

### **Aims and objectives**

Escripts Marketing Limited aims to provide a high quality internet based healthcare service which includes confidential on-line health assessments with a medical practitioner and the private prescribing of medicines.

Escripts Marketing's key objective is to provide an online, readily accessible, individualised patient-centred healthcare service, based on the highest standards of research and good practice which meets and exceeds individual expectations. Escripts Marketing additional objective is to comply with the current regulations of the Regulation and Quality Improvement Authority (RQIA) (Registration) Regulations (Northern Ireland) 2005, the Independent Health Care Regulations (Northern Ireland) 2005, and the Minimum Care Standards for Independent Healthcare Establishments.

### **RQIA Registered Provider**

Escripts Marketing Limited, Hampshire House, 204 Holly Road, Aldershot, Hampshire GU12 4SE (Tel: 0203 176 0022 Email: [info@escriptsmarketing.co.uk](mailto:info@escriptsmarketing.co.uk)) is the provider of the independent healthcare service.

### **RQIA Registered Manager/Responsible Individual**

Mr Richard Adams, Managing Director is the RQIA Registered Manager responsible for the management and day to day running of Escripts Marketing and is experienced in running Internet based healthcare services. Mr Adams is also the RQIA Responsible Manager and is responsible for supervising the management of Escripts Marketing Ltd.

### **Staffing**

Escripts Marketing staff are all office based. Staff roles include a managing director, office manager, customer service, sales staff, doctors and pharmacists.

### **Organisational structure**

- Escripts Marketing Limited (healthcare services provided via <https://www.pharmadoctor.co.uk/> and <http://www.uniclinix.com>)
- Managing Director: Mr Richard Adams.
- Customer Service and Sales Staff.
- Doctors and Pharmacists

### **Kinds of treatments and services provided by Escripts Marketing**

Escripts Marketing provides an Internet based healthcare service in the form of private and confidential online health consultations with a medical practitioner, the provision of individual health advice and the issuing of private prescriptions for medicines and vaccinations. Medicines are prescribed in relation to the treatment of impotence, hair loss, weight loss, influenza, smoking cessation, raised cholesterol, travellers' diarrhoea, jetlag, malaria, premature ejaculation, acne and eczema, asthma, urinary infections, diabetes, hay fever, hypertension, irregular periods, unwanted facial hair, contraception, and

treatments and tests in relation to sexually transmitted diseases. Vaccinations are provided for travel health, occupational health and seasonal flu.

Escripts Marketing provides services via the following websites:

<https://www.pharmadoctor.co.uk/> and <http://www.uniclinix.com>

All treatments provided via 'Pharmadoctor' are for adults only (18 years and above). Treatments provided via 'Uniclinix' are for children and adults from the ages of 6 to 74 years only.

All private prescriptions are sent to a Royal Pharmaceutical Society registered pharmacy for dispensing and posting. Travel vaccinations are administered from named pharmacies in Northern Ireland.

Escripts Marketing also co-authors Patient Group Directions (PGDs) for use by healthcare professionals in Northern Ireland. Following training and assessment, this service allows authorised healthcare professionals to supply and administer certain medications to patients without a prescription.

### **Consultation with patients**

Patient satisfaction surveys are carried out regularly by Escripts Marketing to seek the views and opinions of patients who have accessed the online healthcare service. The survey is in the form of a questionnaire and is available for all patients to complete online at any time. Escripts Marketing also seeks to engage feedback by phone where a patient has called into the office. Patients are asked if they would like to complete a verbal questionnaire and these results are analysed by the Registered Manager. If preferred, a copy of the questionnaire can be sent by post to a patient's home address. Survey results are collated and made available for existing patients and prospective patients at [www.escriptsmarketing.co.uk/surveyresults](http://www.escriptsmarketing.co.uk/surveyresults).

### **Complaints**

Escripts Marketing welcomes any comments or suggestions about the healthcare services provided. We recognise that there may be occasions when you feel you wish to complain about some aspect of the service you have received. If you feel you wish to discuss an issue or indeed make a complaint, we would kindly ask that you bring this to the attention of Mr Richard Adams, Managing Director as soon as possible by contacting Escripts Marketing on 0203 176 0022 or by email: [info@escriptsmarketing.co.uk](mailto:info@escriptsmarketing.co.uk).

We have a complaints procedure for your information, which is available on request and can be found in the Terms & Conditions section of our websites. Escripts Marketing will be happy to discuss your complaint at any time. The Regulation and Quality Improvement Authority (RQIA), 9th Floor, Riverside Tower, 5 Lanyon Place, Belfast BT1 3BT regulate how we deal with complaints and anonymised reports are sent to them.

### **Privacy and dignity**

All patients who choose to use the private healthcare service provided by Escripts Marketing can be assured that they will be treated with the utmost dignity and respect. The Escripts Marketing website is secure and all personal health information is treated confidentially and with the highest discretion.