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# Shareholder Update

Monthly: March 2018

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# Message From Our Optical Lead's



Hello everyone,

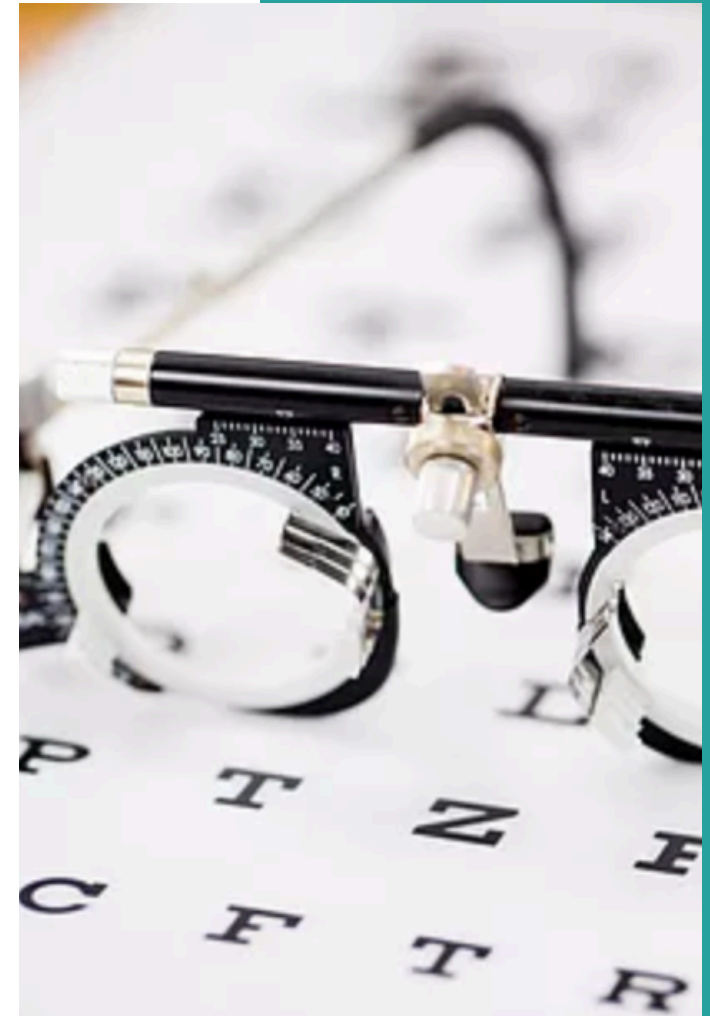
Risha and Reena here! We have some great news with our progression into the Optical sector.

Originally we had not anticipated making bookings in the Optical sector until launch of the new system; the response about MLC however (since last year) has been overwhelming.

As a result, we have actually made our first optometry bookings in February for locums and Dispensers! This instils us with great confidence as we are set to exhibit at Optrafair in April where we hope to gauge a lot more interest from practice owners and locums.

Our aim is to replicate the level of bookings in Pharmacy across 3 years in half of the time for the Optical sector.

Many Thanks, Risha and Reena | Optical Services Leads





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# Project Updates

How is MLC progressing



## MLC Online Academy

We have sourced a potential hosting platform for our new online school where healthcare professionals can get training, learn about alternative careers and even contribute their own courses via user generated content.



## Telesales Marketing

This month our offshore telesales team will start there 4 month project to call pharmacy owners; obtaining new client sign ups and booking requests. This should help ramp up our new client acquisition in the independent sector.



## Social Media Marketing

Pharmacy Mentor- have taken over social media management with great results so far. We have also begun our plans for the Optrafair exhibition in April at the NEC, to generate new interest in the optical sector.





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# Expenditure

Current and Upcoming Expenses



## Expenditure For Month Of March 2018

**Development** monthly instalment payment of ~£3kpm.

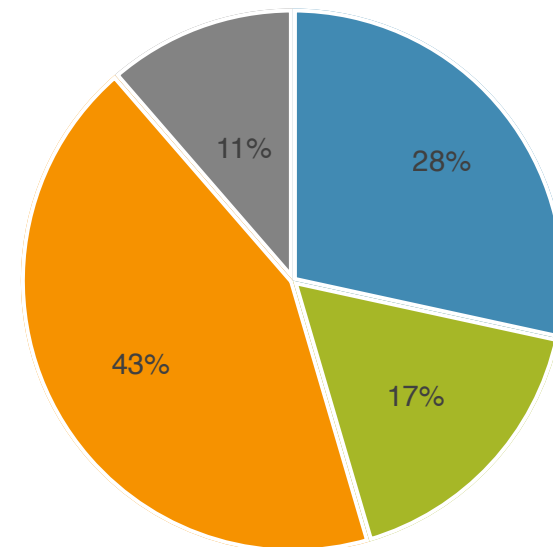
**Personnel** costs remain the same with salaries for existing staff. Telesales team begin their cold calling campaigns from March onwards increasing spend by a further £500pm.

**Marketing** costs in March utilised toward Optrafair exhibition set up

**Ongoing Est. Monthly Burn Rate:**  
~£8k

**Est. Mar Spend:**  
~£8k

Approximate Utilisation  
(Feb)



● Development ● Marketing ● Personnel and Telesales ● Business Exp



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# Current Traction

Monthly and Yearly Breakdowns



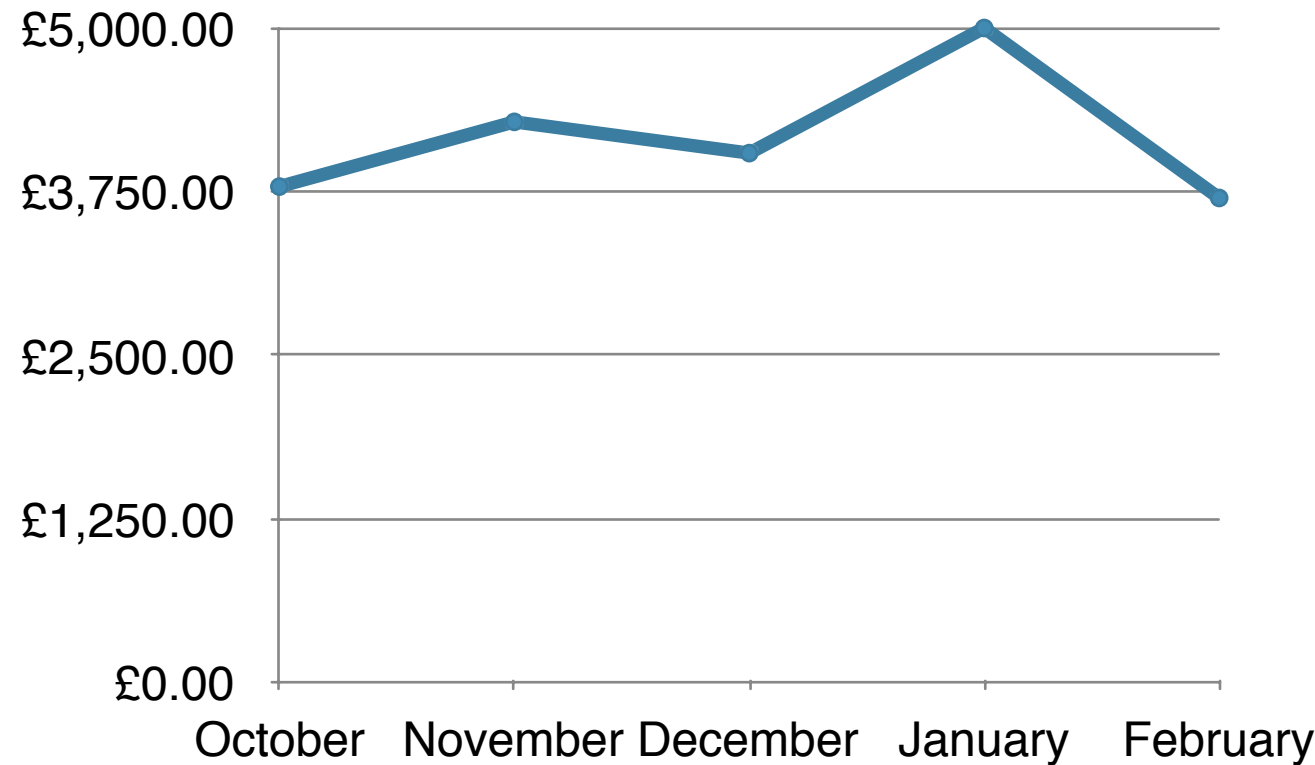


## 2017-18 Figures (6 Month)

**Bookings** for February just under 350 mark.

**Locum sign ups** and **Pharmacy sign ups** slowed down as there was no active marketing during February due to a larger focus on bookings.

February half term weeks bought in a lot of emergency bookings, the poor weather led to a lot of cancellations so MLC focus was taken away from new client acquisition



Key: Revenue per month

\*Note: Profit margin approximately 50%

### February 18

Revenue ~£4k

Pharm Locum Sign Up  
~29

Pharm client Sign Up ~2

DBS ~13



Below you will see movement in traction for MLC across its Main KPI's

Tracking	February Vs Month Prior	Total to date
Locum Sign Up	29 (-50%)	1,872
Pharmacy Branch Sign Up	2 (-90%)	1,879
Pharmacy Locum Bookings	(+4%)	6,130
DBS Checks	13 (+8%)	705
Optom Locum Details Captured (for sign up)	40 (+0%)	281
Optom Practice Details Captured (for sign up)	91 (+64%)	326
Optom Bookings	9 (+100%)	9

# Thank you

## Get in Touch

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