

City & Guilds Assured Case Study

Icon Medical Group

Icon Medical Group provides quality private nursing and caregiving services, caregiving training and second medical opinion consultation services through its team of experienced medical, nursing and training professionals.

Icon Medical Group set out to grow the business, increase revenue and to enhance progression opportunities for their learners by aligning their brand with a global quality standard.

Key objectives



Enable progression



Strengthen the brand



Grow revenue

Impact

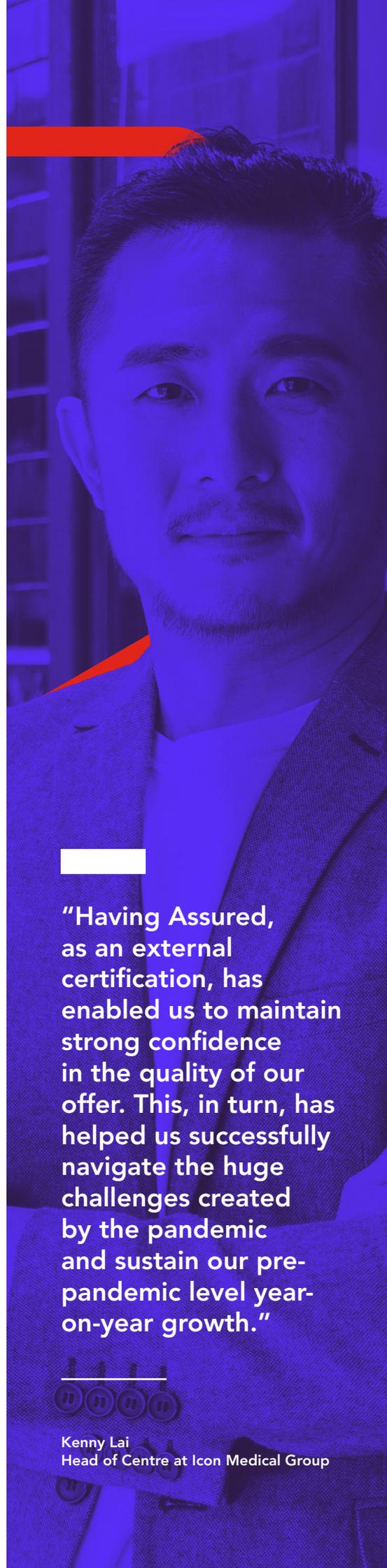


Consistent rating by learners



Additional industry awards won

To find out how you can realise your business potential visit cityandguilds.com/recognition-services



"Having Assured, as an external certification, has enabled us to maintain strong confidence in the quality of our offer. This, in turn, has helped us successfully navigate the huge challenges created by the pandemic and sustain our pre-pandemic level year-on-year growth."



Kenny Lai
Head of Centre at Icon Medical Group