

hospital gift™

the ultimate loyalty card for you
and your customers



...use the power of gift

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everyone can be

The ultimate loyalty card for you and your customers

This is a gifted opportunity for your business 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. The benefits to every business who sign up to this new revolutionary, but simple scheme, will be massive.

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

Awareness is everything, and with 'Gift' you can be sure that you would be joining a national scheme that will be cost effective for your business and 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 cost effective for your business, plus it carries a real positive community image. This is your opportunity 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, and every doctors' surgery across the country, where potential consumers can be informed on the scheme and 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. In an age where consumers are constantly asked for details, this approach will appeal to many.

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 and shown on the receipt at the end of the transaction.

Consumers will be able to go online and track the amount given to their NHS Hospital Trust on the dedicated

website, check the businesses involved, link to their sites, find out where to collect their 'Hospital Gift Card' and view special offers.

The Business: At the end of each calendar month each business will send the financial information and payment through to 'Gifting Solutions' where the financial report will be audited and distributed to all of the NHS Hospital Trusts, ensuring that the money will be used to benefit NHS patients.

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

There are real tax benefits to every business donating to this scheme.



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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 every NHS Hospital Trust. Essentially the concept will have massive exposure through 'Patientline' - the patients bedside communication service which is already in place to accommodate the 'Hospital Gift' 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.

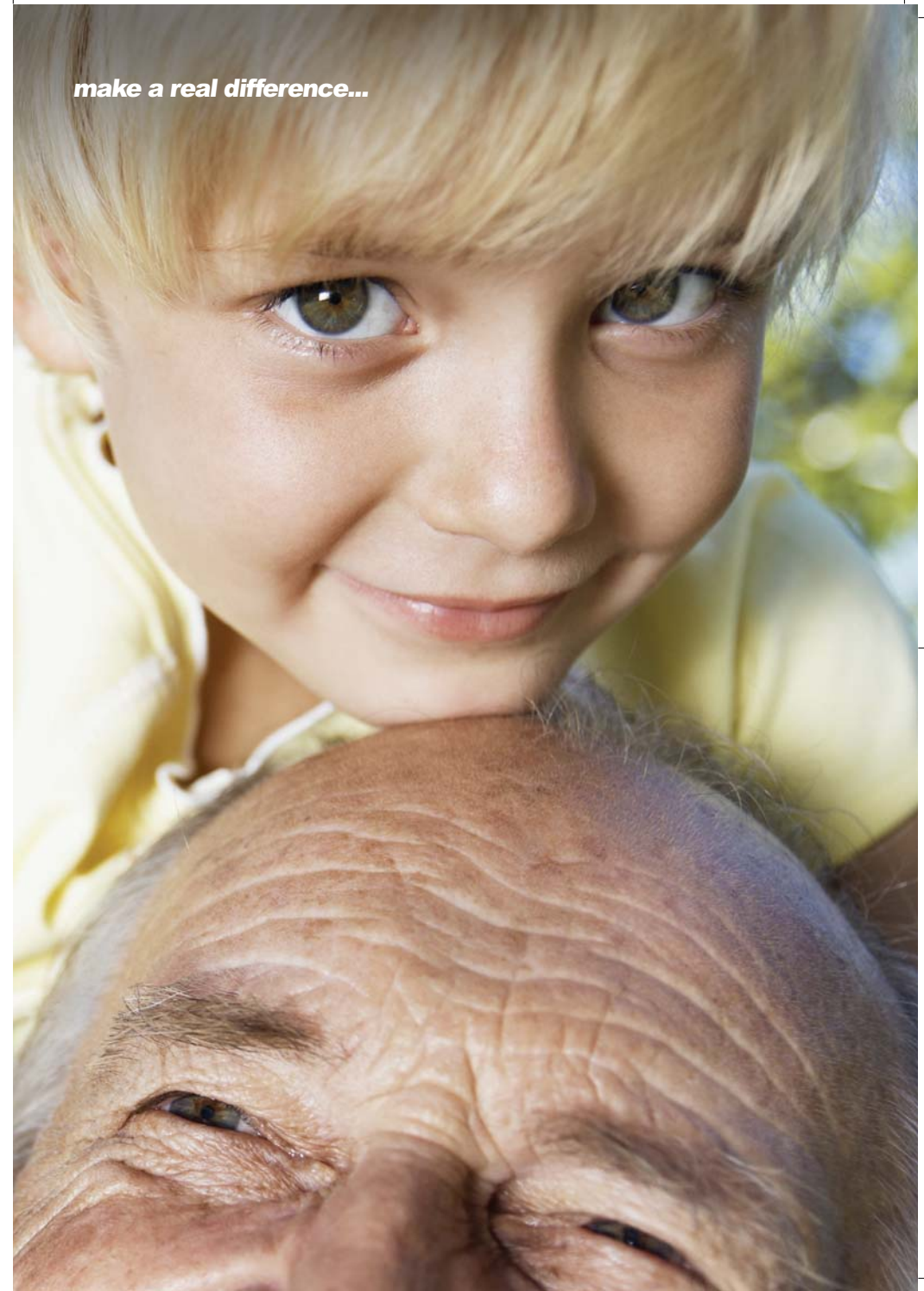
Every hospital nationwide has its own unique bar code and the money generated by using this card goes directly to the hospital to which their card code relates. Simple and easy to use, the donation is identified by swiping or scanning the card through the appropriate machine with no cost to the patient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

The 'Hospital Gift Card' 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 resulting favourable press and donations.

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 business 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 your business.

'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, you have over 16 million 'Hospital Gift Card' holders making this scheme potentially the biggest in the world.

Your company 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 to ensure maximum coverage.

Low administration and running costs - a real benefit

'Gifting Solutions' will take the headache away from your company by maintaining administration and distribution of funds, issuing the cards and taking care of all marketing strategy, leaving your company to promote a positive corporate image to the community.

The 'Hospital Gift Card' provides a gateway for business expansion into markets previously unavailable, offering a realistic increase in business revenue and potential re-gain in market share. Companies involved will not only gain from effective tax benefits in relation to charitable donations but will retain a level of exclusivity for a minimum two year period.

So with a low annual cost in relation to a very high return, the incentive is there for everyone. No confusion, no points to collect, your company really will benefit as much as the patients you are helping.



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make a difference

The ultimate gift is life

In summary, this is an opportunity your business 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 your business:

- Promotes a positive image of your business to consumers and the community
- Realistic increase in business revenue
- Level of exclusivity
- Low annual cost in relation to return
- 'Hospital Gift Card' has minimal administration through use of existing platforms
- Tax benefits for your business on donation
- On-going captive audience
- Will create positive brand awareness, publicity and PR



This concept has been well received and supported across the country, including Hospital Trusts across the UK. Various local authorities, hospitals and the sample of companies approached have shown an interest.

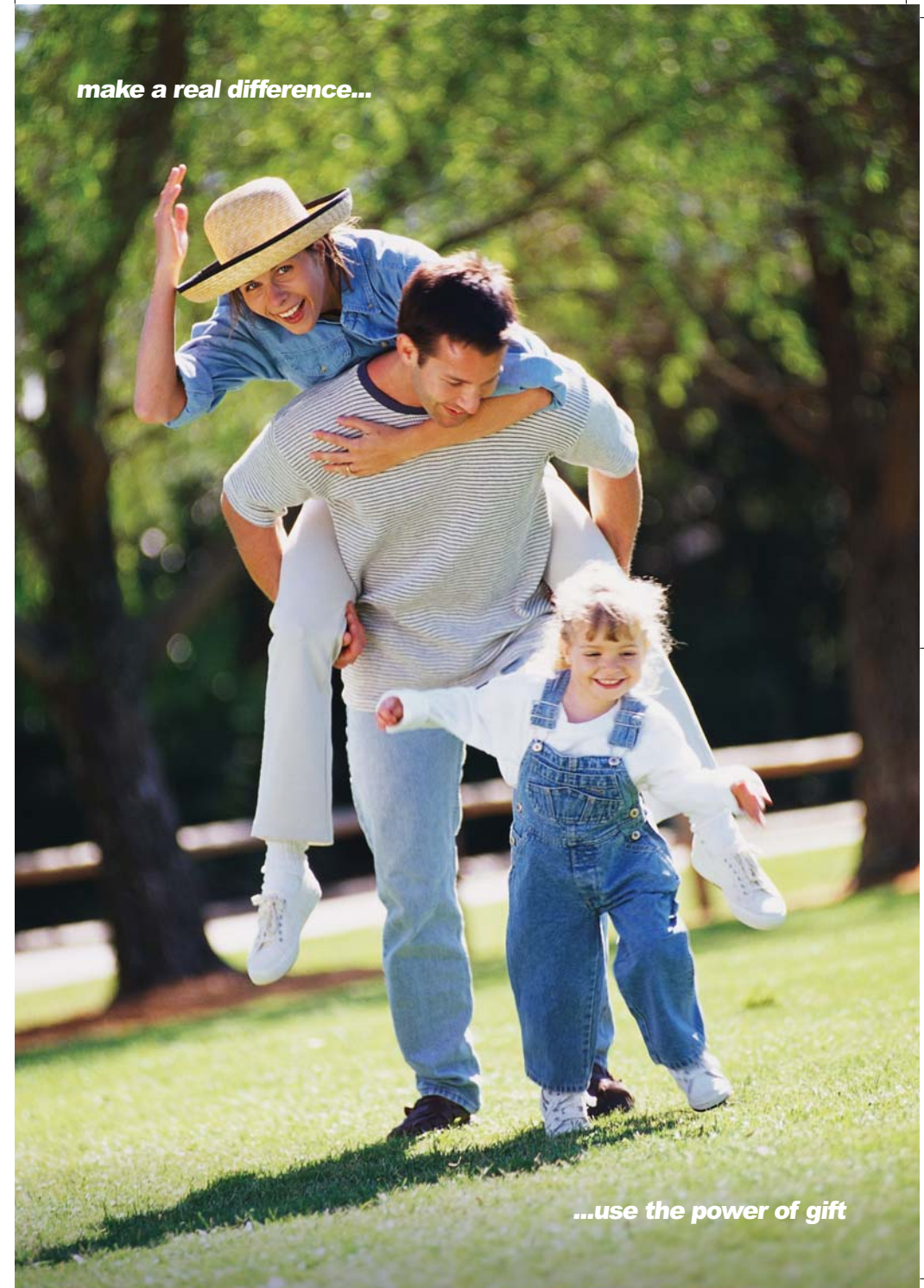
Within reach, we have a new process to raise millions of pounds for all our hospitals. The foundations of this concept are already in place. The 'Hospital Gift Card' is set for launch later this year.

Remember, this scheme has low administration costs, is easy to run, easy to promote, and will have a profound and positive public profile for all involved. This is a scheme destined for great 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