

# Atrumed



Working as a close team is our recipe for success



Chief Executive Laween Al-Atroshi

**A**trumed run the on-site emergency GP clinic at the Luton and Dunstable University Hospital. Atrumed's speed and efficiency in dealing with patients enables Luton and Dunstable to boast the best-performing A&E in the UK, with 40 per cent of the A&E activity that comes through the hospital then reverted to Atrumed's clinic. Chief Executive Laween Al-Atroshi discusses how their services are helping to change how healthcare is delivered.

## FACTS ABOUT ATRUMED

- » Chief Executive: Laween Al-Atroshi
- » Founded in 2017
- » Based in Luton
- » Services: Runs the on-site emergency GP clinic at the Luton and Dunstable University Hospital

We are one of the secrets behind the Luton and Dunstable University Hospital A&E service, the best-performing A&E in the UK. Our on-site urgent GP clinic helps ensure the quality of their efficient service, which is able to deal with 98.6 per cent of patients within four hours, while the national average is just 90 per cent. We treat 40 per cent of the patients who enter A&E, most of whom do not need hospital treatment.

We are keen to engage with NHS and healthcare organisations to deliver efficient, safe and value-for-money care while maintaining quality and innovation.

## Streamlined process

The Luton and Dunstable urgent GP service was managed by another provider, which went into liquidation and had challenges such as cessation of streaming, but since Atrumed started managing the service in 2017, we have been able to streamline a lot of the work. We work as a subcontractor to the hospital, providing a far safer and more robust process than the previous management. Our safety standards are ranked nationally and are delivered by our experienced staff.



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Atrumed is working to get ISO certified 9001:20015 which will be in place by February 2019.

We have over 70 GPs on our books who work on a long-term rotational basis, alongside full-time GPs. The staff body has a wide skill set, and we also employ advanced nurses and healthcare assistants. As a team they provide consistent quality care between the hours of 8am and midnight (16 hours), 365 days a year.

We plan to see our good practice replicated by other NHS trusts and we are happy for them to utilise our experience and expertise when establishing their service. Through building partnerships with other urgent

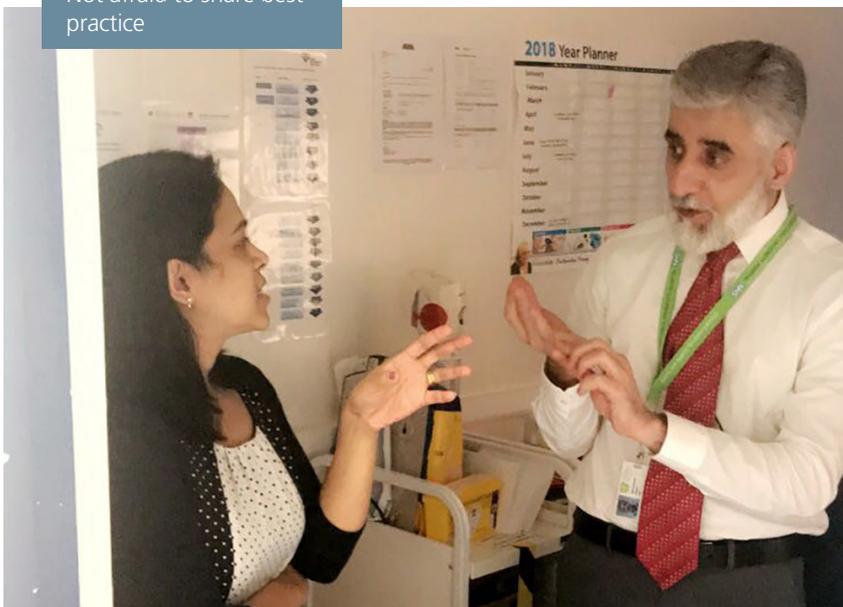
GP services, we will be able to expand our operations and services, while sharing quality, streamlined urgent GP care with patients across the UK.

### Assisting the NHS

The NHS is under a lot of pressure as a result of reduced funding, so our main purpose is to reduce their burden as best we can. A&E services are at full capacity around the UK and there is a dearth of qualified staff to treat patients. To reduce the strain on the NHS and the A&E services, we have produced educational resources that aim to help people understand the purpose of A&E and present them with alternative modes of receiving medical attention without clogging waiting rooms. If we can offer the public greater information on how to treat injuries and illness at home, or redirect them to online services, the strain on the NHS can be reduced.

Regardless of who the provider of the care is, there needs to be increased funding for core services from the government. Service in the UK needs to be more readily available, and to meet that need we need to see collaboration between the public and private sectors. Our provision should be seen as a good news story

Not afraid to share best practice





Engaging with communities on our work

for the private healthcare sector, because we have been able to provide a vital service for an overstretched public sector department seamlessly. Any revenue generated is invested back into the staff and service. This is benefiting the hospital and the patients, which should be celebrated.

### Building for a better future

Atrumed has a genuine family environment, which is welcoming for staff and patients alike. Despite working with GPs on a rotational basis, they have bought into our approach and service quickly, and have provided vital services to our patients. Everything we earn is reinvested into our service and patient care and we have ambitions to be at the forefront of the industry in terms of research and innovation.

Moving forward, we hope to expand our service and create a new aspect to our business. Currently, we believe that there is not enough readily available access to private blood tests, and as a result we want to add this service as a separate part of Atrumed.

The service will be called Atruchecks and will enable patients to request health screening tests and private blood test profiles, so they can access their health profile in detail at their

convenience. Tests can be booked simply online and the test itself will then be posted to patients with the option of the blood to be drawn either from our centre or from an established network of private hospitals in the UK; alternatively, they can opt to have a nurse sent to their home.

Our service offers patients a choice of private but affordable healthcare screening, and we believe this model will soon become national practice. Healthcare is changing and evolving at a rapid pace and we want to be at the centre of this innovation, with potential diversification into the beauty and genomics sector.

Regardless of the direction our expansion takes, we want to excel and become the national model for excellence. We have achieved this by enabling Luton and Dunstable to become the best A&E service in the country, but we now hope to build on this success and become national leaders elsewhere. Funding is tight, and we need to work within our means, but because we operate a quality-driven model, we reinvest in quality service. We are built to serve our patients and the Luton and Dunstable University Hospital, and we will continue to do so as we develop our new services.

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