

Council – 3 December 2015

Communications Report

Executive summary and recommendations

Introduction

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken across the range of communication channels.

Decision

The Council is requested to discuss the document.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2015-16.

Financial implications

None

Appendices

Communications Report

Date of paper

20 November 2015

Communications – management commentary

1 Communications projects and activities

Media and PR campaigns: In October we launched a campaign to encourage registrants to promote their HCPC registration. This sets out the benefits and highlights the range of resources available, including the online Register, public information materials and registration logo. The campaign included a press release and articles to professional body and professions press as well as social media. We have also updated the 'Promoting your registration' section of the website to include registrant feedback and new case studies. To date, several publications have covered the campaign including Operating Theatre Journal, Ambulance Today, Locum Today, nutrition2me and there have been a number of retweets and favourites to related social media posts. There will be a full evaluation of the campaign in December.

2 Communications expertise to departments

Health, disability and becoming a health and care professional (Policy): To disseminate this revised guidance we created dedicated web pages, published a short film on our YouTube channel, issued a press release and undertook social media messaging as well as a targeted distribution of the publication to disability and careers services at universities and disability charities. It was covered by outlets including Kings Fund, Ambulance Today, Society of Radiographers, BASW, Council of Deans, Optometry Today, Operating Theatre Journal and on a number of university websites. Currently 441 people have viewed the film. We will be evaluating the campaign shortly.

Revised Standards of conduct, performance and ethics (Policy): We are working closely with the Policy and Standards team to plan the dissemination of the revised standards when they are published on 26 January 2016. This includes an event in Manchester to mark the publication, an all registrant mailing, a special edition of HCPC In Focus, a social media campaign and media activities including articles and blog pieces.

Review of social work education in England, and its engagement with the HCPC approval process from 2012–15 (Education): We are currently planning associated communications work for the report which will be published on 11 January 2016. This includes a press release, website copy, a piece in Education Update, HCPC blog pieces and a podcast.

Implementation of the Professional Qualifications Directive (Policy and Registrations): We continue to engage with other regulators of health and care professionals in the UK on the implementation of this Directive. We are currently putting together a communications plan to explain how the changes will affect our application processes for prospective registrants from the EU. This will include restructuring the application section of the website and drafting additional and improved guidance.

Communications – management commentary

3 Business as usual communications activities

Events

Meet the HCPC events: On 5 and 7 October we ran Meet the HCPC events in Stornoway and Fort William respectively. Both event programmes included an introduction to HCPC followed by a presentation and workshop on the preventing small problems becoming big problems research. The Stornoway event was attended by 21 delegates and of those that completed the post event evaluation, 50% rated the overall event as excellent, 20% as good and 30% as fair. The Fort William event was attended by 16 delegates and was also live streamed to enable registrants to join remotely. Of those that completed the post event evaluation, 50% rated the overall event as excellent, 25% as good and 25% as fair. The next Meet the HCPC event will take place in Barrow in Furness on 4 February 2016 and will include a presentation on the revised Standards of conduct, performance and ethics as part of the programme.

Employer events: On 12 November we ran an Employer event in Cambridge and 32 delegates attended. The event included presentations on what employers need to know about the registration and fitness to practise processes and the research on preventing small problems becoming big problems. 47% of delegates that completed the post event evaluation rated the overall event as excellent and 53% as good. The next employer event will take place in Glasgow on 27 January 2016.

Education stakeholder event: On 7 October we held the second education stakeholder event which focussed on the ongoing review of our standards of education and training. The event included a presentation by researchers at Keele University on inter-professional education among HCPC-approved programmes. 26 delegates attended from education providers, practice educators and professional bodies and contributed to the review by participating in workshop discussions and providing feedback on the standards. 75% of delegates that completed the post event evaluation rated the overall event as excellent and 25% rated it as good.

Live webcast - HCPC update and disengagement in health and care: On 10 December we are running a live webcast which will give an introduction to HCPC, updates on our current work as well as a presentation and a panel discussion on preventing small problems becoming big problems in health and care. Currently 85 registrants have booked to join the webcast.

Social work stakeholder event: On 21 January we are holding an event that will focus on the ongoing review of the HCPC standards of proficiency (SOPs) for social workers in England. The objective of the event is for employers, education providers, professional bodies and other organisations to provide their input into the review. We currently have 30 delegates booked to attend.

Communications – management commentary

Media

Statements and reactive lines: We submitted a statement to Community Care magazine in response to one of the journalists visiting the refugee camp in Calais and social workers using their skills in this environment. The article focussed on social work volunteering and was called 'Let's not use social workers to hand out shoes': a day in the Jungle refugee camp.

Articles: As well as pieces in Complete Nutrition, Elaine Buckley was interviewed by Frontline magazine. The HCPC blog included articles on Fitness to practise hearings, our annual monitoring process, health, disability and becoming a health and care professional guidance and Elaine Buckley's reflections on her first 100 days as Chair.

We are also reviewing our approach to better engage with social work media in order to improve understanding of the HCPC amongst registrants and stakeholders. It highlights existing activity, analyses media coverage thematically and sets out activities going forward. This includes a more proactive approach, for example closer monitoring, correcting when things are factually incorrect, responding to published articles, and actively using the HCPC blog and/or providing copy.

Publishing

We have published the following documents.

- Health, disability and becoming a health and care professional: revised guidance published on Wednesday 30 September 2015.
- The making of a multi-professional regulator – The HCPC 2001–15 published on Friday 16 October 2015.
- Fitness to practise annual report 2015 and Key information document published on Thursday 19 November 2015.
- Fitness to practise factsheets on protecting titles and the standard of acceptance.

We are also working on the following projects.

- Revised Standards of conduct, performance and ethics, including bilingual and Easy Read versions, to be published 26 January 2016.
- An updated HTML version of Education Update, to be published January 2016.
- Review of social work education in England, and its engagement with the HCPC approval process from 2012–15, to be published 11 January 2016.

Communications – management commentary

Stakeholder

Parliamentary monitoring and engagement: Since the last update to Council, there have been several parliamentary questions to note across Westminster and the devolved assemblies. Paul Blomfield MP asked about the lack of statutory regulation of child psychotherapists; the response pointed to the voluntary registers accredited by the PSA. Other questions related to physiotherapy service provision, and in the Northern Ireland Assembly, a question relating to promotion of arts and drama based therapies. Richard Simpson MSP asked about funding for AHPs returning to practice; the response pointed to the requirement from the HCPC to update knowledge and skills before they could become re-registered with us.

On Tuesday 24 November 2015, the House of Lords debated a ‘motion to take note’ on amendments made to the HCPC’s fees. In Wales we have been following the Regulation and Inspection of Social Care (Wales) Bill. The Bill’s main aim is to deliver robust and transparent regulation for service providers and the workforce in Wales, and will reconstitute the Care Council for Wales as Social Care Wales.

Working with the professions: During this period, we held our annual meetings for the Chief Executive and Chair of the HCPC with the Society and College of Radiographers (Thursday 1 October 2015), the British Society of Hearing Audiologists (Tuesday 17 November 2015), the College of Occupational Therapists (Monday 23 November 2015), the British Psychological Society (Wednesday 25 November 2015) and the British Association of Social Workers (Wednesday 25 November 2015). We also supported a meeting with the Academy for Healthcare Science (Thursday 19 November 2015) and attended the Wales Concordat Forum on Monday 9 November 2015.

Presentations: We gave presentations and ran workshops at Glasgow Royal Infirmary (Tuesday 6 October 2015), Independent Living Scotland in Glasgow (Wednesday 7 October 2015), Therapy Expo in Birmingham (Thursday 26 November), Kent and Canterbury Hospital (Wednesday 18 November 2015) and NHS Grampian AHP Professionalism Conference in Aberdeen (Tuesday 24 November 2015). We also attended the conference Rethinking AHP Leadership on Friday 27 November 2015.

During this period the team also delivered eight presentations across Northern Ireland on the HCPC’s standards for continuing professional development in partnership with the Health and Social Care Northern Ireland Clinical Education Centre in Antrim, Belfast, Craigavon and Derry / Londonderry.

Service user group engagement: As part of our work to increase engagement with service user organisations and patient advocacy groups, we have met with several organisations including Connect, National Voices, Carers UK, Shaping Our Lives, the National Youth Advocacy Service, the Scotland Independent Advocacy Alliance, and Citizens Advice Scotland, more specifically their Patient Advice and Support Service (PASS). We will continue this work into the New Year.

Communications – management commentary

Web and digital

Web deployment: On 15 October 2015, we launched new responsive designs for the home, audience and check the Register pages, meaning that when viewed on smaller screens the layout changes making it easier to navigate and read content. Our new homepage also has a more dynamic feel and includes our twitter feeds, while the audience-specific pages have been expanded and redesigned.

Email marketing: Education visitor surveys, consultations and partner communication on finance, security and travel issues.

Web and digital requests: We received 91 requests during September and October, including analytics request for events, HCPC Chair information, registration statistics, amended interim orders and practise notes, and updated registration and education guidance.

Internal communications

National Customer Service Week (5 – 9 October): We worked with colleagues across the organisation to raise awareness about customer service. Intranet stories were published daily to promote the various aspects of customer service e.g. return on investment, employee engagement and culture and knowing your customer.

Internal communications and engagement plans have been developed to support 1) the Welsh Language Scheme - this involves a range of communications activities to raise awareness of our obligations and signposting employees to resources available to them in meeting the requirements of the Scheme and 2) Information Security – this involves a range of activities to increase understanding of the importance of information security at HCPC, to support colleagues to implement best practice and to inform colleagues where to find the information security policy and familiarise themselves with it.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
December 2015

Events

Overview of events	10
Attendees at Meet the HCPC events – delegates by profession	11

Media

Media coverage – by subject	12
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Publishing

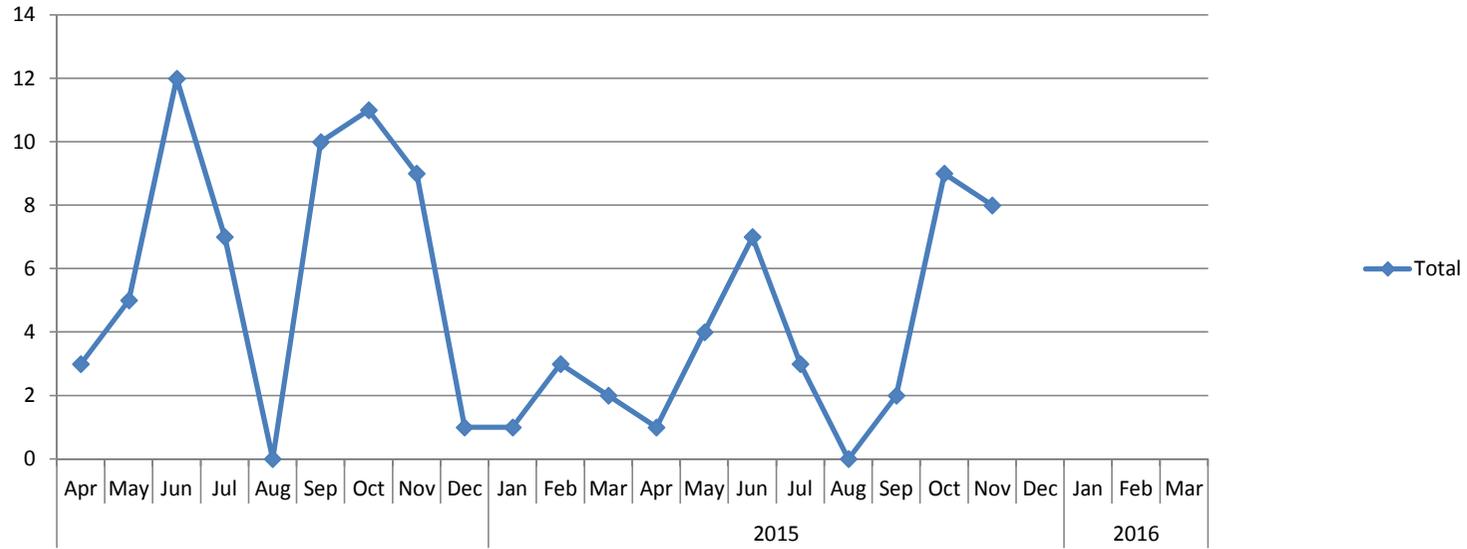
Public awareness packs requested	15
HCPC in Focus – number of new subscribers	16
HCPC registration logo – number of downloads	17
Standards of proficiency – hard copies requested, by profession	18
Top five requested publications	19

Web

HCPC website visits	20
Register search activity - search result page views	21

Digital and social media

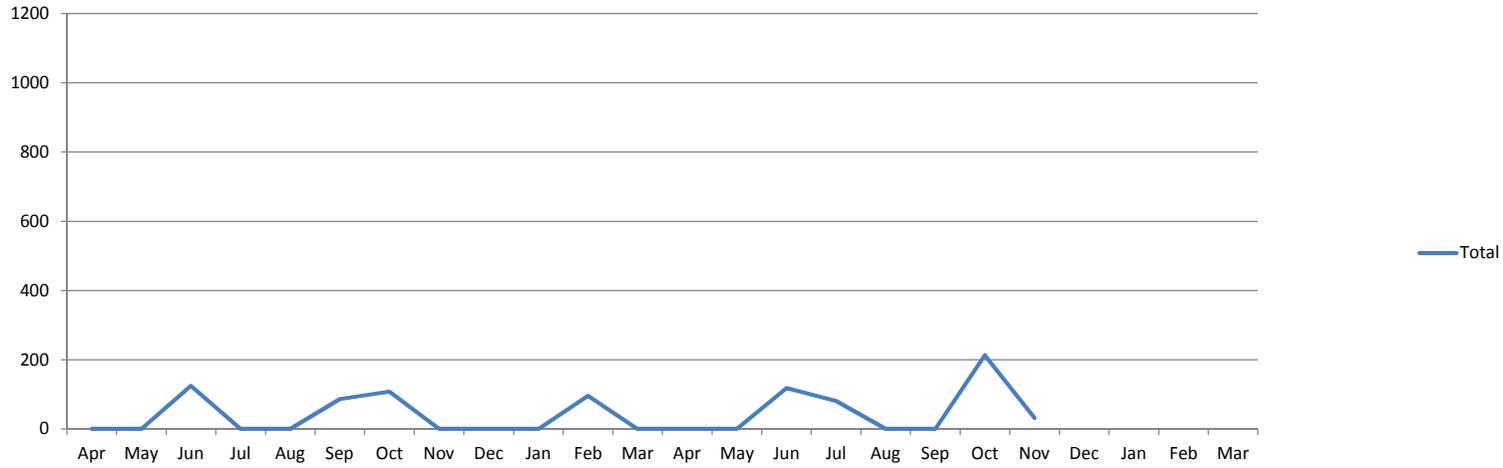
HCPC mobile apps – active users	22
HCPC mobile app (Check the Register) – Register searches	23
HCPC YouTube channel activity	24
Followers across social media platforms	25
Twitter - followers vs tweets	26
HCPC Blog	27



	2015												2016												2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar					
Exhibition stands	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2	1	3	26	16	10	4	7				
Presentations, talks and seminars (1)	1	3	9	7	0	8	4	5	0	0	0	0	0	1	1	2	0	0	5	4	16	47	44	37	13				
Meet the HCPC (2)	0	0	1	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	2	0	9	10	7	4	3				
Employer events	0	1	1	0	0	0	0	1	0	0	1	1	0	1	0	1	0	0	0	1	6	6	5	5	3				
Education seminars	0	0	0	0	0	0	5	2	1	0	0	0	0	0	0	0	0	0	0	0	6	12	6	8	0				
Stakeholder events	1	0	0	0	0	1	1	0	0	1	1	1	0	2	5	0	0	0	1	0	0	3	9	6	8				
Total	3	5	12	7	0	10	11	9	1	1	3	2	1	4	7	3	0	2	9	8	63	94	81	64	34				

(1) Presentations, talks and seminars given to any stakeholder group (including webinars)

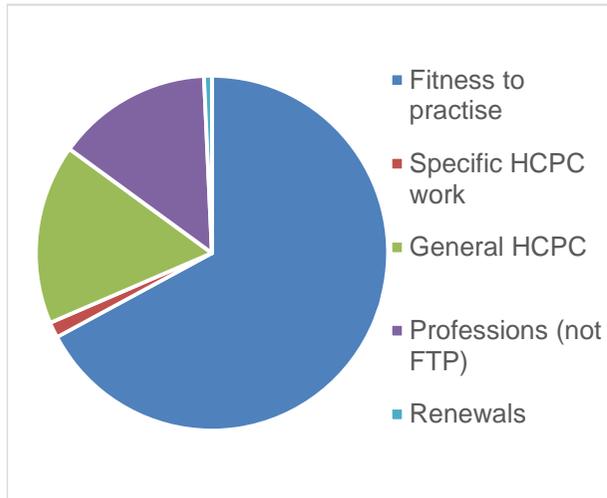
(2) 2 events on 1 day



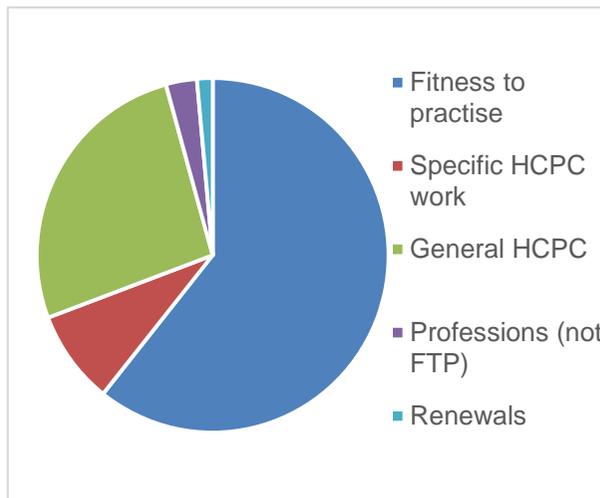
	2015												2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	2	0	0	10	1	0	0	0	5	0	0	0	0	0	0	10	0					
Biomedical scientists	0	0	7	0	0	1	4	0	0	0	7	0	0	0	2	6	0	0	19	0				
Chiropodists	0	0	13	0	0	7	3	0	0	0	6	0	0	0	5	1	0	0	14	0				
Clinical scientists	0	0	0	0	0	0	2	0	0	0	2	0	0	0	3	2	0	0	10	0				
Dietitians	0	0	0	0	0	10	6	0	0	0	5	0	0	0	1	4	0	0	13	0				
Hearing aid dispensers	0	0	2	0	0	3	0	0	0	0	2	0	0	0	0	0	0	0	1	0				
Occupational therapists	0	0	9	0	0	5	34	0	0	0	10	0	0	0	23	17	0	0	16	0				
Operating department practitioners	0	0	4	0	0	5	3	0	0	0	5	0	0	0	3	1	0	0	0	0				
Orthoptists	0	0	2	0	0	0	4	0	0	0	0	0	0	0	0	3	0	0	11	0				
Paramedics	0	0	8	0	0	8	11	0	0	0	1	0	0	0	6	3	0	0	5	0				
Physiotherapists	0	0	8	0	0	6	7	0	0	0	10	0	0	0	12	10	0	0	25	0				
Practitioner psychologists	0	0	6	0	0	9	14	0	0	0	8	0	0	0	7	2	0	0	11	0				
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0				
Radiographers	0	0	5	0	0	6	5	0	0	0	1	0	0	0	19	6	0	0	16	0				
Social workers in England	0	0	58	0	0	0	3	0	0	0	27	0	0	0	36	1	0	0	0	0				
Speech and language therapists	0	0	0	0	0	2	3	0	0	0	2	0	0	0	1	7	0	0	13	0				
Other/Unknown	0	0	0	0	0	14	8	0	0	0	5	0	0	0	0	18	0	0	37	31				
Total	0	0	124	0	0	86	108	0	0	0	96	0	0	0	118	81	0	0	213	31				

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
17	9	20	18	10
57	22	46	19	27
63	28	69	29	20
12	1	11	4	15
18	10	18	21	18
13	5	12	7	1
181	71	82	58	56
13	6	11	17	4
6	5	4	6	14
46	15	38	28	14
129	51	115	31	47
34	17	37	37	20
3	0	7	0	12
35	29	51	17	41
0	2156	184	88	37
21	9	19	7	21
28	7	130	27	86
676	2441	854	414	443

Media coverage by subject - Sept 2015



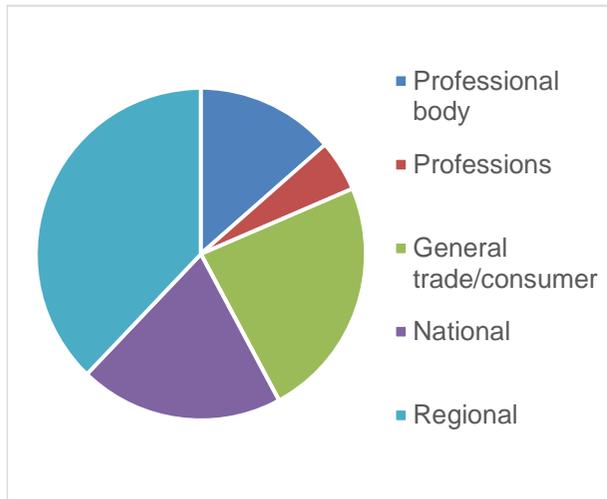
Media coverage by subject - Oct 2015



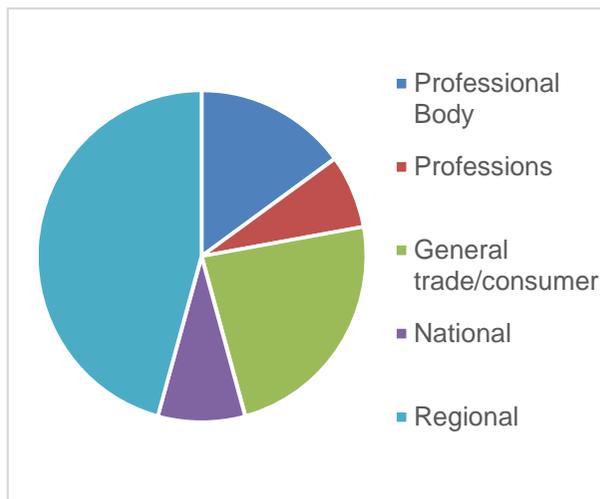
Month: September	
Category	Volume
Fitness to practise	94
Specific HCPC work	2
General HCPC	23
Professions (not FTP)	20
Renewals	1
TOTAL	140

Month: October	
Category	Volume
Fitness to practise	85
Specific HCPC work	12
General HCPC	37
Professions (not FTP)	4
Renewals	2
TOTAL	140

Media coverage by type - Sept 2015

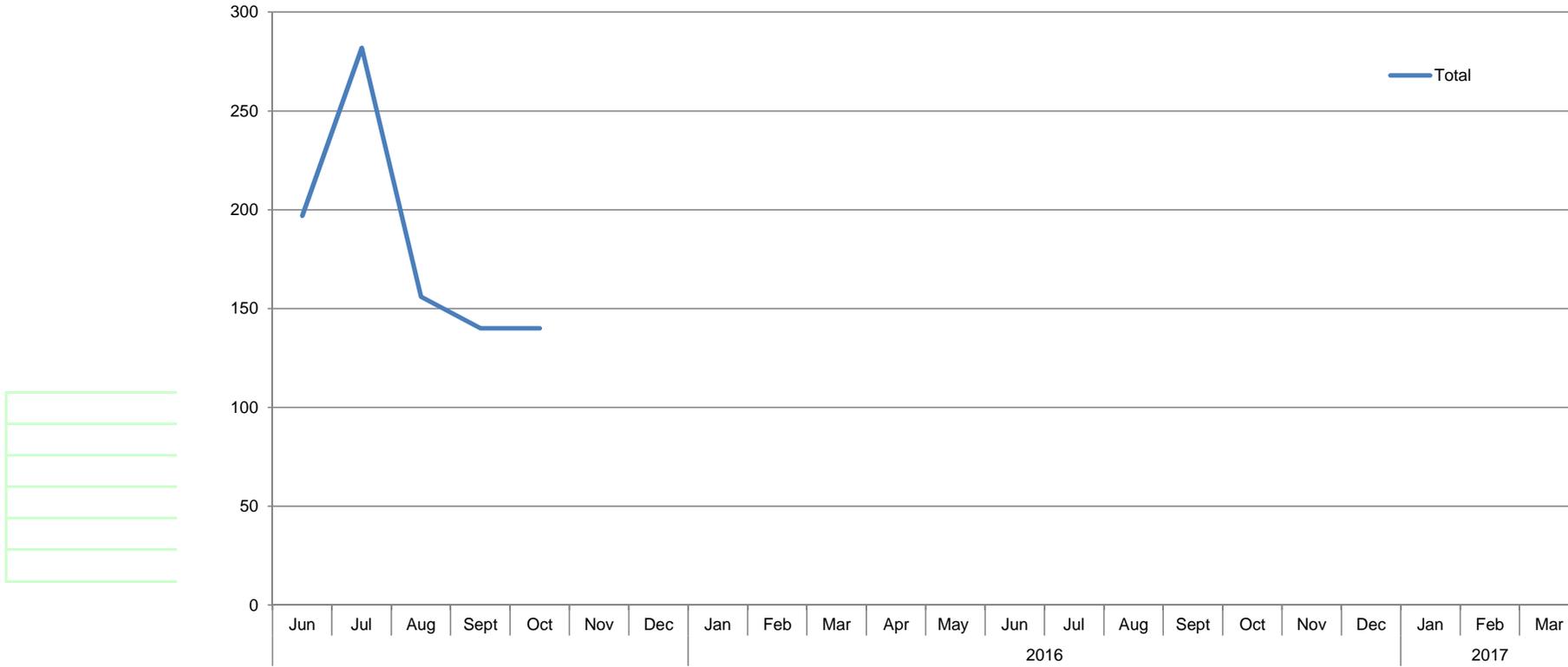


Media coverage by type - Oct 2015



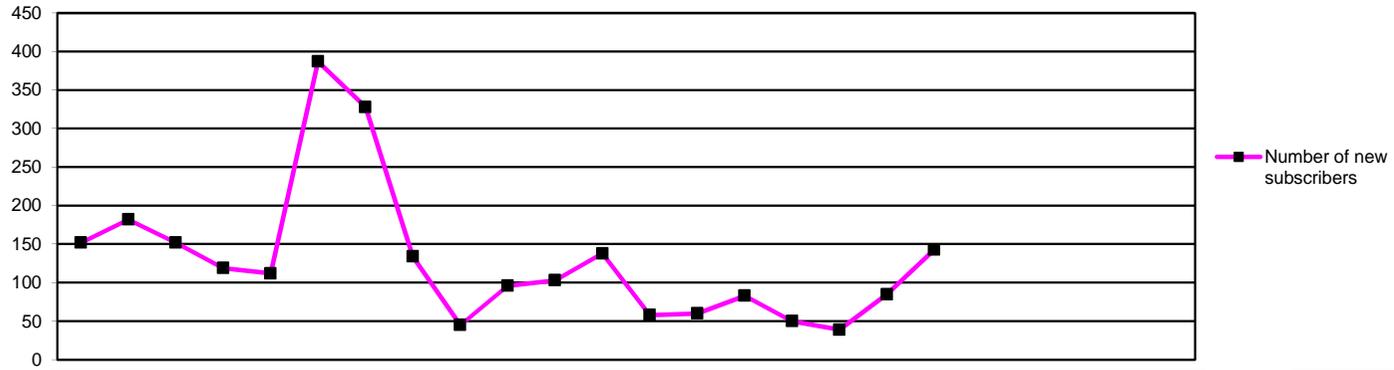
Month: September	
Category	Volume
Professional body	19
Professions	7
General trade/consumer	33
National	28
Regional	53
TOTAL	140

Month: October	
Category	Volume
Professional Body	21
Professions	10
General trade/consumer	33
National	12
Regional	64
TOTAL	140



Coverage type	2016												2017									
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Fitness to practise	84	235	109	94	85																	
Specific HCPC work	62	25	7	2	12																	
General HCPC	29	15	23	23	37																	
Professions (not FTP)	9	0	12	20	4																	
Renewals	13	7	5	1	2																	
	0	0	0																			
Total	197	282	156	140	140																	

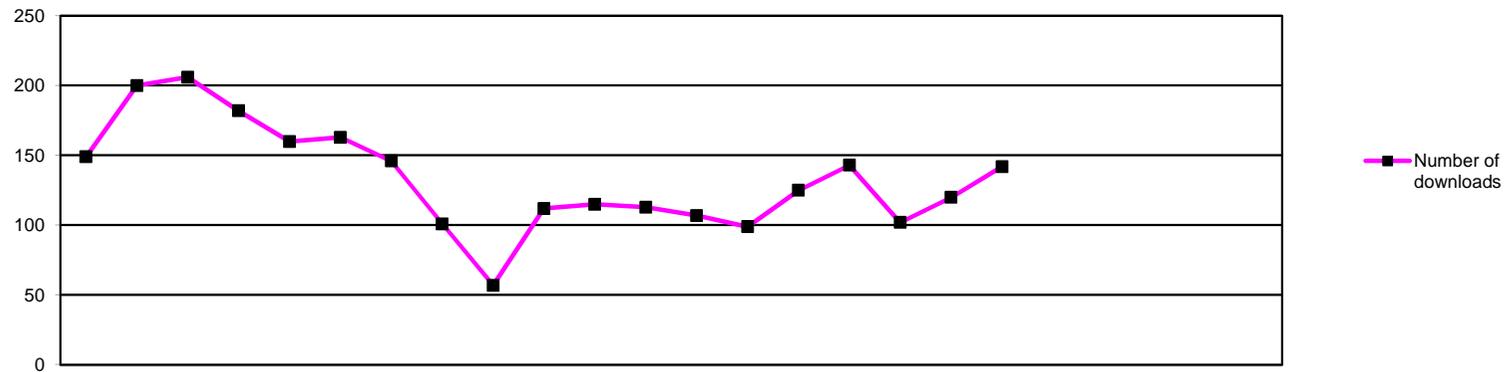
2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2588	885	607
	265	203	108
	251	606	127
	386	125	45
	26	13	28
	51	9	0
	3569	1841	915



	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of new subscribers	152	182	152	119	112	387	328	134	45	96	103	138	58	60	83	50	39		143					

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2179	1948	518

	Total number of subscribers to HCPC In Focus (includes unsubscribes)	24,504
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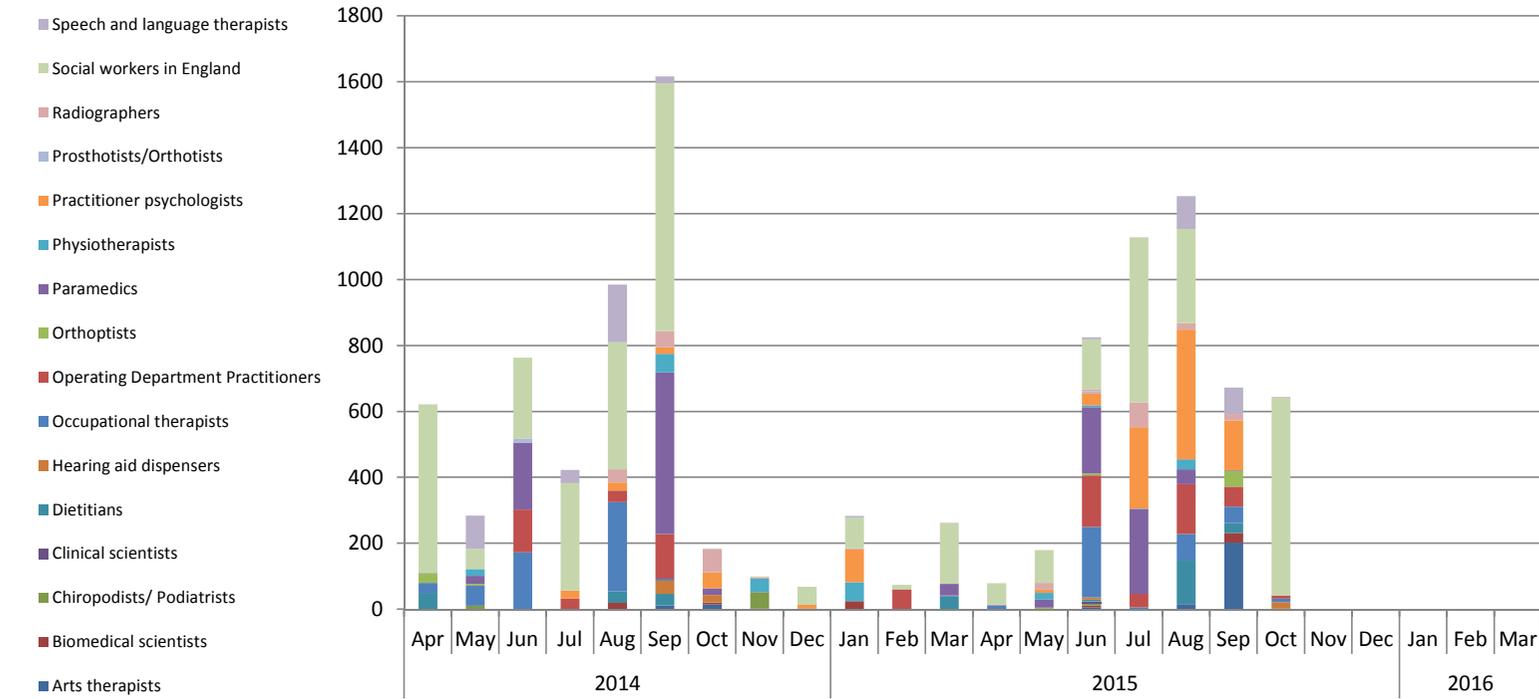


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	149	200	206	182	160	163	146	101	57	112	115	113	107	99	125	143	102	120	142					
Number of unregistered downloads	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	3207	1704	838
	6	1	0

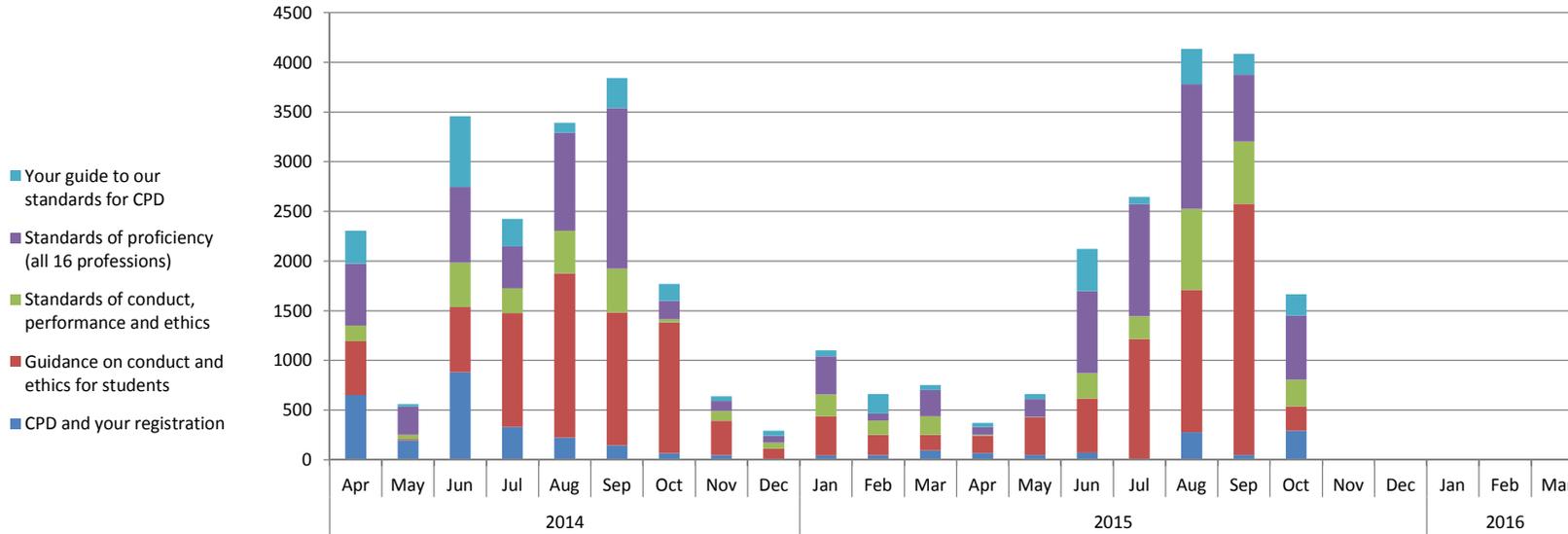
Downloads by profession

	2014			2015									2016						Total						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		Oct	Nov	Dec	Jan	Feb	Mar
Arts Therapists	12	23	17	12	15	11	8	11	3	6	6	8	2	7	3	6	6	8	10						42
Biomedical scientists	1	0	1	1	1	1	2	1	0	0	1	0	2	0	5	0	2	4	5						18
Chiropodists	14	36	39	47	43	27	21	17	9	21	16	19	17	10	14	16	12	18	14						101
Clinical scientists	1	0	0	2	1	2	0	0	2	0	0	0	1	0	3	2	1	0	4						11
Dietitians	12	13	16	10	9	11	8	4	3	6	7	6	5	4	7	6	7	7	3						39
Hearing aid dispensers	0	0	6	1	6	2	1	1	1	2	1	1	4	2	5	3	2	1	0						17
Occupational therapists	5	7	17	13	9	9	9	13	5	6	13	8	4	6	8	11	3	9	8						49
Operating department practitioners	0	3	2	0	1	3	1	1	1	2	0	2	0	4	2	4	1	0	2						13
Orthoptists	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0						2
Paramedics	15	14	16	12	9	9	8	4	4	4	6	7	8	5	22	17	5	7	12						76
Physiotherapists	32	34	36	29	20	28	20	15	7	20	15	22	19	13	16	20	21	19	26						134
Practitioner psychologists	38	38	34	32	31	29	32	26	11	30	40	29	24	31	21	35	21	30	35						197
Prosthetists / orthotists	0	5	0	0	0	0	0	0	0	1	0	1	1	2	0	2	0	1	2						8
Radiographers	2	3	2	1	3	0	2	2	2	2	0	1	0	2	3	2	1	1	1						10
Social workers in England	5	14	5	14	9	25	28	3	6	6	3	3	4	5	11	9	14	5	9						57
Speech and language therapists	12	9	15	8	3	7	6	3	3	6	7	6	17	8	5	10	2	9	11						62



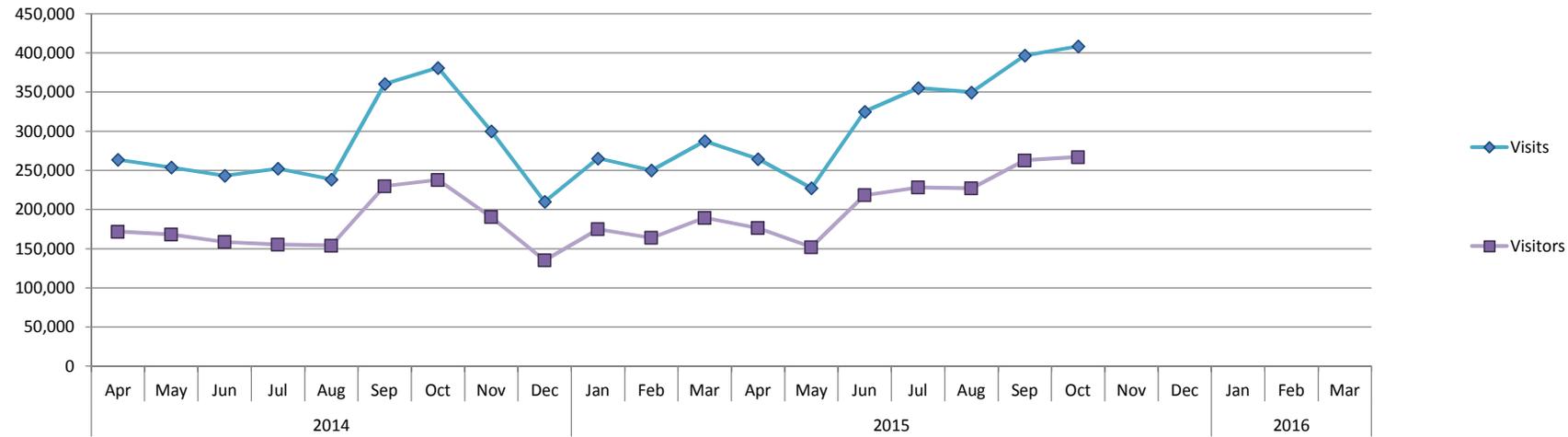
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	1	0	0	0	12	15	0	0	0	0	0	0	0	6	0	16	202	0					
Biomedical scientists	0	0	0	0	20	0	6	2	2	25	0	0	0	0	6	0	0	30	2					
Chiropodists/ Podiatrists	0	10	0	0	0	0	1	50	0	0	0	0	0	0	6	0	0	0	0					
Clinical scientists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0					
Dietitians	50	0	0	0	35	35	0	0	0	0	0	40	0	0	6	1	132	30	0					
Hearing aid dispensers	0	0	0	0	0	40	21	0	0	0	0	0	0	0	6	0	0	0	20					
Occupational therapists	30	61	173	0	270	6	0	0	0	1	1	1	12	0	214	5	81	50	10					
Operating Department Practitioners	0	0	130	32	35	136	1	0	0	0	60	1	0	0	156	41	151	60	10					
Orthoptists	30	5	0	0	0	0	0	0	0	0	0	0	0	5	6	0	0	48	0					
Paramedics	1	25	203	0	0	490	20	1	0	0	0	35	1	25	201	258	45	2	0					
Physiotherapists	0	20	0	0	0	56	0	40	0	56	0	0	0	20	6	1	30	0	0					
Practitioner psychologists	0	0	0	25	25	20	49	0	12	100	0	0	1	10	37	247	393	151	0					
Prosthetists/Orthotists	0	0	13	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0					
Radiographers	0	0	0	1	40	50	70	5	0	4	0	0	0	20	6	75	20	20	0					
Social workers in England	511	62	245	325	385	751	1	2	55	92	13	185	65	100	151	500	286	0	601					
Speech and language therapists	0	100	0	40	175	21	1	0	0	5	0	1	0	0	6	1	100	80	1					

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	82	28	224
	83	55	38
	254	61	6
	3	0	6
	407	160	169
	22	61	26
	669	543	372
	262	395	418
	11	35	59
	842	775	532
	262	172	57
	252	231	839
	87	13	6
	182	170	141
	3370	2627	1703
	208	343	188

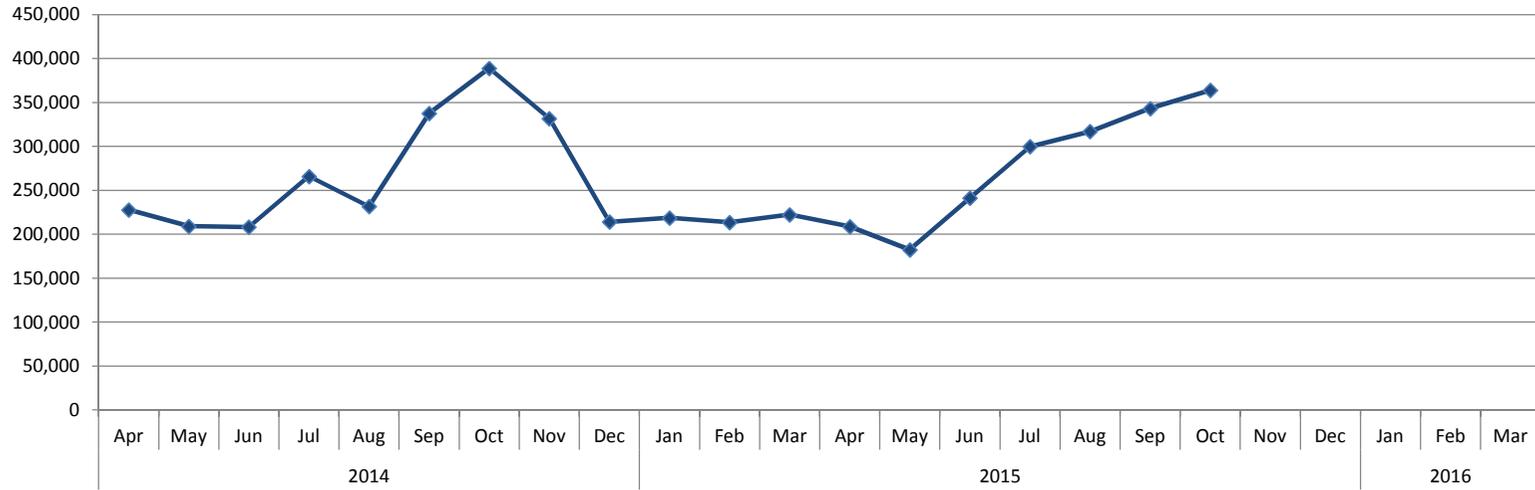


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	651	195	880	330	222	145	67	47	4	44	46	93	69	50	71	6	278	50	293					
Guidance on conduct and ethics for students	543	11	656	1147	1656	1337	1315	345	108	393	206	157	172	377	546	1209	1433	2526	246					
Standards of conduct, performance and ethics	158	46	447	248	428	441	31	98	60	222	141	188	11	3	255	230	814	627	268					
Standards of proficiency (all 16 professions)	622	284	764	423	985	1617	185	100	69	383	74	263	79	180	825	1129	1254	673	644					
Your guide to our standards for CPD	330	25	712	276	100	302	171	49	51	60	195	50	41	50	426	72	356	209	216					

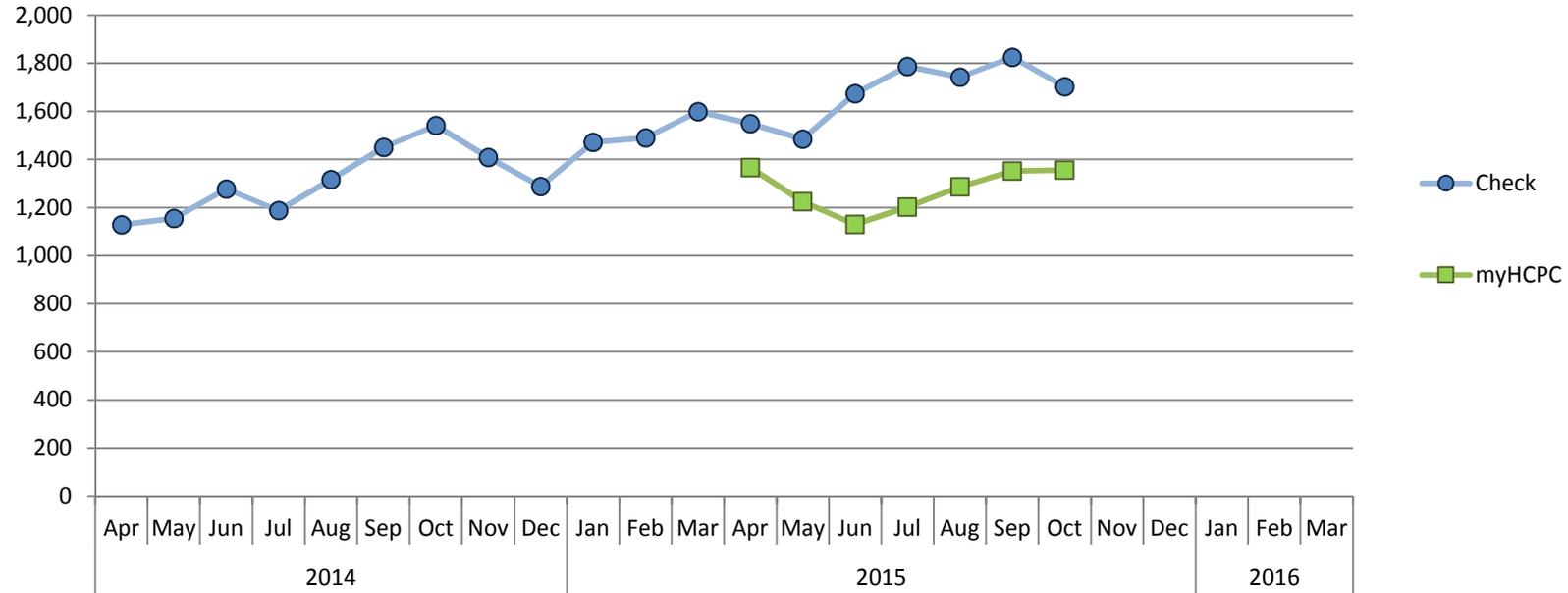
2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	3587	2724	817
	7071	7874	6509
	3368	2508	2208
	6946	5769	4784
	875	2321	1370



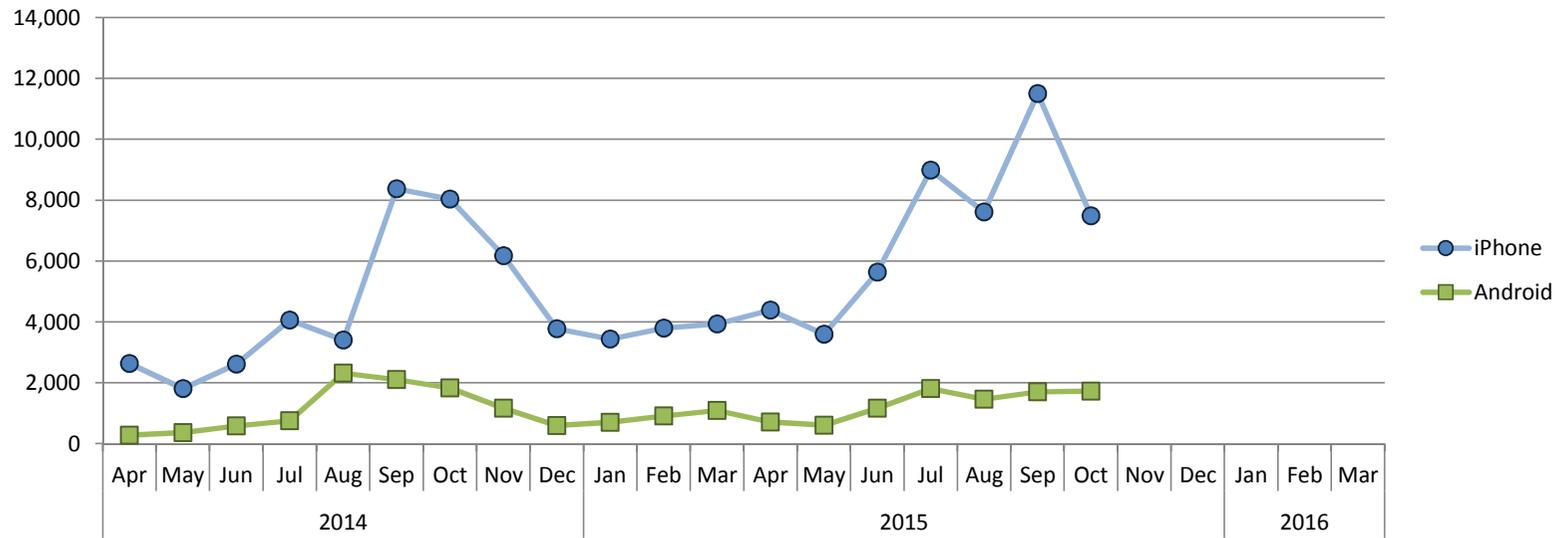
	2014			2015									2016					2011/12	2012/13	2013/14	2014/15	2015/16							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Visits	263,666	253,958	243,223	252,284	238,619	360,521	380,987	300,185	210,076	265,475	250,057	287,465	264,641	227,419	325,117	355,148	349,671	396,791	408,553						1,644,537	2,509,129	3,166,787	3,306,516	2,327,340
Visitors	171,593	168,112	158,654	155,280	153,941	229,904	237,801	190,382	135,276	174,942	163,973	189,360	176,467	151,997	218,374	228,213	227,060	262,789	266,959						1,142,036	1,634,799	2,026,047	2,129,218	1,531,859



	2014			2015									2016									2011/12	2012/13	2013/14	2014/15	2015/16			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Page views	227,751	209,093	208,276	265,876	231,569	337,663	389,022	331,914	214,034	218,706	213,501	222,400	208,752	182,338	241,118	299,705	317,040	343,153	363,802							3,882,409	3,287,489	3,069,805	1,955,908

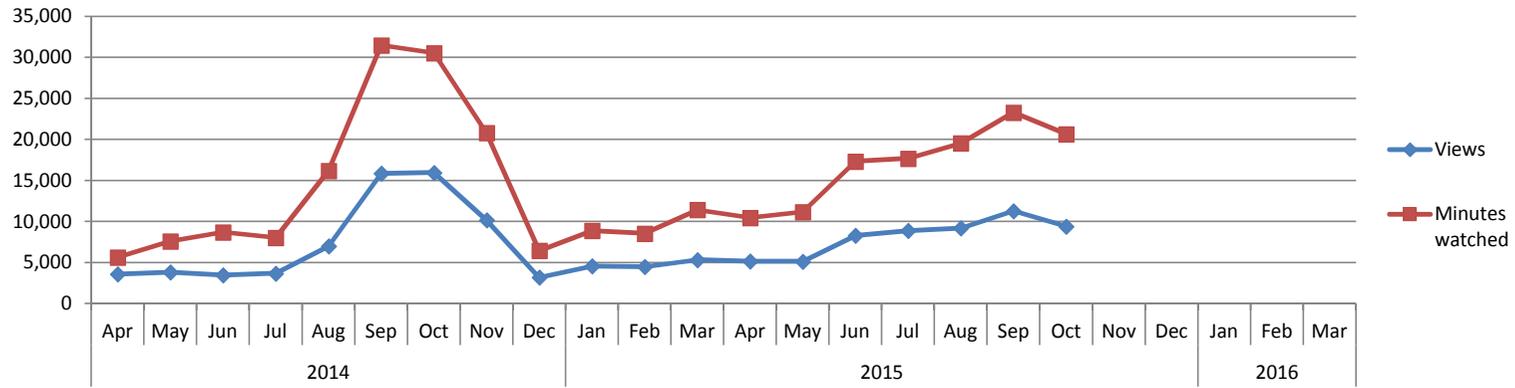


	2014			2015									2016									2011/12	2012/13	2013/14	2014/15	2015/16			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Check	1,129	1,155	1,277	1,188	1,316	1,450	1,541	1,408	1,287	1,471	1,490	1,599	1,549	1,485	1,674	1,787	1,742	1,825	1,703							11,452	11,806	12,558	11,765
myHCPC													1,366	1,224	1,130	1,202	1,286	1,352	1,356										8,916



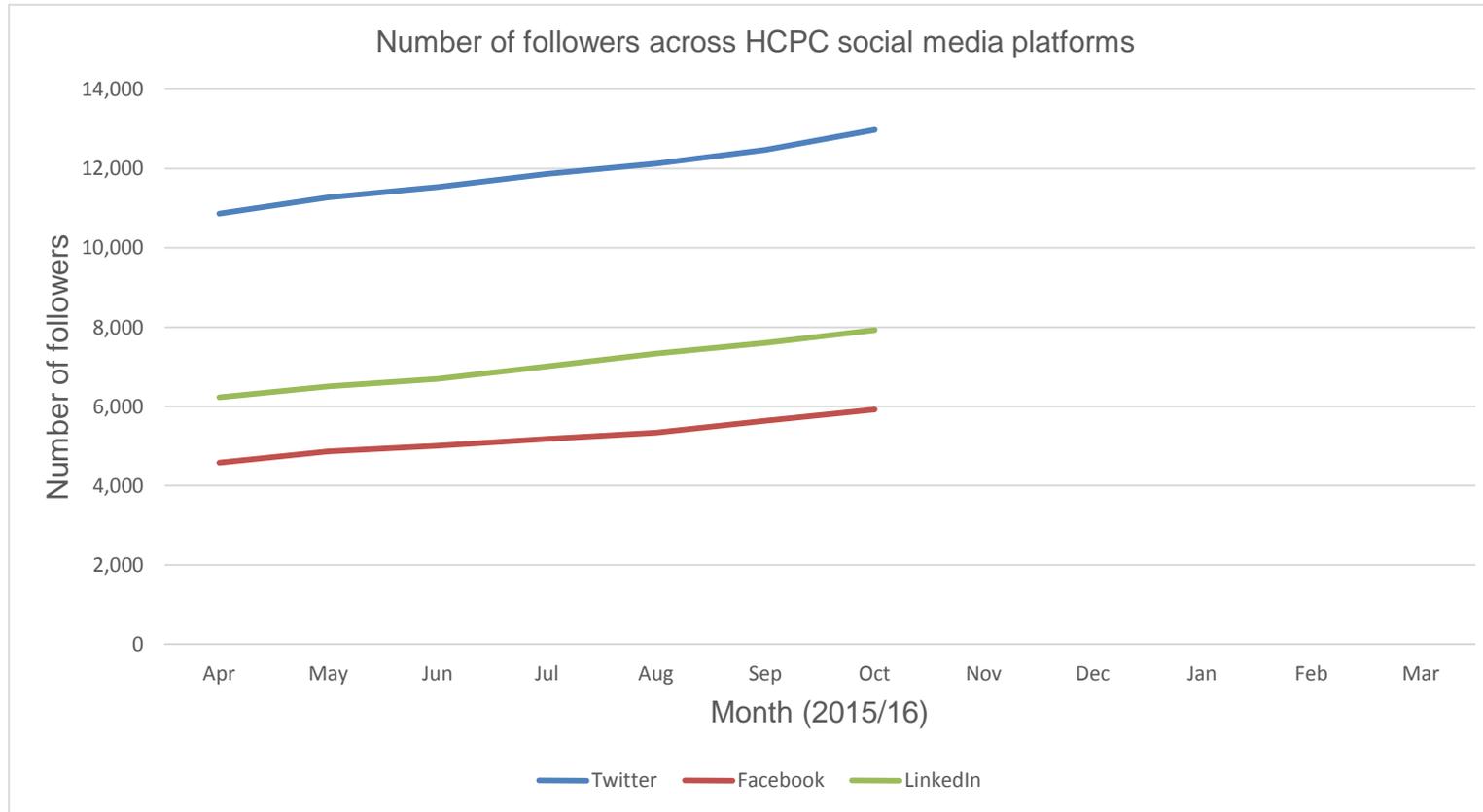
	2014			2015									2016												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
iPhone	2,636	1,808	2,619	4,065	3,411	8,379	8,035	6,182	3,779	3,435	3,799	3,931	4,396	3,595	5,638	8,993	7,613	#####	7,488						
Android	279	363	588	753	2,314	2,104	1,830	1,165	593	701	912	1,088	707	606	1,169	1,815	1,466	1,707	1,727						

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
	46,844	52,079	52,079	49,231
		7,417	12,690	9,197



	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Views	3,595	3,819	3,479	3,684	6,996	15,861	15,957	10,167	3,195	4,569	4,485	5,331	5,150	5,143	8,298	8,874	9,193	11,297	9,412					
Minutes watched	5,653	7,604	8,699	8,047	16,194	31,483	30,534	20,795	6,448	8,882	8,556	11,436	10,478	#####	17,326	17,688	19,548	23,286	20,661					

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
		30,599	81,138	57,367
		41,659	164,331	120,161



	2015							2016				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Twitter	10,860	11,270	11,532	11,867	12,126	12,472	12,974					
Facebook	4,579	4,863	5,006	5,182	5,339	5,639	5,917					
LinkedIn	6,230	6,507	6,697	7,009	7,337	7,604	7,925					

October

