

Designated Medical

Launch your new private practice with our start-up package

We are experts in providing bespoke support services that champion ambitious private healthcare professionals.....

....however, when you begin in private practice sometimes knowing what support you need can be a stumbling block.

That is why Designated Medical are offering a **Group start-up package** for founders who are new to private practice and need an expert, guiding hand.

Our start-up package includes guidance and support with:

- Business strategy/planning
- Finance
- Marketing
- CQC registration process
- Practice Management Support/Operations

Our experienced team will ensure your practice is set-up correctly, allowing you to concentrate on delivering exceptional service and care for your patients.

Once you are up and running, our team can provide on-going support across Accountancy, Medical PA and Marketing - making sure patients and referrers can find you online, their call is answered quickly and managed professionally, and your finances are in perfect order.

**Start your conversation with
Designated Medical today
020 7952 1008
info@designatedmedical.com**



Group start-up package

We have developed this package into six stages that we feel cover the areas you need at this exciting time. However if there is anything specific you need that sits outside of these stages, please do ask the team as we are always happy to help.

Stage One - Developing your business strategy

✓ Consultancy ✓ Marketing ✓ Medical PA ✓ Accountancy

Why you need this

Who, What and Why?

This builds the foundations of your practice/clinic.

Our experienced team will share their knowledge and support you in formulating your business plan, across all key service areas of your patient's experience.

What is included

State your objectives

Identify your patient offering - your niche

Agree who is your target audience/patients/referrers?

Short term plan (3 months)

Medium term plan (1 year)

Set launch date



Stage Two - Company set up

✓ Accountancy

Why you need this

You may already have some of these items ticked off your list. Regardless of where you are in your journey, our expert Accountants can double check everything is set up correctly.

What is included

Legal structure i.e. sole trader, partnership, limited company

Set up bank account

Limited company - register with Companies House - additional fee may apply

Decision on whether an accountant and/or bookkeeper is right for you

Visit our website to meet the team

www.designatedmedical.com



Stage Three - Marketing - Your Brand

✓ Marketing

Why you need this

Creating a professional, recognisable, and memorable brand is imperative to the successful marketing of your new practice. That is why our team will work with you to create a name, logo and colour palette along with your key messaging so you have clear stand out from competitors.

What is included

Name creation
Logo
Colour palette
Key messaging



Stage Three - Marketing - Patient journey

✓ Marketing

Why you need this

Understanding your ideal patients journey will inform your marketing strategy and how we develop your website. This is an important process to complete before we embark on planning a website. Planning whether your patients will only book online, be able to contact you out of hours, pay up front for their appointment or whether you offer a subscription service - needs to be thought through thoroughly and mapped out to identify any gaps you may wish to resolve or remove.

What is included

Working alongside one of our marketing experts, we will produce a patient journey document that will inform your marketing and assist with business decisions.



Stage Three - Marketing - Marketing Strategy

✓ Marketing

Why you need this

A marketing strategy ensures that we understand who your target patients and referrers are, and we create messaging that they will relate to. We look at their behaviours and how we communicate with them to raise their awareness of your practice.

A marketing strategy takes into account your business objectives and works to deliver against these.

Awareness, Appeal, Ask, Act and Advocacy

What is included

Working alongside one of our marketing experts, we will create a marketing strategy specific for your clinic. This then leads to a marketing plan of activity which is delivered by your dedicated marketing manager on a monthly basis.



Stage Three - Marketing - Website

✓ Marketing

Why you need this

All of the previous stages are extremely important, but how are your new patients going to find you?

Our team of experts will guide you through these key stages of setting up your online presence and raising your profile.

What is included

Website development

Domain name registration support
Creation of wireframe/site map based on 20 pages
2 flat designs

Website build

Image searches (not purchases)
Full content creation – copy writing
Mobile optimised
Entry level SEO

Creation and management of
Cookie and Privacy policies
Google Analytics to allow visitor data to be analysed
Annual hosting charge and security certificate



Stage Four - CQC Registration Process/ Medico Legal Requirements

✓ Consultancy ✓ Medical PA

Why you need this

We are partnered with a CQC Advisor who can support you through your registration and accreditation process. They can also advise you outside of the CQC process, ensuring you imbed best practice from the very beginning.

What is included

CQC Registration and Accreditation

Guidance on:

Insurance Company Registration

Private Practice Registration

PHIN Registration

Data protection and the ICO

Medical Indemnity Insurance

Appraisals and revalidation

Visit our website to read our case studies

www.designatedmedical.com



Stage Five - Operations

✓ Medical PA ✓ Accountancy

Why you need this

Your patients experience must be at the heart of your practice.
The first person your patient will encounter is your Medical PA.
Our team can provide an experienced Medical PA, Bookkeeper and Billing team to ensure at every touch point, your patient is receiving excellent care and advise you on the best Practice Management System for your practice.

What is included

Telephone number and call answering
Practice Management System set up
Invoicing, credit control and
Bookkeeping guidance
Choose your finance system i.e. Excel,
Xero
Create your financial processes for
income and expenditure



Costs

✓ Consultancy ✓ Marketing ✓ Medical PA ✓ Accountancy

Business strategy/planning

Finance

Marketing

Brand/patient journey/marketing strategy

Practice Management Support/Operations

£2,900 + VAT

Cost estimates - fixed costs to be given once more details are known

Semble PMS set up support

£500

CQC registration process

Budget £3,200

Marketing

Website up to 20 pages

Bespoke price given upon agreement of brief

What next?

....all the building blocks are now in place, but where do you go from here?

✓ **Medical PA**

We believe that with the right professional team to support you, your possibilities are endless. Every Designated Medical PA within our team is experienced in private practice and able to proactively manage your practice on your behalf. Your medical secretary 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 to private practice, or well established, we will partner with you to deliver an exceptional patient experience.

Our Medical PA services start from £335 + Vat per month

✓ **Medical Billing**

We offer full practice billing via the Semble platform. Our Billing team will ensure your invoices are raised accurately and in a timely manner. We invoice insurance companies via Healthcode and communicate directly with self-pay patients, ensuring you are paid on time.

Our medical billing service fee is charged at 4% of your income

We recommend that you sign up with Xero as this provides a seamless integration with the Semble platform.

A Starter Xero licence is £14 + Vat per month

✓ Bookkeeping

Bookkeeping is an essential part of running any business. It helps the business owner prepare accurate financial records, keep track of cash flow, and helps you to plan for the future.

It is important not to confuse bookkeeping with accounting, which is quite a different field.

We offer bookkeeping services at £28 + Vat per hour

✓ Accountancy

Financial wellness is critical to the health of your business. Our experienced healthcare accounting team will help you with all aspects of tax, compliance, bookkeeping to monthly Management reports and Payroll. Allowing you to focus on growing a patient-centric business.

Our Head of Accountancy can discuss your individual needs and provide you with a bespoke cost.

✓ Marketing

We can provide you with ongoing marketing support. This is bespoke to every client, and your Designated Marketing Manager can discuss this with you, establishing which areas would be best to focus on for you and your practice. This may include, developing your marketing strategy to include blogs, social media, referral management, patient journey planning, Google advertising, SEO Booster package, or helping you with establishing good working relationships with patient liaisons, support applying for PMI recognition, or developing relationships and opportunities with charities – all of which we can deliver for you and much more.

Our hourly rate is £60 an hour, and we recommend a minimum hours of 5 per month. Most of our clients do require more support than this – but that is for you and your Designated Marketing Manager to discuss.

✓ Personal PA

Many of our medical clients have realised the benefit of a personal PA to help with their busy lives outside of their private practice. They can support you with such tasks as:

- Diary management (outside clinic) - email/phone calls with colleagues and personal contacts to arrange meetings, lunches and events - send diary invites.
- Arranging travel, both business and personal, including flights, hotels and transfers.
- Presentations/Documents - creating and formatting presentations and documents for conferences, etc.
- Booking cars in for servicing/ MOT etc
- Attend (Virtually) and take minutes for board meetings and other meetings.
- Producing and distributing meeting agendas. Writing up, formatting and sending out minutes
- Research projects, including anything from holidays to event venues, to mortgage providers.
- Inbox tidying
- Property Management (i.e. finding someone to fix a boiler, researching home insurance, etc)

Our Personal PA services start from £310 + Vat per month

Get in touch and start your conversation today

0207 952 1008

info@designatedmedical.com