People caring for people

RAMSAY HEALTH CARE

Developing your private practice **with Ramsay**

GUIDE FOR CONSULTANTS

TAKING THE NEXT STEP

About **Ramsay**

Ramsay's reputation and spread of facilities attracts some of the very best consultants to work with us.

We believe that building a strong relationship with our consultants is the most beneficial way for them to build their private practice and for us to grow our business.

A key element of this strategy is to support consultants who wish to increase their private practice with us.

This brochure aims to answer some questions that you might have and gives some information that has been provided by consultants that work for Ramsay.

Unique benefits of building your private practice **with Ramsay**

- The only independent sector provider to clearly differentiate the benefits of private medicine with their Premium Care service for self funding and insured patients. Premium Care clearly defines a superior level of service for consultants' private patients at a time when other private providers support NHS service delivery without differentiation
- Local management / decision making combined with efficiencies and investment from a national network
- Listening management – partnership, honesty, transparency, 'can do' attitude
- Owned by a specialist hospital organisation not a venture equity owner. This means long term stability, consistent management and investment available for facilities / equipment / training. Ramsay was established in 1964 and has grown to become a global hospital group with hospitals and day surgery facilities in Australia, United Kingdom, France and the Far East. The Group manages over 117 hospitals and day surgery units, treats over 850,000 patients per annum and provides 9,300 patient beds
- Access to CaB work if required to establish reputation amongst local referrers – England's largest IS provider of NHS elective surgery
- Practicing privileges shared across sites based on one application to give consultants flexibility on location and where to treat patients
- Networking and hospitality events
- Highly trained experienced clinical staff combined with low staff turnover and low agency use
- Excellent performance data – patient satisfaction, clinical outcomes, infection rates
- Quality facilities
- Dedicated marketing and GP Liaison resource at each unit to promote consultants' services to referrers and potential patients e.g. via GP education programmes and speciality specific local press ads.
- Ramsay consultant marketing support package provided free of charge
- A comprehensive consultant induction programme

What **we offer**

Integration with other hospitals

Through our group of hospitals we are able to offer consultants capacity in more than one of our hospitals thus increasing the patient population of the catchment area they serve, growing their practice and their profile.

Marketing Support

All of our units have dedicated marketing teams who have rapid access into GPs and patients. Through this resource we are able to quickly promote consultants' services directly to the users and referrers.

Each unit is also in control of its own marketing budget which allows them to allocate funds to specific projects quickly. Through our group we are also able to draw on experiences from other hospitals of campaigns that have worked well and grown referrals.

We run a number of events at each location including accredited GP education events, promotional evenings, patient information events all aimed at growing referrals.

What are the key factors **in making this decision?**

From the interactions with consultants who wish to increase their private practice with us, we have discovered that there are a number of questions that are similar.

These include:

- What will happen to my earnings?
- What will happen to my pension provision?
- What will be the impact on my retirement plans?
- What will the effect be on the hours I work?
- How will I keep up to date with the required training and new techniques?
- How will I ensure I have enough work?

Please discuss these questions and any others with the General Manager of your chosen Ramsay Hospital. The answers to these questions will depend on your specialty and how you would like to work with us.

Work Life Balance **Benefits**

One of the key benefits of working with Ramsay Healthcare is the flexibility that can be given. All of our units will endeavour to meet requests made by consultants where possible to assist with this flexibility.

Consultants can take a greater degree of control over the number of hours worked and when they work to suit their own busy lifestyles.

We are able to change our practices to adapt to the requirements of individual consultants. We can increase efficiencies of theatre lists enabling consultants' time to be used efficiently.

> " Working in the independent sector has allowed me to watch my children play rugby every week "

Financial **Benefits**

Whilst Ramsay cannot guarantee income for consultants who work with us, we will work hard to promote and market your service.

> " Working with Ramsay has meant that I can increase my efficiency, increasing the number of patients on a three hour theatre list by 50% "

> " I am in control of the amount I earn. I can add extra clinic sessions when I need to and know that Ramsay will help me "

Next **Steps**

"Supporting consultants who wish to increase their private practice."

We are keen to assist you if you decide that this is the route that you want to take. Please select and contact a Ramsay Hospital General Manager who will be pleased to help and assist you.

We are able to provide a suite of benefits to assist you, these include:

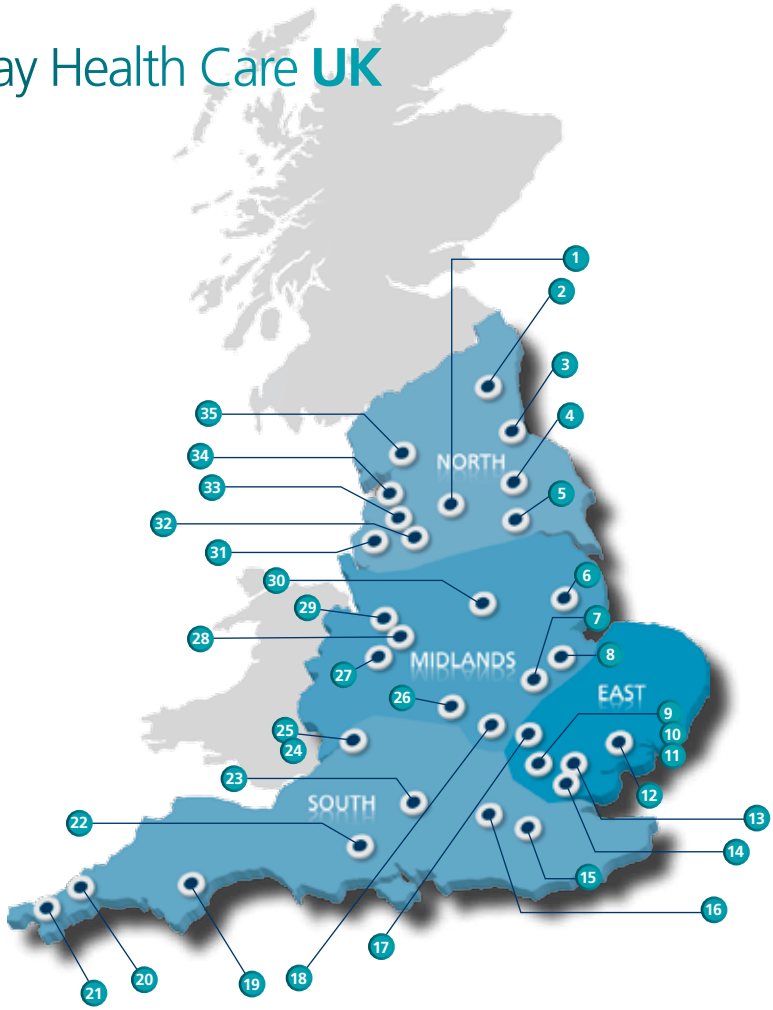
- Modelling the changes to your income
- Creating a personal marketing and promotional plan to grow your service
- Assisting you with retirement and tax planning
- Share practicing privileges with other Ramsay hospitals to grow your geographical catchment area

We look forward to working with you.

Notes

Notes

Ramsay Health Care **UK**



1 The Yorkshire Clinic, Bingley **01274 550 600**
2 Cobalt NHS Treatment Centre, Newcastle **01912 703 250**
3 Tees Valley Treatment Centre, Middlesbrough **01642 737 855**
4 Clifton Park NHS Treatment Centre, York **01904 464 550**
5 Park Hill Hospital, Doncaster **01302 730 300**
6 Boston NHS Treatment Centre, Boston **01205 591 860**
7 Woodland Hospital, Kettering **01536 414 515**
9 Rivers Hospital, Sawbridgeworth **01279 600 282**
10 Gardens Neuro Centre, Sawbridgeworth **01279 600 201**
11 Jacobs Neuro Centre, Sawbridgeworth **01279 600 201**
12 Oaks Hospital, Colchester **01206 752 121**
13 Springfield Hospital, Chelmsford **01245 234 000**
14 Orwell Private Cardiothoracic Unit **01268 394 217**
15 North Downs Hospital, Surrey **01883 348 981**
16 Ashtead Hospital, Surrey **01372 221 400**
17 Pinehill Hospital, Hitchin **01462 422 822**
18 Blakelands Treatment Centre, Milton Keynes **01908 334 200**
19 Mount Stuart Hospital, Torquay **01803 313 881**
20 Bodmin Treatment Centre, Bodmin **01208 262 520**
21 Duchy Hospital, Truro **01872 226 100**
22 New Hall Hospital, Salisbury **01722 422 333**
23 Berkshire Independent Hospital, Reading **0118 902 8000**
24 The Dean Neuro Centre, Gloucestershire **01452 420 200**
25 Winfield Hospital, Gloucestershire **01452 331 111**
26 Horton NHS Treatment Centre, Banbury **01295 755 000**
27 West Midlands Hospital, Halesowen **01384 560 123**
28 The Westbourne Centre, Birmingham **0121 456 0880**
29 Rowley Hospital, Stafford **01785 223 203**
30 Nottingham Woodthorpe Hospital, Nottingham **0115 920 9209**
31 Renacres Hospital, Ormskirk **01704 841 133**
32 Oaklands Hospital, Salford **0161 7877 700**
33 Euxton Hall Hospital, Chorley **01257 276 261**
34 Fulwood Hall Hospital, Preston **01772 704 111**
35 Kendal NHS Treatment Centre, Kendal **01539 743 000**