



STAY CONNECTED

THE OFFICIAL NEWSLETTER OF

designated
medical

Hello and welcome to our September issue.

We hope that you've all found some time to relax and recharge over the summer months. We find that taking time out helps us to re-focus our efforts and prioritise what's really important.

In this month's newsletter, Managing Director Jane Braithwaite shares what it takes to be listed on [topdoctors.co.uk](https://www.topdoctors.co.uk). From the closely guarded, unique algorithm that helps select its members to create the most professional looking profile.

We also talk finances. How many of you know the difference between Accounting and Bookkeeping? When you don't work in Finance it can be difficult to know where the line is drawn. This month our Accountant helps us to distinguish the differences.

Finally, we have some positive news to share. Designated Medical has been awarded 'best medical services provider in the UK' by Global Health & Pharma Magazine (GHP)!

As always, we are here to help you. If there is anything we can do to support you or your practice, then please don't hesitate to let us know by contacting us: michelle.elliott@designatedgroup.com

**Best wishes,
Designated Medical Team.**



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CLIENT SPOTLIGHT: PETROS CHARALAMPOUDIS

Mr. Charalampoudis is an Oncoplastic and Reconstructive Breast Cancer Surgeon and is passionate about dedicated patient-centred breast care. He obtained his Medical Degree from Athens University, where he also read for a PhD in Breast Cancer Endocrinology.

He is Fellow of the Royal College of Surgeons of England and Fellow of the European Board of Breast Surgery, where he standard sets in the capacity of Board Examiner. He is also an Honorary Associate Professor of Surgery at UCLH.

Mr. Charalampoudis completed his higher surgical training in Greece and Belgium and was awarded his Certificate of Completion of Training in Surgery with Honours by the Athens Prefecture. He then went on to accomplish a 26-month comprehensive Oncoplastic and Reconstructive Breast Surgery Fellowship at Guy's Hospital in London, where he was subsequently appointed Consultant in 2016. He also held an Honorary Clinical Lectureship with King's College London, Division of Cancer Studies from 2015 until 2017. His current substantive Consultant post is with University College London Hospitals and Whittington Hospital.

Mr. Charalampoudis manages all aspects of benign breast disease and breast cancer and he offers the full range of contemporary breast cancer surgical treatment, including advanced oncoplastic breast conservation, sentinel node biopsy and axillary dissection, complex therapeutic mastoplasty, symmetrisation surgery, therapeutic breast reduction and skin/nipple-sparing mastectomy with immediate sub-pectoral and pre-pectoral implant-based breast reconstruction with use of acellular dermal matrices. He has particular interest in neoadjuvant strategies, sentinel lymph node biopsy after chemotherapy and advanced oncoplastic breast conserving therapy. He has extensively published internationally in the field of Breast Cancer Management (2 book chapters and 40 peer-reviewed journal papers) and has been substantially involved in Oncoplastic Training and Education.

- Oncoplastic breast surgery
- Breast lumps
- Breast Pain
- Breast cancer
- Breast reconstruction
- Family history of breast cancer
- Risk reducing breast surgery
- Mastoplasty

Petros would welcome the opportunity to work with other consultants in the Designated Medical community, patients when appropriate.

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HOW TO BE A TOP DOCTOR ON TOP DOCTORS



At Designated Medical we are on a mission to share our expertise with our colleagues in the private healthcare sector. Recently we had the pleasure of spending time in discussions with Mar Fuentes Porto, Sales and Commercial Director of Top Doctors UK, and we are keen to share the gems of knowledge we gained with you.

We asked Mar to advise us on how consultants, who are members of Top Doctors, can maximise the benefit of the service and attract more patients.

Mar explained that membership of Top Doctors is like taking a gym membership. It's great to be a member but, unless you turn up and invest time, you will not gain maximum benefit.

So, we asked Mar to explain exactly how our doctors should be investing their time and energy and she gave us some fabulous advice that we would like to share with you.

Firstly, it is important to say that not every doctor can be a member of Top Doctors and they use an algorithm to determine which doctors are the best fit for them. This algorithm is a closely guarded secret, much like the recipe for Coca Cola or Irn Bru for our Scottish readers, but Mar did share one valuable fact that will be helpful.

To join Top Doctors, you must have been a consultant for a minimum of 10 years.

If you would like to enquire about becoming a member, please contact Top Doctors via their website as follows:- www.topdoctors.co.uk/join-us

Your Client Relationship Manager

For those of you who are already members, you will have been allocated a Client Relationship Manager at Top Doctors who is available to support you, initially helping you to set up your profile and your online booking calendar, but also on an ongoing basis. You are encouraged to interact with your Client Relationship Manager regularly and explore opportunities for creating articles and videos to enhance your profile. If you are not sure who your Client Relationship Manager is then you can contact Top Doctors via email at info@topdoctors.co.uk to find out.

Creating your Top Doctors Profile

A great photo makes a great profile and so it is vital that you provide a professional headshot for your Top Doctors profile. If you take a quick look at existing profiles, it is very easy to see which consultants have used professional headshots & which ones have taken a quick selfie. **Read more.**



ACCOUNTANCY VS BOOKKEEPING

For somebody who doesn't work in finance, it can be difficult to distinguish the difference between Accounting and Bookkeeping, as there are some administrative areas that can overlap depending on the structure of a business and how many employees it has within its finance department. However, while Bookkeepers and Accountants share common goals, they do support your business in different stages of the financial cycle.

Bookkeeping is more administrative, recording financial transactions. Accounting is more subjective, giving you insights into your business's financial health based on the information provided by bookkeepers. If you've ever wanted a clear definition between Accountancy and Bookkeeping, keep reading.

What is a Bookkeeper?

Bookkeeping is a legal requirement for all businesses of any size to carry out, and it refers to the recording of the financial transactions of a business, whether a sole trader, a partnership, or a limited company. A Bookkeeper will record all transactions either manually or within an ERP system like XERO and keep copies of all invoices, receipts and evidence of these incomings and outgoings.

What is an Accountant?

An Accountant has expert knowledge surrounding taxes and Accountancy. A business needs to consider more than just the in's and out's calculated by a Bookkeeper, the right Accountant will guide and act as a financial business partner, ensuring all allowable expenses are claimed and all decisions are tax-efficient to not only the business but the owners, directors, and partners. **Read more about the types of tasks carried out by Accountants vs Bookkeepers.**

Our Accountancy team at Designated Medical are available to support your financial obligations. Our Accountant Vicky is always available to answer any questions you may have. You can contact her on E: vicky@designatedgroup.com

Designated walk the Thames path for Guide Dogs UK

Guide Dogs for the Blind is passionate about helping every person with sight loss have the confidence and support they need to live their lives to the full. One of the ways they do this is by breeding, raising & training Guide Dogs, both to support adults or work as buddy dogs with children. This life-changing service is only possible because of donations, as the cost of supporting a Guide Dog from birth to retirement is approximately £55k each.

Having been directly involved with the charity as a volunteer puppy raiser, we know the hard work, commitment and cost that is required to transform a newborn puppy into a confident Guide Dog during the first 20 months of its life, and the huge difference this can make to someone's life.

Therefore an intrepid team of Designated ladies are taking on a section of the Thames Path Challenge on Saturday, September 11th 2021.

We will be walking 28km, following the Thames from Fulham to Hampton Court, to raise valuable funds for this important charity. If you would like to support us, you can kindly **[sponsor here](#)**>



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