

STAY CONNECTED

SEPTEMBER 2020



Welcome to the September issue of 'STAY CONNECTED'

Welcome to the September edition of 'Stay Connected'. The month of September always has the promise of fresh beginnings - the back to school routine, shiny new shoes. And September 2020 feels more significant than ever as our children return to school for the first time in six months rather than the normal six weeks, and UK businesses attempt to regroup and rebuild.

In the private healthcare market, we have reasons to be optimistic as you will read in our Partners section this month. Richard Shawyer of Patient Billing provides a very insightful report, based on invoicing trends, on the positive recovery of private practice. Also this month we have offered some helpful guidance regarding Marketing, as we believe it will be vital for private healthcare providers to focus on their own marketing activities in the coming months, particularly if we do see a trend to a greater proportion of self-pay patients as Richard's report implies.

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

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Making your plan to keep patients happy



In her latest article for **Independent Practitioner Today**, Jane Braithwaite gets practical and discusses how to make a plan to keep your patients happy.

YOUR PATIENTS must be at the centre of every aspect of your thinking. The patient must always be put first if you are going to improve their experience.

You need a **mission and vision statement** with a clear set of values and tangible goals. Your patient experience **vision** must be entirely patient-focused and should describe what you aspire to be in the eyes of your patients.

The **goals** that you set will need to be both quantitative and qualitative. While your goals should always be SMART, it is not always easy to measure the emotional side of things. So it is important to always ask yourself **"What do patients want?"** when setting goals for your practice and your patients.

Accessibility – every interaction your patient has with your practice should be considered. Your website needs to be up-to-date. Your communication needs to be efficient. Do not mess patients around by constantly changing appointments. Ensure patients are aware of cancellation policies and send them a reminder the day before their appointments.

Patient feedback provides a good insight into how your patients feel about your service now and offer you a baseline to measure yourself against.

As you confirm your goals and objectives, you will be thinking about who is involved in delivering your patient experience. Identify everybody in your team who interacts with your patients and ensure that this group of individuals feel and act as a team.

[Click here to read more](#)

Partner Spotlight

This month the spotlight is on **Patient Billing**, one of our longstanding partners.

Richard Shawyer, MD of **Patient Billing** provides a very insightful report, based on invoicing trends and utilising statistics released by Healthcode, on the positive recovery of private practice.

Despite doctors introducing virtual consultations very quickly, invoice numbers were reduced by 60% over lockdown.



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Face to face consultations are now on the increase and while there is some concern that the number of insured patients will reduce due to redundancies; there has been a noted increase in self pay and as such **Patient Billing** do not believe that doctors will see any significant differences in comparison to their practice pre-COVID.

**YOU CAN ACCESS THE FULL
REPORT HERE**

Definitive guide to attracting patients

Attracting patients is key for doctors starting out in private practice, and for those with established practices who want to increase the frequency of their practice sessions particularly following lockdown.

How are you attracting patients?

Marketing is essential to the success of any business, including private medicine. While unfamiliar to many doctors, it does not have to be complex or time-consuming.

So as private practices open up, here are some effective strategies to help promote your business post lockdown.

Referrals

The most effective way to expand your practice is through word of mouth and via existing patients, friends and family.

Traditional Marketing Methods

With current focus on digital marketing, it is easy to overlook tried and tested methods of promoting your practice.

Brochures, flyers, articles in relevant publications and paper newsletters are a potent marketing tools.

A **website** is a powerful communication tool. Make it easy for patients visiting your site to make contact and see the services you provide. Blogs are very useful in communicating positively with patients. By citing existing patients' positive experiences, using real examples, you can ensure readers will have highly positive expectations.

Social media is a highly-effective way of driving patients to your website. By posting content related to your personality and practice, you can strategically attract more patients.

To summarise: authenticity is always a good strategy – use the marketing tools you feel most comfortable with – but do not be afraid to branch out. **Good luck.**

A Designated Medical marketing success story

HORMONE HEALTH

Hormone Health is a private women's health clinic located in London's Harley Street and Nottingham.

Designated Medical were asked to recommend how Social Media could assist Hormone Health in meeting their business objectives.

Nick Panay, founder of Hormone Health had very clear objectives for his brand:

To **build awareness** of the brand & practice expertise through the use of Social Media
To **increase target market website** users and contribute to **patient bookings** as a result of Social Media efforts.

Outstanding results

- Over **20,000** engagements
- Social reach significantly **increased** to **367,029**
- **35% increase** in patient growth
- **Significant** increase of women visitors to the Hormone Health website
- Engaged in **partnership opportunities** as a result of Social profile
- **Expanding** into podcast media to build further differentiation

"Designated have done the hard work of sourcing the marketing experts for Hormone Health.

The business has a clear strategy and effective campaigns which have saved the business time and increased our profile with our audience."

Nick Panay, HH Founder

Enhancing your reputation, growing your practice

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