



STAY CONNECTED designated

THE OFFICIAL NEWSLETTER OF medical

Hello and welcome to our July newsletter!

The sun is shining and everyone's getting ready for the first Summer of restriction-free travel, more importantly, business seems to be booming for many of you, which is great to see!

For the last few months, one of the top news stories each day has been related to the increasing cost of living in the UK. In this issue, we are taking a more in-depth look at the cost-of-living crisis and what this means for employers.

Our Managing Director, Jane Braithwaite has also been busy answering Independent Practitioners' FAQs on how to take advantage of the self-pay boom to increase your profitability and grow your business.

We would like to round up the issue by introducing you to our management team who head up our specialist teams across the business.

We are here to help provide professional services and advice for your business', if you have any questions please don't hesitate to contact our friendly team.

**Best wishes,
Designated Medical Team.**

JULY ISSUE

**The cost of living
crisis and what this
means for
employers**

**The way to attract
self-pay patients**

**Meet your
Designated team**

THE COST OF LIVING CRISIS AND WHAT THIS MEANS FOR EMPLOYERS



For the last few months, one of the top news stories each day relates to the increasing cost of living in the UK. Energy prices are increasing drastically as well as the cost of food, clothing and many other household items. As a result of the increase in inflation, the Bank of England has recently raised the base rate of interest for the first time in many years, putting more pressure on homeowners with higher mortgage payments. With the additional increase in National insurance, this is all putting a significant number of people in the UK under financial pressure.

It is safe to assume that most employees would like a pay rise in their current job or they will start to look for a new role with a higher salary. As employers, there is a risk that we will lose staff if we do not take action to support our current employees. Most employees will be demanding a pay increase at least in line with inflation so that they feel they are stable in terms of their financial well-being. But for most employers, the prospect of giving every individual within their company an inflation-based increase is simply not a possibility.

Research shows us that one of the most common causes of stress for individuals is their financial well-being and this is going to become a major concern for many more in the coming months and potentially years. As employers, we also appreciate that if our teams are feeling stressed in their personal lives, they are not going to be able to perform to the best of their ability in the workplace, extreme stress can also lead to a higher absence rate from work, due to ill health.

There may be other ways in which employers can help by thinking beyond the immediate issue of salaries. Employee discount schemes and access to financial training services are prime examples of this, helping people to save money on everyday purchases and helping them feel more financially aware.

[Read the full article here.](#)



Reach out to our friendly and professional team to discuss business support solutions that are available to you. t: 020 7952 1008



THE WAY TO ATTRACT SELF-PAY PATIENTS

Designated's MD Jane Braithwaite has been busy answering Independent Practitioners' FAQs on how to take advantage of the self-pay boom.

A deeply concerning impact of Covid has been the increase in NHS waiting lists for healthcare treatment and this is generating growth in the number of patients in the UK opting for self-pay private treatment. Reports suggest a 30% increase in self-pay treatment in April 2020 compared to pre-Covid levels. An Independent Practitioner Today report in October 2021 showed self-pay patients amounted to a third of all private hospital activity for the first time.

When planning to access private care, a self-pay patient needs advice from a knowledgeable and responsible source, regarding which hospital and which consultant to see, this advice would often be offered by their GP.

The Government has promised an additional £250m for GP practices to enable these improvements. GPs will need to extend their opening hours and offer walk-in appointments to access these additional funds. In the short term, though, we can assume that there are an increasing number of individuals in the UK who are looking for private healthcare.

TAs the pressure on GPs is currently significant, patients may be using other routes to find their treatment: asking friends and family. Word-of-mouth referrals and recommendations are hugely valuable to all doctors working in private practice and a positive way to increase the number of patients that you treat. Every patient you have seen in the past is a potential source of referrals. We also know that potential patients will do their due diligence before booking an appointment with you to validate the recommendation they have been offered and to check that you are the right doctor for them. Your potential patients will be checking out your 'online reputation' prior to booking an appointment, so it is recommended you regularly check online profiles and ensure they provide an accurate and positive representation of you and your practice.

[Read more about how you can make the best first impression in the full article here.](#)



MEET THE DESIGNATED TEAM



Jane Braithwaite - Founder and Managing Director

Jane is the founder of Designated and is heavily involved with running the business as the Managing Director, overseeing all areas with a particular focus on business development. She draws from her successful career in sales, marketing and business development in large corporates and small start-up businesses, to ensure Designated is always delivering the best for its' clients.



Michelle Wheeler - Marketing Director

Michelle has 20 years' worth of marketing experience, both within agencies and on the client side. This has led her to work with brands such as Porsche GB, Aston Martin and Standard Life Healthcare. With this varied sector experience, Michelle has a wealth of knowledge enabling her to deliver from strategy though to implementation. Her drive is to deliver only the best results for her clients on plan, time and budget.



Jo Mitchelson - Head of Medical PA Services

Jo is the latest addition to Designated's Management team and heads up our Medical PA Services department. Her mission is to ensure that all of our clients are provided a 5 star service and receive a professional, supportive business solution that ensures your success.



Vicky Garbett - Head of Accountancy

Vicky is the Head of Accountancy and brings with her over 15 years commercial finance experience in various organisations from Private equity to PLC's. Her aim is to make finance accessible to everyone and to act as a clients' financial business partner whilst ensuring a solid robust internal finance function.

If you're looking for support in the areas of Medical PA, Accountancy, Marketing, HR or Recruitment please don't hesitate to reach out to our friendly team >

info@designatedmedical.com