

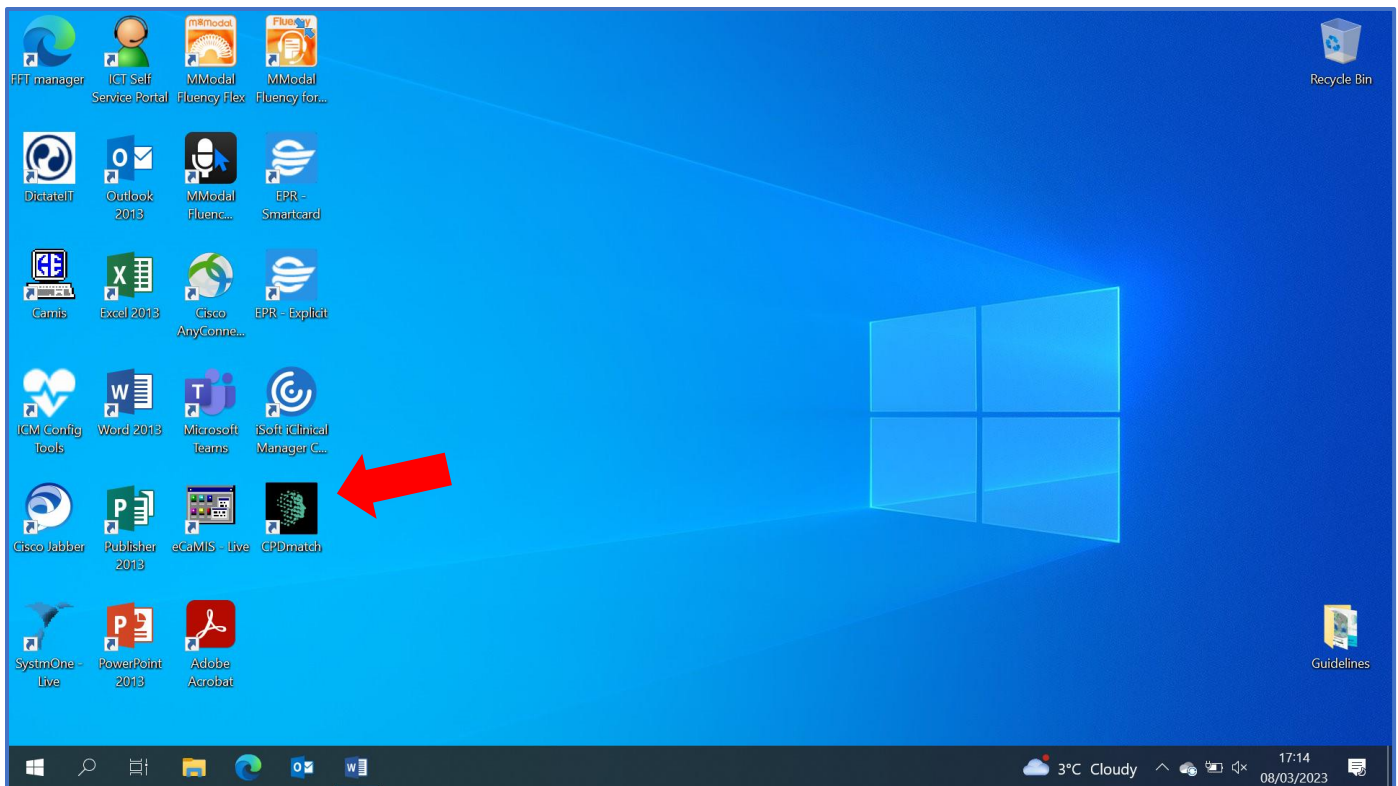
How to introduce CPDmatch into your Trust in 3 steps

STEP 1: Link from your intranet to www.cpdmatch.co.uk

The ideal position for the link/s depends upon your organisation's website but as a rule, the fewer clicks between your desktop and the CPDmatch homepage, the better. In the unlikely event your organisation's firewall blocks access, this should be easily sorted with a call to your ICT service desk.

Recommended position for links to CPDmatch are:

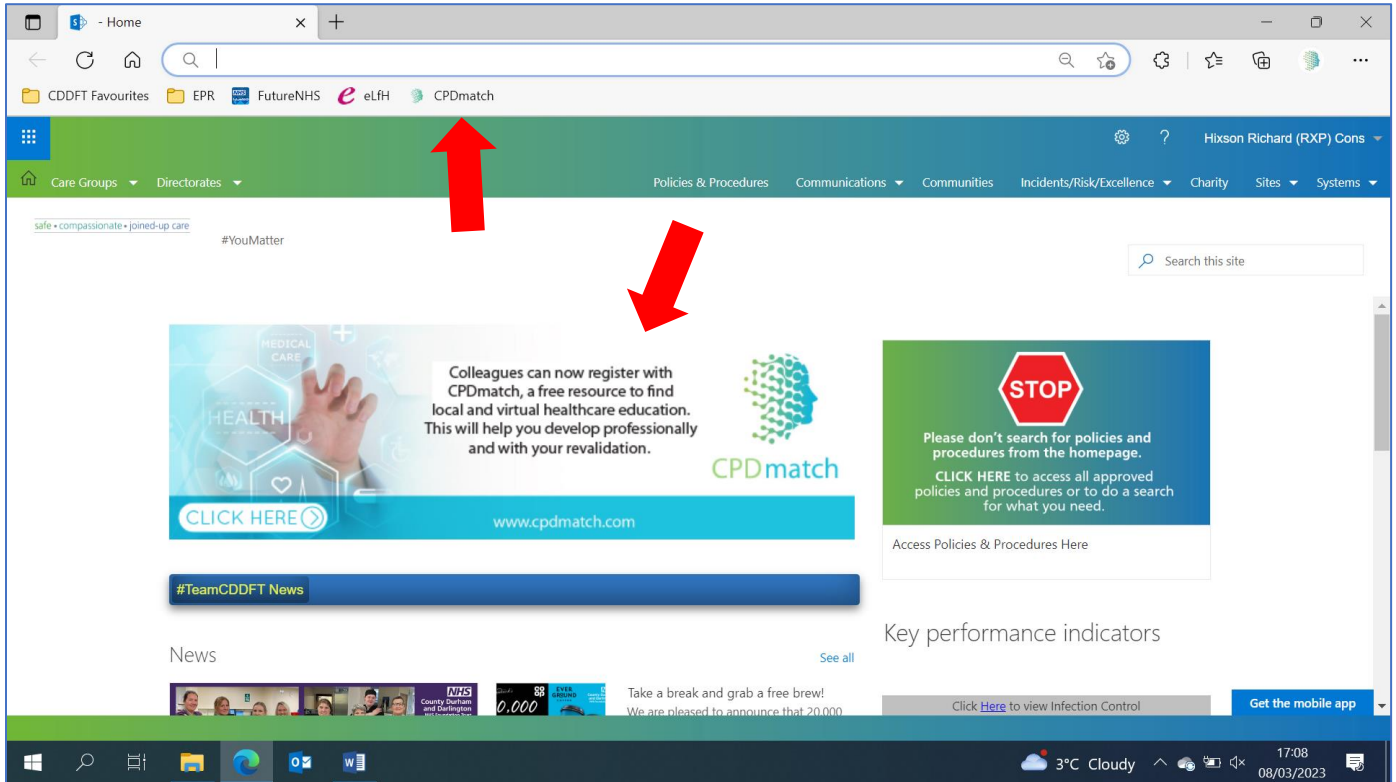
Computer desktop icon (best)



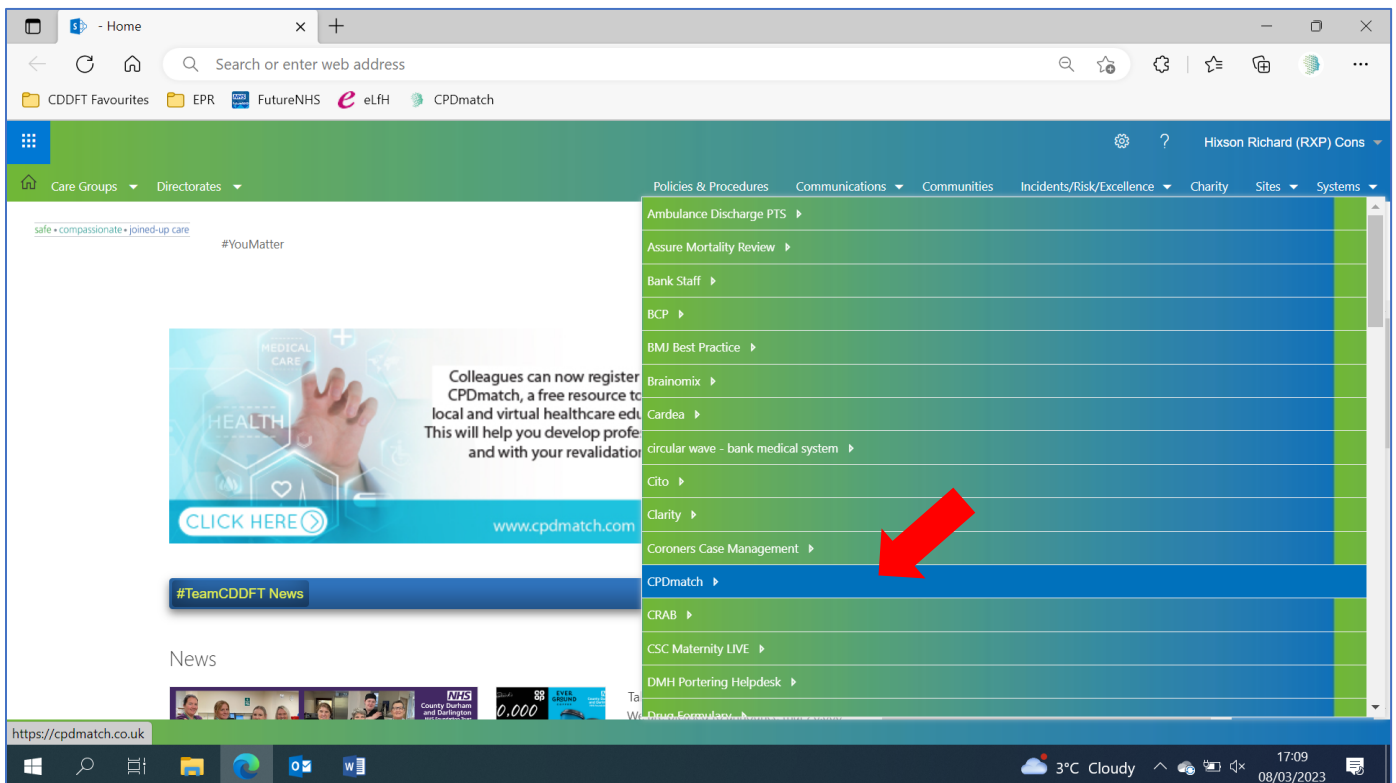
The icon seen above appears when a 'shortcut' is created, or the app is 'installed'. The exact terminology and process varies depending on which browser is being used.

Browser bookmark/favourites bar and click through banner ad

Note: The screenshots below are from the County Durham and Darlington NHS Foundation Trust intranet. The banner ad shown can be downloaded from our resource page: <https://cpdmatch.co.uk/resources>



Intranet home page drop-down menu



STEP 2: Tell your staff about CPDmatch

CPDmatch is not just for clinical staff but all who work in the healthcare setting. We have always encouraged the advertising of a broad range of courses, conferences, webinars, and study days (aka educational activities) and there are categories for general topics such as sustainability, health and wellbeing and financial planning.

CPDmatch also accommodates articles and publications which, as reading them is also classed as CPD, are matched to a user's subjects of interest just like educational events. We are a world first by including articles in this way.

The text below can be copied, modified, and reproduced if you choose to communicate the existence of CPDmatch to your staff in a bulletin or induction booklet. Permission to reproduce does not need to be sought.

CPDmatch – helping healthcare professionals find the education they need.

Continuing Professional Development (CPD) is not just about revalidation but enables you to deliver the highest quality of care to patients and improve your career prospects. Relevant, accessible, and affordable CPD can however be difficult to find, and this can lead to staff missing opportunities.

CPDmatch is a free-to-use website and app which helps you find the education you need. You don't need to register but if you do, the site will automatically email you when new education is listed which matches your interests; that's the 'match' in CPDmatch. Don't worry though, they won't share your details or spam your inbox and you can turn off notifications anytime and still use the site.

CPDmatch makes it easy to find virtual and local, low cost and free courses, conferences, webinars, and study days, minimising the financial and environmental impact of receiving education. If you find it hard to attend live events due to other commitments, there's also loads of 'on-demand' modules and recordings to be found. We also accommodate articles and publication; reading which is also CPD.

*We recommend you visit **www.cpdmatch.co.uk**, select your subjects of interest and see what's listed. We also advise you to check out areas such as sustainability, staff wellbeing and financial planning. CPDmatch is a free resource to use, accessible from Trust computers with everything to gain and nothing to lose.*

We also provide files to freely download, use, and share on our resource page: <https://cpdmatch.co.uk/resources>

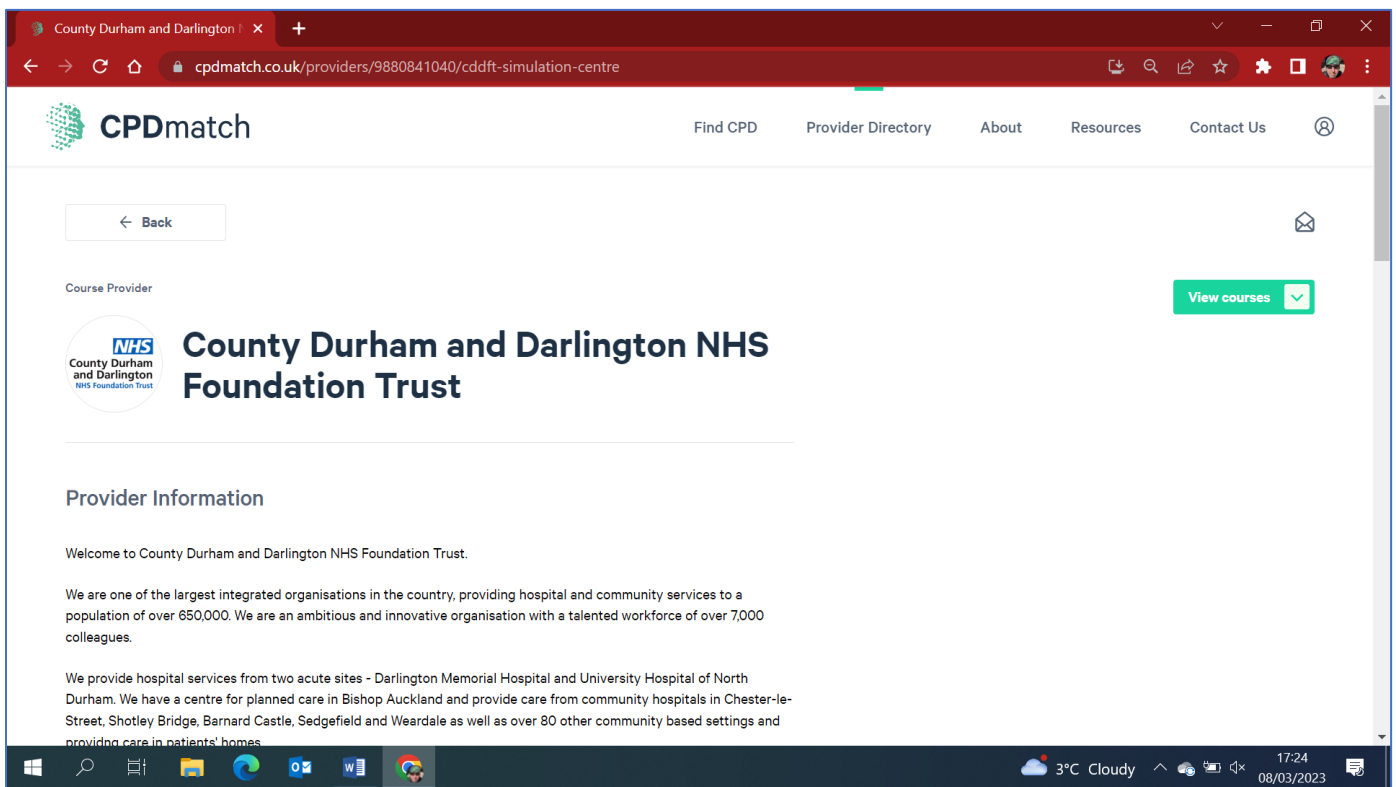
- A PowerPoint slide for staff induction.
- A pdf which can be shared in WhatsApp / Messenger groups.
- A computer screen saver.
- A banner ad graphic.
- A graphic to accompany marketing text.
- An A4 wall poster.

STEP 3: Tell those who deliver education in your organization about CPDmatch

If your organisation produces on-site or virtual educational activities, then CPDmatch can be invaluable in helping you advertise. Whilst email and internal bulletins will reach your own staff, CPDmatch will reach those in neighboring organisations and, for virtual education and publications, the world.

This enhanced marketing is good for healthcare professionals, many of whom struggle to find education. In the case of virtual events and publications, the benefits extend to those in lower resourced countries enabling these individuals to access the same high-quality education we enjoy in the UK.

If your organisation produces 'paid for' education, then CPDmatch can help you reach prospective attendees and increase revenue generated. The best news is it doesn't cost you a penny and all active providers get their own provider page showcasing your organization and its educational activities.



The screenshot shows a web browser window displaying the CPDmatch website. The address bar shows the URL: cpdmatch.co.uk/providers/9880841040/cddft-simulation-centre. The website header includes the CPDmatch logo and navigation links: Find CPD, Provider Directory, About, Resources, and Contact Us. Below the header, there is a 'Back' button and a 'View courses' button with a dropdown arrow. The main content area features the NHS logo and the text 'County Durham and Darlington NHS Foundation Trust'. Underneath, there is a section titled 'Provider Information' with a welcome message and a brief description of the organization's services and facilities.

For more information, please download the 'why education providers should use CPDmatch' from our resource page: <https://cpdmatch.co.uk/resources> where you will also find detailed guidance on how to list events and articles.



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