

Designated Medical

Launch your new private
practice with our start-up
package

We are experts in providing flexible 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 **start-up package from £910 + VAT** for practitioners 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
- Practice Management Support
- Administration
- Marketing

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



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

Decision on accountant and bookkeeper

Visit our website to meet the team

www.designatedmedical.com



Stage Three - Registration Process/ Medico Legal Requirements

✓ Consultancy ✓ Medical PA

Why you need this

We can introduce you to a CQC Advisor, if needed, 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
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 Four - Practice Administration/Monthly finance management set up

✓ 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.

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

£910 + VAT + PMS set up £300 + VAT



Stage Five - Marketing

✓ 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

Branding

Logo

Colour palette

Key messaging

*excludes creation of name -
this is an additional cost, if required*

Website development

Domain name registration support

Creation of wireframe/site map based

on 10 pages

2 flat designs

Website build

Image searches (not purchases)

Full content creation – copy writing

Mobile optimised

Entry level SEO



Stage Five - Marketing

✓ Marketing

What is included

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

Online search

Creation and population of Google My
Business page (once website is live)

£2,700 + VAT

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 £315 + 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 £25 + 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

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