

# 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 monthly 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. At the end of each month, we provide a summary report that gives you complete financial control of your practice and assures you that everything 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.

## **Monthly reports**

At the end of each month, you will receive a summary report that 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 by running a tight credit control function. At the end of each month, our team will send you a report highlighting any late payment issues and how we are dealing with them. We work sensitively to make sure invoices are settled while 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.**

**Vicky Garbett**

Finance Director

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# Designated Medical Services

## Medical PA

We believe that with the right professional team to support you, your possibilities are endless. Every Designated Medical PA within our team is experienced in private practice and able to proactively manage your practice on your behalf. Your medical secretary will support you and your patients and develop and manage your private practice, acting as an integrated member of your team. Whether you are new to private practice, or well established, we will partner with you to deliver an exceptional patient experience.

## Marketing

As a healthcare professional your reputation is one of your greatest assets and our medical marketing team understands this. Patients are researching their doctor online before committing to them, as well as conducting additional checks on patient review sites such as Doctify, Google Reviews and Top Doctors. Your online reputation needs to be well managed, ensuring that, when your current or potential patients and referrers Google your name, the content they read is positive and informative - reassuring them and instilling confidence in their decision to choose you as their doctor.





# Designated Medical Packages

## Start Up Package

We are experts in providing flexible support services that champion ambitious private healthcare professionals however, when you begin in private practice sometimes knowing what support you need can be a stumbling block.

That is why Designated Medical are offering a **start-up package from £910 + VAT** for practitioners who are new to private practice and need an expert, guiding hand.

Our start-up package includes guidance and support with:

- Business strategy/planning
- Finance
- Practice Management Support
- Administration
- Marketing

## Growth Package

We are experts in providing strategic support across key services that energises ambitious private healthcare businesses.

We are all too aware that it is easy to focus on the day-to-day and lose sight of the elements that will help your business grow.

That is why Designated Medical are offering a growth package for practitioners and clinics who need an expert, guiding hand to make that next step to accelerate their business.

Our growth package focuses on 3 keys stages:

- Discovery
- Review
- Recommendations



## **JANE BRAITHWAITE**

founder and managing director  
**Designated**

**Jane is the founder of Designated and is heavily involved with running the business as the Managing Director, overseeing all areas with a particular focus on Business Development.**

She draws from her successful career in sales, marketing and business development in large corporates and small start -up businesses, to ensure Designated is always delivering the best for its clients.

Jane has two top priorities, our clients and our team. She works hard to ensure the culture within Designated allows our team members to live our values and deliver the greatest service to our clients.

**Email: [jane@designatedgroup.com](mailto:jane@designatedgroup.com)**

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**VICKY GARBETT**  
**Finance Director**  
**Designated Medical**

**Vicky is the Finance Director at Designated Medical and has been with the company for almost 8 years.**

Vicky brings with her over 15 years of commercial finance experience in various organisations, from private equity to PLC's. Vicky's corporate background allows her to confidently advise our healthcare clients on the best steps to take, ensuring financial peace of mind.

Her aim is to make finance accessible to everyone and to act as a clients' financial business partner whilst ensuring a solid robust internal finance function.

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