

Report from mark Adams (CEO of Virgin Healthcare to Gordon McCallum, Virgin Board member) September 2007:

“The Swindon Medical Practice is an ideal showpiece Practice for the launch of the Virgin Healthcare Centre. It is in all respects plagiarising the hard work put in by the existing doctors and the PCT but is opportune because it is currently loss-making and needs new activities and new patients to avoid serious consequences in the future.

The doctors are modern by most GP standards and understand the potential value that Virgin could bring to primary care. They are anxious to reach commercial agreement with us quickly and are sufficiently in need of our support to ensure that quality programmes and re-branding decisions should not be met with too much emotional resistance.

Swindon currently only has some 6,500 patients looked after by two full-time doctors and a number of part-time Associates. They are losing between £7,500-£10,000 per month with the challenge of running the Practice on their own, they have limited time to develop the auxiliary services that would reverse this trend.”