

# Medical firm is in good health

By **RICHARD TRESIDDER**  
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**A COMPANY** set up two years ago to provide back office functions for UK doctors and consultants is to expand.

PHF, based at Castle Cavendish Works in Dorking Road, Nottingham, will create eight jobs taking the total to 23 following a £600,000 investment.

The company was set up by Tom Acworth, who spotted that administration work done by private consultants with a busy practice could be managed more efficiently.

PHF provides consultants with a dedicated telephone number and a practice manager.

It organises appointments, transcribes medical notes, chases payments and provides a secure online diary that can be accessed from any location by a doctor with an internet connection.

PHF chief executive officer Tom Acworth said: "We started PHF with help from family, friends, our personal funds and a bank loan.

"This investment is great news for everyone at PHF and is vindication of our decision to start and build this business."

It provides the service for physicians, surgeons and GPs with a private practice.

Services include diary management, marketing, billing and collection plus recovering bad debts.

PHF employs 15 people and includes two consultants on its board — John Webb, a consultant spinal surgeon at the Queen's Medical Centre in Nottingham and John K O'Dowd, a consultant spinal surgeon at Guys and St Thomas's Hospital in London.

The company is chaired by Jonathan Engler, a former hospital doctor who co-founded Nottingham clinical technology company ClinPhone.

Having recently doubled and refurbished its Castle Cavendish offices from 1,600sq ft to 3,000sq ft, PHF is now in a period of significant growth.

Fifteen further jobs should be created in 2007 and the five-year business plan forecasts around 250 employees in total.

Where possible, the recruitment is



**GROWTH AREA:** From left: Richard Gregory, Tom Acworth and Marc Rickard from PHF

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expected to come from near the offices.

Sales and marketing director Richard Gregory said the company employed practice managers and administrative staff.

He said: "The doctor has a dedicated private practice telephone number which comes through to us."

The service is provided to doctors around the UK and already serves 50.

The ambition is to raise this to 2,000 or more.

Antony Ross, director of Bridges

Community Ventures which invested £600,000 in the business, will join PHF as a non-executive director, said; "We were impressed with the business model and the management team at PHF.

"They are providing a strong service in an exciting sector and they are committed to working with the local community to create jobs."

Bridges invests in businesses in the most under-invested parts of the UK and those that can produce strong social benefits.