



Operate at peak performance with Veritek...

How a service partnership can support healthcare equipment manufacturers and your customers



spending on UK
healthcare totals

**£225.2
billion**

equating to

£3,371
per person.¹

Rapid changes, new challenges: trends in the healthcare industry

UK healthcare is facing unprecedented demands. A growing and ageing population is creating more patients and more complex, long-term health problems to solve. **The latest statistics show spending on UK healthcare totals £225.2 billion, equating to £3,371 per person.¹** As the investment in healthcare continues to rise, so do expectations around the quality of patients' care and the need for continued cost efficiency.

The COVID-19 pandemic has also accelerated healthcare trends and challenges. Tackling the crisis has shown the ongoing need for innovation in research and development. The impact on the ground put frontline staff under incredible pressure and has created an inevitable backlog of patients for them to treat. And the need to keep people out of the hospital environment during the pandemic, twinned with the benefits of remote diagnosis and treatment, has accelerated the trend towards remote healthcare solutions. This has likely changed where we can expect healthcare to be delivered, permanently.

The role of equipment in healthcare's evolution


What can we take away from these trends? First and foremost, that technology is key to continually improving patient outcomes.

Of the £6.8 billion net capital expenditure in healthcare in 2019, £2.4 billion was spent on medical systems and equipment – a rise from £0.9 billion in 2009.² Increasing remote solutions will require more reliance on transformational tech such as robotics.

The growing requirements for long-term care solutions will also need to be supported by advances in medical equipment. However, to maintain cost efficiency in the sector, older equipment will need to stay in service for as long as possible too.

What does this mean for service? For manufacturers, three distinct but overwhelming service challenges can be seen to have emerged:

- Equipment is now located in an unprecedented variety of places
- There is a wider (and widening range) of technologies in use
- This equipment must serve a growing and ageing population



£2.4 billion

was spent on medical systems and equipment.²

Service and support need to cover traditional solutions and more advanced ones, across more point of care (POC) environments than ever. Now is the time to consider how this wider range of equipment is going to be supported – and where service delivery can evolve to keep pace with change.





How can you help healthcare professionals focus on what matters?

Healthcare professionals are facing rapid changes and increased pressures. To help maintain the consistency of patient care, manufacturers are being tasked to...

Identify end user concerns

The pandemic has caused interruptions and long-term changes to healthcare. The ability to manage the equipment estate effectively is more important than ever. There is also a growing need to be able to achieve a speedy resolution for any health-related issue.



Frontline staff, following the pressure of a prolonged pandemic response, are now facing demands to clear the backlog of non-COVID treatments. They want to focus on patient outcomes – and need reliable, available, and calibrated equipment to do so.



Private and public providers alike must support this increasing demand within the constraints of post-COVID budgets, to the service levels that the post-COVID backlog requires. To maintain or increase patient throughput, they must deliver quality experiences in a high-demand healthcare environment.

Identify how to address these concerns

As the growing investment in healthcare equipment shows, technology-driven solutions are helping to bridge the gaps in a fragmented healthcare environment, keeping end-user emphasis on patient outcomes.

But how can manufacturers continue to support the delivery of those solutions? The pandemic has shown the importance of being able to adapt quickly to a changing landscape. Are OEMs fully equipped to help maintain business as usual in healthcare by:

- deploying new and additional equipment at short notice?
- keeping pace with increases in remote healthcare provision when the POC is changing?
- preventing delays to planned installations when field engineers are isolating?

Identify what is needed to maintain consistency as healthcare evolves

- Service must keep pace with the faster, more advanced, and more mobile equipment being delivered as healthcare needs evolve.
- Service must also cover more traditional solutions, as cost-efficiency and environment concerns put more focus on extending the lifespans of older equipment.
- Changes in both where and how healthcare is being delivered post-COVID has created the need for wider service coverage than ever. Service support must now encompass homes as well as hospitals, all over the UK.
- This need for broader coverage could stretch beyond the capabilities of manufacturers' existing engineering field teams. Field service, particularly on ultrasound, X-ray and POC equipment, might be most effectively delivered by trusted partners.
- The pandemic has heavily reinforced that service support teams need to understand and be prepared for any safety protocols in place in clinical environments.
- COVID-19 has also demonstrated that surge demand solutions must also be in place for periods of peak pressure – both anticipated and unexpected.



A complete service partnership with Veritek

Healthcare OEMs can consider Veritek a one-stop-solution for all service needs. We can support all aspects of patient care via call handling, technical support, and field service capabilities. You can integrate our qualified technicians into your own service workflow effortlessly or let us take on the customer contact to streamline the management of technical and scheduling queries.

Veritek don't sell equipment. We work exclusively as a service support organisation for our partners, enabling you to engage with us without concern about our priorities. However you choose to integrate our resources into your workflow, we will provide a cost-effective service solution dedicated to maintaining your equipment the way you expect.

Veritek are already trusted long-term partners of leading healthcare manufacturers.

We can provide the specific support needed to help tackle existing and emerging healthcare challenges.





Service support that understands clinical settings

Our personnel are in clinical settings every day. We understand the pressures of healthcare provision and the increasing need for clinics not to be cancelled, which is why we schedule our work around customers to minimise disruption.

We also understand the protocols to follow when attending a clinical site. Our engineers have full PPE and can work effectively and safely to ensure that equipment continues to function – and that any damaging interruptions to patient care is diminished.

As another layer of support, Veritek can even provide pre-staging and commissioning of equipment ahead of hospital deployment. And you receive the added comfort of electrical safety testing for all patient-facing equipment.

Expertise at the point of care: hospital to home

The rapid rise in remote healthcare solutions will require ever-broader service coverage. Manufacturers need peace of mind that they can provide the right support at minimal delay. Our network of engineers spans the UK and Europe, enabling OEMs to deliver expert service and maintenance at the point of care – whether that's the hospital or a patient's home. Cover the gaps in your field reach and improve response times to keep providers (and patients) happy.

To keep up with those changes to healthcare delivery and the real-time urgency of many service issues, we also provide first line and telephone support with a high remote fix rate.

Finally, partnering with us also opens up access to our repair centre facilities. These facilities also cover locations in both the UK and Europe, giving manufacturers more flexibility and peace of mind that support is within reach.

Where quality meets efficiency

All manufacturers know how critical the provision of healthcare can be. By partnering with Veritek, you can reduce downtime and delays to patient care by integrating qualified engineers alongside your in-house teams. Entrust field service to a trusted partner and stay responsive whatever needs arise by leveraging our surge capacity coverage.

Our nationwide network of qualified and experienced field engineers supports multiple global manufacturers in the healthcare segment. You can access all of this scale, expertise and knowledge when you need it, where you need it, in the most cost-effective way possible.

Finally, our commitment to proactive preventative maintenance (PPM) can also help keep your equipment ever ready for clinical use. When our expert service helps extend the lifespan of your equipment, there are fewer replacements and less impact on the planet. It's why Veritek has received a Bronze medal for Corporate Social Responsibility from EcoVadis.

Your partners for peak performance

Veritek integrates into existing service workflows seamlessly. As a manufacturer, you retain the healthcare provider relationship; we provide strategic flexibility that allows you to support different product groups, client groups, patient needs, and geographic regions.

Develop an agile service partnership with us to unlock a full range of benefits:

- Cope with surges in healthcare demand more easily by accessing scalable resource
- Keep up with major changes in the ways that healthcare is delivered
- Improve customers' response times and support frontline staff with reliably effective service
- Help healthcare clients maintain or even improve patient share amidst increasing competition

With Veritek, you, your team, and your healthcare clients can all take care of what really matters. Our service partnership will give healthcare providers and frontline staff the peace of mind to remain zeroed in on delivering healthy patient outcomes.



1. ONS, 'Healthcare expenditure, UK Health Accounts: 2019', June 2021

2. ONS, June 2021

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