

The Capsticks logo consists of a solid red square. Inside the square, the word "Capsticks" is written in a white, sans-serif font, oriented vertically from bottom to top.

Capsticks

The background of the slide is a light blue gradient with abstract, flowing, wavy lines in shades of grey and white. A solid teal rectangular banner is positioned horizontally across the middle of the image.

One step ahead

You're already  
one step ahead  
because...



Social upheaval, new technologies,  
political turmoil.

The pace of change never slows.  
So how do we help our clients stay  
on the right side of it all and keep  
delivering?

How do we make sure they're in the  
loop when it comes to legislation  
and regulation?

How do we help them avoid risk  
when risks keep changing?

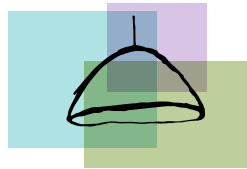
How do we steer them through the  
minefield of high-profile issues?

We do it by keeping one step ahead.

Because if we're one step ahead,  
so are our clients.



We know our  
stuff inside out  
(and then some)



With over 30 years as one of the country's leading healthcare law firms, you'd rather expect us to know our stuff.

What we've learned in this heavily regulated and scrutinised world appeals to clients in other sectors facing similar challenges - such as housing, education and emergency services.

So we're as likely to be advising on an innovative housing project, or preparing witnesses for inquests of national importance, as we are to be helping a health trust resolve a dispute.

If we know policy and regulation inside out, it's because we help shape them.

We act for healthcare regulatory bodies. We advise healthcare chiefs on issues as diverse as the impact of Brexit and data protection. We lead debates on housing post Grenfell.

And we're always hungry to know more. Because the more we know, the better we can help our clients.



Do the right thing  
(at the right time)



Our approach to solving clients' problems is practical and adaptable.


If our solution doesn't work for you, then it's not a solution. We believe you should be able to see the benefits of our advice sooner rather than later.

To do that, we'll make it our business to learn more about your business than just the legal side.

We'll get to know you inside out, so our advice is always timely. For example, by showing where an early legal intervention might nip a problem in the bud.

We've got your commercial interests at heart too, so we'll keep fees down by thinking ahead.

And we always look for ways to stop matters becoming protracted because we know you've got more important things to be getting on with.



Be open to  
everything,  
but question it



We're a young firm. We attract bright, talented people who like working for a firm that isn't stifled by hierarchy.

By keeping a youthful, open-minded approach (even if some of us aren't as youthful as we'd like to be), we embrace new ways of thinking and aren't hidebound by tradition.

So we're as adept with digital as we are the printed page. We've produced interactive IT tools that help our clients manage a range of challenges from keeping on top of property portfolios to making decisions about mental capacity.

While we're a very positive bunch, we can be sharply critical too. We've got no time for hypocrisy or nonsense. And we're sceptical of anything that can't prove its value.

We think you probably are too.



Be brilliant, simply



To keep our clients one step ahead, we make sure we surround ourselves with bright minds.

We're a community of problem solvers, precedent finders and untanglers of thorny legal dilemmas.


For example, we're looking for smart ways to integrate health, social care, housing and education.

Even other lawyers look to us for guidance. We're legal provider for our own regulatory body for disciplinary and litigation work.

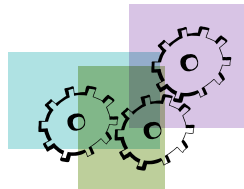
And while it might be tempting to show just how clever we are, we know our clients prefer simple, elegant solutions delivered on a page, rather than a lorry-load of legal mumbo-jumbo.

We'll leave the Latin and the legalese to others.





Keeping ahead is  
easier with good  
people behind you



Law firms are typically hierarchical.  
But we're not a typical law firm.

We don't believe direct contact is the preserve  
of partners – we encourage all our people to  
contribute.


We're less concerned with titles and more  
interested in giving our clients great service.

Being less stuffy about who can talk to whom,  
and when, means everyone takes more  
responsibility for making things happen –  
and it means clients get the advice they need  
more quickly.

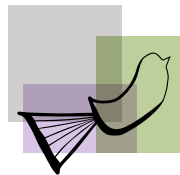
It's an approach that keeps everyone  
motivated. Our team work harder for clients  
when they're invested in the relationship.

The benefit for clients is that there's always  
someone here who's up to speed with your  
challenge.

We find that by being less top heavy, everybody  
comes out on top.



We know when  
to switch off.  
And when to  
turn it right back  
up again



Even for lawyers there's more to life than the law. For a start, we love a good party or a bake off.

Cakes aside, we know it pays to get our heads out of legal papers and be aware of the world about us – particularly as so much of our work has an impact on the community.

So, whether we're helping the elderly in Wimbledon get to grips with modern technology, mentoring school children in Leeds and Birmingham, or supporting the homeless in Winchester, we're learning even when we're relaxing.

We've even managed to make staying fit good for the community by raising thousands for worthwhile projects on fun runs and peak climbing.

When it comes to being productive at work, we believe a refreshed mind is a lot sharper than a tired one.



# Our key sectors



Care homes  
Education  
Emergency services  
GPs  
Health & Social care  
Housing  
Independent healthcare  
Insurance  
Professional regulatory

*Our non-legal  
services*

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## Capsticks Business Solutions

- HR Advisory Services
- Housing Advisory Services



# How can we keep you one step ahead?

This booklet can only scratch the surface of what we do.

To understand how we can help your organisation keep one step ahead, we need to know the specific issues you face. Which particular threat or challenge do you want to keep ahead of?

Whether it's a regulatory riddle, or a risk management minefield, our experts are waiting to help take the problem off your hands.

*To find out more call us on:*  
020 8780 2211

*Or see what we're up to on Twitter at*  
@Capsticksllp  
@CapsticksSH  
@CapsticksEmp  
@CapsticksHRA

*And you can find out more about us on*  
*our LinkedIn company page or go to*  
[www.capsticks.com](http://www.capsticks.com)

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