

# Editorial Guidelines

## Content Guidelines

Your editorial plays an important part in raising awareness of issues affecting your area of business. It complements your advert by offering additional, in-depth coverage of the issues of the day.

It should take the form of an opinion piece discussing a particular trend in your industry, a discussion of a difficult challenge, policy, or wider debate, or take the form of a case study that tells an interesting story about your company. An example of good editorial can be found on page 2 of this document.

It should not be a simple company profile, or a list of attributes of a particular product or service. This is the least effective way of using editorial for your company, and of least interest to our readers.

## Quality standards and house style

Cognitive Publishing retains the right to reject editorial that does not meet our standards, and to edit copy to ensure it meets our house style on grammar, punctuation, spelling, use of capital letters, and so on.

## Format and style

All editorial must be provided in Microsoft Word (doc) or Rich Text (RTF) format and should include the following:

1) A **short headline** (this should not include the company name).

2) An explanatory sentence (known as a strapline or standfirst) above the piece, summarising the article, which must include the **author name** and the **company name**.

3) Some **contact details** to be included in a 'For More Information' box at the end of your contribution – up to one phone number, one email address, and one website.

Please see the example editorial on page 2 of this document for guidance on our format and style.

## Images

We will also need at least one and ideally a selection of high-resolution images to choose from to accompany the editorial: if none are available, we will use relevant and appropriate 'stock' images from our own photo library if any are needed to fill the page. Please note; we do not accept logos.

These images should be sent as separate email attachments or on a CD, not embedded in a document – this damages the quality of the image too much and as such, they will not be used.

Images must be high resolution (minimum 300dpi) and supplied as a jpeg or tiff file.

Please note that submission of

images does not guarantee that they will be used as it depends on the space available – any special requests relating to the priority we should give photos should be made at the time of submission.

## Copy length, deadline, and requests for editorial proofs

Copy length should be approximately the number of words you have been permitted. Copy which is longer than the number of words you have been permitted may be edited.

Failure to submit editorial copy before the copy deadline may result in your allocation being forfeited, at the editorial team's discretion.

Due to time constraints during our design and production process, it is not possible to supply advertisers with edited copy before publication.

Any special requests relating to editorial copy should be submitted in writing to the editor for consideration at the time of submission, otherwise please refer to clause fifteen of our terms of acceptance.

**Editorial submitted by advertisers to any of Cognitive Publishing's titles which does not conform to the above guidelines may be changed or rejected at the editorial team's discretion.**

All enquiries about editorial and these guidelines should be marked for the attention of **Adam Hewitt**, Editor, at:

(All correspondence should include name of publication, issue for inclusion and contact details)

### rail technology magazine

editorial@railtechnologymagazine.com

### public sector executive

editorial@publicsectorexecutive.com or

### national health executive

editorial@nationalhealthexecutive.com

## Send any CD's to:

**Cognitive Publishing**  
Magazines That Mean Business  
86 Deansgate  
Manchester  
M3 2ER

Tel: + 44 (0)161 833 6320

Fax: + 44 (0)161 832 0571

Email: [info@cognitivepublishing.com](mailto:info@cognitivepublishing.com)

Web: [www.cognitivepublishing.com](http://www.cognitivepublishing.com)

# The rostered approach to reducing costs

**Paul Scandrett**, Director of Healthcare at Allocate Software, explores issues with over-staffing and under-staffing shifts and ways to avoid this.

With the NHS under pressure to generate efficiency savings of £15-£20bn, the organisation now has to be accountable for every last inch of its budget. We must also take into consideration the pressures the NHS is under to improve the quality of patient care, meet clinical governance requirements and improve the working lives of staff. The quality of care relates directly to the workforce and, seeing as around 70% of NHS expenditure relates to its personnel, it's clear that effective and efficient management of the workforce has never been more imperative.

Yet, much of the workforce is still managed through frustrating and inefficient paper-based methods, or by running numerous excel spreadsheets; 50% of NHS trusts don't have an electronic rostering solution in place to properly monitor staff. This means that many shifts can be significantly over- or under-staffed and there's little accountability for where the issues lie. Bank and agency staff are having to be called in to make up for under-staffed shifts at an additional cost that could be avoided if there were measures in place to ensure that all shifts are properly manned.

If the NHS is to meet the £20bn savings target by 2014, then these inefficiencies can by no means continue. For this reason, the deployment of electronic systems within Trusts needs to be encouraged. After all, the NHS could save millions each year by improving its approach to staffing.

This is where e-Rostering can make a big difference. In fact, Trusts who have deployed e-Rostering solutions have achieved significant financial savings while protecting services, and are also able to ensure that the workforce is operating safely, with wasteful processes streamlined and staff morale given a significant boost.

The e-Rostering approach has been proven – with a number of Trusts already delivering significant financial savings. County Durham and Darlington NHS Foundation Trust for example has been using Allocate Software's e-Rostering system, Health Roster, to manage its core nursing staff and have saved over £750,000 on nursing



costs in one financial year. Following implementation, managers have been able to make more informed decisions on staffing requirements.

In addition, at North Tees and Hartlepool NHS Foundation Trust, the team removed agency and significantly reduced bank use, which has enabled them to achieve considerable savings on their nursing agency and overtime spend alone. This is directly attributed to the improvements made across the nurse workforce process from better demand and establishment control through to scheduling and approvals.

Allocate's solution is also proven to improve the working lives of staff by removing timely back office processes. Leeds Teaching Hospitals NHS Trust used it to significantly

save time by streamlining processes and reducing the administrative burden involved in producing and maintaining their rosters, which in some cases used to take up to a whole week to pull together manually.

The NHS is being called upon to be less wasteful, and there are proven solutions to help Trusts reduce unnecessary staffing costs. With the Government having set such a high target of savings, Trusts need to embrace technology. By optimising the use of establishment staff, an e-Rostering solution can both cut back on costs and ensure the right skill mix required to provide the required level of care is always on the wards at all times.

**FOR MORE INFORMATION**  
Visit [www.allocatesoftware.com](http://www.allocatesoftware.com)