



STAY CONNECTED

THE OFFICIAL NEWSLETTER OF

designated
medical

Hello and welcome to our newsletter!

We have a lot to cover this month so we'll jump right in! Our HR and Recruitment Manager has written an insightful article this month on diversity and inclusion. We shine a light on recruitment tools, resources and techniques to help meet your diversity goals.

We take advice from experts at XERO on how to manage cash flow and income, particularly in these inflating and politically turbulent times.

At Designated we are delighted to introduce our newest member to the leadership team. Our new Head of Medical PA Services, Jo Mitchelson. I'm sure she will be in touch with you all shortly. In the meantime, please don't hesitate to get in contact with her at jo@designatedgroup.com

Finally a few admin notes, we have updated the company terms and conditions and these are available on our websites should you wish to review them.

Going forward we will be distributing our newsletters on a quarterly basis, this helps us to ensure we are serving up the most valuable content and information within every communication.

Best wishes,
Designated Medical Team.

IN THIS ISSUE

**Diversity &
Inclusion
in Recruitment**

**Managing small
business cash flow
and income**

**Top Social Media
Trends for your 2022
Medical Marketing
Strategy**



DIVERSITY & INCLUSION

IN RECRUITMENT

Diversity and Inclusion is at the heart of every business agenda. Now more than ever, HR professionals need to demonstrate the ability to develop D&I strategies to attract, recruit and retain a diverse workforce.

In addition to the moral importance of adopting an inclusion strategy, a study conducted by McKinsey and Company found that businesses with a diverse workforce performed 15 -35% better than the national industry median. In another study, they also found that companies with gender diversity at the executive level were 21% more profitable than their less diverse competitors.

According to a white paper prepared by Robert Walters, 85% of employers said that increasing diversity in the workforce was a priority. Yet only 46% do not have programmes in place to attract diverse candidates. When attracting and recruiting a diverse workforce, posting the company's policy on D&I is simply not enough. Actions and results speak louder than words.

So, what can businesses do to ensure that they are not just paying lip service to D&I and taking positive action?

When working with recruitment consultants, ask recruiters to provide a diverse network of candidates. Team up with consultants who have an awareness of current diversity and inclusion best practice and who can demonstrate a credible track record of building diverse candidate pools. Including diversity in your SLA with clear objectives and outcomes and highlighting the commercial implications if these are not achieved, is also a powerful lever in ensuring your diverse recruitment needs are met.

Job ads can be more carefully worded to ensure that the language targets a diverse background of candidates. Proofing tools such as Textio or Unitive can help ensure your job posts and recruitment material covers all social groups, by identifying words or phrases that may subconsciously put off professionals from certain backgrounds from applying.

Using social media as well as LinkedIn to promote your recruitment can also expose you to a wider and more diverse audience. Other tools such as gamification can help identify skills that may not normally be assessed through traditional techniques. It can also attract skilled candidates who may otherwise be discouraged from applying.

[Read more>](#)

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



Managing small business cash flow and income in 2022

While there are many advantages of being your own boss and running your own small business it isn't always easy and it can come with hurdles you didn't even know existed. Then throw in 12 months of restrictions, lockdowns and uncertainty. The scale of the impact felt by the self-employed is abundantly clear in research by simply business. They found Covid-19 will cost SMEs an estimated £126.6 billion - double what owners predicted it would cost them. With six million SMEs in the UK - accounting for over 99% of all businesses, 33% of employment and 21% of all turnover - this £126.6 billion hole in the books of small businesses is a huge blow to the economy.

It's been a lean time for small businesses, and especially the families supporting them.

Xero's small business trends report shows that 60% of small business owners are worried about their household finances running low. So while 2022 will hopefully be a year of rebounding sales and revenue, owners really need that to carry through to the business's bottom line.

What the experts say> Businesses must analyse margins and focus on the products and services that generate actual profits as they try to restore cash to the business," says Ya Wen How, an accountant at AccountServe, who participated in the report.

There may be a temptation to withdraw any spare cash from the business as 'owner's drawings', experts say it's important to be mindful of upcoming and potentially unknown expenses.

"Owners often overlook upcoming business expenses when taking drawings, which creates cash flow issues later," says David Stephens, an accountant at Stephens Financial Services. These cash flow issues create further disruption to the household budget because money has to be put back into the business.

"Rather than clearing out the business bank account, owners are better off paying themselves a modest amount at regular intervals," Stephens advises.

[Read more takeaways for small businesses >](#)



Top social media trends for your 2022 medical marketing strategy

Your patients are already searching, liking and sharing their favourite products, brands and services on social media—and they're spending more time on these sites than ever before. But this activity doesn't stop at consumer products, they are using social media in all aspects of their lives, including their health and wellbeing requirements.

Investing in social media marketing can help you grow your business thanks to its cost-effective advertising, smooth eCommerce capabilities, and ability to give your brand a way to engage with your patients with a more human touch.

If it's not easy for your patients to find you online, they can easily become frustrated and find another provider that better serves their needs. Particularly with private health, they will actively be looking for patient testimonials and experiences, if they can't find anything, they are likely to wonder why and gravitate to providers who do publicise testimonials and feedback in an honest and authentic way.

Social media has become an essential part of the marketing mix, with more than three billion people worldwide spending over two hours a day socializing on social networks and messaging apps. Your business can tap into this pool of potential customers to increase user engagement and gain new leads—but you need to build a social media strategy that accurately reflects your business's goals.

That's why looking to the experts for their social media top tips and trends can be a great place to start as you begin to build your marketing and social media strategy.

Hubspot recently shared their top trends to look out for in 2022 and beyond:

1. TikTok will dominate the social media space.
2. Reaching new audiences will become the number one social media goal for businesses.
3. Companies will make more dedicated social media hires.

[Read more of Hubspot's social media trends for 2022>](#)

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

