



STAY CONNECTED

THE OFFICIAL NEWSLETTER OF

designated
medical

Hello and welcome to the June edition of our newsletter

June is a month we have been anticipating as, hopefully, lockdown restrictions continue to ease and we can start to plan for the summer months, both personally and professionally. On that note, we have a feature this month on a highly recommended travel advisor who can assist you with all of your travel needs and ensure you are well informed and protected from the ever-changing travel rules and regulations.

This month we share an article by Jane Braithwaite, Designated Managing Director, looking at the ways we can create high performing teams in the workplace, taking inspiration from the England rugby team.

We have also been in conversation with Jonathan Evans, Communications and External Affairs Manager at the Private Healthcare Information Network (PHIN), discussing the requirement for all consultants to take ownership of their PHIN profile and ensure the information is a true representation of their practice. We encourage you to read the full article which can be found on our blog.

As always, we are here to help you. Should you have any thoughts or questions regarding the content in this newsletter or ideas for upcoming features please don't hesitate to let us know by contacting Hannah Smith.

Designated Medical Team.

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CLIENT SPOTLIGHT: SUSI GREEN



Susi runs a regular clinic and endoscopy list from The Montefiore Hospital in Hove and Nuffield Health, Brighton.

Dr Susi Green is a luminal gastroenterologist with nearly 20 years' experience in treating people with problems relating to the oesophagus, stomach and bowel. Susi aims to empower patients with the knowledge and guidance they need to make their own treatment decisions and strives to ensure the whole experience is respectful, comfortable and dignified.

She qualified from Guy's and St Thomas' University Hospital Medical School in 1998. After general medical training she was appointed as a Gastroenterology Specialist Registrar in the Wessex region in 2003, and was awarded a PhD for the research she undertook during her clinical training.

She gained substantial sub-specialist experience in Inflammatory Bowel Disease and completed an Advanced Endoscopy Fellowship at St Mark's Hospital before being appointed as a Consultant at Brighton and Sussex University Hospitals in 2012. At Brighton and Sussex University Hospitals Trust she has a weekly Complex Inflammatory Bowel Disease Clinic, leads the Significant Polyp and Early Cancer (SPEC) service and chairs the weekly SPEC multi-disciplinary meeting.

Susi runs the post-cancer treatment service, treating people with gastrointestinal effects of chemo and radiotherapy. She also leads the capsule endoscopy service and colorectal cancer family history clinic. As Endoscopy Training Lead for Kent Surrey and Sussex Deanery, she oversees Registrar Training in the region. She is also Director for the regional JAG (Joint Advisory Group) endoscopy training centre, running courses for endoscopists at a National Level approximately once per month. Her particular interests are:

- **Bloating**
- **Bowel effects of Chemotherapy and Radiotherapy**
- **Polyposis Syndromes**
- **Family history Gastrointestinal Cancers**
- **Video Capsule Endoscopy**
- **Gastroscopy**
- **Colonoscopy**
- **Endoscopy**
- **Polypectomy**
- **Inflammatory Bowel Disease**
- **Crohn's**
- **Ulcerative Colitis;**
- **Indigestion**
- **Irritable Bowel Syndrome**
- **Diarrhoea; Constipation**

Please feel free to contact Susi to discuss her practice in more detail.

She would welcome the opportunity to work with other consultants in the Designated Medical community and to support your patients when appropriate.

Designated Medical PA: Katherine Johnson

Email: DrSusiGreenPA@gmail.com **Telephone:** 01273 286498

Private Practice: Spire Montefiore Hospital, Hove and Nuffield Health Brighton Hospital.

CREATING HIGH PERFORMANCE TEAMS



As leaders we want to lead high performing teams and as team members, we want to be working as part of them. Working in a great team is an absolute pleasure and has an enormous impact about how we feel about our work and the company we are employed by. Of course, the opposite is also true and working in a dysfunctional team is deeply negative and has a huge impact on performance and can be enough to encourage individuals to leave and pursue other options.

"So how do we establish a great team, how do we lead one and how do we play our part in contributing to the success of the team?"

Let's start by exploring some examples of great teams and a good place to start is in the sporting world. Anybody who is loyal to a particular team or club will know all too well the highs and lows associated with team performance. When a team is failing quite often the manager gets put under enormous pressure and the result is often a swift departure. If we take the Six Nations championship as an example, each team that takes part has been analysed by professionals, the media and all of us at home watching.

Each team has its own characteristics with Wales being admired for their grit and determination whilst England heavily criticised for a lack of discipline. Back in 2003 when the England rugby team won the world cup the team was led by Sir Clive Woodward who helpfully shares his winning strategy.

Woodward says that **"great teams are made up of great individuals"** and he focuses on creating a winning culture and claims a formula for creating "champion individuals". Woodward lists 4 key criteria to create a winning team:-

- | | |
|---------------------|---|
| Talent | - individual talent |
| Teachability | - "often most experienced are most unteachable" |
| Pressure. | - the warrior spirit |
| Will | - commitment to win. |

In his 2003 team Woodward describes having 5 champions and 10 warriors and he highlights the importance of coaching on two levels, for individuals and for the team together. Woodward's approach was clearly successful, and he continues to support sporting organisations but also offers coaching and consultancy to business executives. [Read more.](#)

IS YOUR PHIN PROFILE ACCURATE?



Our team at Designated Medical have recently been in touch with Jonathan Evans, Communications and External Affairs Manager, Private Healthcare Information Network (PHIN), to ask him why private practitioners should be part of their network. For those of you who may not be familiar with PHIN, it is an independent, government-mandated source of information about private healthcare. The principle behind the network is to **'empower patients to make better-informed choices when choosing private treatment.'**

PHIN are committed to improving transparency to open up the private sector, to using feedback to drive continuous quality improvement and to providing information to consumers and patients which enables them to make better-informed choices about their healthcare.

PHIN is a legal requirement for all consultants in the UK, but we asked Jonathan what else would he add to the standard information available on PHIN, especially to new consultants entering private healthcare.

*"Engaging with PHIN is really important. Not only is it a legal requirement to engage with PHIN to submit fee information but reviewing your data and signing it off for publication is crucial and, when consultants have done that, many of them tell us that it is a very valuable resource. Following the Paterson Inquiry and greater collaboration between the NHS and private sector through the Covid-19 pandemic, there is a **big push for greater transparency**, and it is unlikely that private healthcare will ever go back to the days of old. People considering private treatment are consumers and they act as consumers. Greater transparency about what work consultants and hospitals undertake, and the outcomes (i.e. the benefit to patients), is now an expectation. PHIN is not only a great place to market yourself, but it is also a place where you can view your whole practice data."* [Read more.](#)

Our team at Designated Medical are available to support you with delivering the PHIN criteria. Client Relationship Manager Hannah Smith is always available to discuss this further. E: hannah@designatedgroup.com T: 020 7952 1437



Complimentary Designated Medical Financial Health Check

Designated Medical are currently offering a complimentary Financial Health check with our qualified accountant. Our Accountants will invest time to understand your personal situation and provide you with insightful information and advice. There is no obligation to use our Accountancy services, however, our expert team will discuss how Designated can support you with the next steps you need to take to improve your 'financial health'. **Book your FREE Financial Health Check with Hannah. Contact details below.**

Travel with Confidence Post-Pandemic

Now more than ever, we all need a trusted travel professional that will personally and proactively manage our travel arrangements, guiding us through the current travel restrictions. Amanda Barrett is part of Travel Counsellors who have been ranked No.1 by MoneySavingExpert.com for travel companies who have looked after their customers during the pandemic. For more details, you can contact Amanda online: travelcounsellors.co.uk/amanda.barrett



Special Offer for all Designated Medical clients - Private Practice Pro: Be successful in Private Practice

Private Practice Pro workshops are designed to help you kick start your private practice or if you have an existing private practice and are struggling to grow or do not know where things are going wrong, they can do a deep dive into your processes, policies and procedures and help you build a sustainably profitable service. On the **24th June**, they are running a small group workshop for Doctors and Healthcare Entrepreneurs to kick start and boost your private medical practice or business and Designated Medical clients are eligible for a discount. When you book your place, use the discount code **DESIGNATED**.

Find out more.

**Medical PA, Marketing, Accountancy,
HR & Recruitment**

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