

Whitechurch Medical Services Ltd

Head Office: 36 Westbury Lane, Bristol BS9 2PP Tel: (0272) 687277 (6 lines) Fax: 0272 687306

Dear Sir,

This letter is to introduce a new company called Whitechurch Medical Services. Essentially the intention of Whitechurch Medical Services is to make the 'managed internal market' work for the Patient and hence for you the Manager. We will achieve this by matching up funded procedures and operations in the Health Service with the spare capacity that exists to carry out those procedures and operations. We are an agency designed for the benefit of both the Managers and the Patients.

The Company has recruited motivated staff from the ranks of business and health professions including NHS consultants, transplant coordinators, nursing staff and commercial advisers to local authorities, general practitioners and the private healthcare market.

We have completed our market research and we have identified a significant need for our services. The company offers a complete brokerage service for purchasers with funded procedures or operations in any speciality. In simple terms you tell us about the funded procedures or operations and we will endeavour to place the operations with an appropriate provider unit. In order to take advantage of our service it is vital that we are able to let any potential providers know what funded procedures or operations exist in your Unit. This means I need you to fill in the enclosed reply slip and return it to me in the pre-paid envelope provided.

The aims of Whitechurch Medical Services are entirely in line with the stated aims of the new Secretary of State for Health, Virginia Bottomley, who will be striving to improve the efficiency of the National Health Service.

We are sure that our service can effectively improve the efficiency of your Unit for the benefit of the Patients and you, the Manager. If you would like further information please complete the enclosed reply slip and return it to me in the pre-paid envelope provided.

I am certain that my Company will be able to help you in the next twelve months.

Yours sincerely

Janet Seager
Managing Director,
Whitechurch Medical Services.

P.S. The N.H.S. is now a commercially competitive organisation and will continue to be so for the foreseeable future. By using the Whitechurch Medical Services brokerage you can place your unit at a competitive advantage and you will then be ideally placed to deal with the new waves of N.H.S Trusts and fundholding G.P.s.