

STAY CONNECTED

NOVEMBER 2020



Welcome to the November issue of 'STAY CONNECTED'

In any normal November we would be looking forward to fireworks but, like much of 2020, this November is not going to be normal and we will need to rely on our political friends in the US to provide the fireworks for us. It seems they will not disappoint.

Here in the UK, as we head into another lockdown, there is a sense of anticipation, particularly for those working in the NHS. In private practice, the last couple of months have been incredibly busy and we will be keeping a close watch on how that changes during the lockdown period.

Our top priority at Designated Medical is to provide the best service to you, our clients, and to your patients, and that will remain our focus in the coming weeks. If we can do anything at all to support you during this time please do let us know.

Please do contact any of the team on **020 7952 1008**, we are always happy to talk! **Enjoy November!**

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DESIGNATED MEDICAL'S
SERVICES HERE](#)**

Getting your team on board



In her fourth article for **The Independent Practitioner Today**, Jane explores the engagement of your team in delivering the most positive patient experience for your patients.

Everyone in **your team** that interacts with your patients is part of your patient journey. Your receptionist is the first physical point of contact for your patients and the way he or she engages with your patients is a **reflection of you and your practice**. An unpleasant greeting or phone call could lead to you losing a patient or not even getting a booking.

Every single encounter a patient has with your practice matters and forms the overall **patient experience**. Your entire team needs to be aware of, and engaged in, achieving your business goals, ethos and vision.

To achieve this you need to create an **open culture** where your team members can contribute to the strategy, critiquing and questioning it, to aid understanding and to add their own ideas of how to achieve the objectives.

The values system and vision of **King Edward VII** gives patients a very clear view of what they can expect from the hospital and gives employees an equally clear view of what is expected from them. The **values** and the **philosophy** of care become a common purpose for every member of the hospital team and ensure a consistent approach. The words used to describe the values and principles of care, such as **'exceptional'** and **'much-loved'** are more emotive and engender a passion in the team.

The overall objective is to have a clear patient experience strategy, understood by all members of your team and for this to be **front of mind** on a day-to-day basis, remembering that every single interaction with your patient impacts on the overall patient experience of your practice

[**Click here to read more**](#)

How do we create your website?

The Designated process is designed to make the creation of your website as straightforward as possible. Here's the approach your Designated Marketing Manager will take:

1 DISCOVERY CALL

We hold a discovery call with you to understand your requirements, whether it's to create a brand new website with new content or use content from an existing one. The output is sent to you for approval before we go any further.

2 YOUR BRANDING

Branding of the website is important to create a consistent look and feel across all your communications. We can use existing branding or we can create a brand identity for you.

3 TIMING PLAN & WIREFRAME

To ensure the website development is built to your requirements, we provide a wireframe for approval detailing all the pages that will be built and the structure of the website. At the same time a timing plan is produced to highlight key approval and sign off dates.

4 BRANDING DESIGNS

As part of the process, we provide 3 different website designs for you, these are reviewed together and a final design is then provided which the site will be built to.

5 CONTENT, IMAGES & COPY

You can provide copy, images and any other content that you require on the website. Alternatively Designated can offer copy writing services, image search & purchase and icon designs.

6 APPROVAL PROCESS

During the website design process, you will sign off on a 1st and 2nd draft for both desktop and mobile. You will then be given access to the completed website for final approval before it goes live.

7 WEBSITE OPTIMISATION

Designated will ensure that the website is optimised for Search Engine Optimisation (SEO) to increase visibility to users. We will also ensure that it is optimised for mobile phone users.

8 LEGAL, SECURITY & HOSTING

We will also take care of all the legal requirements for a website to ensure it is compliant e.g. Cookie Policy, Privacy Notice, GDPR etc and security of the website. We can also arrange your website hosting if you need us too.

9 ONGOING SUPPORT

A new website is great, but you need to know who is visiting it and which pages are interesting, and which are not! Designated recommends monthly Google Analytics reporting so we can understand this and can provide recommendations for driving traffic and enhancing the user experience. We also offer ongoing support with monthly maintenance and updates.

Partner Spotlight – Xero

This month we are focussing on our partner Xero, an online accounting software package ideally suited to your private practices needs.

As a **Xero Bronze champion**, our finance team are fully **Xero certified**. Designated Medical can work with you to **save you time and money**.

Using Xero gives you a clear and concise overview of your financial situation and helps you gain a **greater understanding** of your cash flow.

You can track your bank balances, invoices and bills. Keep a watch on your spending as well as the money coming in. The software is easy to use, accessible from any computer or mobile device and provides powerful tools for **effective bookkeeping** and financial reporting.



Xero backs up your data and protects it with multiple layers of security including industry-standard data encryption and secure data centres. They also offer two-step authentication as an additional layer of protection for your Xero account.

- ✓ **Send invoices and quotes**
- ✓ **Enter bills**
- ✓ **Reconcile bank transactions**
- ✓ **Submit VAT to HMRC for 'Making Tax Digital'**
- ✓ **Automatic CIS calculations and reports**



**Xero advisor
certified**

**Enhancing your reputation, growing
your practice**

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