



patientchoice

Room to grow, without growing the team

How dependable IT and tight compliance gave Patient Choice the headroom to take daily order capacity from 30 to 150, while serving more than 100,000 NHS patients.

FEATURING

Patient Choice Ltd



THE SHORT VERSION

Four numbers that tell the story

100,000+

Patients served

Between 25,000 and 30,000 added in the past year alone

>150

Orders processed daily

Up from 25–30 before the Staff Tools rollout

5x

Order capacity

Achieved without a matching increase in headcount

£1m+

Saved for the NHS

By catching incorrect prescriptions before fulfilment

WHAT'S INSIDE

01 The Client

02 The Challenge

03 The Solution

04 The Result

05 How We Work: The Net9 Framework

01 // THE CLIENT

Patient Choice

Patient Choice supports more than 100,000 patients across the UK, having added between 25,000 and 30,000 in the past year, its strongest year to date and its first in profit.

How an order reaches them

Patient Choice sits at the end of a clinical referral chain. A nurse identifies that a patient needs a particular product and refers them on. From that point, the relationship becomes direct: repeat customers come back to Patient Choice much as they would to a pharmacy, ordering as and when they need to.

It's a model that rewards responsiveness. Every order represents a patient waiting, and the volume only moves in one direction as the patient base grows.

A team that had outgrown its tools

As the business scaled, Patient Choice's internal IT team shifted away from day-to-day support and towards systems administration, building the tools the organisation needed to keep moving. That shift is only possible when someone else is holding the infrastructure steady underneath it.

It's a pattern we see often in growing organisations: the in-house team is most valuable when it's building forward, not firefighting. Our job is to make that possible.

02 // THE CHALLENGE

Growth that **outpaced capacity**

Adding 25,000–30,000 patients in a single year is a good problem to have. It is still a problem.

At 25 to 30 orders per day, Patient Choice's processing capacity was tied directly to the number of people available to do the work. Every increase in demand pointed towards the same answer: hire again. For a business growing this quickly, that is an expensive way to scale and a slow one.

The constraint wasn't effort. It was friction. Staff were moving between separate ERP and CRM systems to complete a single order, and every one of those clicks was time not spent on the next patient.

Three things had to hold

- **Stability.** An IT estate reliable enough that the internal team could build on top of it rather than maintain it.
- **Compliance.** Healthcare obligations that are not negotiable, and are audited.
- **Security.** Patient data protected as the organisation and its attack surface both grew.

Patient Choice needed all three to be someone else's day job.

03 // THE SOLUTION

A foundations first approach

Netitude took ownership of the layer Patient Choice shouldn't have to think about, so their own team could put its attention somewhere more valuable.

What we handle

- **A fast-responding service desk.** Issues resolved quickly, so a technical problem never becomes an operational one.
- **Cyber Essentials Plus and NHS Mail.** Ongoing management of the compliance obligations that healthcare organisations are measured against.
- **Constant alignment on security.** Not a once-a-year review, but a continuing conversation as the organisation changes.

What that made possible

With the foundation dependable, Patient Choice's internal team built **Staff Tools**, a web application developed in house that sits over their existing ERP and CRM systems and presents staff with a single front end.

The idea is deceptively simple. Instead of navigating between applications to process one order, staff work in one place. The clicks disappear, and with them the ceiling on how many orders a person can handle in a day.

Patient Choice built that themselves. Our contribution was making sure they never had to stop and fix something else first.

04 // THE RESULT

Five times the output, **same team**

Patient Choice now processes 150 orders a day, up from 25–30, and no longer needs to hire every time the business grows.

That last part is the one worth sitting with. Growth had been linear and expensive: more patients meant more people. Breaking the link between the two changed what the organisation could take on, and it arrived in the same year Patient Choice hit and exceeded its targets and returned its first profit.

Beyond the operational

The clinical side matters just as much. Patient Choice's approach to catching incorrect prescriptions before they are fulfilled has saved the NHS an estimated **£1 million**. Accuracy at volume is exactly what breaks first when a team is stretched.

Compliance has held throughout. Cyber Essentials Plus and NHS Mail obligations are managed continuously rather than revisited under pressure, and security alignment has kept pace with the organisation's growth.

05 // HOW WE WORK

The Net9 framework

Rather than fixing problems one at a time, Net9 gives a business full visibility across nine delivery areas, and a roadmap that keeps working as it grows.

01 Business continuity protection

03 Scalable technology estate

05 Network infrastructure and wireless

07 Threats and vulnerabilities

09 Standardised, efficient, scalable systems

02 Cloud platforms

04 Licensing and legal

06 Connectivity and collaboration

08 Power, environment and ESG

Every client is assessed against these nine areas, producing an alignment score that becomes the baseline for a prioritised plan: quick wins first, then the structural work.

NEXT STEPS

Is your IT keeping up with your growth?

Patient Choice's story is a straightforward one: with a partner holding their IT stable, secure and compliant, their own team was free to build the thing that changed the business. That's the role we aim to play for every client we work with.

Talk to us about what your own setup could look like.

✉ hello@netitude.co.uk

☎ 0333 2412320

ACCREDITED AND ASSURED



Netitude Ltd

Unit E5, Commerce Park, South Gate, Frome, Somerset, BA11 2RY
0333 2412320 / hello@netitude.co.uk / netitude.co.uk

