



**Forward
Ladies**

PRESS RELEASE

25th July 2017

MEDICAL BILLING ENTREPRENEURS SHORTLISTED AS REGIONAL FINALISTS IN THE FORWARD LADIES NATIONAL AWARDS. SPONSORED BY HSBC

Three female entrepreneurs from NW London, are taking the Medical Billing industry by storm and have been shortlisted for a national woman in business award, sponsored by HSBC, which recognises women in business and their contribution to the economy.

They were selected from over a thousand entries to become London & the South Regional finalists in the SME Growth category, in the Forward Ladies National Awards 2017.

Tracey Dunn (44) from Radlett, Herts Ellie Blacher from Pinner, Middx (41) & Martine Reuben for Bushey, Herts (42) set up MediAccounts from a garden shed in 2013, with a passion to bring a 5-star service to the billing industry and a fresh environment for the working woman. Nearly 4 years later they have grown to a team of 12 with offices in Harrow, Middx, and look after nearly 100 of the country's leading consultants & surgeons – some of whom look after A list celebrities and Royalty.

“We honestly felt that Medical Billing needed a shake up, and we were the people to do it. We went into this industry in the knowledge that consultants needed someone to fight their corner. Our approach is unique and that’s why it works so well. We have consciously created an atmosphere where being passionate about the service translates to every member of the team and in turn everyone gives 100% to exceed our client’s expectations. Providing a positive working environment for working mums and women in general is something we have always been passionate about” Martine Reuben commented.

Tracey Dunn added “We are absolutely thrilled to be selected as finalists for this prestigious award. We have worked so hard to create the best service possible and we have literally grown from word of mouth, as one doctor tells another of the impeccable service they are receiving”.

The winner will be announced on 15th September at a ceremony held at The Hilton, London Bridge.

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FOR FURTHER INFORMATION CALL 07957 441156 or 07860 457957

MediAccounts - MediAccounts offers a fresh, efficient and personalised medical billing and collection service for consultants & surgeons with a private practice. Their office is in Harrow, London.

www.mediaccounts.co.uk

Forward ladies is one of the country's leading organisation for the promotion of women in business and the national awards have become one of the most high profile and respected accolades for women: recognising their enormous contribution to the economy. The awards have run for eight years.

<http://forwardladies.com/national-awards/>

Ellie Blacher, Director

Ellie graduated from UMIST after studying Management Sciences BSc in 1997. She worked as an Account Director for various direct marketing agencies before retraining as a book-keeper. Since then she has worked for a variety of SME clients with tasks including preparing management accounts, payroll and VAT returns. Mediaccounts brings together all of Ellie's skills and experience. Consultants are drawn to her professional and well organised approach when running their private practice.

Martine Reuben, Director

Martine graduated from Birmingham University and forged a career in Public Relations and Sales & Marketing. Her experience spans a variety of industry's from 5* deluxe hotel chains to literary awards. Coming from a family full of doctors, Martine is passionate that Consultants deserve to be paid promptly and fully. She is delighted to be a part of MediAccounts and to spearhead all Sales and Marketing & PR activities.

Tracey Dunn, Director

Tracey Graduated from City of Westminster University after studying Business Management and started her career at Marks & Spencer as a buyer. After starting a family, Tracey began working for a Consultant as a Private Practice Manager, looking after all aspects of Billing and Collection. By 2011, the business evolved and together with her two business partners, Ellie Blacher and Martine Reuben, MediAccounts was born. Tracey has an extensive knowledge of private medical practice billing and her reputation as efficient, reliable and professional is the basis for MediAccounts success. Together with the skills of Ellie and Martine, MediAccounts provides an all-round service where the aim is to exceed the consultant's expectations in every way.

Picture 1 – From left to right

Ellie Blacher, Martine Reuben, Tracey Dunn

Picture 2 – celebrating from left to right

Martine Reuben, Ellie Blacher and Tracey Dunn

Head shots also available from the website www.mediaccounts.co.uk

