

Unite Locums

Vision & Roadmap
Nov 2015

Current Scenario & Vision Snapshot

- **Key Issues**
 - No common platform for healthcare professionals to deal with Surgeries or Hospitals directly
 - Agencies take away 25% - 40% cut on the rates charged
 - Accounting and Management of GP's/Dentist's or Nurses effort is complex and error prone
 - Acute shortage of skilled and qualified resources viz. GP's, Dentist's and Nurses
- Healthcare professionals prefer to work as locums instead in permanent jobs, reasons:
 - Too much of compliance and regulatory restrictions running own practices
 - Limited payback and salaries are not commensurate to the effort in permanent jobs
 - Changes to healthcare regulations and long working hours is less attractive
 - Shortage of skilled resources viz. GP's, Dentist's and Nurses attracts better hourly rates
- Fulfilment of skill shortage leads to practices working reduced hours or patient's session cancelled
- **Unite Locums** will be a common platform of service to healthcare professionals :
 - For Healthcare Professionals
 - Direct interaction to do business with Surgeries , Hospitals and Primary Care Trust etc.
 - Personalised portal to publish , discuss technical issues, manage and enhance own profile
 - A time booking system for effective & simplified Diary and Accounting management
 - Control over costs and avoid agencies taking away major share of earnings
 - For Primary Care Trust, Hospitals & Practices (GP and Dentist)
 - Easy access to compliant resources and reduced third party dependency
 - Effective resource booking, billing and payment system with analytics
 - Cost Savings while dealing with GP's, Dentist's and Nurses directly
 - Discussion platform to share requirements, information and updates

“An International common platform of service to unite locums and healthcare professionals”

Business Proposition

Unite Locums – a common platform of service to be rolled out in 2016 Q2

To Individual GP / Dentists / Nurses

1. Elimination of intermediary and work directly with Surgeries, Hospitals & PCT
2. A common platform for locum community to interact & share experiences – wider coverage
3. Ease of use and simplified automated process to manage business independently
4. Focus on relationship and competence building instead of dealing in operational complexity
5. Efficient time and account management

To Surgeries – General Practice / Dentist

1. Ability to identify resources and deploy them for their emergent requirements
2. A common platform of service to deal directly with GP's , Dentists or Nurses
3. Elimination of high agency cost, benefits shared between surgeries and doctors/staff
4. Simplified locums management and accounting
5. Complete transparency of costs and compliant documentation

To Partner University

1. Opportunity to engage with international business for expansion & growth – true partnership
2. Students get exposure to latest technology at no cost with experience in international project
3. Programmes are aligned to computer science curriculum hence no distraction and diversion
4. Raise the employability of students within the industry
5. Inculcate business and technology knowledge during the student's graduation programme

Unite Locums – Healthcare Professionals Networking Platform

General Practitioners

Dentists

Nurses

General Practices

Hospitals

Dental Practices

NHS Walk-in Centres

Primary Care Trust

Locums Profile

Invoice Management

Document Management

Expense Management

Locum Contracts

Pension Forms

Diary Booking

Self Portal & Blogs

Reports & Analytics

Discussions Board

Locums Management Services

Practice Profile

Locum Search & Booking

Document Management

Locums Contracts

Publish Vacancy

Billing & Payments

Blogs

Pensions Contributions

Discussion Board

Reports & Analytics

Practices / Hospitals / CCG

Advisory Board

Technical

Professional (SME)

Marketing & Branding

In UK

- Business Development
- Change Management
- Programme Management
- Account & Relationship
- Growth Strategy (Joint)
- Hosting & Infrastructure

In India

- Product Development
- Service Delivery
- Project & Capacity Management
- Resourcing
- Pre-sales (Support)
- Marketing & Content Management

Business & Value Roadmap

Unite Locums Product Strategy

Incubation Q1

Behind Market Q2

Meeting Market Q3

Ahead of Market Q4 – Q6

Service Propositions

Capability Assessment
Unite Locum POC
1st Feb 16

Marketing Strategy
& Collateral

Review

Feedback Loop

Sales & Marketing

Joint Activity

Product Development

Product Management
& TDA

Legal & Contracts

Socialising Proposition

Capability Refinement
Go / No Go – Gate 1

Product Development

Product Launch
Beta

Contracts & Legal

Possible Outcomes

Beta Release (1st April 16)

Showcase Unite Locums

Release Marketing Collateral

Proposition Refinement

Unite Locum Phase 1
Platform Launch (1st June-16)

Firm Proposition

Showcase Unite Locums

Unite Locum Phase 2
Release 15th July 16

Unite Locums Live
23rd July 16

Pre-Sales Support

Service Delivery

Outcomes

Unite Locums
Sale Begins

Pipeline Building

Near Closure Case

Unite Locums
Platform Services

Firm Cases Progress

Pipeline Build Up

Consolidate & Review

Product Enhancements

Pre-Sales Support

Service Delivery

Outcomes

New Markets (Nordics)

Healthy Pipeline

INCREASED
MEMBERSHIP