

Press Release

Silverbear Launches Community Involvement Solution for NHS Trusts

9th November 2009, Guildford, Surrey: Silverbear is proud to announce the launch of Community Involvement Solution (CIS), a new healthcare software application. Silverbear's Community Involvement Solution is a sophisticated software tool used within the NHS, for PCTs and meeting World Class Commissioning competencies and for aspiring and existing NHS foundation Trusts to manage their membership engagement strategy.

Employed within the NHS nationwide, the Community Involvement Solution utilises the power of Microsoft Dynamics CRM to help trusts manage member relationships, communications, campaigns and member feedback.

Kate Oxton, Marketing Manager for Silverbear, explains the significance of the solution to trusts: "The NHS Plan set out in 2002 and the subsequent Wanless report, envisages a patient-centred NHS in which people both as patients and as citizens are actively engaged in their own health and well being; helping to shape the quality and structure of health services through public participation and choice. In order to achieve this, NHS trusts must be able to engage with their community and members – encouraging active participation through the use of modern technology."

The commitment to a patient-led NHS necessitates more and superior involvement with patients and the public in order to improve services. To ensure that they are patient-centred, NHS trusts must be more accountable to the public; Patient and Public Involvement (PPI) should be at the heart of all trusts. Using the Silverbear Community Involvement Solution, NHS trusts can manage the communication, feedback and engagement with their members. The solution enables trusts to obtain information, provide a forum for debate and facilitate patient and public participation.

Silverbear is a Microsoft Gold Partner and has a long and extensive relationship with the software giant. The Community Involvement Solution seamlessly integrates with the Microsoft Office Suite, offering the familiarity and ease of use that users will welcome. It utilises the power of Microsoft Dynamics CRM, whilst harnessing the existing Enterprise Wide Agreement (EWA) currently in place between the NHS and Microsoft.

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About Silverbear

The Community Involvement Solution for NHS is part of the portfolio of solutions from [Silverbear Ltd](#). The Community Involvement Solution assists NHS organisations to attain, retain and maintain their membership engagement strategy, ensuring they meet the requirements set out by the Care Quality Commission (CQC) and WCC assurance.

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