

# Spirit

March 2020



# Contents

04 | BHVA Awards

06 | Swift

08 | BDM Spotlight

10 | Advanced Communication  
Feature

12 | Business Academy

14 | Marketing Mentor

15 | Simply Locums

16 | Beaconplus

18 | Merlin

21 | Securos Surgical

24 | Distinct Advantage

25 | Australia



Please send all correspondence to:

**MWI Animal Health Marketing Team**

Torbay Road  
Castle Cary, Somerset  
BA7 7EU

03300 947 587

[marketing@mwiah.co.uk](mailto:marketing@mwiah.co.uk)

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# British Veterinary Hospital Association Design Awards 2019



In December, Securos Surgical sponsored the 2019 Design Awards as a Gold Partner organised by the British Veterinary Hospital Association (BVHA). The BVHA is dedicated to promoting excellence in veterinary practice & design and holds biannual awards to celebrate innovation.

Along with an afternoon of drinks, lunch and networking there was a fantastic presentation from Jade Statt of StreetVets. Jade spoke about all the great work they do helping homeless pet owners and their animal companions.

StreetVet is a multi-award-winning RCVS registered practice delivering free care to the homeless and their pets on the streets of many major cities. There is a growing problem of homelessness in the UK, many homeless people have dogs and the bond between them both is profound and the health and wellbeing of their canine companions is often a major priority for their owners.

For more information about StreetVet, visit their website [www.streetvet.co.uk](http://www.streetvet.co.uk)

Congratulations to all the winners and runners up!



Clare Potts, Business Manager for Securos Surgical says, "This is the 2nd time we have sponsored the awards; it is such a great event to be a part of. The BVHA Awards recognises the hard work, planning and innovation that goes into building a veterinary practice that is not only functional and efficient but also displays qualities of excellence in its design."

The next BVHA Design Awards will take place in 2021. Start thinking about your application now!

[www.bvha.org.uk](http://www.bvha.org.uk)

# Categories and worthy winners were:



**Overall Winner**  
Paragon Veterinary  
Referrals, Wakefield



**Conversion of buildings previously  
used for other purposes**  
Paragon Veterinary Referrals,  
Wakefield



**Refurbishment of  
existing practice premises**  
Vets Now Pet Emergency Hospital,  
Glasgow



**President's Award**  
The Harrogate Vet, Harrogate

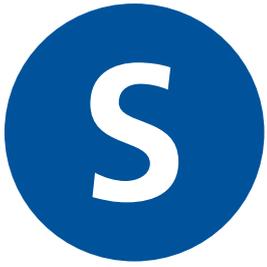


**New Build premises**  
Pool House Equine Clinic, Lichfield



The winners were announced at the awards ceremony on Friday, 6th December 2019, which took place at Broadway House in London.

Securos Surgical donated excellent prizes to the winners including up to £1000 towards Securos Surgical instrumentation and suture and Orthopaedics CPD (worth up to £1800).



# Swift Mobile Treatment App

**NO SIGNAL, NO PROBLEM. WORK OFFLINE WITH SWIFT.**

A cloud-based PMS is a must have for a busy practice, but what happens if you don't have a signal or Wi-Fi? Swift allows you to work offline when you don't have any signal and everything syncs directly with your Merlin system as soon as you regain connectivity. The mobile treatment app is ideal for any vet on the go, including farm, equine and home visits.

Our Swift mobile app allows you to capture your consultations easily. You can use text, voice, photo and video to record patient and clinical data, generate invoices and even check maps and traffic information.



**Available Now!**

# Swift's time savings features include:



## Client, patient and clinical data

Client, patient and clinical data in the palm of your hand.



## Maps and traffic information

Dynamic maps and traffic data to make the most of your time.



## Daily appointments

Provides accurate details on your current day's appointments.



## Offline access

Works offline and syncs to your PMS when you're online.



## Label printer

Print labels for dispensing drugs on the spot.



## Stock and batch capture

Keep your inventory tight with stock and batch capture.



## Audio recorder

Capture your consult via text, voice, photo or video.



## Consult timer

Time your consult to the second.



## Invoice generation

Generate invoice to be issued by your PMS or take payments.



## Quick contacts

Allows you to call or message the client directly without having to access the phone book or client details.

Call 03300 947 587 or email [enquiries@mviah.co.uk](mailto:enquiries@mviah.co.uk) for more information or to request a demonstration.

# A Spotlight On Our Sales Team



## Megan Pledger Business Development Manager

☎ 07826 665 132

✉ mpledger@mwiah.co.uk

### How long have you been with MWI Animal Health?

I joined MWI Animal Health in December 2019. I've worked in veterinary practices for the past 15 years as a veterinary nurse.

### What did you do before you joined MWI Animal Health?

The past 2 years I've worked in Practice Development and Integrations for a large veterinary group.

Before that I worked as a locum RVN in a variety of veterinary practices including referral and charity practices.

I was Head Nurse at an independent small animal hospital for 7 years and have further qualifications in companion animal behaviour and training, small animal emergency and critical care.

### What region do you look after as a Business Development Manager?

I look after practices in the South East Midlands area.

### What would you most like to see within the veterinary industry?

More qualified veterinary nurses would be lovely! Lots of practices are desperate for nurses but students can find it hard to secure a placement. It's a big commitment in time and money training a nurse with no guarantee they'll stay once qualified, so further areas for nurses to explore in practice to help bring in income would also be good to see.

### What do you do in your spare time?

I've got a 27-year-old Arab x Welsh pony who I spend most of my spare time looking after, along with looking after my dog and cats. My pony still enjoys being ridden, so we like to explore the Hertfordshire countryside.

I also enjoy yoga and I'm attempting to enjoy running!

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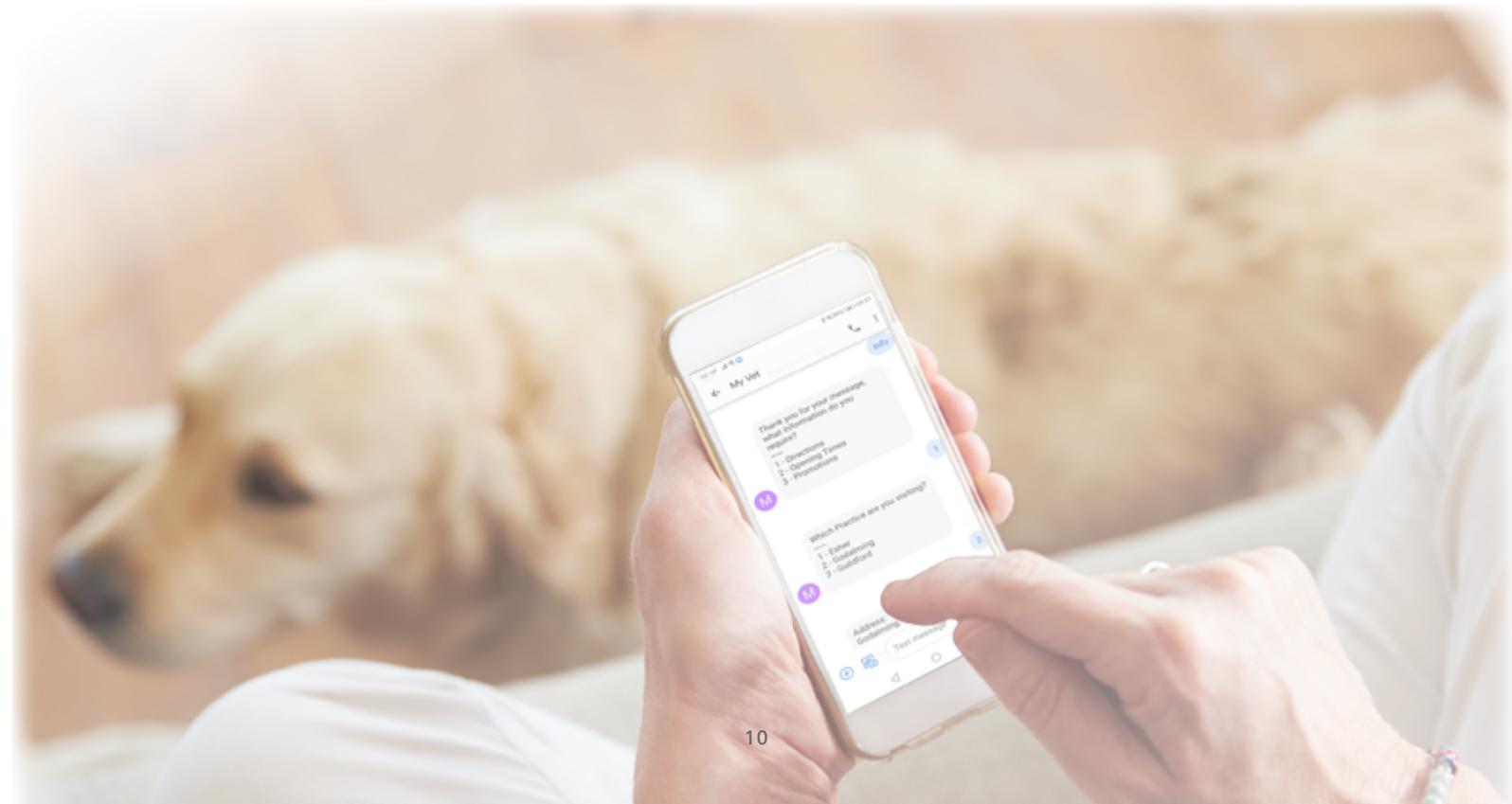
*BattLab part of the* **LABOKLIN** *family*  
LABORATORY FOR CLINICAL DIAGNOSTICS

Full information now available on the MWI site including the MWI submission form.  
Alternatively contact us directly on **02476 323275** or **admin@battlab.com**

# Advanced Communication Feature

DIRECTLY COMMUNICATE WITH YOUR  
CUSTOMERS VIA INTELLIGENT MESSAGING

Our advanced communication feature allows you to directly engage with your customers over interactive SMS messaging, delivering instant value to your practice by reducing administrative burden, whilst providing customers with solutions to their enquiries in real time. Get closer to your customers by automating 2-way conversations, giving them a choice of how they interact with you whilst reducing the volume of calls to the practice. This provides a seamless experience allowing your customers to self-serve, creating valuable free time for you to focus on looking after the animals in your care.

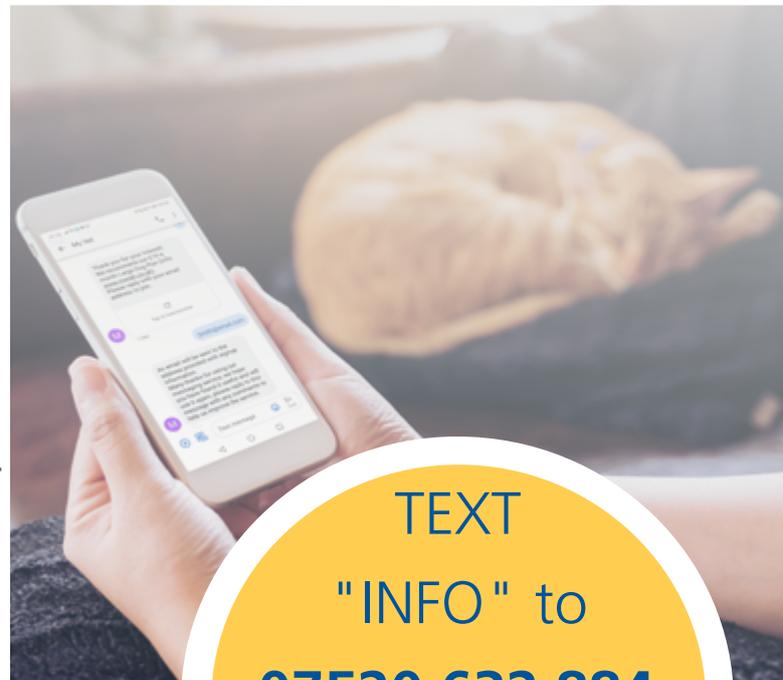


## Advanced Communication Feature allows you to:

- ✓ Improve and increase communication with your customers
- ✓ Increase customer and company compliance
- ✓ Reduce administration time and costs by automating customer engagement
- ✓ Deliver a seamless customer experience whilst creating efficiencies
- ✓ Drive additional revenues and opportunities for improvement
- ✓ Additional channel to promote products and offers
- ✓ Real-time communications
- ✓ Provide out of hours support without investing in staff
- ✓ Extend support channels available to customers

## Want to learn how our technology can help your practice?

Call 03300 947 587  
or email [enquiries@mviah.co.uk](mailto:enquiries@mviah.co.uk)  
for more information or speak to your  
Business Development Manager.



TEXT  
"INFO" to  
**07520 632 884**  
to see it in  
action

# MWI Marketing Mentor

## What is MWI Marketing Mentor?

When it comes to marketing, it can be difficult to cut through the noise and buzzwords to find realistic, innovative ideas and practical strategies that drive revenue and customer connectivity. MWI Marketing Mentor is a new digital membership platform that gives you access to downloadable tools and step by step video guides that you can use to produce easy to execute marketing campaigns that deliver a return on investment and grow your business.

Every month MWI Marketing Mentor members get exclusive access to fresh marketing videos, worksheets and guides specially designed to save you time and set you up for success.

## JOIN TODAY



### Practice Branding

Everything starts with your brand. We have guidelines for you to follow to identify and develop a standout brand for your practice.



### Social Media

Open up a dialogue with your customers to grow your brand - the benefits of social media for your practice can be huge. Learn how to create the systems that ensure your social media strategy goes with a bang.



### Practice Marketing

Marketing is the secret source of growing your successful business. Learn how to save time and money with your marketing and focused promotions.



### Websites

Your website is a vital shop window for your practice. Learn tips and tricks to save money and make your website stand out from the competition.



### Annual Marketing Plan

The basis of your yearly business plan should contain a marketing plan to achieve your goals. Our fact sheets help you structure a successful plan for your team to follow.



### Need More?

MWI Marketing Mentor members can claim a free marketing clinic audit and special rates with specialty veterinary marketing consultancy VetBoost.

MWI Animal Health and Simply Locums are delighted to have teamed up to offer you an amazing recruitment offer that we think will be a real game changer for our buying group.



Simply Locums is a recruitment platform that is free to register with so not only can you fulfill your locum staff needs, but also make use of their free permanent job advertising service and consultancy on ways to not only retain your current staff but attract new talent to choose you over competitors. Since inception in 2016, Simply Locums has grown to over 3000 members, all of whom are quality assured by other practices meaning that you know that anyone stepping across your threshold is more than just a bum on a seat. These are challenging times, with changing markets and a veterinary staff who want different things to what you may traditionally expect.

**Get in touch with the Simply Locums team to discuss this offering and how it will work for your practice.**

Please email [info@simplylocums.co.uk](mailto:info@simplylocums.co.uk) or call us on 0151 541 1586



# CASE STUDY

BEACON<sup>+</sup>

+ Rogers, Brock & Barker

## Minimise cost by managing re-organisation through *first class co-ordination*



"...their assistance in the relocation of our surgeries was a delightful experience. If Beaconplus hadn't been working with us on that project then we would have missed almost all of our deadlines"

Norah Bridgwood  
Practice Manager  
Rogers, Brock & Barker



ROGERS, BROCK & BARKER  
Veterinary Surgeons

### The Company

Rogers, Brock & Barker have 5 veterinary surgeries in Staffordshire providing services to pet owners, specialist breeders and farmers throughout the region.

### The issues

With a myriad of services to manage across multiple sites, Rogers Brock & Barker initially wanted to outsource much of the work to a helpful, efficient and experienced partner. Over the last few years the practice has undergone many changes of premises, culminating in the establishment of a new head office in Stoke. This brought with it an extraordinary number of issues concerning new utilities supplies, new metering and new telephone systems. They needed expert help to ensure the new surgeries were opened on time. Beaconplus ensured the efficient management of these issues.

### What we did

We reviewed telecommunications and utilities needs in detail and implemented a series of changes to minimise cost and optimise performance.

We managed these areas on an ongoing basis, including annual tendering, monthly bill checking and ad-hoc support for client queries.

During the reorganisation, we project managed the installation of completely new telecommunications, gas, electricity and water supplies at three sites, meeting tight deadlines. This included co-ordinating over a dozen different parties across all projects, right down to the on-site builders preparing the trenches for water pipes and electricity supplies.

We also stepped in to rescue the installation of the electricity supply at the new head office, which was going badly wrong.

### The result

The utilities and telecommunications areas are well under control and optimised to minimise costs & maintain service levels.

We prevented a delay in the opening of the new head office.

All new infrastructure costs were closely monitored and corrections made at the time, so there were no 'hiccups' at the time of launch.



### CONTROLLING THE COST OF BEING IN BUSINESS

Beaconplus Limited 8 Haig Court, Haig Road, Parkgate Industrial Estate, Knutsford, Cheshire WA16 8XZ  
Telephone: 01565 755 600 Fax: 01565 625 666 Email: mail@beaconplus.co.uk www.beaconplus.co.uk

Nothing is ever too much trouble for Darren and his team. They are always extremely professional, yet friendly. They do what they say they are going to do – usually ahead of time – to extremely high standards. Amazing and reliable customer service!

Gail Thompson, Practice Manager

Beaconplus manage and reduce telecommunication and utility costs on a performance basis (across thousands of clinical practices in the UK), typically saving 34%. MWI Animal Health members are eligible for a 20% discount on their services.

Beaconplus assist our members increasing their level of profit through improved cost management. Their services cover all aspects of telecoms (fixed lines, mobiles & data) and utilities (electricity, gas, water & sewerage). Their company website is [www.beaconplus.co.uk](http://www.beaconplus.co.uk).

### Typical activities include:

- Evaluating current infrastructure, including purpose, capacity & level of usage, supply position & charges, maintenance arrangements.
- Preparing and implementing recommendations to improve efficiency and minimise costs.
- Monitoring market prices on a continuous basis and present recommendations accordingly.
- Serving timely notice on existing contracts to avoid these rolling over.
- Tendering, negotiating and implementing new supply contracts, including dealing with any transfer issues.
- Checking and authorising invoices for payments.
- Resolving issues.
- Providing reasonable levels of project management to assist with any adhoc/oneoff activities, such as installing/upgrading telephone systems/supplies/meters, relocating sites, etc.
- They provide the expertise so that you don't have to recruit, train & retain personnel.
- They save you money by negotiating extremely competitive contracts.
- They are always available when you need them.
- They save you money by ensuring you don't miss any important deadlines.
- They increase your profit through innovative savings opportunities.
- They recover overcharges that you don't know you have paid.
- They reduce the hassle in your daily workload.
- They implement changes for you from start to finish, so you start saving ASAP.
- They are a single point of contact, so you don't waste your time.
- They provide detailed reporting to show how savings are realised.

### Beaconplus' services offer a number of both tangible and intangible benefits, such as:

- They guarantee not to charge you, if you don't save money – you have nothing to lose.
- They provide you with the most up to date information to support your decisions.

### What do they need from you?

- Recent copies of the latest telecommunication and (or) utility invoices.



BEACON+

Alternatively, feel free to call Beaconplus today on 01565 755600.

Ask for Andy Hurst or Lee Robinson. You can also e-mail either of them on [ah@beaconplus.co.uk](mailto:ah@beaconplus.co.uk) or [lr@beaconplus.co.uk](mailto:lr@beaconplus.co.uk) for more information.

Beaconplus only charge their clients if they can achieve savings and they will give a 20% discount to members taking up the service.



# Merlin

## Cloud-Based Technology

### **A CLOUD-BASED SOLUTION THAT PUTS PATIENT CARE FIRST.**

The ultimate in cloud-based technology. Access Merlin anywhere in the UK, 24/7. Merlin helps you to monitor and update patient records, manage appointments booked online and in practice, digitalise insurance claims and more. Use Merlin to manage all diagnostics, invoicing and in-house Healthcare Plans with integrated direct debit processing.

Our passion is to take your practice from good to great by working closely with you to design innovative technologies that help you put patient care first. Merlin helps practices by synchronising, centralising and updating real-time information, creating efficiencies that allow you to focus on taking care of animals.



### Secure

Merlin stores all of your data in one secure place, providing a single platform for you to manage all of your day-to-day business details, keeping you on time and on task.



### Scalable

Merlin can meet the needs of any practice. Get help with booking appointments, managing invoices, measuring KPIs, reporting, diagnostic imaging, and stock control.



### Tailored for you

Merlin is designed to suit your specific business needs with an audit of your current software, database, and hardware configuration. Based on that process, we create your system.



### Integration

We make it easy to integrate with third party companies. Our technology is collaborative, and we understand that specialist applications are at their best when they are integrated with the core PMS.

## Merlin makes it easier for your practice to:

- ✓ **Manage client and patient records**
- ✓ **Set up patient, appointment and compliance reminders**
- ✓ **Make appointments online and in practice**
- ✓ **Manage customer accounts**
- ✓ **Manage stock through inventory management and wholesale integration**
- ✓ **Automatically back up data**
- ✓ **Improve client communication through our advanced communication feature**
- ✓ **Manage your Healthcare Plans including Direct Debit integration**
- ✓ **Get more from your reports through our advanced reporting solutions**
- ✓ **Tailor your system to your practice through flexible defaults**
- ✓ **Manage 3<sup>rd</sup> Party integration including Labs, PACS, workflow and communications**
- ✓ **Internally Message colleagues**
- ✓ **Record notes through speech to text**

Want to learn how our technology can help your practice?

Call 03300 947 587  
or email [enquiries@mviah.co.uk](mailto:enquiries@mviah.co.uk)  
for more information or to request a demonstration.

# Put Agria life into your practice

## What is Agria life?

It's a free bespoke membership programme from Agria available to all of our practices. It includes **regulated and non-regulated** insurance activities to suit your practice needs, with a dedicated veterinary team to support you throughout.

The programme includes a number of FREE practice benefits that you can take advantage of straight away!



## What does it cost?

Nothing! Lifetime membership is free.

## What do I receive?

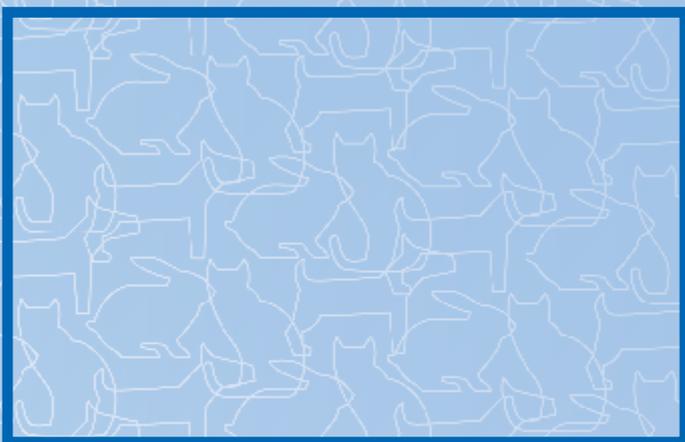
Continual line up of practice benefits including clinical and business CPD and one to one business support from our specialist vet team.

## How do I join?

[Click here](#) and complete the enquiry form. Your dedicated Business Development Manager will be in touch to arrange a free consultation.

## When can I start?

**Straight away!**



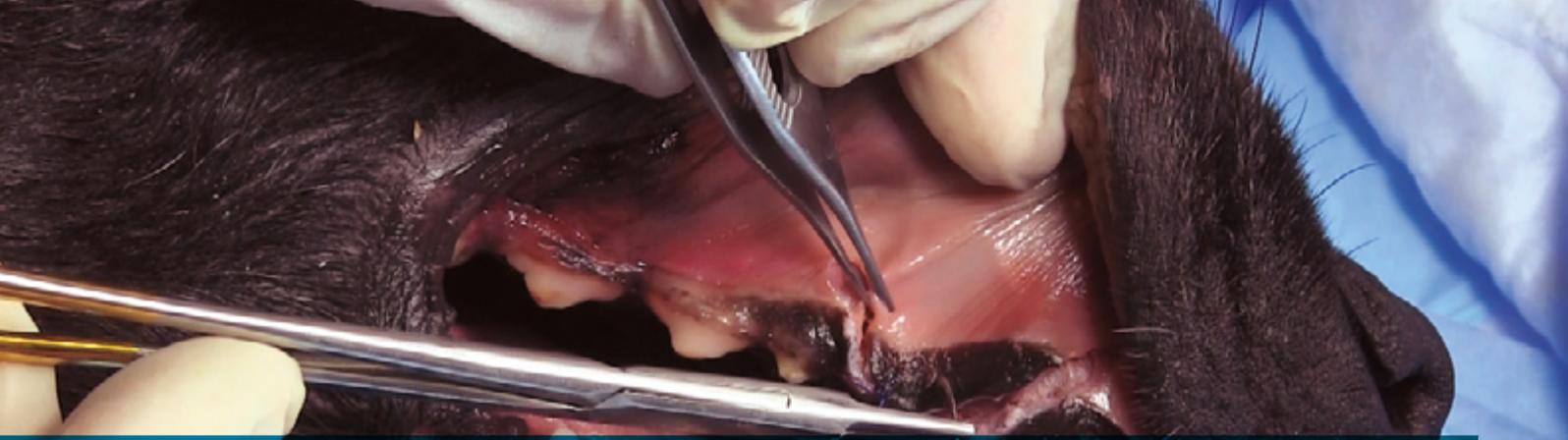
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**Securos<sup>®</sup> University**  
AmerisourceBergen

# Suture Selection for Wounds in the Oral Cavity

Article by Randi Brannan, DVM, DAVDC

Suture is often used to close wounds following dental extractions, biopsies or other oral surgical procedures. Suture that is rapidly absorbed is generally preferred to avoid the need for removal. Non-absorbable suture causes more irritation from food and bacteria that accumulate around knots and often requires sedation or anesthesia for removal and is not recommended for the veterinary patient.

Suture selection is based on the following criteria: it is absorbable, it has appropriate tensile strength retention, it is a size that fits the patient, and the needle shape is easy to insert through both sides of the tissue.

The 3 absorbable suture materials most commonly used in the oral cavity of the dog and cat are poliglecaprone, polyglactin 910 and chromic gut.

## Monofilament suture (poliglecaprone)

Poliglecaprone (e.g. Securocryl<sup>™</sup>, Monocryl<sup>®</sup>) is often a preferred suture material for the oral cavity because it has less tissue drag, less tissue reactivity and is rapidly absorbed compared to many other absorbable sutures. It is important to use five to six throws on a knot to prevent the suture from untying. Suture tags are left long to resist untying and to provide more comfort when using this monofilament suture. The suture persists in the tissue for three to four weeks. Polydioxanone (Securodox<sup>™</sup>, PDS<sup>®</sup>, etc) is NOT recommended in the oral cavity because it persists in the tissue for months as opposed to weeks.



- SECUCRYL<sup>™</sup>**
- Violet or amyloid strands
  - Monofilament PGL
  - Absorbable
  - Available in 'PLUS'
  - Smooth tissue passage
  - Excellent handling
  - Exceptional suppleness

## Braided and twisted suture (polyglactin 910 and catgut)

Polyglactin 910 (e.g. Securosorb<sup>™</sup> Quick, Vicryl Rapide<sup>™</sup>) and chromic gut are good choices for the oral cavity. The rapid hydrolysis of the polyglactin 910, and the phagocytosis of chromic gut make them suitable suture materials. Polyglactin 910 is braided and chromic gut is twisted. They have the negative properties of wicking and tissue reactivity that are offset by their rapid dissolution in one to two weeks compared to poliglecaprone (e.g. Securocryl<sup>™</sup>, Monocryl<sup>®</sup>) which persists for three to four weeks.



- SECUCRYL<sup>™</sup>**
- Undyed strands
  - Coated braided PGA
  - Absorbable
  - Excellent handling

## Needle selection

Taper and reverse cutting needles are both used in the oral cavity. Needle selection is a personal preference as is selection of the suture material. The advantages of the reverse cutting needle are that they remain sharp throughout the procedure and the cutting edge of the needle is oriented away from the gingival margin making it less likely to cut the tissue when under tension. The taper needle makes a smooth excursion through the tissue and is less traumatic, but the tip of the needle may dull rapidly requiring an additional pack of suture material.

Needles are either 1/2 round or 3/8 round and are of different sizes. The 1/2 round has a tighter curve than the 3/8 round needle, which requires more wrist action to move from one side of the tissue to the other. It is more commonly used in cardiovascular surgery.

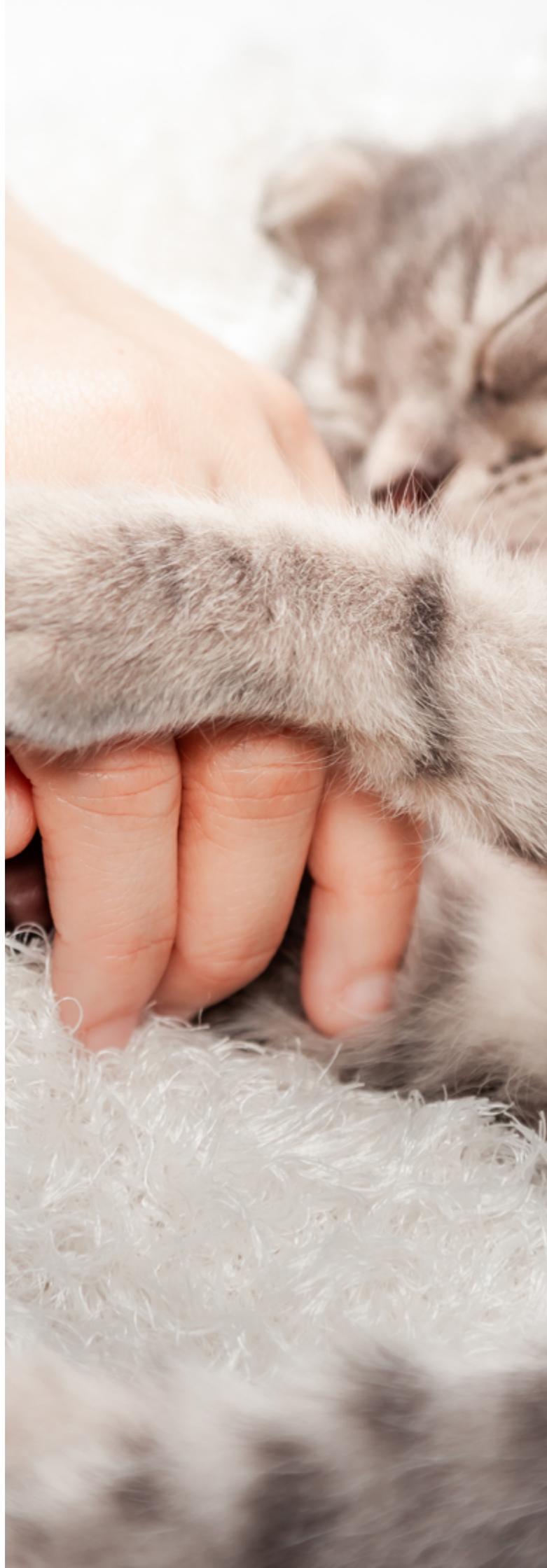
## Suturing

It is necessary to accurately appose the gingival and mucosal tissue. Care must be taken not to invert, overlap or evert the tissue. When the tissue is inverted, epithelial surfaces face each other, and the tissue will not heal. The goal is to appose the edges of the tissue to promote healing.

The most common suture pattern used in the mouth is a simple interrupted pattern. A simple continuous pattern can be used in a straight line defect where there are no vertical releasing incisions.

With dental extractions, a mucogingival flap is created, the tooth removed, and the tension released on the flap. The tissue is apposed to cover the defect. The flap can be closed with a 4-0 poliglecaprone, polyglactin 910 or chromic gut using a 3/8 round (or 1/2 round) reverse cutting needle in a simple interrupted pattern. 5-0 suture is used for the feline patient. It is important to suture the gingival edge of the flap first. Once those sutures are in place, the mucosa can be sutured from the gingival edge to the mucosal base of the flap.

By making a flap and suturing it over the defect, a blood clot will remain in the alveolus. This will keep the bone moist and prevent dry socket. The patient will return to function sooner and have more postoperative comfort than allowing the tissue to heal by second intention.



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Does this sound like you?

If so, find out more about

**MWI Distinct Advantage**

here.





# MWI Supports Aid for Australian Bushfires

MWI were recently contacted through our Facebook page by one of our customers, Anita, who is a vet from Abivale Vets. Anita works in the UK but is originally from Australia and was planning on returning home to care for animals injured during the wildfires and needed help gathering supplies to take with her.

We were able to provide 5 boxes, full of items that Anita needed to help provide care to the animals affected by the wildfires including needles, bandages and gauze. Anita has managed to help kangaroos, wallabies, horses and farm animals in Australia with supplies that were sent over.

Through our close relationship with Worldwide Veterinary Service (WVS) who provide care for the world's most vulnerable animals, we were also able to arrange for more supplies to be sent out to Australia via their organisation and with the help of our transport team we were able to deliver the supplies in time.

We are extremely grateful that we were able to help during this crisis through these donations. We can see the devastation that these fires have caused, and we hope to continue this support in any way that we can.





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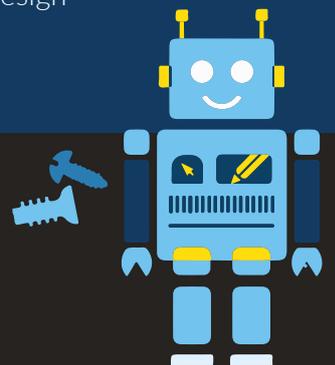
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TIMES FOR  
SUPPORT

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Where knowledge,  
reach and partnership  
shape healthcare delivery.