

PRESS RELEASE – September 25th 2005

**COMPREHENSIVE PRACTICE MANAGEMENT SERVICE TARGETS GREATER
EFFICIENCY IN PRIVATE HEALTHCARE**

With missed appointments now costing the NHS £575m despite a government pledge to cut “no shows,” a new service run by experienced medical professionals could help ease some of the administrative burden experienced by consultants in the private sector.

The result of two years of research, Virtual Practice Management (VPM) has been developed with leading consultants Mr. John K Webb (MB, BS, FRCS) and Mr. John K O’Dowd (FRCS). A comprehensive solution from PHF Services Limited, VPM is designed to help consultants maximise their private practice.

VPM is a complete administrative package, incorporating diary management, transcription and financial services. Furthermore, through a secure login area consultants can review patient notes, billing status and appointments, online, anytime and from anywhere in the world.

Thomas Acworth, CEO of PHF explains: “PHF’s solution is not another software product. We offer a tailor made total practice management service delivered by a team of highly experienced medical secretaries who are only a phone call away.

“Our innovative service is unique in the market place. Because PHF offers VPM on a flexible “pay-as-you-go” basis, consultants are getting excellent value for money. Better still, safe in the knowledge that their practice is being run efficiently and cost-effectively, consultants can get on with caring for their patients and ensuring that they present their practice in the best light possible.”

This aspect is becoming increasingly invaluable as greater patient choice demands that marketing plays a more pivotal role in the success of a private practice.

A collection of case studies is available on request from PHF by calling 0870 743 4876 or via the PHF website www.phf.uk.com

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Media - contact Greg Simpson on greg@gbcspr.com or call 0115 948 6901.

Appendix

VPM Diary

PHF manages an entire private practice diary and allows other important users (e.g. an NHS secretary) to view it securely.



- Make patient appointments for you and keep them up-to-date
- Liaise with you regularly by e-mail or phone
- Produce clinic lists for your consulting locations and liaise with them for X-rays and patient notes
- Keep secure records of patient details
- View your diary over the Internet and synchronise it with a home/work PC and your PDA

VPM Transcribe

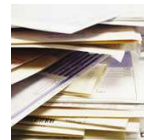
PHF takes care of all typing requirements, producing finished documents within 2 working days (or faster if required).



- Provide you with a digital dictation machine for you to create electronic voice recordings
- Provide you with secure access to our Internet site to upload dictation files to us
- Type your transcriptions and allow you to review them online
- Mail your letters, and enable you to access your letters and notes online
- Provide you with a monthly statement of transcriptions

VPM Finance

Typically, consultants have as much as 20-30% of their annual fees outstanding at any one time. Whatever the amount of outstanding debt, PHF can apply its unique debt-chasing strategies to get you more of your money and faster. PHF will deal with all of your private patient finances including invoicing, payments processing, collections and bad debt management.



- Invoice patients and insurers
- Offer a range of flexible payment methods, including debit/credit card facilities
- Chase up late payments
- Process and bank payments for you, and make one monthly settlement directly to your bank account
- Provide you with a monthly statement of invoices, payments received and outstanding invoices due