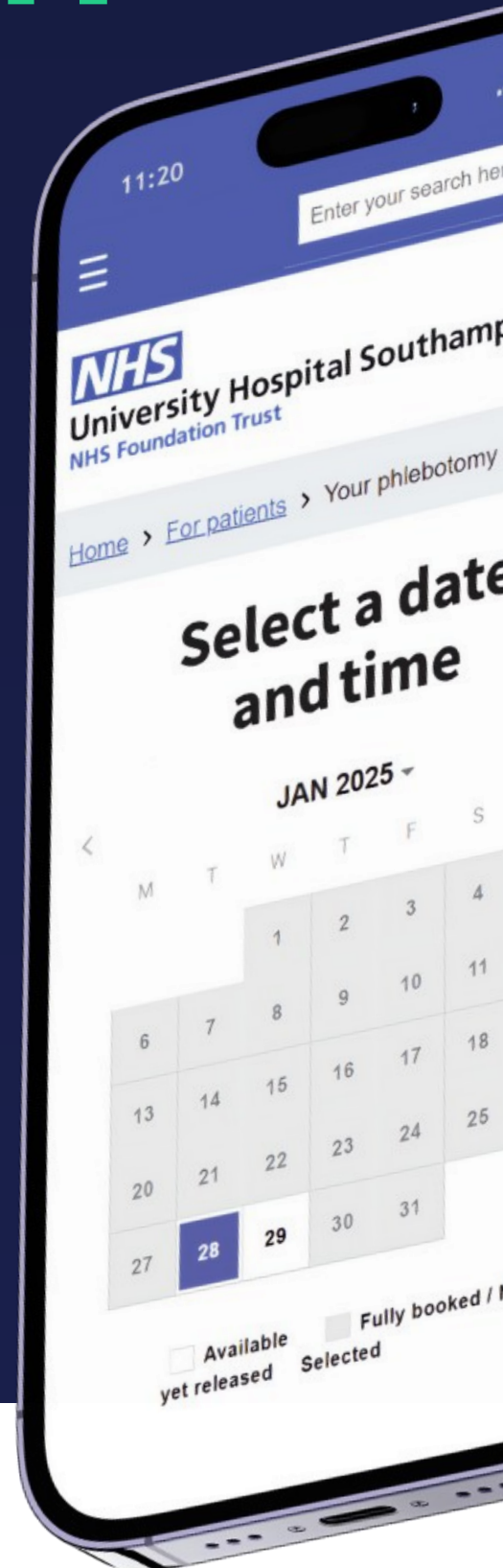


PHLEBOTOMY BOOKING SYSTEM.

Service Definition Document
G-Cloud 15.





About bookinglab

We're on a mission to redefine how people interact with public services, building a stronger, future-ready public sector. We power next-generation booking for the NHS, combining best-in-class UX, intelligent workflows, powerful admin tools, and advanced analytics to cut costs, boost efficiency, and improve service delivery.

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Phlebotomy bookings: the story so far

Our platform is trusted by some
of the UK's most progressive
NHS Trusts and Health Boards.



+ many other pioneering
healthcare organisations.

Crown
Commercial
Service
Supplier

01

The initial digitalisation

Legacy suppliers took the first step towards digitising phlebotomy booking, introducing basic online tools to handle growing demand. But the options that followed were flawed: either costly, overengineered platforms buried in wider systems, or cheaper tools built for unrelated B2C use cases. Both retrofitted. Neither purpose-built.

02

The period of stagnation

After an initial boom, innovation slowed and new functionality stalled. Legacy systems stopped evolving, leaving both staff and patients with tools that no longer meet modern demands.

03

The need for disruption

As the landscape shifts, the NHS increasingly looks for smarter tech and streamlined processes to keep up with rising demand, changing patient expectations, and growing cost pressures.



ISO27001 Accredited

We're ISO 27001 accredited, meaning data is protected by the highest security standards.

Data is encrypted at rest and in transit with TLS 1.2 and AES-256.

Secure APIs, role-based access, and multi-factor authentication prevent unauthorised access.



CE Plus and DSPT Accredited

Security and compliance are foundational aspects of our platform.

Our Cyber Essentials Plus and NHS Data Security and Protection accreditations demonstrate our commitment to highest level of verified cybersecurity protection.

04

We began our problem analysis

At this stage, we partnered with early adopter trusts and health boards of all sizes to identify where legacy systems were falling short — and to shape a solution that delivers real value today while future-proofing phlebotomy services for tomorrow.

05

Roll out starts and scales

We turned that feedback into action, rolling out the system to trusts and health boards across the UK. Strong early results drove rapid adoption and widespread uptake.

06

Ongoing feedback and development

As our user community grows, we continuously gather feedback to shape our roadmap, keeping the system laser-focused on real-world challenges, with innovation at its core.

Platform Overview.

For too long, teams have been stuck between costly platforms that overcomplicate or quick fixes that can't keep up. Both retrofitted. Neither built for phlebotomy. So, we worked closely with NHS teams to create a system with the technical depth to drive savings, improve patient experience, and stay within budget.

Powerful patient management tools. Complete flexibility. A best-in-class user experience. All designed to deliver smarter, future-proof services. Built for the next generation of phlebotomy services. Platform modules include:



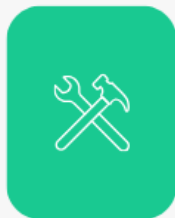
Booking Management

Any rule. Any process. Any pathway. One clinic or fifty. A hundred bookings or ten million. Complete flexibility. Total control.



Patient Management

Check patients in, update bookings, view key details, add notes, and reconcile data, all in a purpose-built tablet app.



Supporting Tools

Cost-effective tools for communications, staff rostering, call centre workflows, third-party integrations, and more. All built in.



Reporting

All the data you need. One clear view. Visualise, filter, and export custom data to improve service efficiency and plan strategically.

Product Options.

Phlebotomy Booking System

Our purpose-built phlebotomy booking system, with all off-the-shelf features included as standard. The platform is configured to your organisation's requirements, with full control over configuration and rules. Twenty hours of enterprise-level support are included per annum, alongside regular, user-led product updates.

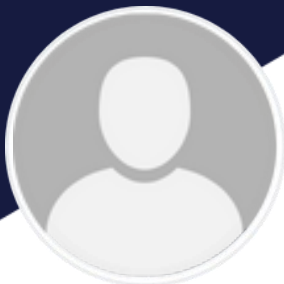
bookinglab days

bookinglab days can be purchased to customise the product to organisational requirements. They may also be used for additional work, including custom functionality and system integrations. Pricing is based on a day rate, with volume discounts available. Further details are provided in the pricing document.

TRANSFORM YOUR ENTIRE PHLEBOTOMY SERVICE.

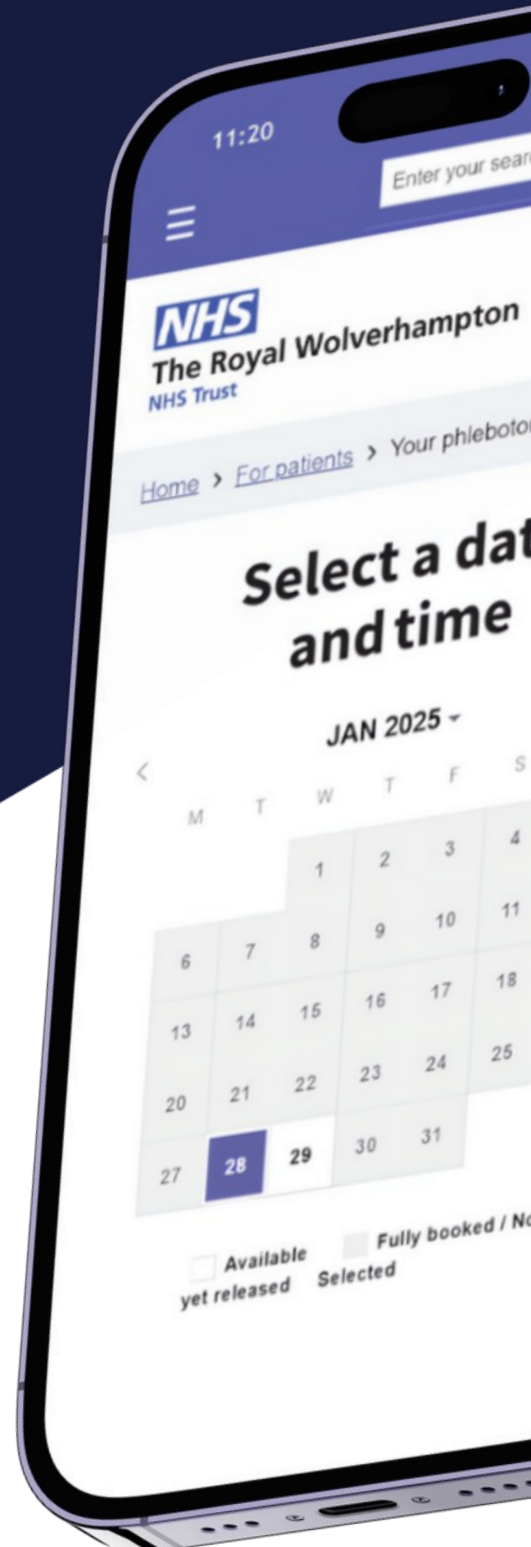
“

Since using the system, we've reduced SMS usage by 90%, delivering significant cost savings. ”



Laura Meacham

Matron – Adult Community Services
The Royal Wolverhampton NHS Trust



Product Overview: Bookings.



Purpose-built. Budget-friendly

Most Trusts face the same choice: pricey, overengineered platforms or quick fixes that fall short. Both retrofitted. Neither built for phlebotomy. We've worked with the NHS to change that. A purpose-built phlebotomy product. Everything you need, priced fairly.

The experience patients deserve

Deliver journeys that guide and adapt in real time. Keep patients informed at every step. Offer simple check-in via mobile or in-clinic screens, plus automated phone booking for those who prefer to call. More flexibility. Happier patients.

Huge time and cost savings

Shape rules and workflows around your service. Pathways and allocations adapt in real time to user needs, demand, and staff availability. Update every detail instantly, in-house. The result? Better capacity use. Less admin. Lower costs.

Complex workflows, tailored to you

Any rule. Any process. Any pathway. One clinic or fifty. A hundred bookings or ten million. We handle it all, so you don't have to. Complete flexibility. Total control.

Make short work of long queues

Our intelligent engine forecasts demand, fine-tunes allocations, and optimises capacity based on staff profiles and how each clinic runs. No bottlenecks. Less stress. Happier patients.

Powerful admin tools

Bookings, rostering, patient management, and analytics in one place. Approvals, notifications, and check-ins done in seconds. Smart search, multi-service workflows, bulk actions, and clear views keep admin simple. Configure services and resources, manage time blocks and availability, and set questions, guidance, and reports in a few clicks.

Smarter patient management

Everything staff need, right at their fingertips. Check patients in, update bookings, view key details, add notes, and reconcile data for accurate reporting. All in a purpose-built tablet app. More visibility. Better support.

Communication, redefined

Automate confirmations, reminders, updates, and feedback. Send guidance before and after visits. Use the mass emailer to reach the right groups in real time. True two-way communication. Less work. Lower costs.

The screenshot shows a tablet displaying the NHS The Royal Wolverhampton NHS Trust app. The header is blue with the NHS logo and the text 'The Royal Wolverhampton NHS Trust'. On the right, there is a language selector showing the UK flag and the word 'English'. The main content area is white and titled 'Check in for your appointment'. Below the title, it says 'Please enter your personal details'. There are three input fields: 'First name', 'Last name', and 'Date of birth'. The 'Date of birth' field is split into 'Day' and 'Month' sub-fields. At the bottom, there are two buttons: 'Cancel' and 'Submit'.

Workflows that work for you

Connect your booking platform with internal NHS systems, and other enterprise platforms to reduce admin, break down silos, and deliver joined-up services for staff and patients. Additional development required.

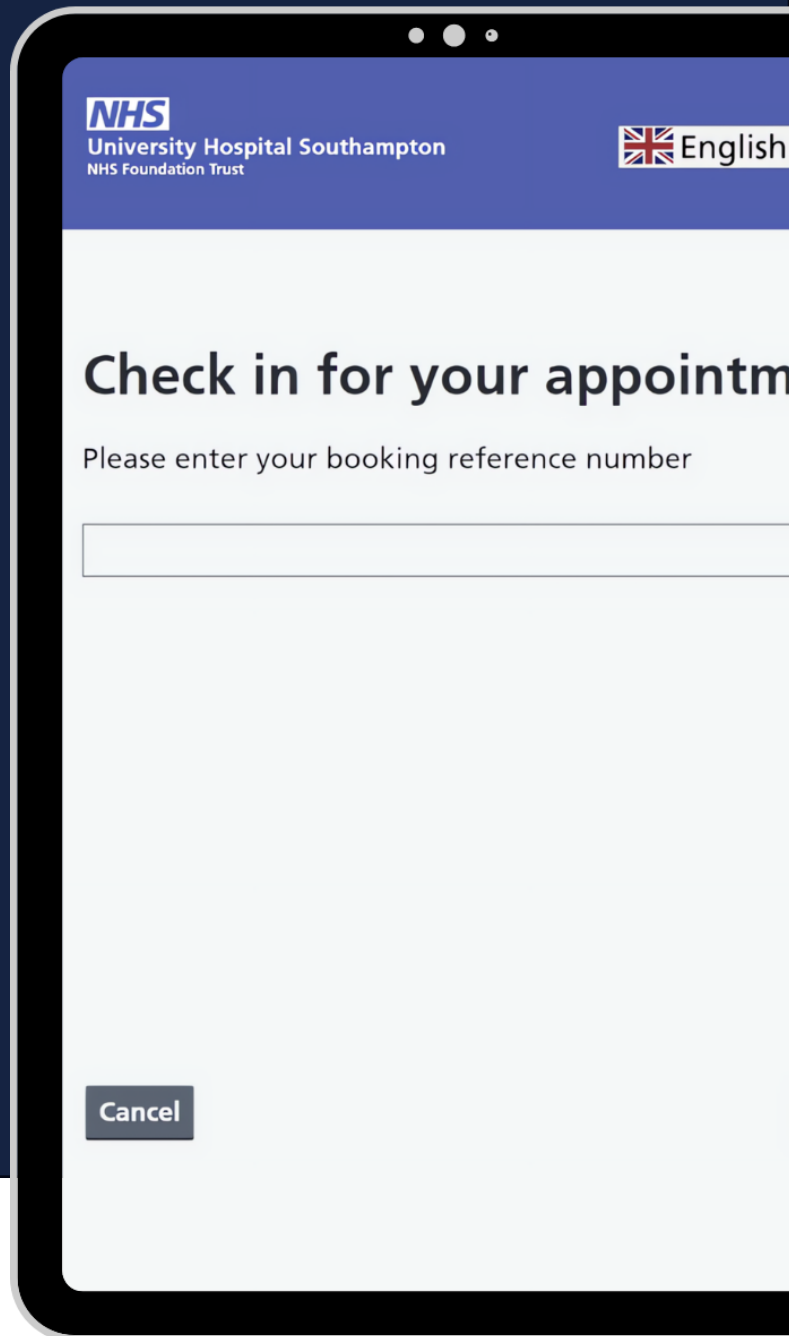
All your data. One clear view

From finger in the air to data-driven. Live dashboards track usage patterns, utilisation, user behaviour, DNAs, and unique service KPIs. Filter, export, and visualise the data you need to improve operations, forecast trends, and plan strategically.

Private Public Sector experience

Designed for the NHS. Intelligently built. Seamlessly connected.

Responsive journeys with assistive features, earlier availability options, and same-day access make booking effortless. Translatable guidance, real-time updates, and choice of channels keep patients informed and in control.



Bookings that work for everyone

From multi-channel access and assistive features to personalised journeys and automated guidance delivered by email, text, and phone, every step is designed to support every patient.

THE NEW STANDARD FOR PHLEBOTOMY MANAGEMENT.

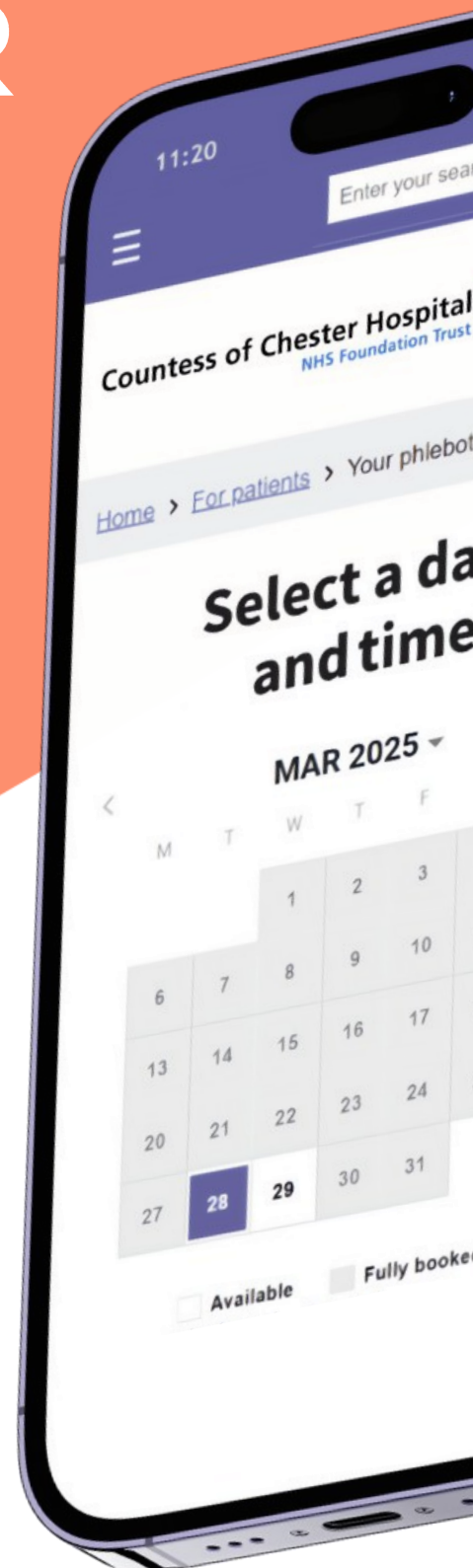
“

We saw phlebotomy teams stuck between overpriced platforms and underpowered stopgaps. So, we built a system with NHS teams that's purpose-built, cost-effective, and improves both efficiency and patient experience.”

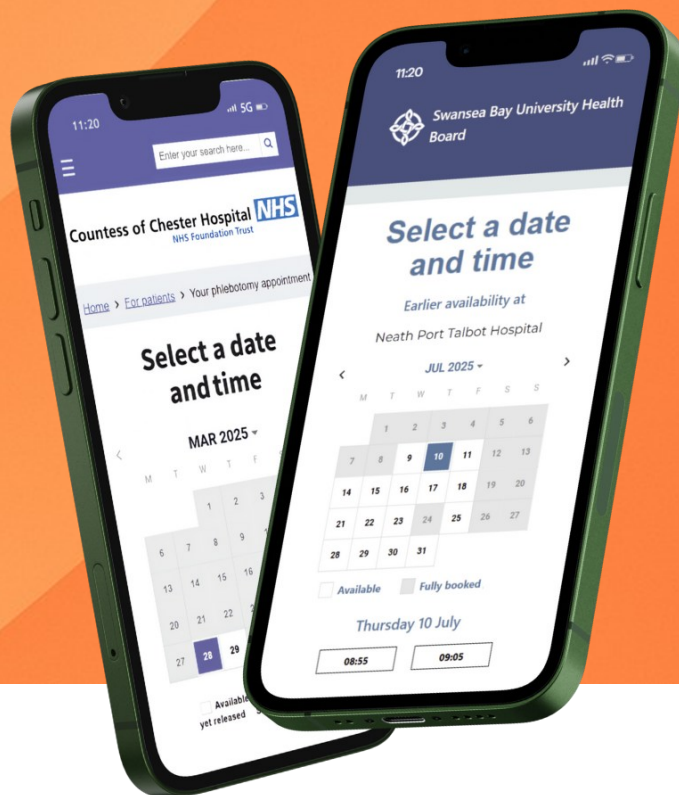


Chad Duggan

Chief Executive Officer
bookinglab



Transform The Patient Experience.



Never out of the loop

Keep patients informed and engaged with reminders, live updates, tailored guidance, and feedback loops. No confusion. Fewer no-shows. Smoother clinic experiences.

Fast and simple, every way you book

No online access? No problem. Patients can book by phone through an intelligent automated service that guides them step by step. Each booking is made and logged automatically. Seamless integration. No extra work.

A stress-free patient experience

No dead ends or repeat entry. Smarter footfall, flexible bookings, and real-time comms. Kiosk and tablet check-ins for visitors, with live visibility for staff. The result? No queues. No confusion. Smoother visits and 24/7 self-service. The modern service standard.

Accessible. Secure. Reliable

WCAG 2.2 AA and NHS DSPT compliant. ISO 27001, Cyber Essentials Plus, and clear data-retention schedules as standard. 99.95% uptime, guaranteed. Accessibility, security, and reliability are built into everything we do.

Product Features.

Below is a snapshot of key product features. The platform evolves continuously, shaped by user feedback. [Book a no-strings demo](#) to explore the latest updates in action.



		In-house	Competitors
Complex Booking Rules, Limits, and Workflows	✓	×	Limited
NHS UI and UX	✓	✓	×
Multiple Self Check-In Options	✓	×	Limited
Fully Configurable Booking Journey	✓	✓	×
Feature-Rich Admin Portal	✓	×	Limited
Cost-Effective Communications Suite	✓	×	×
Staff Rostering and Task Management	✓	×	×
AI-powered Scheduling and Resourcing	✓	×	×
Full Reporting Suite and Data Services	✓	Limited	Limited
Personalised Guidance Messaging	✓	×	×
Multi-Language Options	✓	Limited	Limited
Earlier Availability Feature and Automated Triage	✓	Limited	Limited
Open APIs For Integration With Internal Systems	✓	Limited	×
Additional Assistance Flags	✓	×	×

Product Integrations.

Below is a snapshot of potential integrations. Don't see what you're after? Reach out and we'll help tailor the platform to your integration requirements using our open APIs.



Internal NHS Systems

Integrate with existing NHS systems to exchange and update critical patient information via connected APIs.



NHS Design System

Adopt the NHS Design System to deliver a consistent, accessible, easy-to-use, safe, and reliable patient experience aligned with NHS branding.



Microsoft Enterprise Apps

Seamless integration with Microsoft Azure for SSO (included), Power BI for data analytics, Outlook for enhanced visibility, and more.



(Example)

Telephony Bookings

No online access? No problem. Enable self-service phone bookings through a fully integrated, automated service. Multiple providers available.



Notifications

Integrate with your chosen notification service to send automated, secure, and cost-effective email and SMS updates. We recommend Gov.Notify.



Custom Integration

Don't see what you're after? Reach out and we'll help tailor the platform to your integration requirements using our open APIs.

What makes this the **market-leading** Phlebotomy Booking System?

Advanced tech

Our feature set is unmatched. We built many of the tools the sector relies on, and we still set the standard for sophistication, scale, and reliability.

Proven impact

From a 7x ROI at Betsi Cadwaladr UHB to an 88% cost reduction at Royal Wolverhampton NHS Trust, we deliver results across every use case. Trusted by 120+ public sector organisations, we power over 30 million bookings a year.

We built the standard

We didn't hitch a ride. We built the route. From some of the first purpose-built systems to 100+ live use cases, we've worked with public sector teams to shape the processes and standards that now define service delivery.

User-led

Through user groups and surveys, we listen and build what you actually need. If it benefits everyone, it ships as standard. Our community meets through webinars and shared channels to share ideas, collaborate, and drive innovation. The result? A user-led platform built for the next generation of public services.

Service knowledge

We've helped shape booking standards across the public sector. It's more than technology. It's consultancy, guidance, and the shared insight of a UK-wide public sector community. We know what works. That's why teams trust us.

“Thanks to system-driven efficiencies, we've redirected savings into expanding service capacity.”



Rachael Surridge

Blood Sciences Service Manager
Betsi Cadwaladr University Health Board (BCUHB)

In partnership with BCUHB, we developed a system to streamline scheduling and manage high appointment volumes across multiple locations. Since launch, it has transformed the service by saving time through automation, improving patient flow, reducing reliance on costly service channels, minimising wasted capacity, and enhancing access with 24/7 self-service and clearer patient communication.

BCUHB's story in numbers:

£120k+

In annual cost savings

80%

Reduction in complaints

62%

Channel shift

How We Work.

Overview

Staging and production environments are setup by bookinglab, and access is provided to the client. Following this initial setup, the platform is configured by bookinglab, typically following the below steps.

How We (Typically) Work

Onboarding kick-off

1. Commencement call to confirm scope, timelines, and success criteria
2. Agree configuration approach and select best-fit workflows
3. Formal sign-off from key stakeholders

Build

1. Core system configuration aligned to agreed processes
2. Custom development, where required, to meet approved requirements
3. Data setup and environment preparation
4. Regular review calls to track progress and validate direction

Testing

1. User Acceptance Testing (UAT) cycle one
2. Issue triage, fixes, and configuration refinements
3. Final UAT and end-to-end validation
4. Formal sign-off from key stakeholders

Handover and Support

1. Go-live planning, deployment, and user training
2. Handover documentation and system guides produced
3. Support onboarding and Service Level Agreement activation
4. IT audit support and Quality Assurance review

Product Support.

Hours of Operation

Standard support hours are 8:30 – 5:00 GMT, excluding weekends and public holidays. However, in business-critical cases, we offer a 24/7 telephone helpline

Types of Support

Support is provided from our UK-based offices via the following channels:

Ticketed Support Helpdesk

Log issues, track progress, and receive timely responses from our UK-based support team.

Dedicated Account Manager

A named contact for guidance, reviews, and ongoing support tailored to your service

User Manual

Clear, step-by-step guidance covering key features, tasks, and workflows.

Community Forum

A shared space to ask questions, exchange ideas, and learn from other users.

Service Level Agreement (SLA).

SLA Explained

Available on all Enterprise Tiers, our Service Level Agreement (SLA) is our commitment to providing you with the highest standard of customer service, support and care. The following page displays the targets for initial follow-up and resolution targets for issues with different severities. Our Technical Support team will attempt to make contact within the response time goals described in the table on the following page.

Response Time

Priorities are assigned to issues reported via the ticketing system, based on the following guidelines. All issues reported electronically receive an immediate automated email confirmation and a tracking number. Technical Support will respond to the reporter by phone or email. As bookinglab cannot guarantee less than 24-hour response on issues tracked electronically, you should report Severity 1 issues by phone.

Resolution Time

Due to the complex nature of software development and operating environments, bookinglab cannot guarantee the time that it will take to resolve a ticket. In addition, our response times may be affected if a customer fails to provide requested information. We make our best effort to resolve issues as expeditiously as possible and while we attempt to provide fixes for serious issues, there might be cases where it is impractical or impossible to generate a fix, due to compatibility issues or the potential for introduction of unwanted side effects.

Service Level Agreement (SLA).

SLA Continued

Our Technical Support team will attempt to make contact within the response time goals described below:

Priority One (P1)

We respond within four hours, complete updates and basic fixes within one business day, and deliver code changes within ten business days.

Priority Two (P2)

We respond within one business day, complete updates within two business days, and agree resolution times case by case based on operational needs.

Priority Three (P3)

We respond within one business day, with update and resolution times agreed case by case between bookinglab and the customer.

Priority Four (P4)

We respond within one business day, with update and resolution times agreed case by case between bookinglab and the customer based on operational needs

Hosting, Security, and Accessibility.

Hosting

bookinglab offers flexible hosting options, including a dedicated multi-tenant platform built to public sector security standards. It is secure by design, quick to deploy, and flexible enough to meet the needs of different use cases. Each department has its own dedicated portal and database engine, running on shared, security-hardened application servers. This allows individual departments to adopt the system quickly and cost-effectively. All servers are used exclusively by UK public sector organisations, with data protection and GDPR requirements fully embedded.

Open Architecture

This is a flexible platform with extensive APIs for integration and further development. All data is fully exportable and transferable. bookinglab does not impose lock-ins or proprietary barriers that restrict access to your data.

Accessibility and Security

Our solutions comply with key regulations and standards, including the Data Protection Act (2018), Cyber Essentials Plus, UK GDPR, ISO 27001, ISO 27017, ISO 27018, NHS IGT/N3, PCI DSS, and WCAG 2.2 AA. Data is hosted in AWS and encrypted both at rest and in transit using TLS 1.2 and AES-256. Access is protected through secure APIs, role-based permissions, and multi-factor authentication to prevent unauthorised use.

The **industry-leading** public sector booking platform.

GovBook | Phlebotomy Booking System.



Any Questions?

Feel free to reach out to your
bookinglab account manager

www.bookinglab.co.uk

0333 444 0203

info@bookinglab.co.uk

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