

HFC FM KNOWLEDGE EXCHANGE | Q&A

Q: Tell me more about HFC

[Click here](#) for more information about how HFC was founded by the NHS in the 1990s and has worked ever since with Estates and Facilities Management professionals to provide knowledge and support services to enable them to get the most out of their estate and keep up with emerging trends and requirements.

Q: What is the HFC FM Knowledge Exchange? What is on the website?

The FM Knowledge Exchange (FMKx) is a secure online community of Estates and Facilities Management (EFM) professionals of all disciplines. **It aims to increase efficiency and quality by encouraging** those involved in delivering EFM to share knowledge, ideas and their experience, including connecting those running EFM services with suppliers of relevant goods and services, and updates on innovations.

Free membership is available to everyone working in Estates and Facilities Management – so that includes the whole NHS as well as private healthcare providers. Suppliers take part through a great value subscription offer.

A key element of the FMKx is the Supplier Directory, which enables healthcare EFM professionals to quickly find a supplier to work with. In addition, we will be using a range of channels to engage with healthcare EFM professionals throughout the year, including through newsletters, updates and social media. To encourage healthcare EFM professionals to use the site, we are also including a feature that enables them to ask and answer questions about best practice solutions, as well as an events diary, which we will use to highlight which suppliers will be at various key healthcare events.

The website is fully operational and available for sign up and use immediately, whilst we put the finishing touches to it before its formal launch in April 2018.

To maximise your exposure to our community of healthcare EFM professionals, sign up now to activate your subscription early, complete your supplier profile and ensure your company is listed in the Supplier Directory ready to go from our formal launch in April 2018. Your profile will be live as soon as possible after you have submitted all the information required – you could be amongst the first companies in your specialist area to have a presence on the FMKx Supplier Directory and to be publicised through our various communications channels.

**Q: How will it help me promote my services to the E&FM Community?
What access will I get to the community? What do I get for my money?**

We offer a comprehensive package of methods for you to promote your company's products and services to our community of Estates and Facilities Management professionals throughout the 12 months of your subscription to the FM Knowledge Exchange.

Subscribers benefit from a range of on-going opportunities

- The ability to provide us with product, company and event information as it becomes available for us in our regular newsletters
- Sending us case studies relating to healthcare EFM projects for publishing in the 'Success Stories' section of the FMKx website
- An overview of your company included in our regular newsletter annually
- Possible sponsorship opportunities

In addition, Subscribing suppliers have an entry in the Supplier Directory and can provide information such as innovations, case studies and product launches for newsletters and updates.

The Supplier Directory is a subscription service for companies providing goods or services to the healthcare sector. HFC does not endorse, verify or vet any of the companies listed on the 'Source' section of the FM Knowledge Exchange website. However, we endeavour to provide our NHS Members with as much information as possible to enable them to decide whether a supplier meets their requirements.

The subscription package includes:

- Inclusion in the 'Source' (Supplier Directory) section of the FMKx website. Your full company and product profiles, contact information, specialist work areas, accreditations/awards held and procurement frameworks you are part of will all be included and cross-referenced with any companies you partner with. All of this is searchable by keyword, location or product/service group. We'll also check every 6 months with your nominated point of contact that your profile information is still correct.
- A series of buttons that will allow FMKx Members to quickly and easily contact you by e-mail and request a call back, brochure or to arrange an appointment.
- Your company will be included in the 'Network' (Events Diary) section of the website both for your own events and for your attendance at relevant conferences or events organised by others.

- Opportunities to contribute short news stories such as product launches, conference dates, event attendance, roadshows, general company updates to our regular newsletters.
- Occasional case studies in fortnightly newsletters and in the FMKx 'Success Stories' section (2 per annum).
- Monthly company showcase offering FMKx Members an overview of your company (each company to appear once per annum).
- All content relevant to the company held on the FMKx website to be linked back to your company profile as a central point of reference.
- All website activity will be supported by regular updates via Twitter, LinkedIn and Instagram.
- Option to offer and promote permanent or short-term time-limited special offers or discounts (preferably exclusively) to FMKx Members – for instance through the use of unique discount codes
- Potential opportunities to attend and speak at relevant targeted meetings, events and conferences.
- Potential access to meeting, event and conference sponsorship opportunities (extra cost).
- Option to place banner ads, tiles or similar online advertising in a Member incentivised area of the FMKx website (extra cost).
- Provides a conduit for new product and service launches

In addition to including suppliers in the Supplier Directory, we intend to include case studies, company profiles, product/company updates and event attendance in the regular newsletters. Suppliers are also welcome to put forward success stories ([click here to view \(currently publicly available\)](#) or [click here to submit a story \(currently Members only\)](#)) for inclusion in the newsletters.

The guiding principle is 'the more information you provide to us, the more exposure your company is likely to receive'.

Example

Your company is attending the Innovative Estates Conference in November and you plan to launch a new product at the show. The FMKx can help you publicise your attendance at the show and the launch of your product in the following ways:

- We will include the event in our 'Events Diary' specifically noting your company's attendance and the launch of your product at the event.
- We will add the new product to your company profile page and link it to any product information, specification, special offers, upgrades,

discounts or other promotions you may be offering as part of the product launch.

- All references to your company, the product launch or the product itself will be linked back to your company profile in the 'Supplier Directory'.
- The Conference will be listed in our newsletter with your attendance and product launch noted.
- We will include a news item in our newsletter outlining details of the new product, launch events, special promotions and other details in the newsletter closest to the product launch date.

Options at additional cost:

- We can optionally include a special promotional discount exclusively available to FMKx Members using a promotional code available via the secure areas of our website only accessible to E&FM professionals in healthcare.
- We can optionally offer promotional banner ads in certain sections of the FMKx website to further expose your product to your target market at key times around its launch.

Q: How does the Supplier Directory work?

FMKx Members can access the Supplier Directory via the 'Source' option from the homepage. Supplier profiles can be searched using any combination of the county, category, keyword or postcode/location fields at the top of the page. A map below the search criteria panel shows the location of any companies matching the search criteria with the companies list below. Clicking a company name from the list opens the company's full profile.

Supplier profiles include:

- Your logo and brand information
- Full contact details for your company
- A nominated point of contact for all FMKx related issues
- A list of the products and services you provide with links to Information Sheets and brochures
- Specific note of your company's areas of specialty in the form of keywords
- A searchable entry in our Supplier Directory and a detailed profile page specifically for your company
- Easy to use buttons for FMKx Members to contact your direct to request further information or contact

- Details of any certifications, accreditations or awards your products, services, company or staff hold with links to the awarding organisation for further information
- Your company's attendance at any events or conferences during the subscription period along with notes of any product launches you may be announcing at the event
- Links to any partner companies that may also be listed in the Supplier Directory
- Everything cross-referenced back to your company profile page