



EXE EAR CARE

07533 126317
info@exearcare.com
exearcare.com

POLICY TITLE – Marketing
POLICY NUMBER – 011

Date authored – 23/09/2024

Next review – 22/09/2025

REFERENCE

- A.
- B.
- C.

PURPOSE

1. The purpose of this Marketing Policy is to ensure that all marketing activities conducted by Exe Ear Care are ethical, transparent, and compliant with UK healthcare industry regulations. As a provider of ear care services, delivered at clients' homes and care homes, our marketing efforts will aim to raise awareness of our services while maintaining the highest standards of professional conduct.

SCOPE

2. This policy applies to all employees, contractors, and third-party agencies involved in the marketing, promotion, and advertising of Exe Ear Care services.

COMPLIANCE WITH THE REGULATIONS

3. Exe Ear Care adheres to all relevant healthcare and advertising regulations in the UK, including but not limited to:
 - a. The General Medical Council (GMC) Guidelines on Marketing
 - b. The Advertising Standards Authority (ASA) Code of Practice
 - c. Data Protection Regulations (GDPR)
 - d. Care Quality Commission (CQC) Guidelines
4. All marketing materials and activities must comply with these standards to ensure transparency and protect the rights of our clients.

MARKETING STANDARDS AND ETHICS

5. Accuracy and Honesty: All information presented in marketing materials, whether digital, print, or verbal, must be accurate, clear, and not misleading. Claims about the benefits of our ear care services must be substantiated by evidence.
6. Avoidance of Pressure Selling: Exe Ear Care will never engage in high-pressure sales tactics. Clients should feel comfortable and fully informed before choosing to access our services.
7. Respect for Privacy: All client information obtained through marketing activities will be handled in compliance with GDPR, ensuring the privacy and confidentiality of all personal data.
8. Inclusive Communication: Marketing messages will be inclusive, respecting diversity and ensuring that all individuals, regardless of age, gender, ethnicity, or disability, feel represented and welcomed by our services.

TARGET AUDIENCE

9. Our primary audience includes:
 - a. Individuals experiencing ear care issues or requiring regular ear health monitoring, typically within their own homes.
 - b. Care homes looking to provide regular ear care for their residents.
 - c. Healthcare professionals who may recommend our services to their patients.

CHANNELS OF MARKETING

10. Marketing strategies will include the following:
 - a. Website: Exe Ear Care will maintain a professional, user-friendly website with detailed service offerings, client testimonials, and healthcare articles.
 - b. Social Media: Ethical use of platforms like Facebook to share educational content, promote services, and engage with our community in an informative and respectful manner.

- c. Email Marketing: Email campaigns, subject to GDPR compliance, will be used to inform clients of promotions, new services, and healthcare tips. All recipients must opt-in to receive communications.
- d. Printed Materials: Leaflets, brochures, and posters will be distributed in care homes, GP surgeries, and pharmacies, ensuring content is easy to read and accessible.
- e. Referrals: We will encourage partnerships with GPs, care home managers, and other healthcare providers for patient referrals, ensuring all referral processes are compliant with medical ethics.

CLIENT ENGAGEMENT AND FEEDBACK

11. Exe Ear Care values client feedback and aims to create an open dialogue with our clients and their families. Surveys and feedback forms will be provided to evaluate client satisfaction, which will be used to improve both our services and marketing strategies.

MONITORING AND CONTINUOUS IMPROVEMENT

12. The Marketing Manager is responsible for ensuring this policy is followed. All marketing campaigns will be reviewed regularly to assess compliance with industry standards and effectiveness. Any complaints or concerns related to marketing practices will be addressed promptly, and adjustments to this policy will be made where necessary.

CONCLUSION

13. This Marketing Policy ensures that Exe Ear Care conducts all promotional activities in a manner that reflects the professionalism, ethics, and values of our company. We are committed to providing the highest level of service while ensuring that our marketing is clear, respectful, and beneficial to our clients.

AUTHORITY

14. This policy was written today the *23rd September 2024* and is enacted with immediate effect. All directors and employees of Exe Ear Care are to follow the guidance and direction within.



R. J. Toon
CEO.