



THE
HEALTHCARE
COLLECTION

Managed Services Prospectus

Unleash your healthcare business potential



About us

Introduction to The Healthcare Collection

Helping you unlock your business potential

The Healthcare Collection is the UK's first end-to-end managed service provider for the healthcare industry. Our flexible, scalable outsourced services deliver improvement and growth to facilities operators, independent practitioners, consortia, and regional and national providers.

Our objective? To leverage the diverse experience and skills of our Partners and specialist colleagues to deliver a range of services that help performance-stalled and growth-hungry clients unlock their commercial potential.

Through our complementary portfolio of owned and managed service brands, we bring innovative, bespoke solutions which help you, our client, to navigate the rapidly changing healthcare sector to your advantage. We can help you improve engagement with new and existing patients and customers, building your brand presence and reputation to accelerate your business success.

Solutions tailored to you

Our modular service prospectus allows our clients to design their own bespoke service, which runs in tandem with their existing operations. Your business is unlike any other, so we've provided the flexibility that means you can choose only the elements that are most important for your success to create a tailor-made package.

Look on us as an extension of your existing team, as we share in the delivery of your goals and objectives. We provide you with a competitive edge, thanks to the decades of experience and diverse skillset of our Partners and colleagues.

Select the solutions that suit you best

Every business is unique and has its own strengths and challenges. We offer a wide range of services which can fill the gaps within your organisation through utilising the specialists and experts who can make a real difference to your bottom line – right now.



In a nutshell: we work in partnership with you so that you get to where you want to go - faster.



Bespoke Services



Hospital facility build, development and management

We will help you deliver seamless operations and care, while optimising revenue. Although we are often appointed as end-to-end hospital operators on our clients' behalf, we can also deliver bespoke services which fit around a client's property challenges. These include:

- Optimised resource and facilities scheduling
- Clinical governance and regulatory activity
- Marketing and patient demand generation
- B2B account and NHS contract acquisition
- Lean procurement services



Marketing Services

Helping you build genuine patient connections

- Patient enquiry demand generation
- Website development and conversion optimisation
- Search engine optimisation (SEO)
- Database marketing
- Social media management
- Public relations & reputation management
- Branding, design and production



Patient Management Services

Helping you deliver a value-led patient journey

- Patient selection & booking
- Informed consent management
- Patient finance administration
- Pre and post-operative appointment management
- Chaperone and surgeon video consultation management
- Remote nurse and dietetic services
- Patient record management



Partner-led Services

Access big business leadership, insight and proven frameworks to accelerate towards a market leading position.

- Clinical and corporate governance
- Property brokering
- Facilities development and optimisation
- Corporate services
- Procurement
- NHS contracting

Monitoring progress and delivering results

Just as they would with their own employees, our clients measure The Healthcare Collection on performance. We work to a service level agreement and are held accountable to its established performance indicators.

The data-driven insights made possible by our management information reporting suite provides you with clear performance trends and the data you need to understand what's being achieved. At our regular meetings with you, we'll provide in-depth analysis of the results so you can understand the progress we're making to achieve our joint goals.



Our values

The Healthcare Collection's shared values are central to our operations. All colleagues work in accordance with these values, and we invite our clients to measure us on them.



Kindness

As one team, we work in a selfless, caring and compassionate way to achieve our shared goals. We celebrate difference.



People first

We put people at the centre of all we do. Our duty is to empower patient choice, and our people are empowered to deliver on that commitment.



Excellence

We lead in our chosen markets through clinical, technology and informatics excellence. We hire outstanding talent and expect high performance.



Trust

We act with integrity, transparency and honesty. We are authentic.



Delivering results

We are accountable, dynamic and innovative. We prioritise our impact on people first, then planet, before profit.

Changing
healthcare.
Changing
lives.



Our team

The Healthcare Collection's hand-picked, exceptional talent has the experience and skills that can make a real difference to your business performance. While each of us is an expert in our field, our real power lies in how we work together collectively.



Christine Mozzamdar

Managing Partner | Clinical

Christine is responsible for overseeing the delivery of clinical and operational services to clients. In addition, she acts in a non-executive capacity with a focus on guiding clinical leadership and advising on clinical and corporate governance.



David Shirra

Managing Partner | Commercial

David oversees the delivery of top and mid-funnel commercial services to clients. He also acts in a non-executive capacity, providing advisory input across transformation and change, finance, brokering and commercial.



Craig Thayne

Partner | Managed Services

Craig's role involves managing the performance of each client account, as the internal conduit. He works with his Healthcare Collection colleagues to maintain service excellence and to deliver regular client reports. Leveraging his 'big-business-buying-power' experience from previous roles, he delivers procurement services to clients, ensuring optimum terms are achieved.



Jo Markwick

Partner | Marketing

Jo has responsibility for challenging and supporting clients to build iconic brands. Functionally, she manages a uniquely experienced team to deliver brand design and development, influencer marketing, brand partnerships, social media, database email marketing, and campaign planning and execution.



Adam Forsyth

Partner | Digital

Adam, supported by his colleagues, is hands-on in helping our clients achieve optimum patient acquisition results. To date, the results achieved have been proven to be far in excess of competing digital agencies. Adam works in partnership with Jo to ensure activities are commercially complementary.



Lee MacKinnon

Partner | Sales

Lee manages a large team of surgeon assistants (sales executives) who are responsible for patient conversion to booked treatment, as well as scheduling patients through the recorded consent and pre-operative stages. His team is in continuous contact with patients to provide exemplary first-line support before and after their surgery, also acting as chaperones where required.



Robert Thayne

Partner | Operations

Robert leads in the delivery of clinical and operational activities. These include scheduling and patient record and governance framework management. He supports clients in delivering NHS contracted services through his robust nationwide commissioning network.



Our services

Choose one of our business-building support services, or choose several to create your own tailor-made package – the choice is yours. Through discussion, we can help you understand any opportunities that can be capitalised upon to make genuine patient connections, improve efficiency, and generate additional revenue for your business.



Hospital management services



The Healthcare Collection's hospital management services range from setting up new hospital facilities to complete end-to-end management of existing facilities.

Building a new hospital is a sizeable project, and finding the right facilities, setting the scope of the project and predicting the required resources can be challenging. Getting the early stages correct mean that there is the best foundation to build on when operations commence.

Our wealth of experience and knowledge will ensure you're ready for launch.



Project planning

Scoping your hospital facility project doesn't need to be daunting. The Healthcare Collection can identify suitable sites, establish a business model for maximising profit, allocate necessary tasks and establish deadlines, aligning resources so that you stay on track and every box is ticked.



Financial planning

Our detailed finance modelling will enable confident decision-making and investments.



Procurement

Ensuring that the correct equipment is in place, ready for the first operational day of a hospital, is a non-negotiable – but how do you obtain it at the best cost? Using The Healthcare Collection's buying power, you can be sure that you have cost effective equipment from market-leading manufacturers, even if you're providing a diverse range of surgical specialities.



Regulatory body registration

We will ensure that the facility meets all relevant governance and compliance standards and assist with regulatory body registration. Our stress-tested governance framework can be implemented with ease, ensuring that quality and safety excellence becomes central to the facility's reputation.



Recruitment and training

We can assist with your recruitment needs, including clinician and hospital management support staff, ensuring that you avoid costly recruitment fees. We can also help with colleague engagement and onboarding. Although ongoing agency staff utilisation is often inevitable, through utilising The Healthcare Collection's agency network, cost efficiencies can be delivered to our clients when compared to alternative options.



Hospital management


You may have identified opportunities within your hospital facilities but have been unable to capitalise upon them. We can support you by filling in the gaps, using our years of experience to create a bespoke package which addresses your challenges. By creating a more efficient environment, patients experience a smoother journey and colleagues become more effective. The efficiencies we can create will optimise time, streamline processes and help your business reach its potential.





Hospital operations


By its very nature, running a hospital can be complicated. Let us help you simplify your hospital operations wherever you need additional support. Whether it's improving staffing levels, training and development, providing leadership and professional management advice, managing your clinicians or liaising with your Responsible Officer, we can bolster your credibility and ensure an efficient patient journey.




 **Scheduling**
Efficient scheduling is vital for optimising your hospital's capacity – and optimised capacity is vital for maximising revenue. Using our many years of experience in this area, we'll manage your theatre list prioritisation to increase efficiency and returns.

 **Clinical governance and regulatory activity**
Consistent patient satisfaction and quality are only possible through having a robust hospital governance and regulatory framework. Our services extend from establishing registration with relevant bodies to ensuring the necessary standards are met in areas including safe staffing, clinical effectiveness, clinician appraisal, data collection, reporting services, incident investigation and conduct management, and we can also assist with continuity planning.

 **Marketing**
Our marketing experts have the knowledge and strategic thinking that can make all the difference to your hospital. Their expertise will generate demand, helping you connect with more providers and build your client base.

 **Business development**
Introducing new providers to your hospital is key to its long-term success. With an extensive network of clinicians and other contacts, we can provide the introductions that count, and assist with the onboarding of new clients to provide a smooth, seamless experience. Our service extends to developing and delivering NHS contracts on behalf of our clients.

 **Relationship management**
We can support you in maintaining and extending existing partnerships with your existing provider customers - ensuring stability and helping both parties to gain optimum benefits from the relationship.

Utilising our hospital management services will boost your performance.



Marketing

You may be confident that your healthcare business provides both value and care, yet find it challenging to reach potential patients and customers. If so, using our managed marketing service is the answer. You'll have access to expert marketing knowledge across a range of disciplines, enabling you to plan and execute activity which will encourage more people to choose you – rather than your competition.

We can help you improve your reach and conversion through:



Patient enquiry (demand) generation: Paid search, social media, affiliate and re-targeting are highly effective, scalable forms of web-based marketing that help you connect with potential patients who are actively seeking what you provide. We're highly experienced in these areas, and so will generate digital enquiries for you at an optimised cost per acquisition, helping you acquire high-intent leads. Engage our services, and our objective will be to win digital market share for your business.



Website development and advisory service: There's no point in driving traffic to a website if it's not fit for purpose. We can work with you to increase the performance of your current site, or design and develop a new one that will increase interest and conversion. Whatever route you choose, it's vital to understand that site conversion improvement tactics need to be continuous to keep providing positive results – and we can drive this for you.



Search Engine Optimisation (SEO): Our objective is always to offset any paid spend by increasing your organic (visitor searches for your business via a search engine) position through technical and content-led onsite activities and digital PR.



Database marketing: An 'opted in' database of prospective patients/customers can be built for you, nurturing enquiries received through email and SMS activity and increasingly off-setting the requirement to acquire new ones. Cross-selling services enable us to delve deeper into a primary patient's wallet. And any Recommend a Friend programme can be optimised with this service.



Social media management: More than ever, iconic brands are built across 'earned' social media channels including LinkedIn, Facebook, Instagram, TikTok and Twitter. Community building, content creation and scheduling and reputation management are key deliverables.



Design and production service: All healthcare businesses require ad hoc designed assets such as patient collateral and consent documentation. Our design team has a bank of templates enabling a clinically appropriate and efficient design and production service.



PR and reputation management: Becoming iconic takes courage - and a strong network of media, influencer and, occasionally, governmental lobbying, contacts. We would build a corporate and commercial public relations plan which positively amplified your brand and its key messages. Running alongside would be a crisis management framework to ensure that any adverse events were localised, avoiding external broadcast.

Improving patient connection will improve your business health.



Patient management services

Providing a patient with all the information they require to make an informed, confident decision is one of The Hospital Collection's core values, and so is central to what we do. However, our patient management services extend well beyond this.

We can help you improve your patient journey efficiency through:



Patient qualification, informed consent and surgery booking

We will safely and effectively qualify your potential patients to help ensure maximum efficiency. Each patient will be psychologically screened and fully advised prior to being booked in accordance with your agreed selection criteria, making sure that they're completely prepared and motivated in advance of their treatment.



Patient finance management

Administering patient payments and extending consumer finance options are time-consuming, specialist areas – yet incredibly important for the ongoing success of your business. Free up more time to focus on your own areas of expertise by letting us manage them for you.



Pre and post-operative appointment management

A seamless appointment schedule is crucial in ensuring that patients have an exceptional treatment experience with you and recommend your services to family and friends. Not only can we manage the scheduling process for pre-and-post-operative appointments for you, but a digitally-recorded multi-stage informed consent process can be implemented to protect the patient - and your business.



Chaperone and surgeon video consultation management

Our chaperone service helps protect both the patient and the surgeon during video consultations utilising our integrated video platform, as during the treatment plan administration period. Surgeons, clinicians and other colleagues nominated by you can log in to the portal to view and access video clinics, and the patients scheduled for these, at any time.



Remote nurse and dietetic services

The Healthcare Collection can provide the remote nurse and dietetic pre-and-post-operative appointment capacity support you need to ensure that your patients receive the guidance and information they require, before and after their treatment.



Patient record management

We can assist with the ongoing completion of your electronic medical records, from a digitally captured medical history to post-operative clinician notes. Working with your chosen facilities, all patient documents are administered and uploaded to patients' electronic records within an agreed SLA. Your team have 24/7 access to view, annotate, and up-and-download files, including imaging. Data integrity is supported by a date and time stamped audit history, by patient and by user.

An excellent patient journey will improve your business reputation.



Partner-led services

Our partner-led, non-executive advisory and leadership services are designed to support clients at a strategic and operational level. Benefit from market leading business experience through our partner led services. We enable our clients to access big business economies and expertise which enables them to move more effectively towards achieving goals and objectives.

Reap the rewards that our support can bring in the following business areas:



Clinical and corporate governance

Our framework provides entrepreneurial and commercial safeguards to ensure business growth and protection. We provide challenge to core business objectives to support the development of a strategic plan, including a board-to-ward governance assurance framework. We achieve business accountability through a set of Non-Executive Directors' monitoring processes. These complement your company's strategic aims and provide leadership and strategic management of the business with a view to achieving lasting productivity and regulatory compliance.



Property brokering

We can support your business in the brokering of targeted facilities. Acting as a third party, we are enabled to have without prejudice conversations with a view to providing pre-legal heads of terms.



Facilities development and optimisation

We guide facilities to maximise profit through investing in a capacity based reporting suite providing management information (MI). We use this MI to optimise the business mix and influence business development plans which can also be executed by The Healthcare Collection, e.g. NHS contract acquisition or developing new clinical competencies to enable new services.



Corporate services

We leverage our central hub to deliver corporate services to clients, allowing them to focus on their core business and maintain financial and people compliance. Our corporate services include:

- Operational finance: payroll, invoicing and credit control
- Period end management and financial accounting
- Human Resources services
- Operational governance, including CQC registration, ongoing audit and compliance and inspection preparation



Procurement

We can ensure that known and favourable 'big business' rates and terms are achieved across a broad range of industry suppliers, in turn reducing your operating costs.



NHS contracting

With a nationwide network of commissioning directorates, we support clients to optimise their business mix by securing profitable NHS contracts.

Improving strategy and efficiency will increase your business profit.



Why outsource?

Our clients maintain complete operational control, managing our service as an extension of their team. Harness market leading experience to increase your commercial performance, and ensure your business is safeguarded through clinical services which focus on safety and quality. Gain a competitive advantage by leveraging the benefits of our outsourced managed services. Here are just a few:



Outsourced

Access to a flexible, experienced resource

Performance driven by service level agreement

Broad cross-modality experience

Enables client focus on core service delivery

Leveraging cross client innovation

Cross-client efficiencies



Inhouse

Salaries & employee liabilities e.g. holidays, SSP

Variable employee performance

Investment in learning & development

Distracted by non-core activities

Internalised innovation

Burdened by whole, single-entity costs

Increase your efficiency by utilising our industry-leading knowledge and experience, leaving you to do what you do best.



Why choose us?

It's not always possible to do everything inhouse – budgets and skills can be restrictive and the demands of all businesses fluctuate. There are many companies who will claim to be able to help, but we believe that our approach is unique.

Why? Because we work in partnership with you, and we know that one size never fits all. If your business is to reach its potential, you need a solution which is shaped around it. Together we will overcome barriers and deliver.

Here are just some of the reasons that it makes sense to talk to us about the endless possibilities for business success.

- + Filling the gaps:** Thanks to our extensive experience and expertise, we'll enhance the skillset you have available to capitalise on opportunities and help your business to work smarter.
- + Partnership:** Our aim is to complement the resource you already have, working alongside you and your colleagues to increase efficiency and, in turn, revenue.
- + Speed:** No business can afford to wait – more than ever, the world of business is operating at breakneck speed. Once we've agreed terms, we'll waste no time in working with you to implement the changes you need to keep ahead of the competition.
- + Flexibility:** Choose the services you'd like us to provide, thanks to our modular product model. And we're here to talk if you'd like to amend the mix at any time due to changes in the business or economic environment.
- + Communication:** We continually analyse our progress towards objectives and provide the updates you need to understand what's being achieved. At our regular meetings, we'll have open discussions with you, listening to your requirements and in turn making recommendations for improvement.
- + Seamless:** Our aim is to work alongside you as part of your business, so we'll do everything we can to integrate with your existing teams to achieve the results agreed.
- + Value:** As we're able to perform tasks for you, by choosing The Healthcare Collection you can improve efficiency and productivity through cutting overall operational costs, improving productivity and increasing your competitiveness – and, thus, your revenue.

Your business has additional areas of potential that are untapped at the moment. Why not find out how we can turn that potential into additional revenue and set you on course for success long term?

Next steps

Find out more about what The Healthcare Collection could do for your business – get in touch now for an informal discussion.

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