

2017 in retrospect

NIMH - Setting the standard in herbal medicine since 1864



4 Members' Benefits:

- Issued over 50 weekly e-newsletters featuring news, advice, education, information and articles
- Launched an improved online calendar promoting members' events
- Provided on-going access to the Natural Standards database
- Issued regular Council bulletins to keep members abreast of current issues

- Supplied members with literature and affordable promotional products
- Produced 2 new NIMH pop-up banners
- Produced 2 new promotional posters
- Produced a Herbal Medicine Week marketing kit for members to use

3 Promoting Members

- Promoted members to the public through our directory and online Find a Herbalist facility
- Responded to numerous media enquiries from a diverse range of printed publications, online websites and broadcast media including: The Times, Marie Claire, Evening Standard, Red, BBC Radio Scotland, Channel 4 and ITV
- Promoted Herbal Medicine Week via listings websites
- Promoted Herbal Medicine Week events for 31 members, including the online events calendar and dedicated HMW website
- Maintained and extended NIMH presence on social media through our Facebook, Twitter and LinkedIn accounts
- Developed a team of "expert commentators" to respond to media
- Created library of corporate photography related to herbal medicine

2 Representation and Promotion of Good Practice:

- Ensured standards of entry on to the NIMH register
- Protected the public through maintenance of the NIMH register
- Represented the NIMH at the MHRA
- Represented the NIMH at meetings of the All Party Parliamentary Group for Integrated Health (APPG) meetings at the Houses of Parliament
- Hosted a stand at the Holistic Health Exhibition at the NEC for a 5th successive year
- Submitted responses to consultations run by the Charity Commission, the UK government, NICE and the APPG



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5 Education and Learning

- Re-launched the NIMH Accreditation Board to oversee education and training standards
- Hosted the 153rd Annual Conference attended by over 200 members plus delegates from other healthcare professions.
- Offered 250 places on professional CPD seminars
- Facilitated live tweeting at NIMH Conference
- Presented 10 annual student achievement awards
- Welcomed 32 newly qualified herbalists into professional membership
- Welcomed 14 former members back into membership
- Welcomed another member through our Individual Accreditation Scheme
- Provided Student Affiliate places on CPD seminars and at conference at preferential rates
- Awarded Initial Professional Development Completion Certificates to 29 members and provided on-going mentoring to another 70 members
- Invited and welcomed students from University of Westminster, Lincoln College, Middlesex University, Heartwood and the School of Herbal Medicine to the PSA presentation at the AGM

1 Supporting members:

- Answered 2,129 telephone calls and 8,680 emails from the public and members
- Invited the Professional Standards Authority to present at the AGM
- Supported members with general PR and marketing – websites, branding and corporate identity for practices, promotions, writing press releases, researching media and advertising
- Supported members in tackling ASA issues, including ASA compliance
- Maintained bespoke websites for Herbal Medicine Week and NIMH Conference
- Launched electronic mailings
- Sold books worldwide on herbal medicine through NIMH on-line Amazon shop
- Supported advertising on weekly e-newsletters