

9 November 2009

Press Release

Helping hospital patients – simply by shopping!

Online shoppers can now help enhance patient care in hospitals run by Maidstone and Tunbridge Wells NHS Trust thanks to an innovative loyalty card scheme which ‘Saves Lives Not Points’. MTW is only the 15th hospital in the country to join up to the Hospital Gift Loyalty Card and one of the first in the South East.

You are invited to attend a launch of the new scheme and photo opportunity at Maidstone Hospital Main Reception on Thursday 12 November at 11.30 am.

The Hospital Gift Loyalty Card ensures shoppers support their local hospital each time they make a purchase, initially online and at a later date, in-store.

After registering Maidstone and Tunbridge Wells on the Hospital Gift website, customers have over 150 retailers to choose from, many of them High Street names such as Next, Debenhams and John Lewis. A cash donation is generated every time they buy and will go to the Trust’s charitable fund. This is at no additional cost to the shopper and has no effect on prices.

If enough staff, patients and supporters participate in this loyalty card scheme, thousands of pounds will be raised for the fund every year to be spent on charity projects in local hospitals. That figure is likely to increase dramatically when, as expected, the card is accepted in-store by major retailers.

MTW non-executive director Denise Harker worked with Trust staff to introduce the new scheme.” ‘Saving Lives, Not Points’ is a real win-win for everyone,” she says. “With the Christmas shopping season soon upon us this is a great time to sign up to a scheme that could eventually bring in many thousands of pounds a year to benefit our patients.

“I don’t think people realise how important charitable funds are for making things better in local hospitals. And it’s not just the little extras, but significant pieces of equipment as well. Things like the new state of the art fantastically accurate 3-Tesla MRI scanner which was officially opened in May this year would not have been affordable without really significant charitable donations,” she said.

People will be able to collect their free cards from the Trusts’ three main hospitals – Maidstone, Pembury and Kent and Sussex in Tunbridge Wells.

Exclusive offers are also available to Hospital Gift shoppers under the scheme set up by registered disabled entrepreneur Adam Gregory from Southampton. The former British Champion hairdresser recognised the huge contribution

made by hospital charities to the welfare of patients following an accident which confined him to a wheelchair for several months.

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For more information please contact Paul Bryden or Darren Yates on 011622 226 428/9 or Gareth Evans at Hospital Gift on 02380 219040