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## Chartered Developments is recognised as the UK's expert in providing leads for professionals into the Healthcare Market



### Healthcare businesses need experienced advisors

As the business of healthcare becomes more complex and compliant, owners and senior managers want service providers who specialise and understand the key issues in their sector.

In the past five years 40% of medical practices have moved to specialist providers; and the rest of the healthcare community is now experiencing a similar shift.

**The time to market your healthcare expertise  
is now!**

- Medical Practices
- Dentists
- Care Homes
- Domiciliary Care
- NHS Trust
  - Internal audit
  - Consultants
  - IT
- Private Hospitals
- Opticians
- Pharmacists
- Vets
- Hospital Consultants

### Accurate targeting

You get the right clients, size and area, leading to maximum profit per client.

### Skilled & knowledgeable

We understand key sector issues, differentiating your practice through sound knowledge.

### Sales Management Support

We will assist you to keep in touch with your prospects, driving the sales process forward; saving you time and increasing your success rate.

### New clients

Our healthcare division generates business for clients; our marketing is therefore considered an investment not a cost.

## How Chartered Developments can help

Our Centre of Excellence for Healthcare generates appointments for you to meet targeted decision-makers. We supply data in your postcode area and use our telephone expertise to arrange highly qualified meetings. We can help you win new business with our pipeline management, where a dedicated account manager supports you through the entire sales process, increasing your success rate in gaining new clients.

**Purchase a database of target  
businesses or practices**

**Arrange personal meetings for you  
with the prospects**

**Help you develop your business  
development skills with  
appropriate training**

**Provide on-going follow up service  
to maximise your investment and  
closure**

**Call Debbie Forrest at our Centre  
of Excellence for Healthcare** to  
discuss your target market and our  
innovative approach.

**01392 247200**



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