

HCI and Centric Health Media enter into partnership to share patient safety digital content

About Centric

Centric is a forward-thinking digital health content provider that creates at pace. With a dynamic content creation team and a combined expertise of over 25 years in the NHS and technology healthcare, we can bring your digital health success stories to life.

HCI and Centric Health Media have formed a partnership, in order to share digital content to support innovation in healthcare and enhance patient outcomes.

HCI are the producers of the largest collection of patient information videos in the UK. As part of their response to COVID-19, NHSX secured a national license to make a library of over 600 of HCI's videos freely available across the NHS to support patients to manage their own care at home.

Centric is an interactive media platform which creates and shares video content showcasing best practice in digital healthcare across the NHS and the health and social care space. The partnership will see the sharing of educational and innovative content, encouraging the use of video for better patient outcomes and raising the profile of the videos for better patient self-management and keeping patients out of the GP surgery, where possible.

Richard Wyatt-Haines, Director of HCI says: 'It's great to be working with Centric. We have great synergy in that we are both passionate about communicating through video, and we both want to promote good practice and innovation across the health economy.'

Ben Webber, Director of Centric says: 'With our network of large and diverse audiences, we want to use our platform to help share innovation and best practice. HCI share a common goal with Centric of using video to help encourage best practice.'

