

# ICE – Uniting the private healthcare sector to revolutionise the appointment booking process.

Practitioners. Hospitals. Insurers. Patients.  
Making real-time solutions a reality for everyone.

In today's world everything's instant - the internet has become the way that most of us choose to access products and services such as travel, hotels, deliveries and restaurants allowing us to research all our options.

The UK's private healthcare sector is made up of thousands of practitioners seeing patients at thousands of locations. Most booking processes are inefficient and labour intensive from the outdated pen and paper approach to being siloed within the organisation or by using a specific system.

**The result - poor patient experience, empty appointment slots, wasted admin time and missed revenue.**

## Why choose us?

Because we're uniquely placed at the heart of the UK private healthcare sector and here's why:

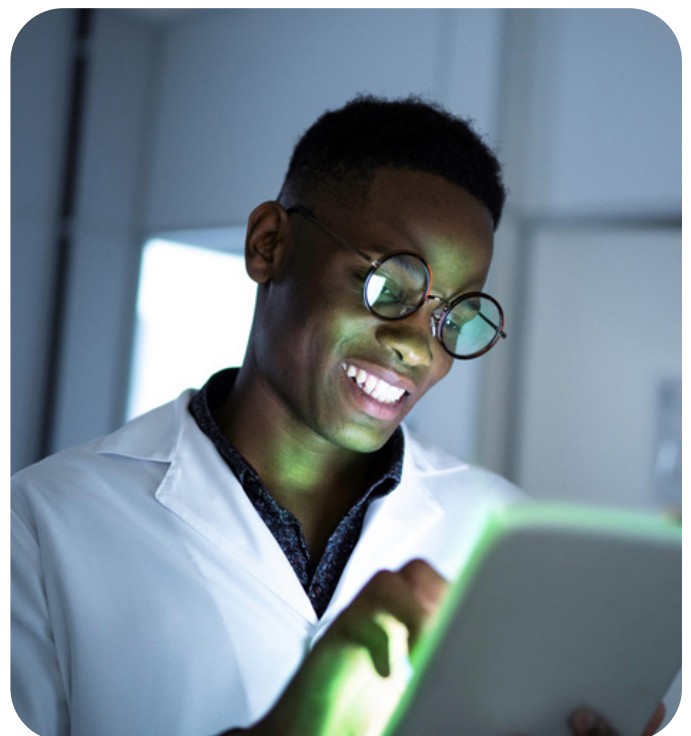
- Our technology is proven, reliable and already links the industry
- We host and manage huge volumes of data, securely and safely
- We've existing relationships with virtually all insurers, hospitals and private practice software vendors
- We've over 22 years' experience

Put simply, our GDS-based solution is the hidden engine room - powering the booking process for private healthcare.

## The need

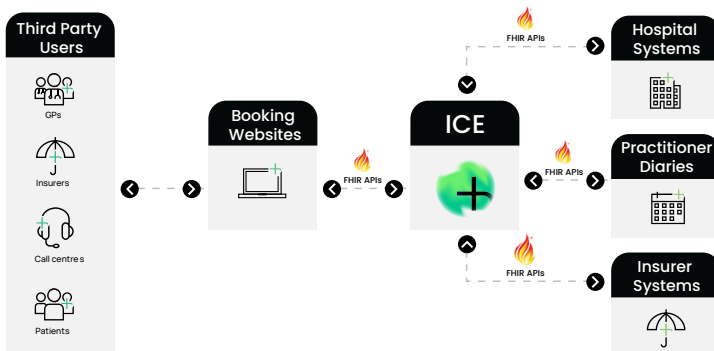
The NHS routinely uses its e-Referral Service for national electronic booking but until now the private healthcare sector had nothing like it. Just like the travel industry uses a Global Distribution System (GDS) to bring order to the chaos, the private healthcare sector needs to do that now. This will be a real game-changer allowing service providers to exchange information about services and availability in real time through a central hub.

**The result - maximum efficiency and growth for your business and above all, an excellent patient experience.**



## This is how it works

It's as simple as accessing, booking and syncing.



## Accessing

Everyone wanting to use ICE, our integrated channel exchange, can link using our flexible Application Programming Interfaces (APIs). These comply with the internationally recognised FHIR (Fast Healthcare Interoperability Resources) standards defined by HL7, enabling connection from multiple diaries to different booking sites with just a single interface.

## Booking

Bookings can be made 24/7 with your software to search for an available slot, using a range of search criteria such as speciality, location, time and service type.

## Syncing

Information about services and appointment availability is shared in real time with the booking websites so users can see exactly what's available. Once the appointment is booked the diary owner's software synchronises the information.

The result - allows anyone offering healthcare services to share them with anyone who wants to search for them.

### Features

- One integration to reach the entire network
- Hospitals, practitioners, practices and clinics can publish their services and availability synchronising across multiple websites and at the same time maintaining control of their own diaries
- Opens up each provider's products and services portfolio to a wider audience
- Allows easy booking and confirmation of appointments using your own software
- Each diary owner has full control over what they share and who with
- Delivers real-time availability to everyone, efficiently, accurately and securely
- Front end: this is down to you - you project manage your development, delivered by your team to your design and requirements; adapt your existing website or build a new front end to meet your branding and search criteria
- Back end: the hidden engine room that enables the integration and transactions - we supply all the technical documentation to build your API integration

### Benefits

- Easy to use**  
Practitioners only need one diary to manage as any diary system can choose to integrate
- Accuracy**  
Appointment availability shared in real time - no double booking
- Attract more patients**  
Extend your availability to a wider audience
- Improve patient experience**  
A smoother and more personalised booking experience; reassurance of a confirmed appointment at a convenient time and location
- Increases convenience and choice**  
Use different criteria and filters to search and find the provider to meet your needs
- Reduce admin time**  
Automated and seamless process removes the need for human intervention to check and confirm booking slots
- Quick and easy to implement**  
One integration to reach the entire network avoiding the costly and time-consuming process to build multiple interfaces
- Standards-based**  
Meets open FHIR data exchange and messaging standards
- Secure**  
Meets stringent information security standards including end-to-end encryption to protect sensitive data
- Scalable**  
No additional development costs as the network grows

Join the appointment booking revolution that the healthcare sector's been waiting for.

Contact our Business Development Team [✉ busdev@healthcode.co.uk](mailto:busdev@healthcode.co.uk)