



BEST USE OF THOUGHT LEADERSHIP



GE Healthcare Finnamore

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At GE Healthcare Finnamore, we believe in being sought out as the authority in our specialist field - health and social care. As a team of over seventy sector experts we're unique - we eat, sleep and breathe health and social care - and we have taken a similarly unique approach to becoming nationally and internationally recognised thought leaders in our field.

Overseen by our dedicated Head of Thought Leadership, we have a distinctive thought leadership programme. This includes a partnership structure with the sector's leading publication, the Health Service Journal, which makes us stand out from others in the field, and represents a powerful alliance of minds and expertise. However, the partnership represents less than half of our overall thought leadership programme, with additional activity being delivered strategically across our team. Our annual programme includes multiple publications in leading sector journals; industry insight through senior leader reports; new talent development through emerging leader programmes; and high profile seminars and events to bring audiences close to our insights.

GE has been a learning pioneer for more than a century and our use of thought leadership builds powerfully on this legacy. Key audiences include senior leaders, emerging leaders, policy-makers, and UK and international health and social care communities. Thought leadership is instrumental in driving demand for GE Healthcare Finnamore's specialist consultancy services, supporting a £1.4m forward order book, a 70% utilisation rate, and an outstanding win rate of 68%. And it is instrumental in driving our outstanding reputation with clients and our market.