



GOODBODY
HEALTH

Know More. Live Better.

Exciting new developments

2023 has started with positive business news in many areas.

A new partnership deal with Datar Cancer Genetics brings massive potential to the business by offering their cutting edge test.

Goodbody is also about to start working with several companies managing their clinical trials.

Goodbody achievements

- Partnership agreed and signed with Datar Cancer Genetics
- Contracted over 200 clinics across the UK
- New high-tech patient booking system that can easily connect to partner systems developed
- Multiple new contracts signed in 2023 with commercial screening, health and wellbeing companies
- Technology driven mobile phlebotomy service launched
- Virtual ward model developed to present to several NHS Trusts
- Phlebotomy service model developed to support pharma companies with clinical trials
- Care Quality Commission (CQC) approved, testing service

Introduction to Goodbody Health



GOODBODY
HEALTH

Know More. Live Better.

Part of the private healthcare revolution
– diagnostic wellness testing and services.

Goodbody helps consumers, pharmacies, general practice clinicians (GP's), private companies and the UK's public healthcare system (NHS) deal with the increasing needs for pathology, genetic testing, phlebotomy and pharmacy consultations for those without symptoms, to support preventative health interventions and lifestyle changes to improve future health outcomes.

Introduction to Goodbody Health



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The UK's public healthcare system (NHS) is at a tipping point, creating a huge market for private first-touch convenient and accessible health care providers.

Goodbody Health's strategy supports, benefits, and helps improve the current situation, through the deployment and support of their clinical network and product initiatives.

The current UK healthcare problem

The latest NHS figures for October 2022 show:

- A record high of almost **7.21 million** people waiting for treatment.
- **2.91 million** patients **waiting over 18 weeks** for treatment, an increase from last month.
- **410,983 patients waiting over a year** for treatment, including estimates for missing data – which is around 265 times the 1,537 people waiting over a year pre-pandemic in October 2019.
- A median waiting time for treatment of **13.9 weeks** – significantly higher than the pre-COVID duration.



The current UK healthcare problem

The combination of an increasingly ageing population, backlog of care and chronic workforce shortages means that waiting times are at a record high in every part of the NHS.

→ The ONS (Office for National Statistics) expect the population in England to grow by around **9%** over the **next 25 years**.

→ The growing and ageing population brings with it an increasing burden of disease. It means that between January 2010 and January 2020, **the number of diagnostic tests** carried out across the NHS in England **increased by 82%** - from 1.14 million to 2.07 million.



The number of GP referrals to consultant-led outpatient services that have been unsuccessful because there are no slots available has jumped from 238,859 in February 2020 to a staggering **401,115** in November 2021 (**a 68% increase**).

When GPs are unable to refer into hospital services, the care for these patients does not disappear. Instead, they need to be cared for by GPs while they wait for hospital treatment to go ahead, adding to the pressure in primary care.

The current UK healthcare problem

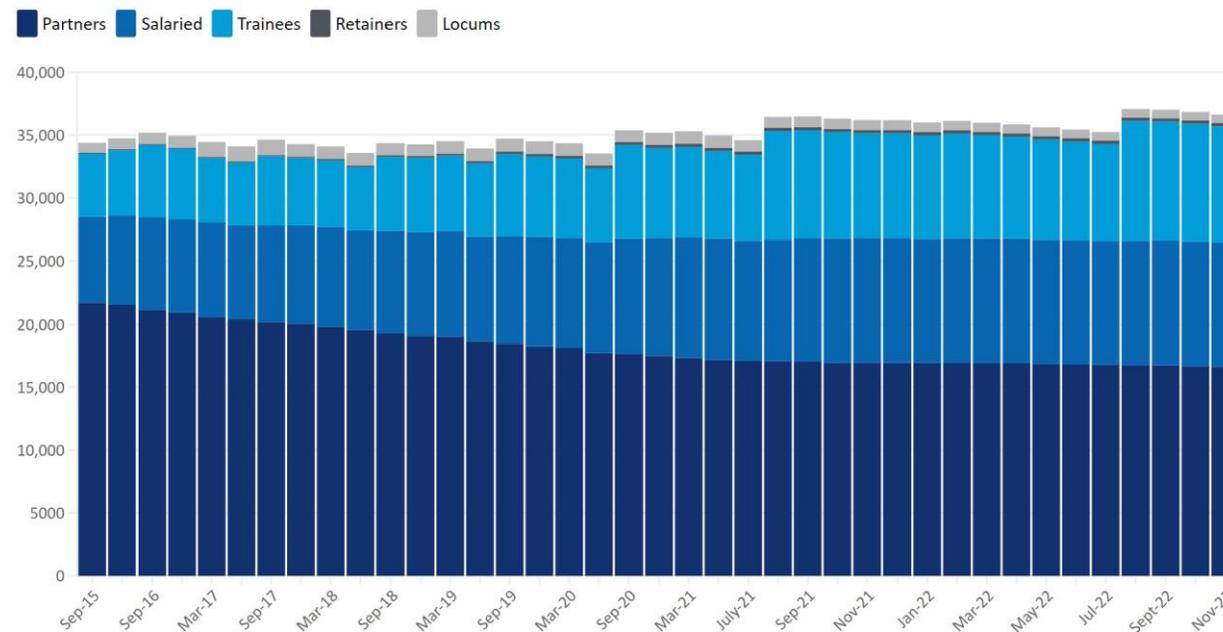
The latest GP Patient Survey shows clearly why patients have problems accessing general practice, with more than a third of patients struggling to get an appointment when they need one.

In **2015** there were **21,655 GP** partners by **2022** this has fallen to **16,416**.

When a patient can't get a GP appointment it means they can't get a blood test or a diagnosis and this leads to delays in treatment, which puts more pressure on hospital care.

Number of NHS GPs by role (FTE) – all GPs including trainees

September 2015 to November 2022



Source: [NHS Digital General Practice Workforce Statistics](#)

As of November 2022, there were 36,649 individual (headcount) fully qualified GPs working in the NHS in England. In Full Time Equivalent (FTE) terms of 37.5 hours a week, this equates to 27,392 full-time fully qualified GPs.

The overall number of GPs has seen little growth since 2015, with the number of GP partners declining significantly over that time.

The current UK healthcare problem

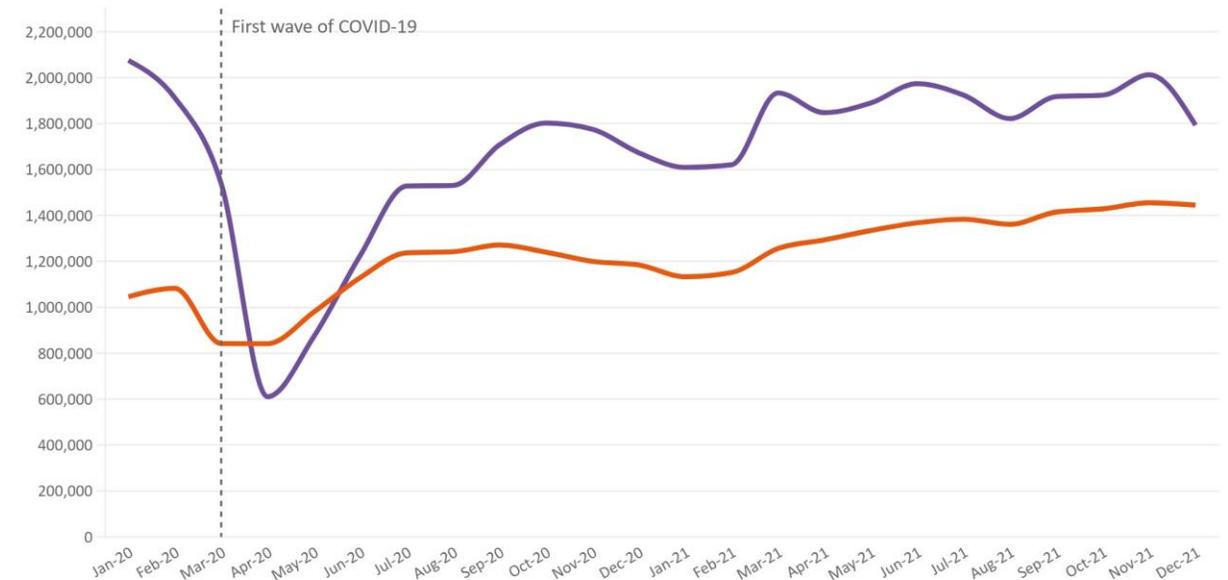
Without the expansion in diagnostics capacity, a significant number of people have had to wait longer for their diagnostic test or procedure.

In January 2020 over **1 million people were on waiting lists** for diagnostic tests – more than double the previous ten years. By December 2021 the amount of people waiting was **1.5 million**.

This offers Goodbody opportunities in both the private testing market and the NHS.

Total number of monthly NHS diagnostic tests and patients waiting for tests

January 2020 to December 2021



Source: [BMA analysis of NHS England Monthly Diagnostics Data](#)

The number of monthly NHS diagnostic tests being carried out is 300,000 below the number carried out before the pandemic. The number of people waiting for tests has increased from 1,050,000 before the pandemic to 1,500,000 an increase of 450,000.

An opportunity to help improve the nation's health

Increasing demand, massive backlogs and staff shortages mean that NHS waiting times are at an all time high, putting it on the brink of collapse.

Goodbody is perfectly placed to stand in to support the NHS in many important areas. Our established network of clinics can offer phlebotomy, screening services, pathology and virtual ward solutions; all of which will help keep patients at home, reducing waiting lists and improving the nation's health.

Goodbody

- are the perfect partners to help the NHS achieve its goals
- has a national phlebotomy and point of care network of 200 clinics
- can provide a range of services to the NHS and private companies
- has a leading patient booking system that can easily connect to partner systems
- is the perfect liaison between patient, community pharmacy and the NHS
- can help manage patient relationships and pathways now and, in the future
- is supported by the leading community pharmacy organisations
- can deliver an excellent cost-effective service fast

Our Product and Service Strategy



Focused work streams and strategy

National Phlebotomy Service

- Goodbody Health already has a tried and tested chain of trained phlebotomists located in pharmacy and clinic environments throughout the UK.
- Over 250,000 people have been tested in the last few years across the Goodbody Network.
- Clear need identified in the market for convenient and accessible locations from blood testing providers as more providers move from capillary to venous draw services

Over
250K
Tests undertaken



Focused work streams and strategy

National Phlebotomy Service

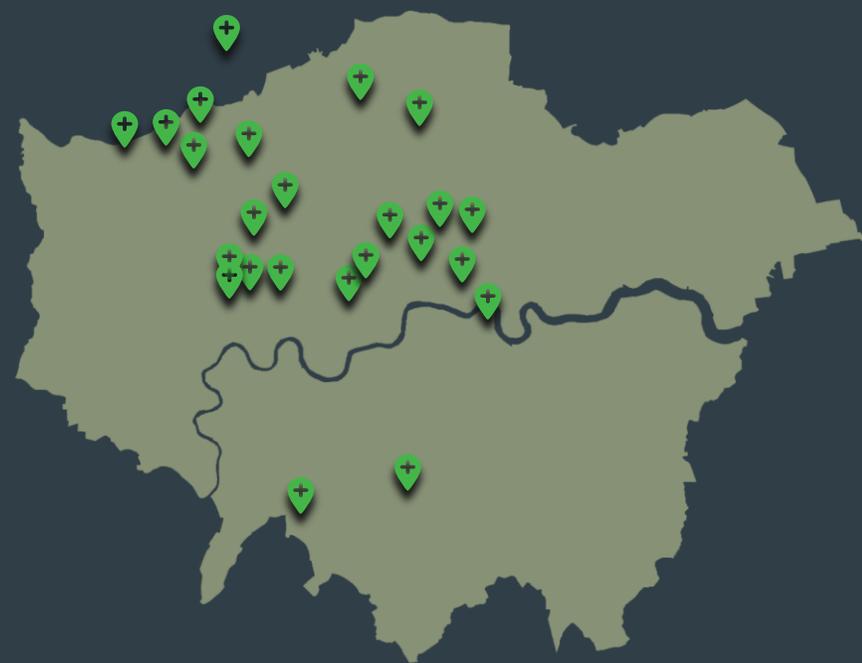
→ Goodbody Health offers its **own mobile solutions** each equipped with a trained phlebotomist, bringing convenience to a greater range of areas thanks to **Goodbody's high technology software & connectivity.**

→ Goodbody Health has **Care Quality Commission (CQC)** accreditation.

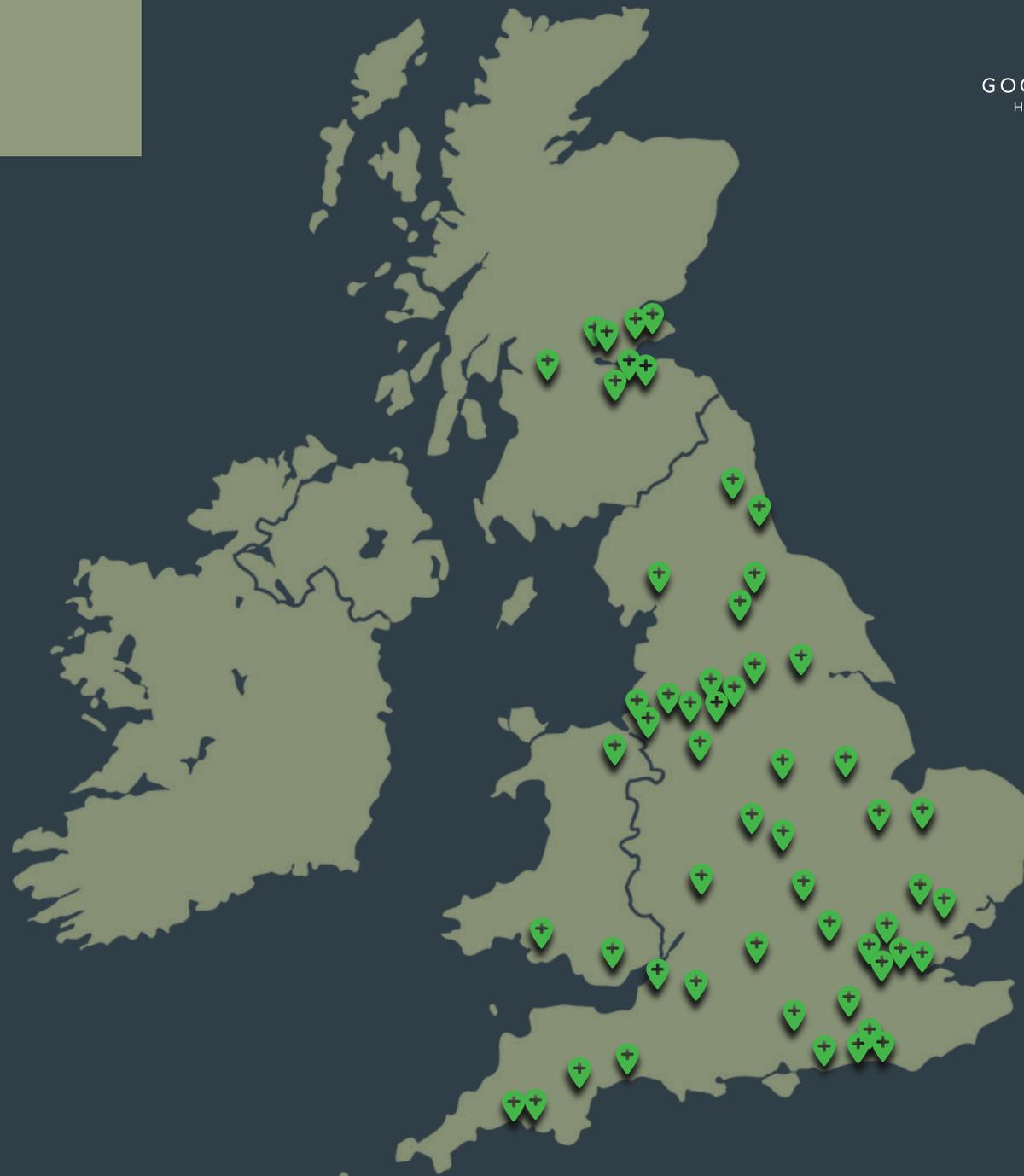
Regulated by



Goodbody's locations



Greater London



Focused work streams and strategy

NHS Long Term Plan

- Because our network is already trained and in place Goodbody can offer clients such as the NHS a **fast and cost-effective implementation** strategy to complement and run alongside other services.
- Our network of community pharmacy locations is also expanding all the time so we can offer **ease of scalability**.
- Outsourcing opportunities with the NHS **are becoming ever more immanent** as outpatient services are under increasing pressure especially for services like regular blood tests.



Focused work streams and strategy

Direct-to-Consumer Blood Tests

- Goodbody has developed a **wide range of consumer health and wellbeing tests**, that offer fast, accurate and reliable home testing and created one of the markets leading online websites.
- Goodbody views **patients as 'partners'** rather than passive recipients of healthcare. This is important to build trust and get long-term participants 'involved' in looking after their health. Goodbody's next stage is to implement a **subscription screening** model to monitor a customers care over time.
- **Free standing display units** – we continue to build up a national footprint as we roll out our units that sell our home test kits directly from in clinic point of sales units.



Consumer feedback

BG Becky Godfrey-Williams
1 review GB

★★★★★ 4 Nov 2022

Excellent service - 10/10!
Really good and reasonably priced blood draw service!! The phlebotomist was professional and really lovely!
Date of experience: 26 July 2022

DG Dennis Gianville
10 reviews GB

★★★★★ 14 Jul 2022

Very good service.
Very good service. best I have had for a long time and to get my **blood** results so quickly and professional made my day and thank you May I also add my **blood** results were very satisfactory which also made my day more better It is good to know that the services that you offer are available local Once again thank you
Date of experience: 14 July 2022

MP Mrs Pollard
7 reviews GB

★★★★★ 6 days ago

Seen on time and procedure performed...
Seen on time and procedure performed very quickly and efficiently and follow up info arrived when stated
Date of experience: 09 November 2022

★★★★★ 7 Nov 2022

I was unable to hear anything before I...
I was unable to hear anything before I attended the ear clinic. They were very nice and made me feel reassured.
Date of experience: 02 November 2022

★★★★★ 9 Oct 2022

Had my blood test done for thyroid
Had my blood test done for thyroid, test came within four working days, had results within two days after sending test back.
Very happy with service, doctor notes and reassuring that if I need any explanation I could contact them.
Will use Goodbody clinic again and will recommend the clinic to anyone as well.
Date of experience: 14 September 2022

★★★★★

5 Star feedback

Goodbody prides itself on its customer care and consistently scores highly across all its clinical services.

★★★★★ 8 Nov 2022

Very quick and professional and nice...
Very quick and professional and nice that they were expecting me. Results were sent at 1am.
Date of experience: 05 November 2022

Rxf
6 reviews GB

★★★★★ Invited 7 Jul 2022

Positive experience
I had a positive experience of Goodbody's **blood** test service. Getting tested was easy at a convenient location and the results were speedy and accurate. The GP consultation service for an extra £39 (if I remember correctly) could have been useful in different circumstances and is reasonably priced.
Date of experience: 07 July 2022

DM Dear Mr Pollard
11 reviews GB

★★★★★ 6 days ago

An efficient and painless process
The Ebrington Street Pharmacy staff were friendly, efficient and the test was carried out with no discomfort.
Date of experience: 10 November 2022

SH Stephanie Hemsley
9 reviews GB

★★★★★ 3 days ago

Great value for money service
Easy to find, great prompt service results sent as advised
Date of experience: 11 November 2022

AS Alicia Sanchez
2 reviews GB

★★★★★ Invited 6 Jul 2022

While in my GP and emergencies in royal...
While in my GP and emergencies in royal free made me 3 **blood** test saying to me that I'm ok and very healthy I paid £100 in goodbody clinic for a thyroids test which said that can I have Hashimoto or Graves, illness related to thyroids. So if anyone have doubts please pay and after find a private doctor to prevent this because in the public hospital they don't will help you until you have the problem good developed. A nutritionist also can help to prevent that your thyroids get sick so Is a solution before. Thanks and take care.
Date of experience: 06 July 2022

Useful Share

Focused work streams and strategy

Research and Clinical Trial Support

- Goodbody is able to offer **pharma and NHS clients healthcare monitoring and screening of patients** to support research and clinical trials.
- Experience gained from COVID-19 testing makes **Goodbody the perfect partner for consumer/patient monitoring, screening and accurate results data management.**
- Pharma companies are continually looking for regular convenient touch points for regular bloods and health checks to be conducted in-line with their trials and **Goodbody has a turnkey solution**



Focused work streams and strategy



Early Cancer Screening Services

- Goodbody's **carefully chosen pharmacy partners** and clinics are key to implementing a screening service that is fast and accessible.
- Goodbody's **partnership with Datar Cancer Genetics (Datar)** is an important step in leading the market in early cancer screening.
- Goodbody are pursuing **occupational health, private GPs and insurance companies** in the roll-out of this pioneering service.

DATAR CANCER
GENETICS LIMITED

Focused work streams and strategy



Future Pharmacogenetic Testing

- Pharmacogenomics is an important example of the field of precision medicine, which aims to tailor medical treatment to each person or to a group of people. Pharmacogenomics **looks at how your DNA affects the way you respond to drugs.**
- Goodbody plans in the future to be at the forefront of helping care providers when they are considering prescribing a drug, to have the knowledge of a patient's genotype which may be used to aid in determining a therapeutic strategy, determining an appropriate dosage, or assessing the likelihood of benefit or toxicity.

Confidentiality and data security

Goodbody's current successful business is focused on working in partnership with many parts of the NHS and offering the general public health and wellbeing screening.

We therefore collect a vast amount of personal medical data and in order to build and retain trust Goodbody has implemented a robust approach to data security with rigorous and transparent governance processes to control access and use.



Goodbody Health Exec Team Bios



**Jeremy Thomas,
Founder & Chairman
of Goodbody Health**

Jeremy is an entrepreneur with a successful track record in the telecommunication, e-learning and consumer finance industries. After being involved at senior level in The Carphone Group Plc before it was sold, Jeremy went on to create and list PNC Telecom Plc. In 2001 Jeremy co-founded TMTI Ltd. TMTI Ltd is a profitable technical support business which works with major brands in enhancing the customer experience. Jeremy founded George Banco Ltd in 2013, a consumer finance business, which was later sold to Non-Standard Finance Plc. Jeremy's other business interests include Carbon Managers Ltd, an environmental services consultancy company. More recently, Jeremy founded the Sativa Group in 2018 and was its first CEO. After a period as a non-executive and then taking a break from the company, Jeremy has returned as the Executive Chairman to lead the board.



**George Thomas,
CEO of Goodbody Health and
Goodbody Wellness**

George is a successful entrepreneur who has established an eclectic mix of businesses across an array of industries including Tech, Finance, Environmental and Wellness. George was a founding director and board member of George Banco Ltd, a consumer finance business with over 100 employees, which was later sold to Non-Standard Finance Plc.

George is the CEO of Goodbody Health Ltd. George has pioneered the formation of the clinic network and health & wellness screening services. Having completed over 250,000 and £27m of revenue.



**Anne Tew,
CFO & Company Secretary
of Goodbody Health**

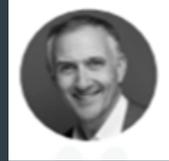
Anne is an experienced Accountant, Corporate Secretary and professional business strategist and mentor with over 30 years' experience across a range of industries including the NHS, testing laboratories, manufacturing and farming. She has successfully led projects to achieve business turnaround, restructuring, growth and development. Anne has worked as an Executive and Non-Executive Director, including in the NHS, as well as advising board members in financial and governance matters as the Corporate Secretary or as an external consultant.

Goodbody Health Exec Team Bios



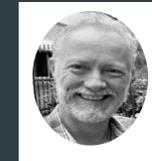
Clive Standish,
Non-Executive Director,
Goodbody Health

Clive Standish's professional career began with N M Rothschild & Sons Ltd in London. In 1979 he was appointed a partner with Dominguez & Barry in Australia and became a member of the Melbourne Stock Exchange in 1980. He was the founding Executive Director at Dominguez Barry Samuel Montagu Limited and subsequently Head of Capital Markets and Managing Director until 1991 and then CEO of SBC and Warburg Dillon Read Australia. In 1998, Clive Standish was appointed Chairman and CEO for Asia Pacific UBS AG and member of the Managing Board and subsequently member of the Group Executive Board. In 2003 he moved to Zurich as Group Chief Financial Officer UBS AG until 2007 when he retired from the Board of UBS AG.



Mark Blower,
Non-Executive Director,
Goodbody Health

Mark Blower is an experienced finance professional, having spent the last 20 years actively overseeing the financial performance of over 70 UK SME's, with a particular focus on raising debt and private equity. He began his career in 1996 at the Investment Banking division of a large UK bank, before joining NM Rothschild in 2000. He then ran a highly successful leveraged debt team for another UK lending institution for five years before starting his Private Equity career in 2010. During his career to-date he has held a number of board positions, across a variety of sectors.



John Pettit,
BM MRCGP,
Chief Medical Advisor

John originally trained at Southampton Medical School and did his GP training in Bristol, Poole and Queensland, Australia. Currently, he works as the senior GP partner at Malmesbury Primary Care Centre, where he has worked since 1996. John has a wide range of clinical interests, including mental health, cardiovascular disease and sports medicine, as well as acupuncture. John has been involved in GP service commissioning for a number of years, representing his area on the Wiltshire NHS Commissioning body (PCG, then PCT, then CCG) until 3 years ago, when he became a Clinical Director for the Primary Care Network on the North Wiltshire border. John has also worked as a GP Appraiser for over 10 years, assessing the performance of local GPs and helping to direct their learning and development.

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