

Reference Number: FOI202223/415
From: Other
Date: 23 January 2023
Subject: Details of the structure of the private patient provision in the trust

Q1 Details of the structure of the private patient provision in the trust (The Rowan Suite)

A1 [See attachment – 415 FOI Response](#)

Q2 The Governance Arrangement

A2 The Trust has a private patient oversight group which meets on a regular basis. This is designed to have key stakeholders across the Trusts to be in attendance. This meeting feeds in the Trust's divisional board/governance meetings and the Trust's operational board.

Q3 The KPI reporting

A3 [Monthly reporting of activity verses plan and income position](#)

Q4 How are you delivering your model?

A4 Private Patient consultant secretaries manage all inpatient and outpatient appointments as well as secretarial duties. Diagnostic departments manage the administration for Private Patients. There is a dedicated Private Patient administrative team who manage the tracking of Private Patients through their pathway and support with billing. A dedicated Private Patient finance team manages all invoices. The Trust's hospital coordinators support with the management of Private Patients during their inpatient stay.

Q5 What resource/team do you have for Private patients

A5 Information exempt under Section 21 of the Freedom of Information Act 2000 - 'Information reasonably accessible to the applicant by other means'. This information can be found on the Trusts Private Patient website. [The Rowan Suite | The Rowan Suite at Liverpool Heart and Chest Hospital](#)

Q6 How much income do you generate in relation to your overall budget and size

A6 Information exempt under Section 21 of the Freedom of Information Act 2000 - 'Information reasonably accessible to the applicant by other means'.

This information is available on our website, it can be found in our Annual Reports and Accounts under Section 3 Annual Accounts; Note 3.2 Income from Patient Care Activities (by source):
<http://www.lhch.nhs.uk/about-lhch/performance-plans-and-publications/annual-reports-and-accounts/>

Q7 What marketing strategy do you employ?

- A7 Website, patient prospectus and marketing with GP practices
- Q8 What is your Insurance vs Self pay patients ratio
- A8 Information not held – the Trust does not routinely collate or hold this information centrally as part of its management or performance data.
- Q9 Do you do any external market analysis - and who does it for you. If yes what has this shown?
- A9 Contract awarded to a third-party provider, and they are about to start the process to complete a market analysis for the Trust.
- Q10 Do you have a dedicated unit/beds?
- A10 Information exempt under Section 21 of the Freedom of Information Act 2000 - 'Information reasonably accessible to the applicant by other means'.

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Organisational Structure

