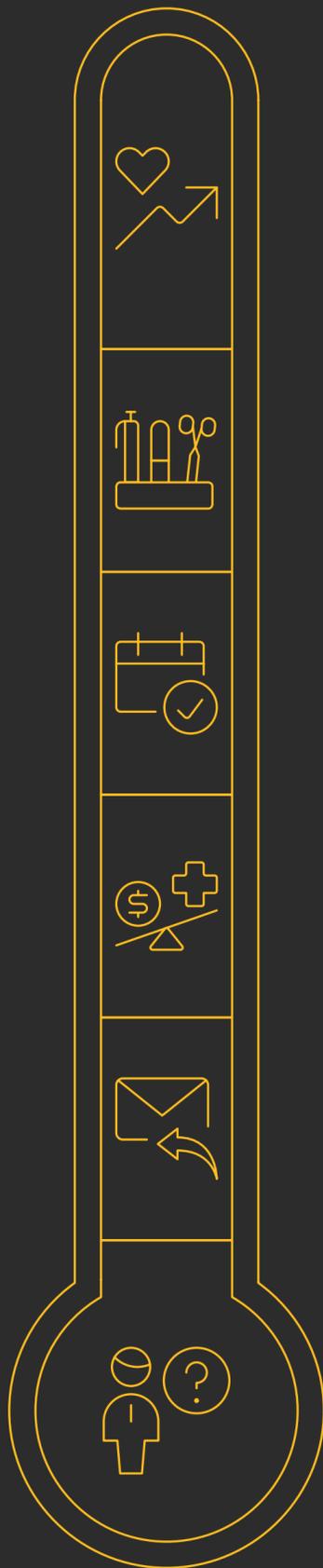


Demand Engine and Patient Funnel



Stage 6: Follow-up & Onward Care

Post-treatment rehab and cross-sell opportunities in 2-6 weeks

Stage 5: Treatment Event

Procedure or scan completed as scheduled; DNA rate <8

Stage 4: Booking Appointment

or procedure slot secured within 7 days

Stage 3: Clinical Triage

Specialist reviews eligibility and urgency in 48-72h

Stage 2: Referral Created

GP/Admin submits referral with complete dataset within 24-48h

Stage 1: Need Identified

Patients presents in primary care or via waitlist



GP Network: Utilize partner GP network for direct referrals to ensure steady inflow of patients



NHS Outsourced: Block or tariff-based contracts with the NHS while managing volume variability



Private Insured (PMI): Engage insurer networks with focus on streamlining panel access and pre-auth.



Self-Pay Direct: Attract directly via website/phone with transparent pricing and financing options