

WELCOME TO THE MAY EDITION OF STAY CONNECTED

We are feeling very positive about the month of May although it is still a bit cool for our liking, especially given that socialising needs to take place outdoors.

We read Laing Buisson's new report, published during April, into the UK's private self-pay market with great interest. The report describes an evidenced growth in the self-pay market. They predict that growth from insured patients will remain static for the foreseeable future but confidence in self pay is high, with **52%** of those surveyed expecting the market to **grow by 10-15%** over the next 3 years.

We are seeing an increase in patient activity and the number of calls our Medical PA team is handling increasing week by week. Our recruitment team are also incredibly busy, recruiting new positions for a number of our clients. We see this as a real sign of confidence returning with private healthcare rebuilding post Covid and planning for growth.

If you would like to know more about our HR and recruitment services please contact Hannah Smith via email at hannah@designatedgroup.com or **020 7952 1437**.

Designated Medical Team

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CLIENT SPOTLIGHT: KINESH PATEL



Dr Kinesh Patel is a consultant in gastroenterology at Chelsea and Westminster Hospital and the Royal Brompton Hospital.

Dr Kinesh Patel has specialist expertise in inflammatory bowel disease, diarrhoea, abdominal pain, constipation, reflux, colorectal cancer screening and food allergy. He runs specialist clinics in eosinophilic GI diseases and cystic fibrosis.

He also performs the following medical procedures:

- Upper gastrointestinal endoscopy
- Colonoscopy
- Polypectomy
- Bravo capsule wireless pH monitoring for reflux

Dr Patel has presented his work internationally and continues to publish extensively. He is the author of three current medical textbooks.

“Kinesh jointly runs the unique Food Allergy/Gastroenterology clinic at the Royal Brompton and runs the nutrition service at Chelsea and Westminster.

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Please feel free to contact Kinesh to discuss his practice in more detail. He would welcome the opportunity to work with other consultants in the Designated Medical community and to support your patients when appropriate.

Designated Medical PA: Carly Bryant

Email: secretary@gastrodoc.org.uk

Telephone: 020 7993 2430

Private Practice: The Royal Brompton Hospital, Lister Hospital, Cromwell Hospital, Chelsea & Westminster Hospital

Medical PA, Marketing, Accountancy, HR & Recruitment

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THE POWER OF PEOPLE IS LEADERSHIP EASY?



Designated's MD Jane Braithwaite continues her 'The power of people' series for the **Independent Practitioner Today** by exploring the ways in which leadership skills can be enhanced and highlights the support and tools available to help achieve this.

Some leaders make leadership look easy. They come across with both charm and sincerity, generating enthusiasm and support for their ideas and attracting a loyal following.

We watch these impressive individuals in awe, admiring the seemingly natural ability they were lucky enough to be born with.

To a certain extent, it may be true that some people have personality traits well suited to a leadership role, but leadership skills can be learned, developed and improved both by experience and more formal training.

Good leaders energise their teams to succeed and, in every organisation, the ability to do this is an advantage, enabling them to achieve more and to progress at pace. A lack of leadership leads to slow decisions or, worse, no decisions and a lack of progress.

In the past, we have spoken about our three 'C's of leadership:

Clarity – Clarity of purpose and a relentless determination to achieve that purpose;

Communication – To communicate effectively with the team and generate enthusiasm to achieve the team's purpose;

Care – A genuine dedication to the well-being and development of the team.

When we consider the great leaders of our time – for example, Winston Churchill and Nelson Mandela – we see a consistently strong sense of purpose or cause and an absolute determination to achieve success.

And looking at the skills of business leaders such as Tim Cook of Apple and Sheryl Sandberg of Facebook, we recognise the same traits of a strong sense of purpose, but also a huge commitment to building the best team, empowering the team and recognising individuals for the success they achieve.

Great example

A leader who has taken centre stage in the last few months is Brigadier Phillip Prosser, who stepped up to the podium as part of the Government's Covid campaign on 7 January.

Originally from Wales, Prosser was commissioned into the military in 1992 having completed a degree in engineering. He went on to serve on several occasions in Bosnia, Iraq and Afghanistan prior to serving on home soil as part of the PPE distribution campaign in 2020 and most recently taking lead of the logistics of the campaign to roll out the Covid vaccine. As he admitted himself, he has 'never battled a virus before' and so provides a great example of how strong leadership skills can be applied to very different situations.

Prosser talks about his current role as a 'noble purpose' which marks 'the beginning of the end of Covid'. This 'noble purpose' is his cause and his determination to succeed is obvious and it is clear he has a very strong sense of purpose in his role as the leader of this current campaign.

Strong, clear communications are demonstrated as he delivers key messages with absolute clarity, and while there are no wasted words, he commands trust and builds a belief that he can deliver as illustrated in the following statement.

'It is my role to deliver combat supplies to UK forces in time of war. My team are used to complexity and building supply chains at speed in the most arduous and challenging conditions. We aim to deliver vaccine as soon after it is supplied as possible, not leaving vast quantities in the warehouse - it needs to be in arms not on shelves.'

Factors to succeed

When asked about achieving such ambitious targets, he describes three factors needed to succeed.

- Noble purpose
- Dynamic plan
- Amazing teams
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In every conversation I have witnessed, Prosser raises the profile of the NHS team alongside his own team, referring to two world-class institutions and describing the 'heroic efforts' being made.

He appears to be a leader who would step back from congratulations and deflect the compliments and recognition towards the team that he leads.



How does the military train such effective leaders?

Most significantly, they deliver extensive leadership training that is very carefully planned and far more comprehensive than we typically see in business and other government organisations.

In many businesses, if someone is good at doing their functional role, they are often promoted into a leadership role with very limited training and rely on their natural ability rather than to lead.

The ethos of the military is to serve, and doing so is a duty that affects the style of their leaders.

A military leader takes responsibility for the well-being of their team and their extended community and prioritises their need.

In a crisis, the team must be motivated and inspired by their leader and they must also have total trust and confidence in them. Often their lives will depend on their leader.

The style of leadership, exhibited by the military is known as transformational leadership, and was initially introduced by leadership expert James MacGregor Burns, who gives us this definition.

READ MORE



WHY HONESTY IS SO IMPORTANT IN EVERY BUSINESS



The value of honesty in business has obvious and subtle implications. Asking who benefits from business honesty can explain why virtue is also important. Examining the negative effects of dishonest business practices provides insight into the importance of honesty. In fact, it is as helpful as looking at the benefits of business honesty. Doing what is ethical because it is the right thing to do is as essential as practicing ethical behaviour for the positive consequences.

Definition

A small business owner operates from a base of profit motive and a commitment to provide a valuable service or product. A business owner communicates truth using direct and indirect means. You reveal your commitment to honesty when you pay your company bills and employees. When you file taxes, report to your investors and make commitments to your patients, you communicate virtue. Looked at from another angle, failing to meet your corporate responsibilities establishes a climate of mistrust and potential illegality.

Advantages

Honest business practices inspire staff and patients with respect for your mission. Honest business practices build foundations of trust with colleagues, competitors, staff, patients and every other individual and entity.

When employers deal honestly with their staff, employees are motivated to drive the business forward. Creditors and investors express confidence by funding company development and consumer confidence is positive.

Honest Practices

A business owner can apply honesty in every situation. When he reports to investors, files taxes, and markets his products and services, the owner has the choice to provide honest accounting in every case. A business can commit to quality control and assurance. It can truthfully report earnings and deal with patients with integrity.

The Golden Rule

Treating employees, partners, investors and patients in the ways the business owner would want them to treat him creates an environment of trust and support. An owner can resist the short-term gratification at the expense of long-term commitment to the web of relationships in which his business is involved. He can avoid the blinding trap that crops up when dishonesty clouds perception.

The Golden Rule helps to diminish greed, envy and the actions that accompany those less than virtuous qualities.



TEAM SPOTLIGHT: CHLOE STAINES MEDICAL PA

Chloe has been a Medical PA with Designated Medical since 2019. Chloe currently manages 2 of our consultants across a wide range of specialities, so her brilliant management skills and can-do attitude really excel.

The value Chloe adds to her consultants private practice is clear, with such testimonials as **'..earned my trust..'** and **'..essential part of my team.'**

Chloe is a highly motivated individual with a friendly, bubbly personality, a conscientious outlook on life and is prepared to work hard, which is appreciated by her consultants and her Designated Medical colleagues.

Chloe started her Medical PA journey in a Medical support firm as an office junior, so she really has a wealth of knowledge from all aspects. Chloe loves being a Medical Secretary as she feels she adds empathy and efficiency to the patient journey.

“

Chloe is a joy to work with. She adds real empathy and efficiency to our consultants practice and is clearly passionate about every patients experience.

Abi Ahern, Designated Medical Head of Client Services

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THE PRIVATE PRACTICE GROWTH GUIDE EBOOK

We are delighted to offer our Designated Medical community the opportunity to download our first eBook.

'The Private Practice Growth Guide' is designed to give medical practitioners the knowledge and tools they need to develop their private practice by drawing on the collected and varied experiences of Designated Medical's Marketing Team.

Whether you are an experienced Private Practitioner or are new to private practice, this series will serve as a helpful guide to the exciting, and sometimes confusing, world of healthcare marketing.

Across the six-article series we will explore the roles of marketing strategies, social media, content marketing, email marketing, and using analytics to know and grow your audience. This first issue will start with the basics.

Many of these areas we have covered in previous issues of Stay Connected, however the eBooks collate all of our thoughts in to one place for you to download and review at your convenience.

The eBooks will be launched across our social media over the next few weeks, so please do take advantage of your preview opportunity.

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