

## Helicon Health manages cash flow with Caxton Business

“Knowing that my bottom line is fully protected at the required level, I am now free to focus on business growth, with the excellent support of Caxton.

**Tony Bowden, Chief Executive Officer, Helicon Health**

### Keeping up with demand and cash flow

'Like other healthcare suppliers, the increase in order sizes means that companies in this sector don't have sufficient funds to place deposits for the larger orders', said Tony Bowden, Chief Executive Officer of Helicon Health. Additionally, the NHS typically only makes payment once goods have been received, so companies not only have to fund the order once it has been placed, but continue to do so even after delivery which ultimately means, managing cash flow can be a real problem.

### Tailor-made hedging solution and great support

Working with Helicon Health to understand their challenges, Caxton were able to offer a credit line and a tailor-made hedging solution for their international payment needs. This enabled a significant improvement in their approach to managing foreign currency requirements, whilst protecting the bottom line.

Now that Helicon Health have their cash flow requirements fully managed and under control, they are able to focus on servicing the healthcare industry. 'Ongoing support via our dedicated relationship manager at Caxton provides additional value to the fantastic service that Caxton provides' said Tony Bowden.

## CASE STUDY



Helicon Health provides digital healthcare that helps clinicians and patients collaborate effectively for better shared care, closer to home

More recently, due to the COVID-19 pandemic, Helicon Health has seen a substantial growth in demand for medical equipment and virtualisation technology within healthcare settings. They are also a key supplier for an NHS children's hospital in Liverpool.

### The benefits



**Credit line to support cash flow**



**Protecting profits against adverse currency fluctuations**



**Cost certainty**

For more information about how to take control of your payments, visit [www.caxtonfx.com/health](http://www.caxtonfx.com/health) or call **020 7042 7611**