



Newsletter

Happy Easter!

Care Coordinator Meeting!

We would like to remind you again that the Care Coordinators are in a meeting from 8:30am until 9:00am and they cannot take any calls during this time. We are grateful for you not calling to speak with Care Coordinators between these times!



Bank Holidays

Just to let you know that there are a few Bank Holidays coming up where the office will not be open. In an emergency you will be able to Contact On Call on 07957 984 076. Please remember this number is for emergencies only. All other questions will have to wait until the office is open.

Office will be closed on the following dates:

Friday 22nd April 2011

Monday 25th April 2011

Friday 29th April 2011

Monday 2nd May 2011

Monday 30th May 2011



Easter Competition

As its Easter we have put together a competition for all who wish to take part. All you have to do is complete the attached activity and send back into us by **Wednesday 27th April 2011** for the



chance of winning the mystery prize!!

Events

The Royal Wedding is on the 29th April 2011 and you can watch it all on Television!



If you would like to help write the next newsletter or you have any great ideas you would like to include please contact the Human Resources team at Head Office.

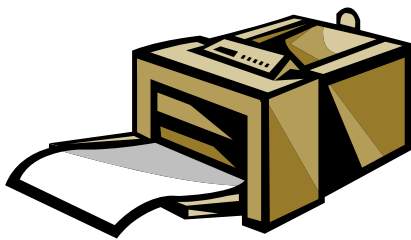


Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter



Caption describing picture or graphic.

might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles

short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or cli-

ents.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book re-

view, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art im-

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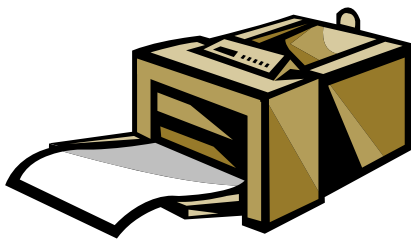
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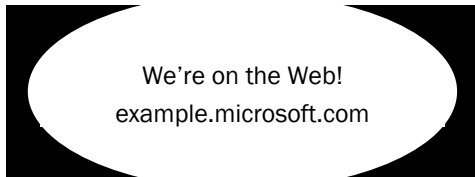


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Care with a difference

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B30 3EL

Phone: 0121 433 2500
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E-mail: info@aspectscare.co.uk



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Care With A Difference

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers.

You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If

your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of

communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.