

HSCAMP has launched an innovative complaint resolution service into the independent healthcare market.

This is the most comprehensive offering ever, designed to address common issues in patient complaint management and resolution.

Adopters will reduce their financial risk, while non-adopters will struggle as more and more patients look to monetise their complaints.

We have some **very lofty goals...**

- We would like to help you resolve complaints amicably before they escalate to adjudication or, worse, the courts.
- We aim to create the largest community of healthcare providers to facilitate knowledge sharing and collaboration across various specialisations.
- We want to champion you by safeguarding your practice against unfair or meritless complaints



HSCAMP

Health and Social Care Complaint
Adjudication Management Partners

Looking at the problem through the patient's eyes

External factors, such as the cost-of-living crisis, have motivated patients to monetise their complaints.

Organisations like ISCAS exacerbate the problem by encouraging patients to complain and advertising that they can receive up to £5,000 in compensation.

Healthcare providers that cannot resolve complaints through their internal complaint pathway run the risk of patients seeking redress through the courts.

'No win, no fee' solicitors have made it easier for patients to bring claims not only by eliminating legal fees but also by taking on less meritorious cases, understanding that insurers are more likely to settle than contest in court.

Once a claim goes legal, the healthcare provider incurs significant costs, even before liability is determined, as they must pay their insurance excess and face higher premiums at renewal.

A single "simple" complaint can cost healthcare providers upwards of £20,000, not including the emotional stress, time, and resources required to fight the claim."

My complaint
can get me
£30,000
in court?



42%

Healthcare providers
complained about this
problem.

£2.5 Billion

Spend by insurers defending
claims

25%

Claims resolved through
the courts

The key to the lock, Adjudication....

Adjudication is critical for healthcare providers, not only to make CQC revalidations easier, but to reduce the influence of 'no win no fee' solicitors in the healthcare space.

As 'no win, no fee' solicitor fees depend on the case outcome, they are less likely to take on a case if an expert adjudicator has dismissed the complaint due to lack of merit.

Without adjudication, patients will have no choice but to turn to the courts for redress, and healthcare providers will be unable to prevent premature legal action.

By adopting a two-stage complaint process, where stage two is independent adjudication, and incorporating an adjudication clause in the patient consent form, healthcare providers can obligate patients to pursue complaint resolution through adjudication before turning to the Courts.



HSCAMP offers a fairer, simpler membership: **Bronze from £250 a year with pay-as-you-go case fees, or Gold for higher usage clinics.**



£250 / year

BRONZE

Bronze is best for clinics with minimal complaints. Pay-as-you-go case fees with a minimal upfront fee to help you meet CQC best practice.

Included benefits:

- ✓ Complaint CRM (free)
- ✓ CTSI accredited complaints route
- ✓ HSCAMP AI Complaint Brain
- ✓ Reputation Tracker
- ✓ Complaint handling tools

Pay-as-you-go:

- ✓ Complaint Opinion: £195 per case
- ✓ Complaint Resolution: £495 per case
- ✓ Adjudication: £1,800 per case



£1,050 / year

GOLD

Gold is tailored for higher usage clinics. With extra free services and deeper discounts on extras, it delivers clear savings as complaint volume increases.

Included benefits:

- ✓ Everything in Bronze
- ✓ 1 Free Complaint Opinion
- ✓ 1 Free Complaint Resolution

Up to 29% off Bronze rates:

- ✓ Complaint Opinion: £140 per case
- ✓ Complaint Resolution: £350 per case
- ✓ Adjudication: £1,300 per case

All prices plus VAT.



More than complaints, **your clinic portal**

Complaints in one place

Log a concern, upload documents and keep every reply together in one clear case record.

Morning Brief and Insights

See who is coming in today and spot gaps in your booking data, so you know what to do next.

HSCAMP AI, free with membership

10 AI questions a month to help draft responses, review consent wording and explain findings.

Your data, your choices

Each clinic sees only its own information. Your primary contact controls what is imported.

Your certificate and website badge

Download both from Manager to show patients your clinic follows an independent complaints process.

What else do
members get?



Free

AI PLAN WITH MEMBERSHIP



One record

FOR EVERY COMPLAINT



Your data

ONLY YOUR CLINIC SEES IT

Free shows you the gaps. Plus helps you fill them.

Free: you see it

Insights and Morning Brief show patients due back, lapsed patients and empty slots. Included with every membership.

Plus: you act on it

The Clinic Agent builds the list and drafts every message. Your team checks them and sends from your own mailbox in minutes.

Ultra: you never miss the call

The phone and website agent answers routine questions and captures new enquiries while your team is treating.

One returning patient a month

For most clinics, a single rebooked treatment covers the £99 Plus fee.



Choose the support your clinic needs

RECOMMENDED

£0	£99 / month	£199 / month
Free Included with membership	Plus No setup fee	Ultra £495 one off setup
See what needs attention	Bring patients back	Answer every call
✓ Insights and Morning Brief ✓ Complaints in one place ✓ Clinic Protect ✓ 10 AI questions a month	✓ Everything in Free ✓ Clinic Agent finds who to contact ✓ Drafts every follow up message ✓ Sends from your mailbox ✓ 200 AI questions a month	✓ Everything in Plus ✓ Phone and website agent ✓ 250 phone minutes a month ✓ 250 website chats a month

All prices plus VAT. Plus and Ultra renew monthly and can be cancelled.

When the phone rings and everyone is busy

Every call answered

HSCAMP Ultra answers when reception is busy, on a break or closed. It uses only the clinic facts you approve.

Enquiries captured, not lost

It takes the caller's name, number and what they want, then passes it straight to your team.

Routine questions handled

Prices, opening times, parking and aftercare. Your team spends less time on the phone.

A person when it matters

You decide when a call goes to a member of staff. Your clinic keeps its own number.

Hear it before you switch on

Try realistic test calls with HSCAMP and agree what it says. Requests are passed on; appointments are not booked automatically.

Who answers
while we treat?



Answer

EVERY CALL, EVERY TIME



Capture

EACH NEW ENQUIRY



Hand over

TO YOUR TEAM WHEN NEEDED

An example clinic, Free compared with Plus

ILLUSTRATIVE EXAMPLE. THE CLINIC AND FIGURES ARE
HYPOTHETICAL.

The clinic

A two room aesthetics clinic. Two practitioners, one receptionist, an average treatment of £280.

On Free

Morning Brief shows 38 patients overdue for a top up. Nobody has time to write to them, so the list waits.

On Plus

The Clinic Agent drafts 38 personal messages. Reception checks them in about 20 minutes and sends from the clinic mailbox.

The result

6 patients rebook. That is £1,680 of treatments from a £99 plan, without extra staff time.

The example in numbers

38

patients due back

20 min

to review and send

6

treatments rebooked

Free

38

patients still waiting

Plus

£1,680

rebooked for £99

Try it with your own numbers

Patients brought back each month $\times$ your average treatment value. If the answer is more than £99, Plus pays for itself.

Some of Our Members...



London Welbeck Hospital



Rejuvence Clinic
FACE | BODY | HAIR



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