

STAY CONNECTED

AUGUST 2020



Welcome to the August issue of 'STAY CONNECTED'

Welcome to the July edition of 'Stay Connected'. The last few months have been tough for all of our consultants both in the NHS and working in private practice, and the team at Designated Medical are committed to supporting you to develop and grow your practice in these difficult times.

In this newsletter we are not dwelling on the problems but sharing information that aims to add value to you. We would love to hear your feedback on our newsletter, in particular your requests for information and articles that would be valuable to you. Please do contact **Hannah Smith** who is our Client Relationship Manager with any questions or suggestions - Hannah@designatedgroup.com or **020 7952 1437**.

We look forward to hearing from you and catching up again next month. In the meantime, stay safe, happy and healthy.

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How to master the art of keeping patients happy



Jane Braithwaite, writes a monthly article for the [Independent Practitioner Today](#). Our latest series focuses on the Patient Experience. Read a short extract from the first article here...

Your patients must be at the centre of every aspect of your thinking. To improve patient experience, then, patients must be put first and we must keep patients happy. When producing any strategy, and particularly when considering patient experience, the key components to consider are your vision statement and your goals and objectives.

Your Vision and Mission Statement

Your vision statement focuses on tomorrow and describes what you want to become. Many companies create both a mission and vision statement, with their mission statement describing what they are today. If we take **HCA Healthcare** for example, its mission and vision statements are as follows:

Mission - Our mission is to provide compassionate care and exceptional service to every patient, every day. **Vision** - Our vision is to be a world-class hospital. It also has a clear set of values, which you can see listed on its website and you may find these interesting and potentially helpful. In developing your patient experience strategy, you may wish to develop your mission and vision statement and your values, and I would highly encourage this.

As a minimum, I suggest you need clarity on what you aspire to be and therefore your vision statement is essential. Your patient experience vision must be entirely patient-focused and should describe what you aspire to be in the experience of your patients. Your vision will become your road map.

[Click here to read more](#)

Partner Spotlight

At Designated Medical we choose our partners as carefully as we choose our team. Each month we will focus on one of these partners in our newsletter, sharing with you why they are our partner and highlighting any new promotions they have to offer.

Run your clinic from anywhere with Heydoc

Heydoc allows you to provide the same service to patients, whether in person or remotely.

Before a consultation, you can take online bookings with automatic confirmations and reminders, submit patient pre-consultation forms and offer online questionnaires.



While consulting your patients using Heydoc's embedded video consultation tool, you can write notes, create e-prescriptions and order remote tests that can be sent directly to your patient.

After consultations you can generate invoices, take payments remotely and share information and follow-ups with patients via your Heydoc patient dashboard.

To find out more about how you can run your clinic remotely, sign up for a free trial.

The Role of a Medical PA

Your Medical PA will have an enormous impact on your private practice.

The Medical PA role is considered an admin role but we strongly argue that they are much more than that and would encourage you to consider your Medical PA as the owner of customer service where the customer is your patient. The Medical PA role will work alongside you, caring for your patients and ensuring they feel safe and receive good quality care.

Many people in the medical industry now talk about the "**patient experience**" and the service your Medical PA delivers is a significant and an important part of your patients experience that impacts on your reputation as a doctor. Your Medical PA acts as an ambassador for your practice.

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It is imperative that your Medical PA is fully engaged in your vision of your practice, which is your definition of where you want your practice to be. Your Medical PA should also understand your goals and objectives and understand how they contribute to achieving these.

Coming back to patient experience, we can consider your patients journey and break this down into three parts and consider the Medical PA role in each part of the journey: - Before treatment, during treatment, after treatment. Your Medical PA will play a key role in all three parts of your patients' journey.

In summary, Designated Medical recommend choosing your Medical PA with care, recognising that your Medical PA will represent your practice and have a significant impact on your reputation as a doctor.

A Designated Medical website success story

Dr Hiba Al-Reefy, a consultant Ear, Nose and Throat surgeon, began as a Medical PA client.

Trust in the Designated Team

After establishing a successful relationship with her Designated Medical PA, Dr Hiba decided to expand her relationship with Designated to include the marketing team.

The initial marketing brief was to support Dr Hiba with writing content for her new website that would be developed in Bahrain. However, due to the excellent client relationship and trust the team developed with Dr Hiba, the website design and development was transferred to the Designated team.

Delivering a Professional Website

Our marketing team presented a range of creative ideas for Dr Hiba to choose from, always ensuring that she was part of the decision process to develop her look and feel for the website.



Each design we deliver needs to reflect the personality, values and reputation of our consultants - each one is unique. The new website delivers a professional, seamless patient experience that demonstrates Dr Hiba's credentials, values and experience.



Dr Hiba Al-Reefy

"I'm glad I decided to work with Designated to build my website. Tina and her team have been brilliant in understanding my vision and exporting it in a simple user-friendly way. I had regular virtual meetings with Tina during each step of the process and her regular feedback has been excellent. I have chosen to continue the website maintenance with Designated as I feel the team understood my vision and delivered my message clearly. I have no hesitation to recommend Tina and her team"

Enhancing your reputation, growing your practice

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