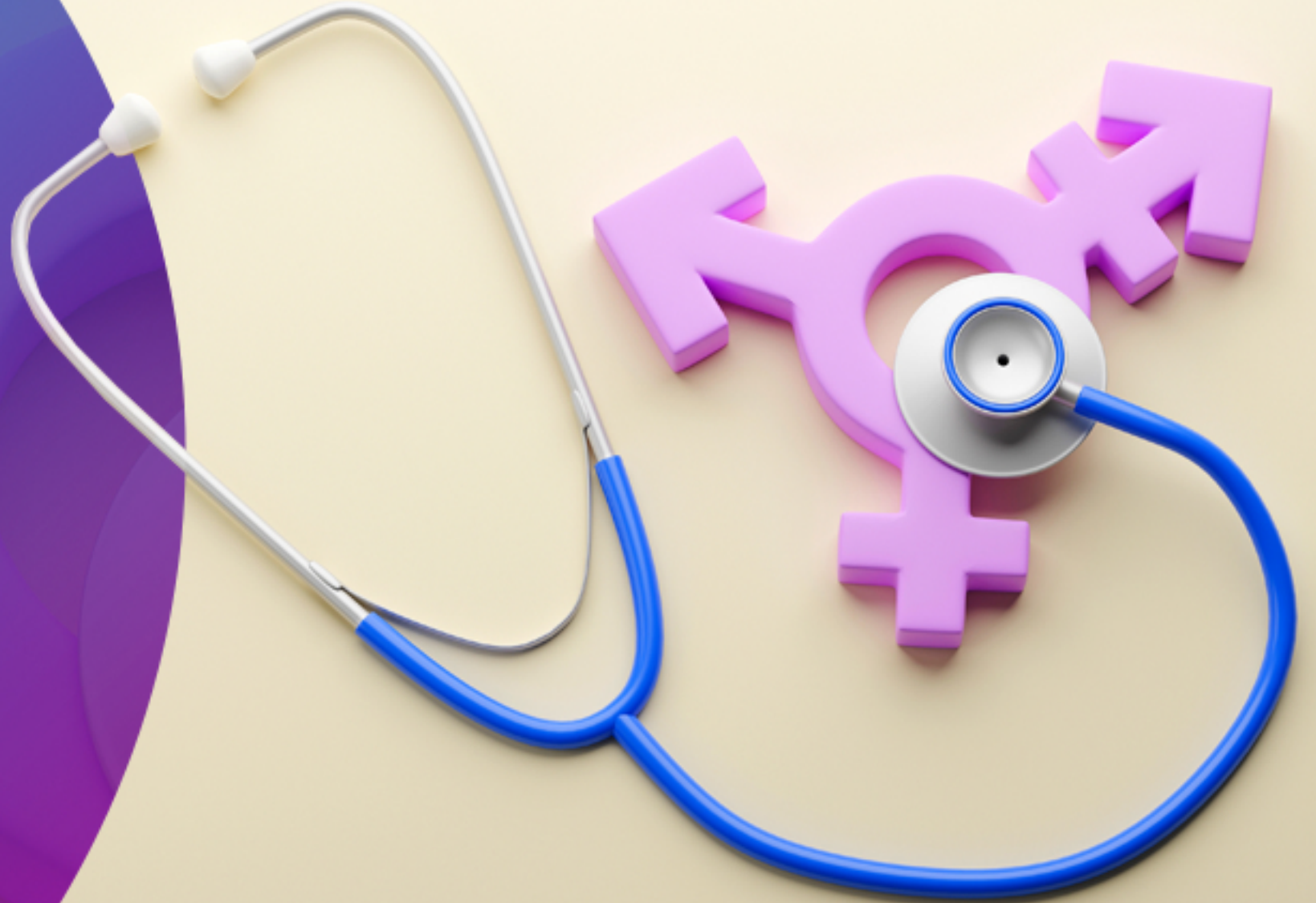


salesforce sales cloud

# BUILDING A CUSTOM APPLICATION ON **SALES CLOUD** FOR

**LONDON**  
TRANSGENDER CLINIC



## Our Customer

**London Transgender Clinic** is the only premier private clinic in the UK providing comprehensive, holistic care for trans individuals. At LTC their professional, caring and supportive team provide the patient access to Consultant Psychologists for assessments, followed by evaluation by their Senior Nurse Prescriber, Mary Burke for gender hormone therapy. LTC is the only clinic in the UK providing a full range of gender affirming surgery including FFS, Top Surgery, MTF GCS and Body Surgery under the care of their Specialist Transgender Surgeon, Mr. Christopher Inglefield. The patient also has access to voice coaching, laser hair removal, pain free electrolysis, make-up and wardrobe advice and etiquette consulting.



**Adhering to WPATH Standards of Care**




## What bothered them

London Transgender Clinic was using different systems, like, excels for managing their master details (Clinic information, Procedure, Address book, Prescriptions, patient records, Appointments), Xero for billing management, Unleashed for inventory system. This was creating challenge for the management to track everything in one place. As the business continues to grow, they needed a common platform that would enable to get all information in one system along with rich reporting functionality that would highlight issues and bottlenecks, allowing them to be dealt with quickly and easily.



# What we did

- We provided them with setup of all their master data entry interface, which allowed to consolidate the data required for Patient Management. This includes Maintain the clinic details, procedures along with its category, cost, provides and instructions. Created address book to store contact details for all the providers like Doctors, Hospitals, Suppliers, Staff, etc.

 Procedure & Product  
**3DEEP Skin Tightening**

Product Code

Product Family

RELATED

DETAILS

Group ⓘ  
Procedure

Category  
Skin Care

Type  
Retail

Product Name  
3DEEP Skin Tightening

Product Code

Duration (Mins)

Product Description



Active  
☐

Product Family

Size

> Product Costing Information

> Accounting Information

 **Geoffroy O'Connor** 

DETAILS

RELATED

Name  
Geoffroy O'Connor


Patient & Supplier Name

Title

Email  
geoffroy.oconnor@salesforce.com

Phone  
00353 87 396 2325

Mobile

Contact Owner  
 [Harry O'Brien](#)

Reports To


Department


Fax

▼ Address Information

Mailing Address

▼ System Information

Created By  
 [Harry O'Brien](#), 05/08/2018 19:05

Last Modified By  
 [Hannah Marshall](#), 05/08/2018 19:06

Google Maps

Google Search


- Ability to store **Prescription** in the form of a template, which will have the drug details, instructions for taking the drugs, Provider details, etc. The template will be selected based on Patient's condition, facility to import in a form of CSV file. Option to upload scanned copies of Prescriptions. Also, option to create a custom prescription and generate a print in the predefined template format.

### New Prescription

Information

Prescription Name

Patient Medical Record

 Mr. Oliver Smith-

×

Drug

Co-Amoxiclav

Dose and Frequency

Daily Quantity

Time Period

Description

Provider

Mary O'Brien

Drug 2

--None--

Dose and Frequency 2

Daily Quantity 2

Time Period 2

Description 2

Owner


Harry O'Brien


Cancel

Save & New

Save


- **Patient Management:** Ability to manage Patient details like Patient Record No, Demographics, Contact Details, Consent form of Contact, etc. Ability upload Patient specific documents. Also records the Billing and Payment details and Related Contacts.


**Ms. Charissa Reid**

Patient Record No	Clinic
	London Bridge Plastic Surgery
Patient & Supplier Name	Preferred Method Of Contact
Ms. Charissa Reid	Email
Preferred Name	Where did you hear about us?
Charissa	LBPS Website
D.O.B	Data protection consent
	<input type="checkbox"/>
Sex	Notes
Cis Female	
Occupation	Patient & Supplier Owner
	 <a href="#">Phyllis Nyarkpo</a>
Allergies	Patient & Supplier Record Type
	Patient
Company	

**Address Information**

Billing Contact ⓘ	Shipping Address
Billing Address	


**Ms. Charissa Reid**

**Contact Info**

Email	Phone
Skype	Next of Kin: Tel
Next of Kin: Name	NoK: Relation

**Billing**

Billing Terms Name ⓘ	Billing Format ⓘ
Billing Days Due ⓘ	Outstanding Statement Format ⓘ
Billing Discount Days Due ⓘ	Activity Statement Format ⓘ
Billing Discount % ⓘ	Stripe Customer Id ⓘ

**Files**

Accounting Type ⓘ
Accounting Active ⓘ



- **Patient Cases:** Store the medical records for the Patient. Each medical record will have details for Procedures, Treatments, Provider, Patient Co-ordinator, Prescriptions, Notes and Category. Ability to attach photos for Patient or the Medical records.

DETAILS	ACTIVITY	CHATTER
Procedure of Interest <b>Ms. Francesca Wikluk</b>		Patient & Supplier Name <b>Francesca Wikluk</b>
Preferred Name		Stage <b>Prospect</b>
Procedure/Product <b>Hairline Lowering</b>		Discharge Date <b>07/08/2019</b>
Provider Associated <b>Chris Inglefield</b>		Probability (%) <b>25%</b>
Patient Coordinator <b>Phyllis Nyarkpo</b>		Patient Email <b>franwikluk@hotmail.co.uk</b>
Main Category <b>Surgery Inpatient</b>		Opportunity Procedure Clinic Name <b>London Bridge Plastic Surgery</b>

▼ Prospect

Consultation Summary	Quote Follow Up Email <sup>i</sup>
Consultation Date <b>06/07/2018</b>	No Further Responses <sup>i</sup>
Consultation Complete <input checked="" type="checkbox"/>	Clinical Follow Up - 7 days <sup>i</sup>
Welcome Card <input type="checkbox"/>	Clinical Follow Up - 14 days <sup>i</sup>
Welcome Email <input type="checkbox"/>	Admin Follow Up - 21 days <sup>i</sup>
Quotation Sent Date	

▼ Patient in Waiting

Signed service agreement <input type="checkbox"/>	Request Clinical Investigations <input type="checkbox"/>
Deposit Paid	Pre-Op Call
Confirm Treatment/Surgery Date <b>07/08/2018</b>	Confirm Receipt of
Order	Final Balance Paid
Order Complete <input type="checkbox"/>	Prepare Post-Op Pack <input type="checkbox"/>
Send hospital booking form <input type="checkbox"/>	Prepare File <input type="checkbox"/>
Book Anaesthetist	Receipt Received <input type="checkbox"/>
Book Pre-Op Consult	Location <b>54 Wimpole Street, W1G 8YJ</b>
Book MLDs	PTW Complete <sup>i</sup> <input type="checkbox"/>
Book Post-Op Appts	
Send Admission Documents <input type="checkbox"/>	

▼ Discharged

Send Discharge Letter & Fees Leaflet <input type="checkbox"/>	Date Discharged <b>07/08/2019</b>
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▼ Photo Use Consent

1:1 Patient Meetings <input type="checkbox"/>	Marketing Consent <input type="checkbox"/>
Social Media <input type="checkbox"/>	Medical Journals/Presentation <input type="checkbox"/>
TV Programmes <input type="checkbox"/>	Promotional Brochures <input type="checkbox"/>
Magazine/Newspapers <input type="checkbox"/>	

New Investigation

Information

Investigation Name	Owner <b>Harry O'Brien</b>
Report Type <b>--None--</b>	Blood Reports
Patient Medical Record <b>Ms. Francesca Wikluk</b>	X-Ray Reports
	Pathology Reports
	Mammogram
	Other Reports

New Clinical Note

Information

Clinical Note Name	Owner <b>Harry O'Brien</b>
Type <b>--None--</b>	Initial Consult
Notes	Second Consult
	Treatment
Patient Medical Record <b>Ms. Francesca Wikluk</b>	Surgery Record
	LAOP Record
	Follow up

## Business Value realized by the Customer



The organization now have real time access to their patients and supplier details, what event and tasks are scheduled and other information like conversion rate, adoptions and financial information together.

They have also got an integrated view of the whole end to end system. This resulted in an enormous improvement of employee productivity and satisfaction.