

Flexible and bespoke business support

Your Designated Medical Billing
team is ready to support your
private practice.

At Designated Medical, we aim to allow you, the consultant, to focus on your patients while ensuring that your private practice delivers an exceptional patient experience.

For ten years, we have partnered with innovative healthcare businesses like yours, providing bespoke support services including Medical Billing, Accountancy, Bookkeeping, Medical PA, and Marketing.

A critical aspect of your private practice is ensuring you receive payment for your services. Our team delivers prompt and accurate invoicing with effective credit control.

Every patient you treat needs to receive an accurate bill to be paid by themselves, their insurance company, or another party. You need a reliable partner to raise your invoices, communicate effectively with your patients and ensure payments are received on time.

Our Medical Billing team will introduce the best systems and processes to ensure your billing is efficient while delivering the highest level of patient care. You will be fully updated on progress via weekly update reports.



About Designated



The team at Designated have real-world experience in setting up, managing and growing businesses and we understand your needs and the challenges you face as a business owner.

Our Founder and Managing Director, Jane Braithwaite has a unique perspective having worked in both large corporates and smaller, start-up businesses during her career.

The knowledge and experience she gained allowed her to recognise that all business owners need support from talented individuals who do more than advise.

As a result, Designated was created to offer you a bespoke approach to delivering the support you need by forming part of your team. We recruit the best talent to ensure you have the best people on your team.

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Our Medical Billing Service



We understand that you want your patients to be invoiced promptly, whether self-pay or covered by an insurance company or an Embassy.

All members of our medical billing team are experts at managing invoices and credit control, but they are also trained to deliver an exceptional patient experience, so you can relax knowing that your patients are in good hands. Each week we provide you with a summary report giving you complete financial control of your practice and reassuring you that all is in hand.

Our Designated Medical Billing team will work closely with you and your Medical PA to ensure that an invoice is raised for each patient in a timely manner. Invoices will be sent to the appropriate insurance company or directly to the patient.



How our billing service is different



We have designed our billing service to be different in a better way.

Pay only for monies received

We only charge you for the paid invoices. So, if you don't get paid then neither do we. We focus on raising invoices promptly and ensuring they are settled quickly.

Immediate cash flow

All payments are paid directly into your bank account. We do not hold onto your money at any stage. So, when a patient pays their bill, the money immediately hits your bank account.

Patient experience

Our billing team understands the importance of delivering the highest quality patient experience. Many of them are trained medical secretaries. Their objective is to ensure that your invoices are paid promptly while delivering the high standards of patient care that you demand.

Designed and managed by chartered and licensed accountants

Our billing processes have been devised with accountancy principles in mind to ensure that the financial management of your practice is as efficient as possible. We integrate with your Practice Management System and your finance system, for example, Xero. Not only is this cost-effective, but it also allows complete transparency. Note that most modern Practice Management Systems integrate with Xero.

Weekly reporting

Every week you will receive a summary report which gives you the details of all invoices raised, monies received, and most importantly the aged debt position. We inform you of any problematic situations we are experiencing and take your advice on the best action plan.



Client Testimonial

One of the most recent success stories from our medical billing clients, who successfully regained funds with our assistance.

"Moving my medical billing to Designated Medical was the best decision. I knew my billing was not in great shape, but I was devastated when I saw how many invoices had not been raised and how much-aged debt had built up over the previous two years.

In the last few months, the team at **Designated has collected £30,000 of the bad debt which is 87% of the total owed.** Sadly the rest was too old to be collected from insurance companies and had to be written off.

My billing is now 100% up to date and I receive weekly status reports. I am delighted and would recommend their services to everyone."

Andrew Ramwell – General and Colorectal Surgeon



The Designated Medical Approach



Focus on systems and processes

Our aim is to establish solid processes that ensure your practice billing is accurate, fast, and transparent. On day one, we agree on these processes with you and then we handle all the ongoing work, ensuring that we keep you updated via our weekly reports, leaving you feeling confident and in control.

We believe in using the best available systems to enable billing and we do not create in-house software that creates dependency and reduces transparency.

We use your Practice Management System (PMS) to manage the processes so that you and your team always have visibility of your patient's invoices and their status. This reduces the time your Medical PA spends liaising with the billing team as we access the information directly ourselves via the system, no need for clinic lists to be emailed across each day with notes on which invoices to raise.

Healthcode is used for all insurance company billing, and this integrates with most PMS, so this is largely automated and therefore very efficient. Our team are experienced at ensuring any shortfall payments are communicated to patients for prompt payment. When dealing with Embassy payments, we work diligently to secure the necessary Letter of Guarantee upfront and avoid any problems with payment at a later stage.

Aged debt and reconciliations

Many clients come to us with a considerable amount of aged debt, and our team will focus on clearing this as quickly as possible, ensuring you get paid for the work you have done. We also find many clients have a backlog of payments that have not been reconciled, and again, our team will work through this in detail to ensure patient records are updated accurately. Most importantly, we make sure that our processes prevent aged debt and any backlogs from re-occurring.

Accountant led

Our Medical Billing team is led by UK-based Qualified and licensed Accountants who are accredited by AAT, the world's leading professional body for accounting technicians. They have designed our processes so that your year-end accounting responsibilities are simple. Most PMS integrate with financial systems, such as Xero. Our team are Xero partners, and we can advise on how to set up and utilise these systems.

Online booking

Many of our clients now use online booking and request upfront payment or a deposit via their website. We can help set this up and manage it if appropriate for your practice.

Credit Control and reporting

Our processes ensure that aged debt is avoided as we run a tight credit control function. Each week our team will send you a weekly report that will highlight any issues with late payments and how we are approaching them. We work with you to ensure invoices are settled whilst maintaining high levels of patient satisfaction.

GDPR

All members of the Designated Medical billing team are based in the UK which is relevant for reasons of GDPR and security.

The Designated Medical organisation has achieved the Cyber Essentials certificate of assurance which demonstrates that the company complies with the requirements of the cyber essentials scheme. Cyber Essentials is an effective, Government backed scheme that helps protect our organisation, and our clients against a whole range of the most common cyber-attacks.

Bookkeeping and Accountancy

Our medical billing team works alongside our team of accountants and bookkeepers who specialise in the private medical sector. Many of our billing clients choose to use our bookkeeping services to manage all of their outgoing expenses and ensure accurate records are maintained. Our accountants can also work with you, throughout the year, providing you with regular financial updates, advising you, and supporting you to make wise business decisions.



Our Mission

Designated's mission is to create a world where we support each other's success, both our clients and our own. Whilst we are virtual in nature, we are very social, support one another and have a great team spirit.



Our Values

Our values are at the core of our business. They underpin everything we do, whether it is for our team or for our clients. We embed Ownership, Care, Aspiration and Growth throughout the Designated group. We believe in helping and supporting others and provide services and solutions that do just that.



Start your conversation with Designated Finance.

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