INDUSTRY-LEADING PHLEBOTOMY BOOKING SERVICE.

GovBook | Phlebotomy Booking Service.

bookinglab

About the product

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, boost patient experience, and stay within budget.

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Product Comparison / Our Advantage

Phlebotomy booking: the story so far.

GovBook:

Our platform is trusted by some of the UK's most progressive NHS trusts and health boards.

NHS Countess of Chester Hospital NHS Foundation Trust

NHS The Royal Wolverhampton NHS Trust

NHS University Hospital Southampton NHS Foundation Trust

GIG CYMRU NHS WALES Bwrdd Iechyd Prifysgol Betsi Cadwaladr University Health Board

GIG CYMRU NHS WALES Bwrdd Iechyd Prifysgol Caerdydd a'r Fro Cardiff and Vale University Health Board

GIG CYMRU NHS WALES Bwrdd Iechyd Prifysgol Bae Abertawe Swansea Bay University Health Board

+ many other pioneering NHS 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 DSAP 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.

What makes GovBook the market-leading booking platform?

The most advanced.

Other systems rely on manual workarounds. GovBook does the heavy lifting—automated workflows, built-in triage, flexible overrides, and an unrivalled user experience.

The most feature-rich.

Most systems stop at scheduling. GovBook goes further. It combines rule-based workflows, AI-powered resourcing, and personalised guidance to streamline every step of the process. With cost-effective comms tools and real-time reporting, GovBook helps you reduce admin and improve service delivery.

The most adaptable.

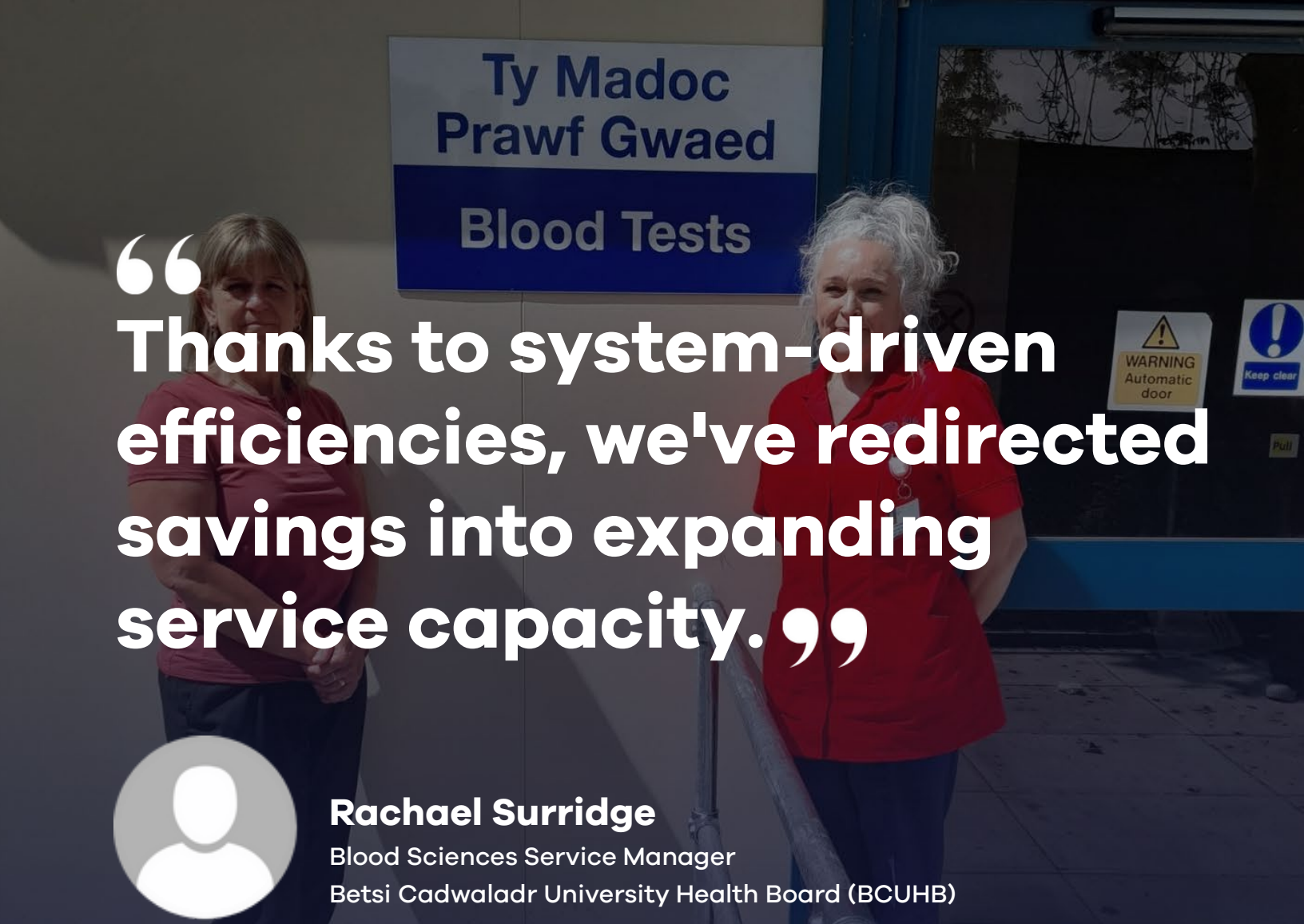
What worked two years ago doesn't cut it today. Expectations are higher. Budgets are tighter. GovBook keeps up — fully customisable, endlessly scalable, and built to evolve without costly rebuilds or rigid templates.

Built with you, not for you.

Your feedback drives every update, ensuring our system evolves to solve real-world challenges. No clutter.
No outdated tech. Continuous innovation at no extra cost.

Best-in-class user experience.

Our booking journey is built for a seamless, frustration-free experience. Intelligent rules, guided flows, and clear signposting direct patients to the right service — first time. It meets NHS Service Design Manual standards for style, speed, and simplicity, so you can be confident you're delivering a modern, end-to-end experience. Built around real needs. Setting the standard for usability.



“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 designed to streamline scheduling and manage high appointment volumes across multiple locations. Since launch, it has transformed the service—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 improved patient communication.

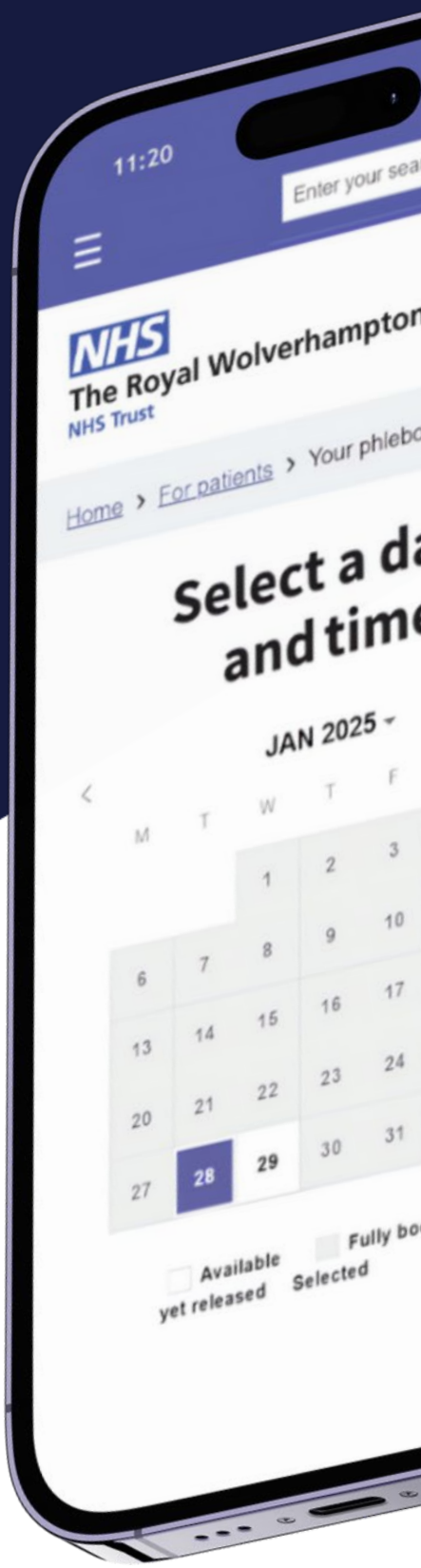
BCUHB’s story in numbers:

£120k+
In annual cost savings.

80%
Reduction in complaints.

62%
Channel shift

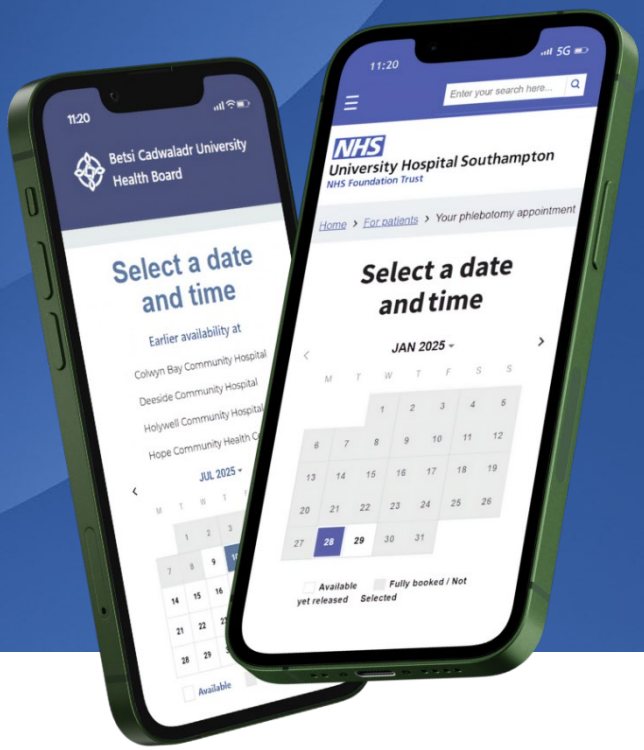
The Benefits For Your Organisation.



> “Since using the system, we’ve reduced SMS usage by 900%, delivering significant cost savings.”

Laura Meacham
Matron – Adult Community Services
The Royal Wolverhampton NHS Trust

Transform your phlebotomy service.



Streamline your admin.

Custom booking rules, decision trees, staff profiles, and automated notifications help you streamline approvals, scheduling, resourcing, and communication across multiple clinics.

Use data to improve service delivery.

Track usage, monitor outcomes, and continually optimise your phlebotomy service to increase first-time resolution rates, align resources with demand, and reduce the cost to serve.

Save thousands in comms fees.

Save thousands every month on communication costs—thanks to smart booking rules, built-in field validation, and seamless Gov.Notify integration.

Clean. Simple. Consistent.

Designed in line with the NHS Service Design Manual and branded specifically to your organisation—delivering a user interface that's clear, accessible, and best-in-class.

Break away from outdated systems and processes.

Reduce no-shows.

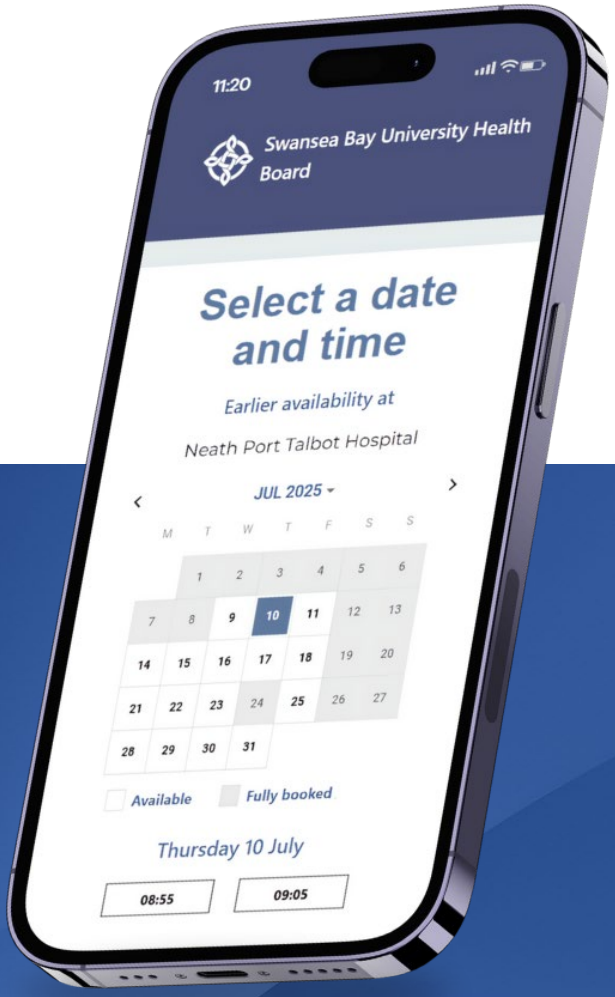
Keep patients in the loop with automated emails and texts for booking confirmations and reminders. Set up custom notification flows for pre-appointment guidance, post-appointment follow-ups, and more.

Simplify the who, where, and when.

Streamline resourcing and increase service visibility with integrated staff profiles and schedules. Once set up or imported, our intelligent scheduling engine automatically provides accurate availability, showing exactly when and where staff can be booked.

Secure. Accessible. Reliable.

Your phlebotomy booking system will meet WCAG 2.2 AA standards, comply with ISO 27001 and NHS DSPT requirements, and deliver a guaranteed uptime of 99.95% or higher.

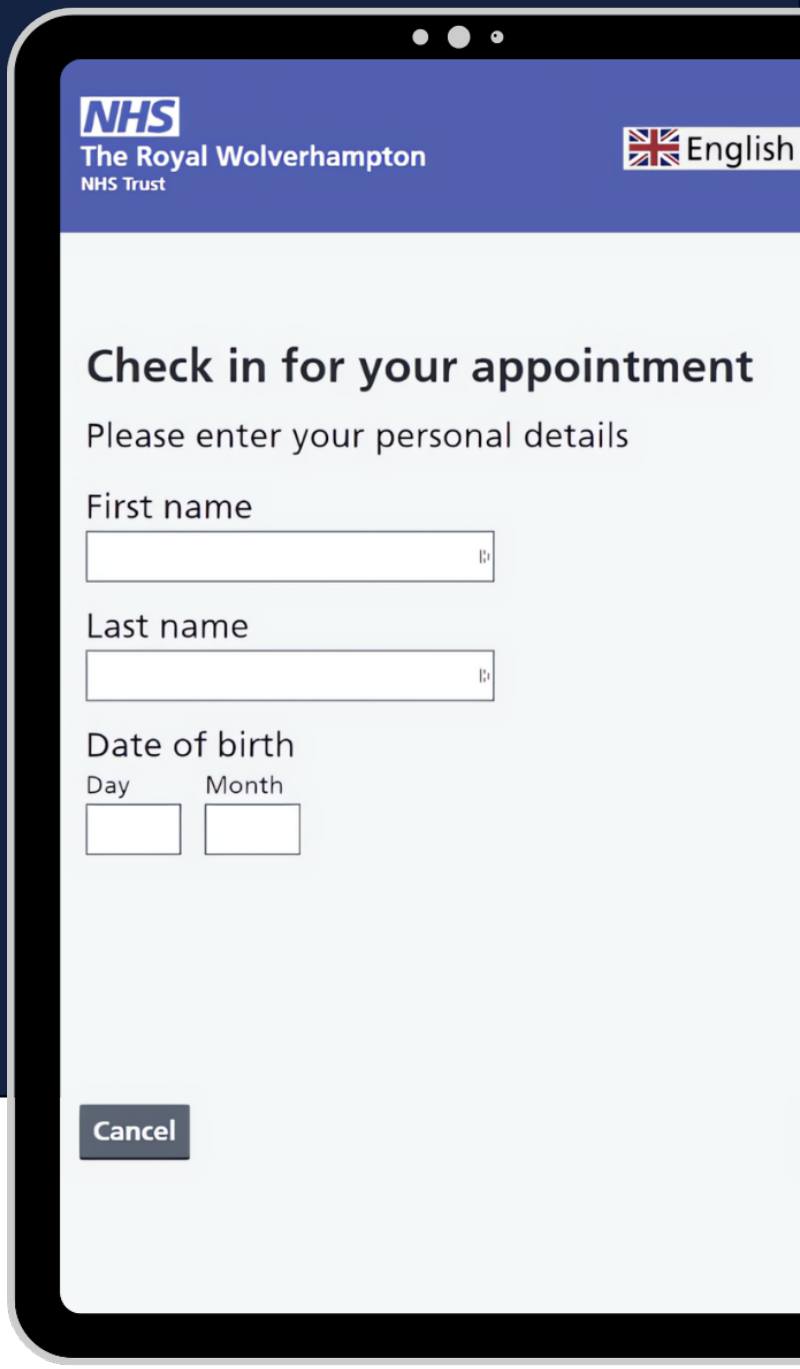


Automated triage.

Your booking journey will include an information and eligibility page, powered by a custom decision tree. It directs patients to the right service based on your business rules—cutting failure demand and freeing up staff.

Automate tasks. Save time.

Our industry-leading check-in app streamlines the arrivals process—so your team spends less time on admin and more time supporting patients. Easy to use and available in multiple languages, the app offers a range of check-in options to suit every patient.



Total Control. Total Flexibility.

Your service. Your rules.

Multi-level access permissions, override capability, audit trails, and the ability to easily edit service details and diaries allow your team to control and manage your service in real-time.

Make it your own.

From white-label branding to personalised notifications, you'll get a booking system built around your needs. Make changes without having to contact support—full control, total flexibility.

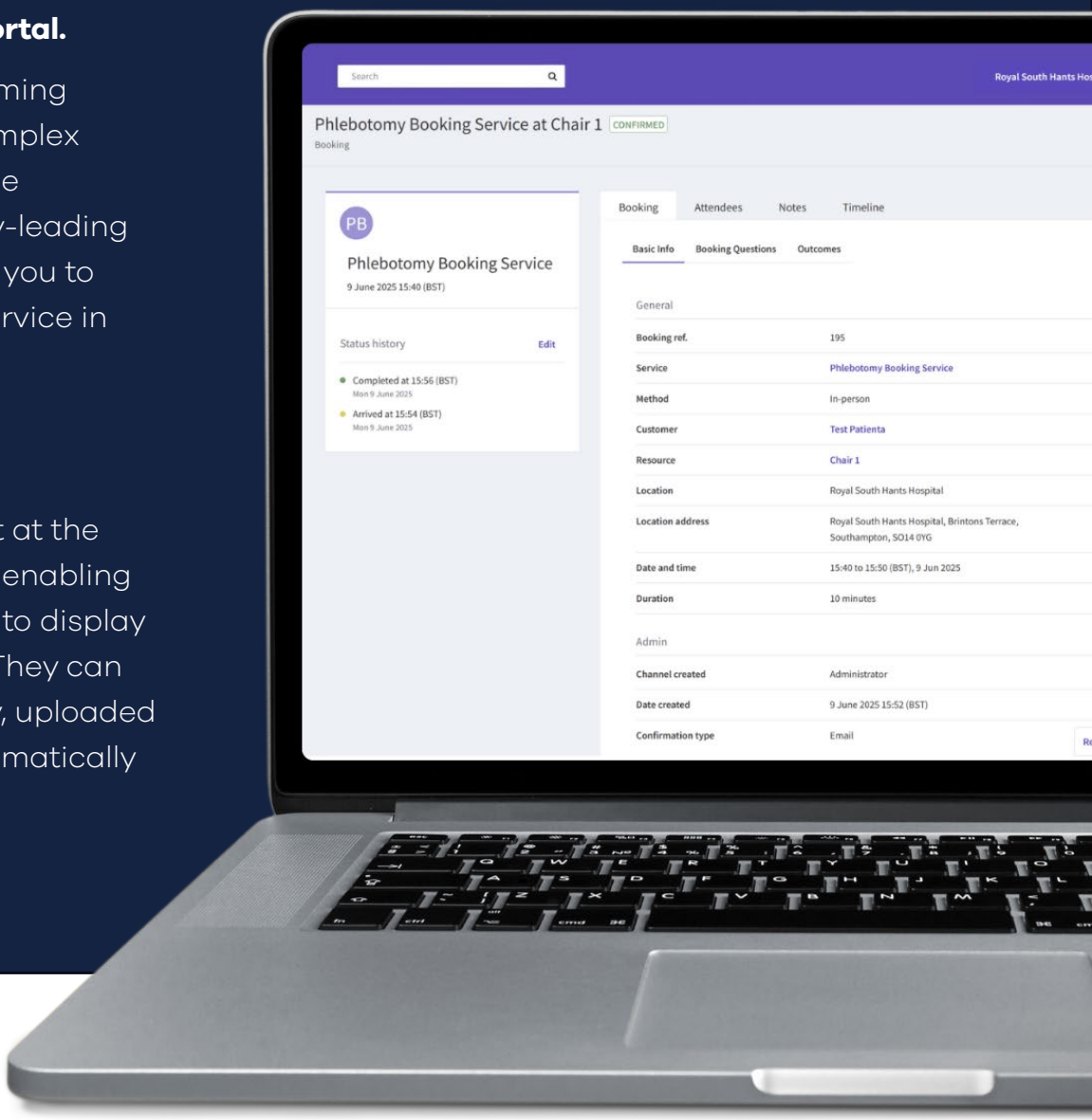
Tools for your team.

Feature-rich admin portal.

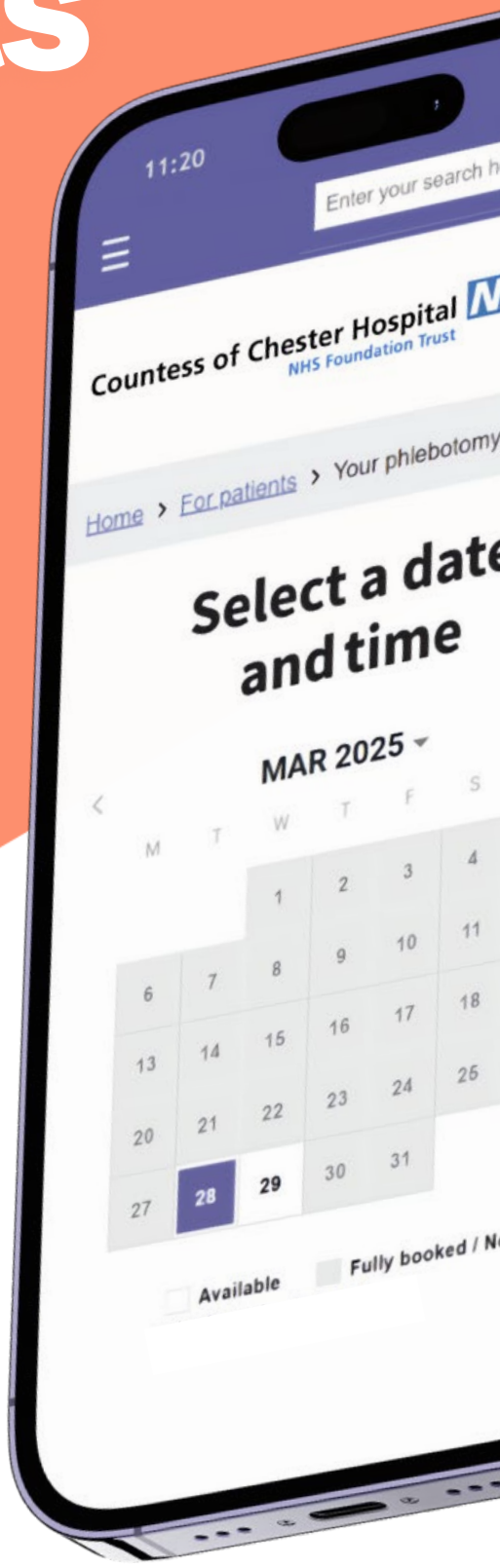
Automate time-consuming processes, simplify complex workflows and enhance reporting with industry-leading admin tools that allow you to manage your entire service in one centralised portal.

Staff schedules.

Staff schedules are set at the individual profile level, enabling the scheduling engine to display real-time availability. They can be managed manually, uploaded in bulk, or synced automatically via the system's API.



The Benefits For Your Patients.



“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

Meet the expectations of modern patients.

Transform the patient experience.

Deliver a best-in-class patient experience with secure 24/7 self-service, smart data-driven guidance, multi-language support, real-time updates, and seamless coordination across channels.

Everything they need in one place.

AI-powered scheduling and configurable time buffers balance demand, smoothing out spikes and lulls. Say goodbye to over- or under-capacity, reduce wait times and queues, and deliver a faster, more efficient experience.

Effortless self-service.

With custom decision trees for eligibility checks, personalised guidance messages, built-in address lookup, and an earlier availability feature, patients can quickly find and book the right the service first time. Less confusion, more patient satisfaction.

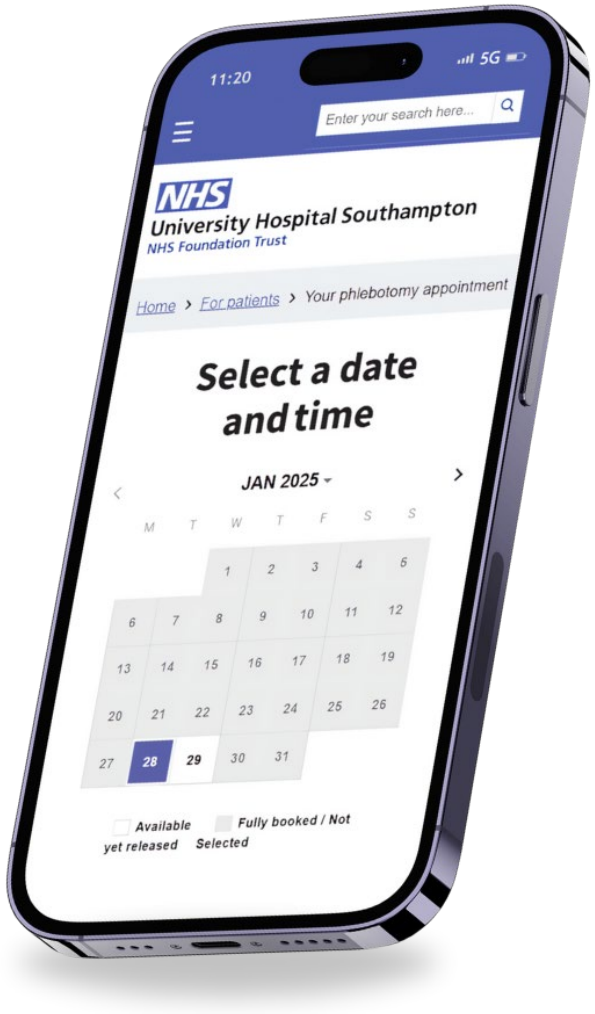
A seamless in-clinic experience.

Patients can check in quickly and independently using our intuitive self-service kiosk or tablet—helping to cut queues and reduce wait times. For those who need assistance, staff can manage arrivals just as easily through our responsive check-in module.

Tried and tested. Best-in-class.

Two-way comms channels.

Keep patients informed at every stage with custom notifications triggered by key events—like confirmations, reminders, amendments, and follow-ups. Automated and timely, these messages reduce no-shows, improve engagement, and give patients the clarity and confidence they need throughout their journey.



Earlier availability.

Once a slot is selected, patients are automatically notified if earlier availability exists at another location—giving them more choice, greater flexibility, and added peace of mind. This not only improves the patient experience but also helps make better use of cross-clinic capacity and reduces unused appointment slots.

Personalised guidance messaging.

Based on each user's input, the system delivers personalised prompts to guide them through the booking journey—making the process simple, clear, and accessible. This reduces failure demand, supports even the less tech-savvy, and encourages greater uptake of digital channels —driving real progress on channel shift.

The GovBook difference.

Built hand-in-hand with NHS teams across England and Wales, our phlebotomy solution is purpose-built for this use case — not retrofitted. It's modern, feature-rich, and designed to solve real challenges. Powerful. Practical. Unmatched value. It's the new standard.

	bookinglab	In-house	Competitors
Complex Booking Rules and Limits	✓	×	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
Scalability, Security, and Robustness	✓	Limited	Limited
Automated Triage	✓	Limited	×
Regular Product Development Cycles	✓	×	×

The award-nominated public sector booking platform.

GovBook | Phlebotomy Booking Service.

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Any Questions?

Feel free to reach out to your bookinglab account manager

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