

STAY CONNECTED

OCTOBER 2020



Welcome to the October issue of 'STAY CONNECTED'

October 2020 is a very special month for Designated Medical as it marks our 7th anniversary and we would like to take the opportunity to thank all of our clients , partners and our team for your support over the last seven years.

Designated Medical was created to provide professional and expert support to the private healthcare sector, focusing on non- clinical areas, including medical PA, marketing, websites, HR and bookkeeping. Our team has knowledge and experience, valued by our clients and we deliver our services in a flexible manner which ensures our services are cost effective.

During October we will be celebrating our anniversary, with a lot of activity on our social media channels and showing our appreciation to everyone for their support.

A sincere thank you to all of you who have worked with us over the last few years and hears to the next 7 years.

Please do contact any of the team on **020 7952 1008**, we are always happy to talk! **Enjoy October!**

IN THIS ISSUE

PUT YOURSELF IN YOUR PATIENTS SHOES

YOUR REPUTATION IS YOUR GREATEST ASSET

**GEORGE ASIMAKOPOULOS -
BRANDING & WEBSITE**

**PARTNER SPOTLIGHT -
HEALTHCODE**

**HOW TO USE LINKEDIN TO
GROW YOUR PRIVATE
PRACTICE**

Put yourself in your patients shoes



In her third article for **Independent Practitioner Today**, Jane Braithwaite builds on the concept that patient experience is about putting your patients first.

How **your patients** feel about the care you provide is arguably the most important measure of your **success** in private practice. It is essential that patients receive good treatment that improves their health, and this is a fundamental and measurable element of your **care**.

But there are many other factors that influence how a patient feels about your care and it is all these elements that form the patient experience.

First you need to know who your patients are, so you have a clear view of what is important to your typical patient. Next think about the **patient's journey**, considering the three stages of before, during and after care.

Another important factor is to consider your **patient support group**. For example, when considering fertility, both partners are involved, and our **patient experience** needs to reflect that and ensure that both parties are looked after well throughout their journey. When treating a patient who is a child, we need to consider the persona of the parent/carer or guardian. This may also be true in the case of a patient who is critically ill and relying on their next of kin to make decisions regarding their care.

I would recommend creating personas, giving each persona a name so you can relate to them easily and use their names when refining your strategy. To ensure you put the patient at the centre of your strategy, I suggest you approach the patient experience through the eyes of your patient and follow their journey...

[**Click here to read more**](#)

Your reputation is your greatest asset

As a doctor your reputation is your greatest asset. You know that patients research their doctor online before committing to make an initial appointment, as well as conducting additional checks on websites such as Doctify and Google reviews.

Patients are hugely impacted by your **“online reputation”**. Your online reputation needs to be well managed, ensuring that when your current or potential patients Google your name, all the content they read is positive and informative, with a clear visual representation that creates a standout impression, validating their decision to book to see you and instilling confidence in the potential relationship.

Why is a visual identity important in the form of a logo and unique colour palette?

Because it grabs attention, makes a strong first impression, and is the foundation of your brand identity. A professional logo and colour palette is **memorable**, communicates **personality** and will **separate** you from your competition. And ultimately it is expected by your audience.

A logo can often be the first impression of your practice to your patients – for example via your website. But your logo needs support to be able to deliver your message and to give you clear standout from your competitors.

Colours, tones and fonts are all determined by the message you are trying to tell, and your logo sets the stage for this story. These elements along with your logo will translate onto all your branding materials including letterheads, business cards and your website.

Dare to be different with your logo, because your logo tells patients why your business is unique. In other words, your logo is the forum to both convey your values and show patients why you are not like your competitors – you are better. And, finally, your logo is the first thing that your audience will look for when they see any communications from your practice. It should be front and center of all your communications, providing consistency and it provides an opportunity to make sure your practice **stays in the minds** of your audience.

Enhancing your reputation, growing your practice

Contact Hannah Smith, our Designated Medical Client Relationship Manager

E: Hannah@Designatedgroup.com **T:** 020 7952 1437



George Asimakopoulos Consultant Cardiac Surgeon Branding and website launch

The Designated marketing team has recently developed a **brand identity** for George Asimakopoulos, who is a Consultant Cardiac Surgeon with a well-established private practice.

George had yet to develop branding or a website, but after a fortunate meeting with Jane Braithwaite at an industry event, George engaged the the Designated Marketing team to deliver both. George now has a **standout logo and colour palette** which has been used on both his business cards and letterheads. The branding has then been carried through to his **new website**, with his own colour palette and style.



Ongoing marketing support

To maintain George's website and manage his online reputation, he is now working on an ongoing basis, with his Designated Senior Marketing Manager, ensuring his online reputation is well managed and enhanced over time and well received by Google.

www.heartsurgeonlondon.co.uk

'I am delighted with my new branding from Designated, it really captures my vision and gives me great standout from my peers. The website has developed well, and I am looking forward to continuing my relationship with Designated.'

ga
George
Asimakopoulos



Partner Spotlight - Healthcode

The [Private Practice Register \(The PPR\)](#) will align with the data requirements of a new governance framework for the private healthcare sector, says [Healthcode](#).

Launched last year by the Independent [Healthcare Providers Network \(IHPN\)](#) and universally adopted, the [Medical Practitioner's Assurance Framework \(MPAF\)](#), aims to ensure unsafe practice is detected and addressed quickly. The framework sets out the information needed by hospitals to manage consultant practising privileges.

More than 20,000 practitioners currently have a PPR profile which enables them to efficiently control all their practice information in one place so hospitals and insurers have an accurate picture. Healthcode is now enhancing the PPR to support MPAF's data requirements and make compliance easier for practitioners and hospitals.



[You can read more about PPR and the work that Healthcode are doing here.](#)

How to use LinkedIn to grow your private practice

[LinkedIn](#) is a great way to build your personal brand. Whether you are on the start of your journey in private practice or if you are growing your private medical business, having a personal brand will give your practice strong foundations.

As you are already an [expert](#) in your particular field, LinkedIn bolsters this by pushing you forward as a thought leader. Sharing your insights as a subject matter expert is not only helpful but establishes your name as that go-to person for questions in your specialist area. [Private hospitals](#) and businesses within the medical profession are already connecting on LinkedIn, establishing [partnerships](#) and [networking](#) with specialists like you.

The personal connection

LinkedIn is about networking. Posts by people are favoured more than posts by businesses. This is for good reason because as humans, we tend to trust personal connections more than we do businesses.

Ways to use LinkedIn

Review your profile - Think of it as a headline-grabbing moment. Tell your story and pull your audience in. Make sure your profile is polished and up to date.

[Our marketing team can advise on the best LinkedIn strategy to achieve your goals. Get in touch to find out more.](#)