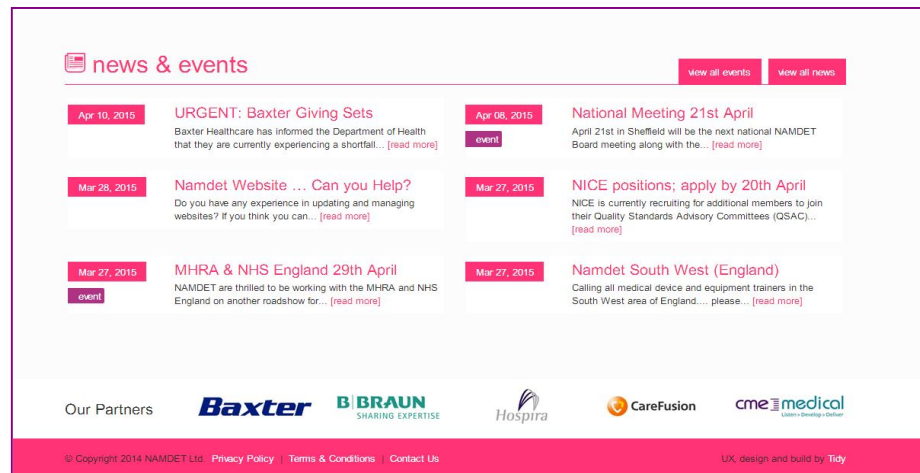
Landing page;



Objectives page:



News page:

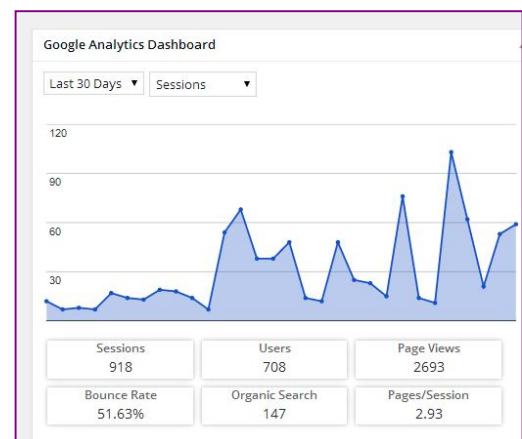


3.3 Customer Services

Service Fees are for the purpose of funding, supporting and developing the organisation, management and administration of NAMDET. A maximum of five (5) website sponsorships will be available. This ensures brand presence on all pages and limits advert overload. This will help ensure a positive user experience.

3.4 Who uses the website?

The website is free to access and join for members and a number of key staff from across the UK are already signed up. This included members of NHS training departments, MHRA, private sector and those employed directly to teach and train healthcare staff. The new website is set up with analytical software and we are now able to access details of users and demographics so we can feedback to sponsors in greater detail. The latest analysis shows over 2,693 page views in the past 30 days, and this is growing as more members join on a daily basis.



3.5 Administration of the website

Website administrators have been appointed to oversee content, upload and amend design layout and manage forum discussion threads. Regional chairs are responsible for managing the day-to-day activities, uploading regional news items and informing local members of events, new items and issues of importance in their respective areas.

A national review group has been established to review all training documents so that the NAMDET website becomes the repository of training materials, medical device competencies, literature and resources for all members across the UK and eventually Europe.

3.6 Website sponsorship

Services include:

- Web presence via adverts, logos, information adverts
- Access to NAMDET representatives at Medical Device Training Events
- Press Releases e.g. New product alerts
- First call on exhibitor spaces at NAMDET annual conferences

Website Package

- Company logo on website landing page (footer) and all subsequent pages
- Company logo on annual conference posters
- Company logo on NAMDET marketing material (e.g. events posters)
- Full page advert in annual conference programme
- Monthly website news items (training events ONLY)
- 3 Product alerts per annum
- Advance booking notification for NAMDET annual conference

How much does it cost to sponsor the website?

Details	Limited to 5 sponsors ONLY: Annual Fee
Website Sponsor : Full Package	£950 per annum

For further details and an opportunity to sponsor the NAMDET website please contact;

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