

Case Study

ANNOUNCING AN ACQUISITION SERCO HEALTH



Background

Serco Health provides a range of clinical services including Occupational Health Services, Out of Hours GP Services, Forensic Medical Services, Custodial Healthcare and Long Term Condition Management. In June 2008 it acquired independent occupational health service company, Grosvenor Group.

Objectives

Allman Communication was called in by Serco Health's acquisition team to help plan and deliver communication requirements for the acquisition. Key internal and external stakeholders needed to be informed of the change of ownership and its benefits to them.

Approach

Key audiences – including Serco Health and Grosvenor Group employees, clients, suppliers, MPs and media - were identified and key messages were tailored specifically for each. A range of **communication channels** including intranet, face to face briefings, conference calls, emails and websites, was utilised to ensure that each audience received news of the acquisition in a timely and appropriate manner. **Communication content** was carefully crafted to best meet the needs of the different channels and recipients. Senior leaders of the acquired and acquiring organisations were closely involved in delivering these communications on announcement day and beyond.

Actions

- Identify all potential audiences
- Establish key messages for each
- Identify appropriate communication channels for each
- Craft tailored content (proactive announcements & reactive Q&As)
- Prepare Announcement Day communication timetable
- Ensure senior leaders are equipped to deliver effective communication

Client feedback

"Allman Communication stepped in to provide dedicated communication resource and expertise to support our acquisition project team. The run up to an acquisition is always a busy time and having specialists on hand to provide advice and assistance eased the pressure and enabled us to give communication the priority it requires and deserves in a major change situation." **Douglas Trainer, Communications Director, Serco.**

Talk to us



To find out how we can help you better communicate with and engage your employees, please contact:
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