

can we do more?





The Royal Medical Benevolent Fund

The RMBF in numbers

I BF:

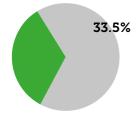
Helped over 800 with nancial help and mone advice

The research

.

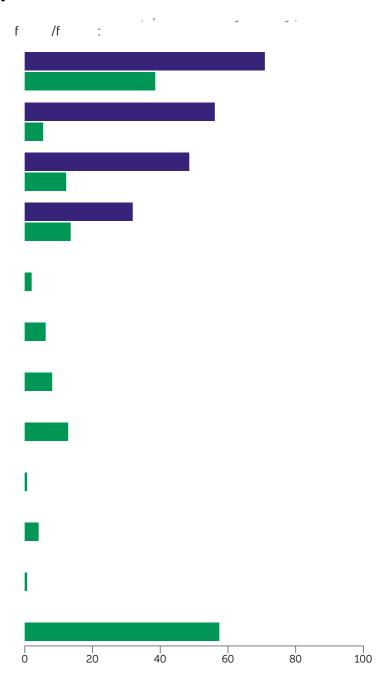
What did the UCL research team find?

1. Who is experiencing financial difficulties and why?





2. Where do doctors and medical students go for help and advice?

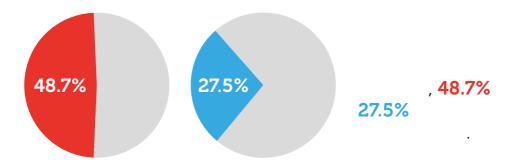


When choosing sources of support, doctors and medical students said they pick and prefer to seek support from services that:

Do not require Are well Are easy interest known to access payments For some – are For some – focus not connected Are specifically on to their work confidential medics/medical or personal students networks

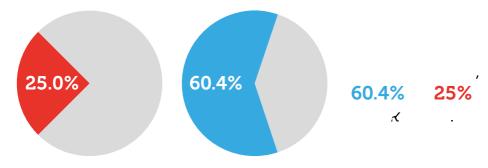
Reasons given for not seeking support include: Sense of **Stigma** Shame personal responsibility **Potentially Unsure they** Unaware of complex and where to go for would be time-consuming eligible help process

36.9% 63.1%

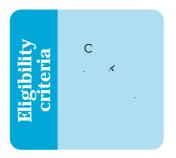


44.3%

55.7%



3. What can prevent, or support, help seeking? Three main things



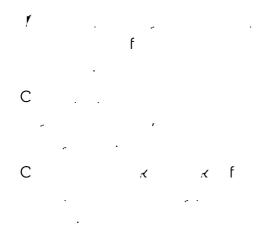






Process of applying

Applicants can feel a burden of proof:



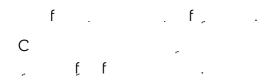




Stigma around ill-health and financial need:



Applicants may have an insu cient sense of candidacy:





How is the RMBF responding?

The RMBF has carefully considered these valuable insights and recommendations. Some will take time to implement, but work already underway includes the following:

1

Clarifying the Eligibility Criteria

We are:

Developing an interactive online eligibility checker to help people to understand more easily whether they will be eligible for support. Having a series of steps to follow instead of a large amount of information should help to make it more manageable and easier to use.

We have:

Reviewed our medical student grants programme and increased our support levels to ensure we are meeting the needs of those in the last two years of study. 2

Refining the Application Process

We are:

Reviewing the tone of voice and language of our application forms. The copy is being reviewed and refreshed with colour and illustrations.

Producing short animated videos to feature on the website. These will explain the application process in a friendly, informative and accessible way. 3

Raising Awareness

We are:

Developing a new communications programme to create the right impression, using a range of stories and testimonials to engage more widely with the profession.

Building a stronger social media presence to reach a more diverse audience.

Developing an enhanced volunteer strategy to engage with diverse groups across the profession and establish credibility and trust in applying to the charity for help.