

**flexible and bespoke  
business support**  
for your private practice

# **We are experts in providing flexible support services for healthcare professionals.**

We believe that with the right professional team to support you, your possibilities are endless.

That is why Designated Medical offers flexible, experienced support for all your private practice needs. Our integrated approach allows our carefully selected team members to embed into your practice, allowing you to concentrate on delivering exceptional service and care for your patients.

Our experts offer support across Medical PA, Marketing, Accountancy, HR, and Recruitment and can work to suit your requirements – flexibly, remotely, as and when we are needed.

**Our Medical PA Services start from £315 per month (plus VAT).**



***The Designated Medical team have earned my trust completely. They rose to the challenge and ensured I had a functioning practice in a very short space of time. My Designated Medical PA is an essential part of my team, she ensures my patients receive the best experience and wouldn't be without her.***

*Stuart James, Consultant Plastic and Reconstructive Surgeon*



## JANE BRAITHWAITE

founder and  
managing director  
designated medical

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**A private practice needs to be managed professionally with great attention to detail. Patients need to be cared for by your Medical PA and other admin staff with the same respect and courtesy shown by the doctor.**

**Your whole team creates the culture and reputation for your practice, whether this is ‘front of house’, the content produced by the marketing team or the accuracy of the invoicing your patient receives.**

**Our team becomes your team**



## About Us

The team at Designated Medical knows the private healthcare sector well and understands your needs and the challenges you face.

We recruit the **best team**, to ensure you have the best people on **your team**. Our Founder and Managing Director, Jane Braithwaite has a unique perspective having managed a successful private practice in Wimpole Street for many years.

The knowledge and experience she gained allowed her to recognise that doctors need a bespoke approach to their support services and Designated Medical was born.

## Your Medical PA

Every Medical PA within the Designated team is an experienced secretary, supported by a training manager and administration team who are able to proactively manage your practice on your behalf.

Your Designated Medical PA will support you and your patients and develop and manage your private practice, acting as an integrated member of your team.

Whether you are new or well established we will partner with you to deliver an exceptional patient experience from £315 per month (plus VAT).

We provide you and your patients with an excellent service, helping you to develop and grow your practice. We believe our success is dependent on your success and therefore we take a broad view of your practice, helping you to develop strong relationships with hospitals, referrers, and embassies.



## Our Medical PA Service

### **Your Designated Medical PA**

You will have your own Designated Medical PA who works closely with you and your patients daily. When your Medical PA is out of the office, we will provide full cover by utilising another Medical PA on our team who is well briefed on the running of your practice.

You can rely on Designated Medical for a year-round service with no stress or worries.

### **Telephone Management**

Your Medical PA will be first in line to answer your patient calls but with support from others on the team, aiming to answer over 90% of all calls, and return any missed calls promptly. Working between 9am and 5pm, Monday to Friday excluding public holidays.

### **Systems & Processes**

We help you set up systems and processes that ensure the efficient running of your practice. We focus on ensuring processes are robust, secure, and compliant.

We will advise you on your choice of a Practice Management System dependent on your needs and budget.

### **Patient Communication**

Patient care is at the heart of our work and good communication is fundamental. We'll make certain that your patients have everything they need pre and post-appointment.





## Our Medical PA Service

### Clinic Appointments and Theatre Bookings

We will ensure your clinics are booked accurately and efficiently, liaising with hospital contacts to ensure all aspects of your work are well organised and run smoothly.

### Transcription and Dictation

Our Medical PAs and professional Medical Typists deliver you high-quality, accurate letters. Our transcription service is fully GDPR compliant using our secure cloud-based portal.

### Invoicing

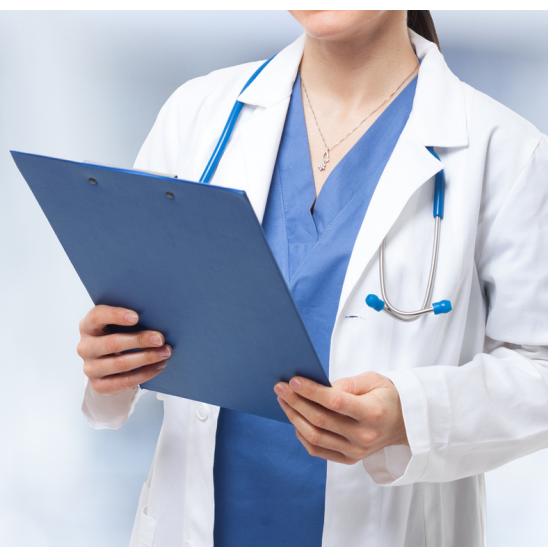
Our vision within Designated is to provide a one stop shop for all your practice needs, in order to achieve this, we are delighted to announce we are now able to provide an internal professional billing service to add to your package. We also offer high level bookkeeping to ensure all cash is not only collected but allocated correctly and in a timely manner.

To find out more contact [vicky@designatedgroup.com](mailto:vicky@designatedgroup.com) and let's start the conversation.

***You have lived up to your promises, managing my complex practice very well, communicating brilliantly and generally sorting things out.***

***I even have an embassy letter of guarantee for the patient, booked into the clinic tomorrow sent through by fax in advance - it's never happened before!***

*Kinesh Patel*  
Consultant Gastroenterologist





## Fees and Payments

You can choose one of our Pricing Packages, depending on how much support you need, based on an hourly rate.

These can be broadly set out as follows:

Package Plan	Price per month	Hours per month	Additional hours Charge £ per hour
Bronze	£315	10	£31.50
Silver	£610	20	£30.50
Gold	£885	30	£29.50
Gold +	£1,375	50	£27.50
Platinum	£2,000	80	£25.00
Titanium	£2,530	110	£23.00
Palladium	£3,150	140	£22.50



## Fees and Payments Continued

You can choose one of our Pricing Packages, depending on how much support you need, based on an hourly rate.

These can be broadly set out as follows:

Service	Rates
Telephone Lines	£18.00 per month, per line. <b>NB</b> where phone lines are diverted to us there is a nominal £7.50 per month charge
Audio Typing	£1.20 per transcribed minute Premium service – £1.55 per transcribed minute
NHS Work (incl. Choose & Book)	£15 per appointment
Travel Time (if needed)	£25 per hour for travel time
Travel Expenses	Charged at cost
Stationery	Charged at cost
Scanning	£25 per hour for hard copy scanning
Bookkeeping	£35 per hour including logging and tracking of expenses or any other financial items

Invoices will be provided monthly. All payments are requested automatically via monthly direct debit.





# Designated Medical Services

Alongside our Medical PA services, we have an expert team of marketing, HR and finance professionals who can provide flexible support services for every aspect of your private practice.

## Marketing

We have a team of experienced marketing experts who can advise and support you on your marketing needs. From developing a robust marketing strategy to managing your social media and website, our experts evolve your plan as your practice grows – delivering results and bringing success.

We offer a Marketing Discovery session for your practice, this gives our experts a chance to understand your aspirations and provide recommendations on how to achieve these. **£300 (plus VAT)**. Please contact us for further information.

## Accountancy

Your Designated Accountant will oversee your finances, ensuring your bookkeeping is done efficiently and accurately every month, providing you with monthly management reports that inform you about the financial performance of your practice.

Every quarter you will have a review with your Accountant to discuss opportunities, address any concerns and plan for the following quarter. At year-end, your Accountant will prepare your accounts with ease as all of the hard work has been done throughout the year.

Designated Medical is a **Xero Bronze Partner**, and our accountancy team is **Xero Certified Advisors**, trained by Xero to deliver you the best financial support.



# Designated Medical Services

## HR and Recruitment

At Designated Medical we know that delivering an exceptional patient experience is a true team effort and requires the selection of the best team members, with each person contributing their best and working successfully together to deliver an exceptional service.

Our Designated HR and Recruitment team can help you to recruit, manage and develop your support team including your Medical PA, Receptionist, Medical Typist or Practice Manager, to ensure your team works at optimal performance to the benefit of your patients.

**For more information into these additional services please visit our website at [www.designatedmedical.com](http://www.designatedmedical.com) or get in touch - [info@designatedmedical.com](mailto:info@designatedmedical.com)**



## Our Mission

Designated's mission is to create a world where we support each other's success, both our clients and our own. We have built an awesome team which supports our consultants and their patients, delivering the highest quality patient experience.

Whilst we are virtual in nature, we are very social, support one another and have a great team spirit.

## Our Values

Our values are at the core of our business. They underpin everything we do, whether it is for our team or for our clients.

We embed **Ownership, Care, Aspiration** and **Growth** throughout the Designated group. We believe in helping and supporting others and provide services and solutions that do just that.

