



POINT Health

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MOTIVATIONS

- Exciting, dynamic and regulated enterprise environment with a range of diverse business models
- Combines socially positive values with the opportunity to utilise core business principles to contribute to a sustainable economy
- A clear focus on engagement, participation and innovation
- The opportunities and learning entrepreneurship brings



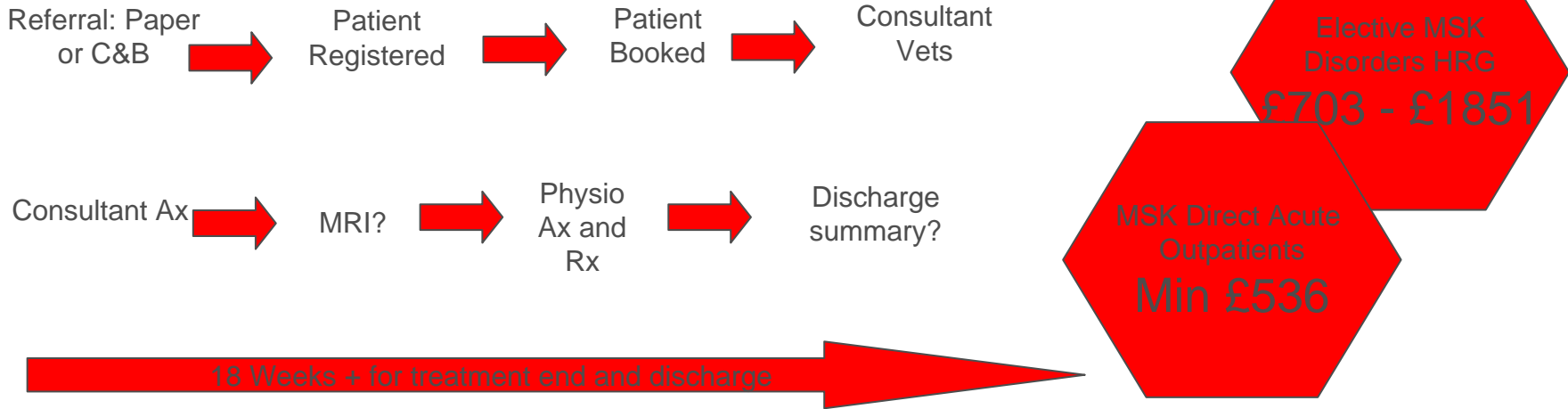
Example PH pathway

This pathway is a demonstration of an effective MSK patient care pathway for a **community** and **patient-centred** model; demonstrating both **cost – effectiveness** and excellence in clinical delivery; enhancing both patient **access** and **quality of care**.

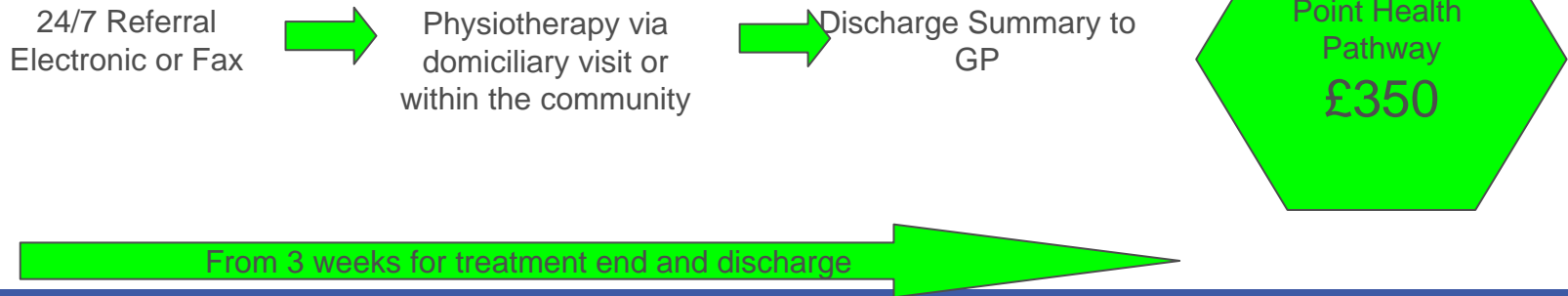


PBC Benefits: Revised clinical pathway with cost elements

A potential acute outpatients pathway model or MSK p/way



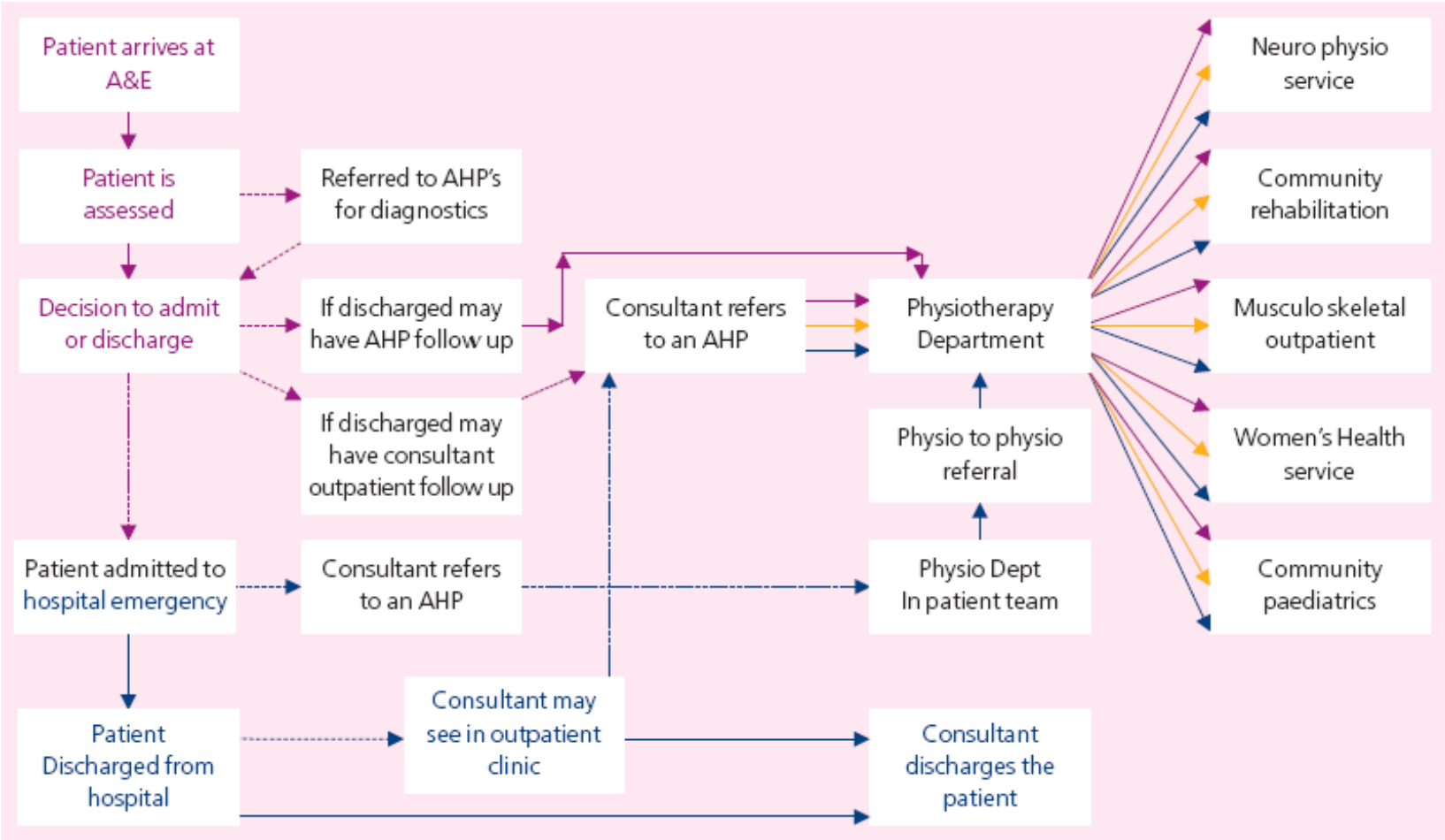
The Point Health Way



Commissioner benefits – MSK

An A&E Model: Cost up to £5000 +++

Prevention or Cure???



Comparative Analysis: PBC current vs.revised design

A potential acute outpatients pathway model or MSK p/way

Long Waits

Increasing Admin: Speak to up to 6 different people

Lack of patient choice on appointment

Potential for d/c back to GP before Rx!

High DNA rate

High hospital cancellations rate

Higher Cost

Decreased Quality in acute care vs. community

The Point Health Way

- Short Waits: Next Day Assessment common if pt. chooses
- Smooth referral to Rx: E- referral, e-notes, e-data storage and back up
- Increased choice: We don't shut at 5pm!!!!
- Lower Cost
- Low DNA rate
- Low cancellations
- High Quality: Community environment, decreased anxiety, increased rehab potential and functional rehabilitation

Point Health package includes:

- **Pacing;**
- **Functional restoration etc;**
- **Soft tissue release techniques;**
- **Accessory joint mobilisations and manipulations;**
- **Electrotherapy (including ultrasound and TENS);**
- **Taping;**
- **Exercise prescription;**
- **Heat therapy;**
- **Acupuncture;**
- **Passive physiological mobilisation;**
- **Neurodynamic mobilisations;**
- **Mobilisations with movement.**

Adherence to NICE Guidance and increased patient choice-friendly with potential for personal budgets

CHALLENGES



- Achieving the correct calibration between business growth and community development
- Dealing with competing demands as a small start-up
- Work/ Life balance



SUCCESSSES



- Acquisition of start-up funding and subsequent SURVIVAL!
- Involvement with organisations such as King's Fund, NHS Alliance, United Nations as well as expanding knowledge of primary, secondary and tertiary care
- Engagement with community and ability to truly deliver a client-centred service from a clinical + individual point of view

POLICY EVOLUTION

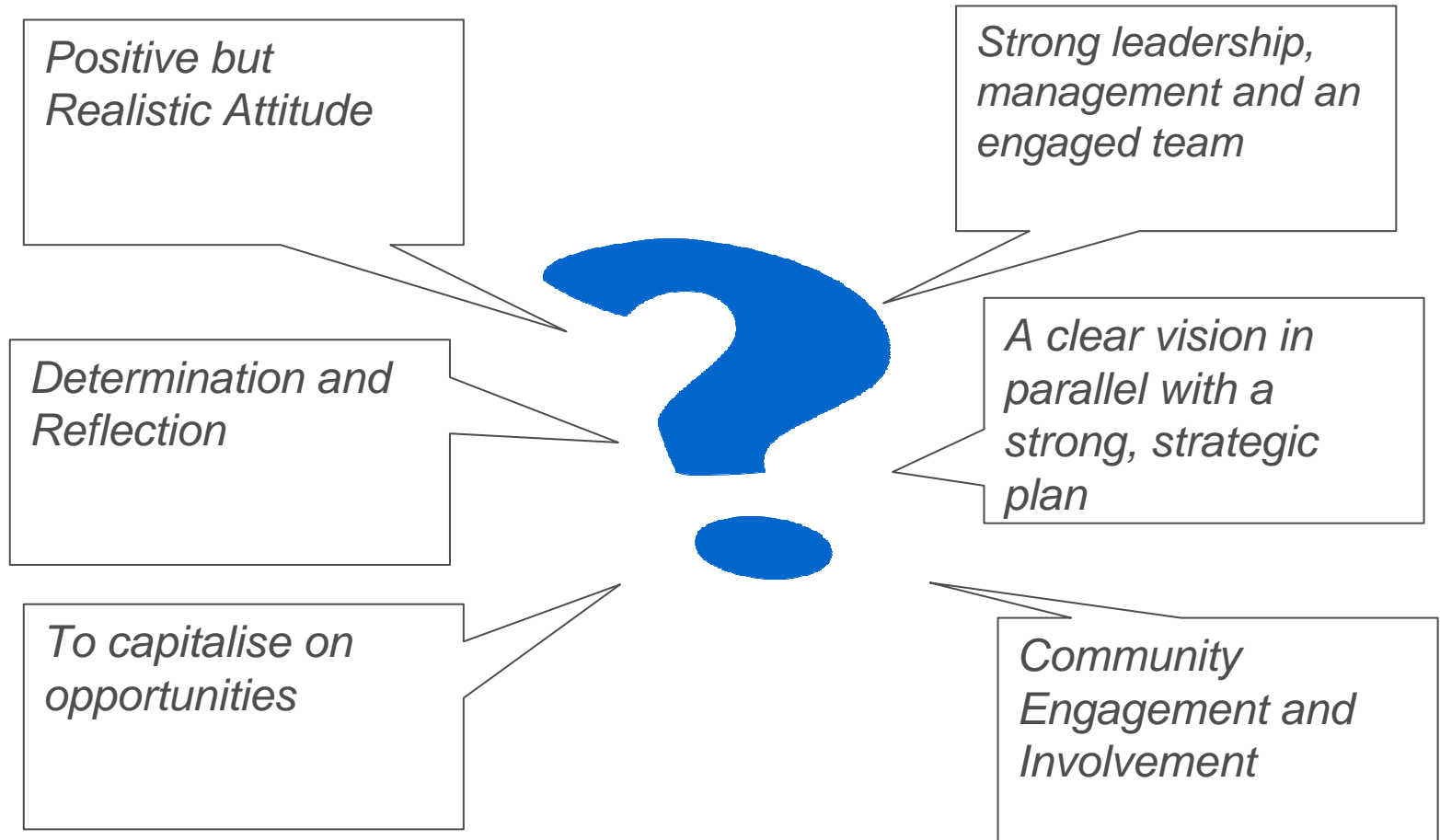
- Rationality vs. Incrementalism: Primary, Secondary and Tertiary Care
- Entrepreneurship + Intrapreneurship
- Applicable and evidence based practical tools for new start-ups, particularly in developing clinically-led services





“I’ll be happy to give you innovative thinking. What are the guidelines.”

ATTRIBUTES FOR SUCCESS



ATTRIBUTES FOR SUCCESS- Get your name right!





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