

February 2012

*I am writing regarding the advertising of personal injury lawyers and claims management companies being permitted by NHS Trust's. As you may be aware, it has been brought to my attention that this practice is widespread in NHS Trust's despite Department of Health guidelines which ban the practice. This was clarified by Health Minister Simon Burns MP when he answered my question in the House stating 'it is not acceptable for that sort of advertising in NHS hospitals. I would hope that any Trusts behaving in that way immediately review their procedures'.*

1. *Does your hospital Trust provide healthcare leaflets and/or appointment cards that display advertisements for personal injury law firms (or brokers for such e.g. ASYST)?*

The Trust does not provide healthcare leaflets or appointment cards which display advertisements for personal injury lawyers.

In the past, the Trust has had a contract with a Local Map Company, which allowed for the inclusion of advertising in free wall maps and supplies of free folded leaflet maps. This arrangement is no longer in existence.

2. *If so, could you name the company/ies that provide these leaflets?*

Please see our response to question 1 above

3. *With which companies has the Trust signed deals to provide such leaflets/appointment cards (please provide details of any deals signed in the past 5 years, how long each deal is to run for, how many leaflets are to be provided and the financial return expected)*

The Trust has not signed any "deals" in the past 5 years.

4. *Who within the Trust (job title and department) arranges for the provisions of these leaflets?*

Please see our response to question 1 above

5. *In what departments are such leaflets; displayed and how many leaflets are provided each year (please give breakdown)*

Please see our response to question 1 above

6. *How much money has the trust made in the last 5 years from displaying and providing leaflets and/or appointment cards that display adverts? (Please give a yearly breakdown of income generated)*

Please see our response to question 1 above. The Trust has not made any income.

7. *What has the Trust done with the funds? (Please give a yearly breakdown of how whatever funds generated were spent)*

Please see our response to question 6 above

8. *Please give details of any other arrangement the Trust has with companies to advertise outside companies and services to patients (e.g. through TV screens in hospital waiting rooms)*

The Trust does not have advertising displayed on the Outpatient department check-in screens or TV screens in hospital waiting areas.

9. *If the Trust has rejected the notion of providing leaflets/appointments cards with adverts, please say when and how such a decision was and the reasons for it.*

The Trust has conformed to the guidance provided by the Department of Health

[http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/Dear\\_colleagueletters/DH\\_132814](http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/Dear_colleagueletters/DH_132814).