



Sales Foundation Course

Module 5 Private Health Customer
Structure

Welcome to Private Health Customer Structure



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- Trainer & Sales in Ophthalmology for 20 Years
- Please ask questions!
- Email warren@medsalesacademy.co.uk



Today we will learn



- The main players in UK Private Healthcare Industry

The UK Private Healthcare Customers



- 6 Main Players,
- Account for 15% of the spending on Medical/Pharmaceutical products - approx £12bn
 - HCA
 - BMI-Circle Health
 - Spire
 - Nuffield
 - Ramsey
 - Aspen

HCA
Healthcare uk



HCA Healthcare UK



- US owned. Hospital in London & Manchester only
- 7 Hospital Sites
- Harley St Clinic, The Wellington Hospital, Princess Grace & The Portland
- Christies Private and Wilmslow Clinic - Manchester
- Offering aim at Businesses/Corporation and High Net Worth Individuals
- Centralised purchasing based out the Portland Hospital Procurement Department

BMI Healthcare



- Will be purchased by Circle Health in 2020
- The largest private healthcare provider in the UK
- 51 Hospitals situated across the UK
- 2 Circle Health hospitals Bath & Reading, with a third hospital planned to open in Birmingham
- Medical Properties Trust (USA) own the hospitals and lease them back to Circle/BMI
- HQ BMI in Southwark South London
- Circle Health also has two hospitals in Shanghai China
- The CMA (Competition and Markets Authority) has agreed the acquisition as long as two 2 of the 52 markets they operate in are addressed (This announcement was made prior to the Covid19 Pandemic)
- Until then Circle & BMI Health will operate independently and both groups are supporting the NHS with Covid19 patients

Question Time



Spire Healthcare



- Second largest private healthcare group in the UK
- 39 Hospitals across the UK
- Buyers/Procurement based at their Droitwich Worcester RDC
- Prefer centralised, prior agreed pricing. Work on preferred supplier basis
- Some 3700 Consultants (about half of the 6000 consultants linked to Circle/BMI)
- FTSE Company

Ramsay Healthcare



- HQ in Bedford
- 34 Hospitals located across the UK
- Part of one of the biggest private healthcare groups in the world.
Australian owned
- Ramsay worldwide owns 480 hospitals in 11 countries
- In France Ramsay Sante, Ramsay Scandinavia (Capio previously) and own the biggest healthcare group in Australia
- Work the 'Ramsay Way' an ethos put in place in 1964 by the founder Mr Paul Ramsay
- Procurement is based at their HQ in Bedford
- Work on a preferred supplier/tender basis

Question Time



Nuffield Health



- Nuffield Health is the UK's largest healthcare charity
- It is a non-profit Health & Well Being organisation
- It is made up of 31 Hospitals, 112 Gyms & 200 Work place wellbeing services
- Established in 1957 by BUPA (British United Provident Association)
- Named after Lord Nuffield (William Morris) originally Nuffield Nursing Homes Trust
- In 2007 purchased the Cannons Health & Fitness Gym Group now Nuffield Health Gyms
- 10 year vision to improve the nations health & wellbeing
- Planning to open Nuffield Health @ St Barts in London in 2021
- HQ in Leatherhead

Aspen Health



- Owned by Tenet Healthcare (USA)
- 8 Hospitals Majority in London/SE but also have sites across the UK
- Parkside, Holly & Highgate Hospital - London
- Claremont (Sheffield) Edinburgh Clinic & Midland Eye Birmingham
- Specialist Oncology Centres in the group Nova Healthcare Leeds and the Cancer Centre London-Wimbledon
- Procurement based at the Claremont Hospital in Sheffield

Private Healthcare Structure Task



Task

- Research one of the large Private Healthcare Hospital Groups
- What seems to be their strategy for growing their business?
- Can NHS Patients be treated by the Private Hospitals
- Which groups seems to be set up to dominate the market in 2021

Report back to the group (5 mins max) prior to the next Sales Foundation Module 6

HCA
Healthcare uk

BMI
Healthcare


Spire Healthcare

 **Nuffield**
Health


Ramsay
Health Care

ASPEN
HEALTHCARE

Today we have learnt



- The main players in UK Private Healthcare Industry

Thank-you



- We hope this session was useful
- Please send us your questions
- warren@medsalesacademy.co.uk
- See you on the next module
 - **CV Workshop**