

# Designated Medical

Accelerate your private  
healthcare business with  
our growth package

## **We are experts in providing strategic support across key services that energises ambitious private healthcare businesses**

**We are all too aware that it is easy to focus on the day-to-day and lose sight of the elements that will help your business grow.**

That is why Designated Medical are offering a **growth package** for practitioners and clinics who need an expert, guiding hand to make that next step to accelerate their business.

Our growth package focuses on 3 keys stages:

- Discovery
- Review
- Recommendations

Our experienced team will review your current position in the marketplace and provide recommendations on how to improve across all non-clinical areas. Our team are honest in their opinions, and will share them openly and constructively. We always have our client's interest at heart, and success is a long-standing relationship, not a huge bill!

Once you have had time to peruse our recommendations, our team are here to support you in making those changes a reality. Our team can provide on-going support across Accountancy, Medical Billing, 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](mailto:info@designatedmedical.com)**



## Growth package

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

### Stage One - Discovery

✓ Consultancy   ✓ Marketing

#### Why do you need this?

##### Who, What and Why?

This builds the foundations of your practice/clinic.

Our experienced team will share their knowledge and support with you, while reviewing your current position and providing recommendations on growing your practice, increasing profitability and your patients experience

#### What is included

Review your Mission, Vision and Values - have these changed/Should they change?

State your objectives - what is your business proposition?

Describe your patient offering as it is now and where you aspire for it to be

Who are your current patients? Should your target audience/patients/referrers be different to your current to allow growth?

Identify your KPI's.  
What constitutes success?



## Stage Two - Review

✓ Accountancy   ✓ Medical PA   ✓ Marketing

### Why do you need this?

#### Knowledge is king!

To make any improvements, we first need to review where you are from a marketing, patient experience and finance perspective. To allow growth, the fundamentals need to be in a good place first.

### What is included

Marketplace review - what are your competitors/peers saying online and how is it different to you?

Existing website and messaging review (Up to 20 page site) and all marketing activity

Patient experience - are there any key touchpoints in your patients journey that could be improved? What is your patients experience when making an appointment? How are they communicated with during their whole experience?



## Stage Three - Recommendations

✓ Accountancy   ✓ Medical PA   ✓ Marketing

### Why do you need this?

Based on all of the findings in Stages One and Two, our team of experts will provide a report that highlights areas for improvement and provide recommendations that will support the growth of your company.

### What is included

Branding - does this have standout?  
Messaging - does this convey your USP?  
Website - is it fit for purpose?  
Marketing Activity Review  
Finance review  
Patient Experience Review

£2,500 + VAT

Visit our website to meet the team  
[www.designatedmedical.com](http://www.designatedmedical.com)

## 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 £65 an hour, and our minimum hours are 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](mailto:info@designatedmedical.com)**