**Triple Point Industrial Fortune Plan**

Triple Point Global is a healthcare institution that provides care to patients with Acute and chronic diseases and they need the services of 1x1 Digital to market their offerings, automate their tasks and build AI capabilities for their institution to become the leading care provider in London.This report is a summary of the services provided by Triple Point Global and how 1x1 Digital seeks to enable and market their services to make them the leading care provider in London.This a summary of their services and a step by step guide on how 1x1 Digital plans to achieve this goal.

**TPG’s Care Services**

Triple Point Global specializes in providing care services in London, they have very skilled and professional general practitioners and nurses who take care of various conditions as outlined below.

* Arthritis
* Cerebral Palsy
* Spinal Injuries
* Motor Neurone Disease
* Muscular Dystrophy
* Parkinsons
* Multiple Sclerosis
* Diabetes
* Mobility
* Cancer
* Bariatric
* Chronic Obstructive Pulmonary Disease (COPD)

Based on the disease conditions listed above Triple Point Global provides these services outlined below:

* Pediatric Care
* Adult Care
* Complex Care
* Transitioning Care
* Palliative Care
* Overnight Care
* Short Term Care
* Convalescent Care
* Respite Homecare
* Emergency Homecare
* Live In Care
* Mental Health Care

Triple point services are delivered through

Nurse Led Care ,

Home Care ,

Care Pathway

CMS System.

**TPG’s Recruitment Services**

Triple Point Global’s recruitment services provide healthcare roles to highly skilled and quality healthcare professionals and they undergo extensive training and development to ensure they have the necessary skills to meet clients needs.

To become a part of TPG you need to go through the following phases:

STAGE 1 Submit your application

STAGE 2 Pre screen/Interview

STAGE 3 Compliance and registration

STAGE 4 Induction

STAGE 5 Meet and Greet/Shadow Shift

**TPG Roles**

* General Nursing
* Specialist Nursing
* Mental Health
* Care Homes
* Primary Care
* Allied Health Professionals

**TPG Academy**

Triple Point Global also provides clinical training to their carers to provide them with the necessary skills to provide complex care.These are the courses delivered by Triple Point global to achieve that goal.

* Venepuncture
* Wound Care
* PEG and Pump
* Basic Life Support
* End of Life Care
* Dementia Awareness
* Medication Safety and Buccal Training
* Adult Tracheostomy and Paediatric Tracheostomy
* Epilepsy Awareness
* Stoma Management
* CPAP ( continuous positive airway pressure) and BIPAP (bilevel positive airway pressure)

**1x1 Digital Plan**

**Marketing**

**TPG’s Care Services**

* Run an Ad Campaign with Demographic targeting to reach the target audience with such conditions or Guardians of such patients.
* Retargeting campaigns to keep the target audience in the loop of best practices and why they should choose TPG.
* Send personalized emails to increase conversion
* Creative assets for each disease condition and also each service provided by TPG
* Promote Referral Benefits

**TPG’s Recruitment Services**

* Run an Ad Campaign with Demographic targeting to reach the target audience who are eligible and skilled to work as caregivers.
* Creative assets for each job role provided by TPG and steps to follow to apply for a role at TPG.
* Run Ads on Long Term Benefits and incentives while working with TPG

**TPG Academy**

* Run an Ad Campaign with Demographic targeting to reach the target audience to take courses at TPG.
* Creative assets for each course provided by TPG and benefits of taking the course

**AI Enablement**

**TPG’s Care Services**

* Automate sending of patient health status to Guardian from the CMS System
* Generate Daily Reports based on the patient's recovery process through prescriptions administered , food provided , ventilation.
* Routine care services scheduled for nurses based on short term or Around the clock services.
* Virtual Health assistants to analyze remote patient vitals and reporting emergency situations.
* Create a Personalized care delivery plan based on patients health data history.
* Implement AI Chatbots to provide 24/7 support
* Predictive Analysis to analyze health trends to provide the best care and resources.

**TPG’s Recruitment Services**

* Automate sending of personalized emails to healthcare professionals likely to exhibit the necessary skills.
* Verify job applicant’s document and certificates to prove eligibility
* Ensure a rigorous check passing of Shadow shift by creating a simulated environment to exhibit necessary skills

**TPG Academy**

* Generate courses that are tailored to providing necessary skills for healthcare professionals and how to gain those skills.
* Simulated testing to ensure healthcare professionals are well equipped to provide a service.

**Conclusion**

This is a summary of how 1x1 Digital seeks to improve the services of Triple Point Global and make them the leading provider of healthcare in London. These will increase their conversion rates and produce highly qualified care professionals to provide the services they offer to have a competitive advantage in the health space.