This is an exciting time for Imperial Private Healthcare. Our end-of-year report shows that we have increased our financial contribution to the wider Trust by more than 12 per cent in the past year. With our income being used to support patients in both our private and NHS services, this is excellent news. It means we are able to continue to offer outstanding care to all our patients.

In April, we welcomed our new Chief Executive, Dr Tracey Batten, who brings vast experience of managing healthcare organisations to the Trust. I echo Dr Batten’s sentiments on page 4 that our Trust is in the enviable position of having private and public services co-located, meaning patients are in safe hands throughout their journey with us.

I am in admiration of the incredible work our plastic and reconstructive surgery team perform (see page 5). They carry out a large number of reconstructions every year, and the success rate of microsurgery to transfer tissue is remarkable – almost 100 per cent.

We continue to invest in innovation to ensure patients have the quickest and most comfortable treatments available – for example, Trust surgeons are using state-of-the-art robots to carry out complex procedures with minimal invasion, more precision and, therefore, quicker recovery rates (pages 6-7).

Likewise, in radiotherapy, our latest LINAC machine will provide treatment of tumours with greater precision, and a new CT scanner will produce superior images with a smaller but more effective dosage administered to patients (pages 8-9).

It is encouraging to see a common response when colleagues are asked “what makes Imperial Private Healthcare successful” – and that is consistent and continuous high-quality care. Sister Rebecca Foley-Saeed (page 10) says it’s about a passion to make patients’ experiences great from the moment they walk through the door. Our plastic and reconstruction surgeons attribute their success to everyone collaborating to deliver a first-class service. I’d like to think that is how everyone within the Trust feels.

TG Teoh
Time for tea at Charing Cross

In response to patient requests, Charing Cross Hospital has extended its afternoon high tea menu to include an Arabic version. The tasty offering includes pitta, freshly made hummus, olives, baklava and a selection of sandwiches, with tea or coffee. This menu is only available at Charing Cross, but a traditional English afternoon tea including cakes and sandwiches is available at both Charing Cross and the Lindo Wing of St Mary’s.

Appointments strengthen Trust’s neurology knowledge

Two neurological consultants have joined the Trust. Dr Yen Tai has an interest in movement disorders, headaches and strokes, and runs a multi-disciplinary Parkinson’s disease clinic that treats patients with complex needs. Dr Pooja Dassan has specialist expertise in headaches and the neurological conditions and issues of pregnant women or women wishing to become pregnant, and provides a pre-pregnancy counseling service. Both doctors are based at Charing Cross Hospital.

You can contact Dr Dassan or Dr Tai through our customer services manager on +44 (0)20 3311 7700 or by emailing private.healthcare@imperial.nhs.uk

New partnership to fund trials into brain tumour behaviour

The brain cancer service at Imperial College Healthcare NHS Trust is joining a network of Brain Tumour Research Centres of Excellence to help steer research into the biggest cancer killer of adults under 40 and children. The partnership with charity Brain Tumour Research aims to raise £1 million a year towards studies involving clinicians at the Trust’s neuro-oncology unit at Charing Cross Hospital and scientists from across Imperial College London.

London, Oxford and Cambridge unite for major research initiative

A groundbreaking medical research initiative has launched at Imperial College London, translating research from London, Cambridge and Oxford into new healthcare applications. MedCity is modelled on the successful Tech City investment organisation and will position the London-Oxford-Cambridge life sciences sector as a world-leading cluster that will match the financial sector in its importance to the UK economy. Mayor of London Boris Johnson launched MedCity at Hammersmith Hospital in April.

You can contact Dr Dassan or Dr Tai through our customer services manager on +44 (0)20 3311 7700 or by emailing private.healthcare@imperial.nhs.uk

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Dr Batten was watching from Sydney, Australia, where she was group chief executive officer for St Vincent’s Health Australia, which spanned public and private hospital and aged care sectors, alongside teaching and research activities.

“When I accepted my new role in the UK, I was delighted to discover that the Lindo Wing, where this historic moment had taken place, was part of the Trust,” says Dr Batten. “It’s a very exciting environment.”

Now that Dr Batten is working within the Trust, she recognises clearly why the Lindo Wing and Imperial Private Healthcare more broadly, has the reputation it does – not just for maternity patients, but across all services and sites.

“There are significant benefits to having private facilities within an NHS Trust, Dr Batten explains. “Firstly, it gives patients greater choice in the healthcare that they can access. Secondly, a critical mass of services on a site, where all the facilities are together, translates to the best clinical outcomes. And thirdly, it benefits all patients in the community, since the revenue we generate from private care helps to provide better facilities and equipment for our NHS patients too.”

“Also, our staff are available on site more often, as they split their private and NHS commitments.”

Private healthcare is critical to the ongoing future success of the Trust and ensuring that patients continue to benefit from the highest quality care.

“It means we can offer more choice to our patients with diverse needs and find ways to improve patient experience overall,” says Dr Batten. “Our private services underpin the public work we do across all facilities. I am committed to delivering a strong private option within this Trust long into the future.”

“A critical mass of services on a site, where all the facilities are together, as we have here at the Trust, translates to the best clinical outcomes.”

In April, we welcomed our new chief executive, Dr Tracey Batten, who brings from Australia extensive skills of running a major healthcare organisation. Speaking to Inside Private Health, she outlined the benefits of private/state healthcare partnerships.

Like much of the world, Dr Tracey Batten’s first window into Imperial Private Healthcare was when the Duke and Duchess of Cambridge stepped out of the Lindo Wing with their newborn son, Prince George, raising global interest in the facility at St Mary’s Hospital.
Delivered by a highly qualified team, Imperial Private Healthcare’s plastic surgery offering is broad – covering reconstructive and cosmetic treatments.

“When everyone is geared to deliver a high level of care. The whole journey is seen through by experts. A lot of the procedures we do are deemed inoperable elsewhere.” Navid Jallali, plastic and reconstructive surgeon

When a patient’s leg is so badly damaged that it is considered for amputation, or tissue transfers are deemed too intricate to carry out, it takes experienced surgeons to rise to the challenge.

At St Mary’s and Charing Cross hospitals, such inspiring procedures are an almost daily affair for the plastic and reconstructive surgery team.

A strong reputation
The Trust is one of the UK’s busiest centres for plastic surgery and reconstruction. Most of the skin, head, neck and breast operations are on cancer patients, where defects from a tumour removal require complex microsurgery. Tissues with blood vessels are transferred from one part of the body, with arteries and veins stitched together to maintain blood flow. A good success rate is 96-98%. Across Imperial College Healthcare NHS Trust, the failure rate is less than 1%.

Mr Navid Jallali puts this down to close collaboration. “Everyone is geared to deliver a high level of care, from the moment a patient is assessed, through theatre, and post-operatively on the ward.

“The whole journey is seen through by experts. A lot of our procedures are deemed inoperable elsewhere.”

Given the complexity of the team’s work in supporting the Trust’s Major Trauma Centre, it is particularly impressive that its outcomes for extremity reconstructions on severe injuries are among the best published anywhere in the world.

Different challenges
The team also incorporates surgeons with particular experience in limb and hand issues.

Our plastic surgery offering includes high quality cosmetic surgery, from rhinoplasty and facelifts to body-contouring procedures that are becoming popular with women after giving birth.

“We offer an array of cosmetic procedures,” says Mr Jallali. “These are carried out by competent, well-trained surgeons – and all within a major teaching hospital, so we have the back-up of NHS services should we need it.”

For more information, contact the Lindo Wing or Charing Cross private outpatients teams on +44 (0)20 3312 1913 or +44 (0)20 3311 1148 respectively, or visit www.imperial.nhs.uk/privatehealthcare/services
NASA and the US Department of Defense pioneered robotic telesurgery 25 years ago to treat astronauts in space and soldiers on the battlefields, kickstarting the evolution of minimally invasive procedures. Today, Imperial Private Healthcare consultants are among those at the forefront of robotic surgery in the UK.

“All your movements in the console are mimicked – it’s extremely intuitive. The robot’s arms are effectively an extension of your own.”

When Professor Darzi obtained a da Vinci surgical robot for the Trust in 2001, only a couple of dozen had been produced worldwide. Today, by virtue of that extensive experience and thanks to some ground-breaking initiatives, Imperial College Healthcare NHS Trust has one of the most skilled and experienced teams of robotic surgeons in the UK.

The Trust’s robot first demonstrated its value in 2004, when a group of surgeons at St Mary’s Hospital, including consultant urologist Mr Justin Vale, led the UK’s first formal robotic prostate removal programme.

“We all continue to benefit from that,” says consultant urological surgeon Mr Erik Mayer. “Without prostatectomies, robotic-assisted surgery would not have taken off in other specialisms and be as sustainable as it is now.”

Improved outcomes for patients

Robotic surgery offers potential additional benefits to patients – including enhanced recovery, reduced blood loss and a quicker return to normal health and daily living. From a cosmetic point of view, the smaller incisions generally result in smaller scars. As it is in high-definition 3D, as opposed to 2D, the surgeon has improved precision, control and depth perception. The view and light are also magnified.
“With conventional minimally invasive surgery, you’re standing for long periods, which can amplify hand tremors. You don’t have that with robotics, as you’re sitting down in a console.”

“IT’S MORE COMFORTABLE FOR THE SURGEON, TOO”, explains Mr Krishna Moorthy, a consultant surgeon in bariatrics and upper gastrointestinal surgery: “With conventional minimally invasive surgery, you’re standing for long periods, which can amplify hand tremors. You don’t have that with robotics, as you’re sitting down in a console.”

“The learning curve is short,” he adds. “It’s mainly getting used to the controls for the feet and arms, and the camera. All your movements in the console are mimicked at the operating table – it’s extremely intuitive. The robot’s arms are effectively an extension of your own.”

Private patients at the Trust further benefit from being treated as part of an NHS hospital. A private patient due to have a robotic procedure, for example, will be managed in line with the wider organisation’s targets and processes, which include steering all treatment decisions through peer review and the multidisciplinary team process.

A collaborative research culture
The Trust’s surgeons carry out around 30 robotic surgeries a year – though in the UK, robotics is rare. “As we had the first centre, we are in the top echelon in the UK,” says Mr Mayer, “and we have a world-class programme of research.”

The Trust’s state-of-the-art surgical innovation centre runs clinical and research work in parallel, supporting the Trust’s status as an academic health science centre.

“That’s the ethos of the academic organisation, and our research and clinical strength – we can quickly translate our discoveries into action,” says Mr Mayer.

“Being robotic surgeons allows us to develop our robotic research programmes in a way that will ultimately improve the quality of surgical practice and the care our patients receive. We do things collaboratively – putting the patients at the centre, and making sure clinicians, academics and all resources are aligned, and delivering innovative solutions quickly.”

So what’s the potential for robotic surgery? “It is the future,” Mr Moorthy stresses. “One day, robots may be smaller, cheaper and more user friendly, and as robotics gets more exposure, patients will request it. When that happens, the Trust will be ahead of the game.”

If you have any questions about robotic surgery at Imperial Private Healthcare, get in touch with our customer relations manager on +44 (0)20 3311 7700.

ROBOTIC MILESTONES AT THE TRUST

2004 Mr Justin Vale and colleagues start the UK’s first robotic prostate removal programme.

2010 At St Mary’s Hospital, a 67-year-old woman is the first patient in the UK to have scarless neck surgery.

2013 Mr Krishna Moorthy and Mr Sanjay Purkayastha performed the UK’s first gastric bypass surgery using robotics.
More than 60 years ago, Hammersmith was one of the first hospitals to use the Linear Accelerator (LINAC) for cancer patients. Since 1953, the LINAC has gone through many evolutions, becoming the “workhorse” of most radiotherapy centres worldwide. Imperial Private Healthcare is pleased to announce that Charing Cross has just taken delivery of a new top-of-the-range model.

LINAC units emit high-energy x-rays that accurately target tumours. With an estimated 40 per cent of cured cancer patients having undergone radiotherapy – second only to surgery in effectiveness – the further development of this technology will be critical.

Precision and speed
Imperial College Healthcare NHS Trust has four LINAC units at Charing Cross. Its latest addition, the TrueBeam, will allow the team to carry out more complicated radiotherapy called RapidArc, which is significantly quicker than other technologies and ensures a greater dose reaches the
tumour rather than surrounding healthy tissue. The hospital can also now target more minute areas, particularly brain lesions, with highly focused radiation beams.

Suzanne Harrow, a radiographer at Charing Cross Hospital, explains. “In the past, we were constrained by x-ray technology that produced square or rectangular beams – and not many tumours are cube-shaped. Modern LINAC units allow us to move the beam to cut off the corners of the block to create complex shapes that closely match a tumour.”

Radiotherapy that conforms to specific tumour shapes can reduce side effects. This is especially true in the head and neck, where tumours grow in odd shapes and many structures are sensitive to radiation.

Improved imaging
The imaging technology within the new LINAC unit is more sophisticated, adds Suzanne. “Now, rather than seeing a flat 2D image, we can look three-dimensionally to be certain we are in exactly the right place. Over time, if we see that the tumour is shrinking, we will be able to adjust the treatment accordingly.”

The TrueBeam LINAC unit will be in use later this year. As part of quality-control procedures to ensure patient safety, the physics team spends six months measuring every output.

Groundbreaking CT scanner
Charing Cross Hospital has also taken delivery of the UK’s first radiotherapy CT scanner with specific software that produces high-quality images with lower dosage to patients.

“If you require several CT scans, the dose accumulates within the body,” says Suzanne. “Anything we can do to reduce dosage is valuable.”

There are multiple benefits. It is quicker than the CT scanner it replaced, so patients won’t have to hold an uncomfortable position for as long. Also, the new scanner has software that factors breathing movements into each analysis and means staff can focus more on the tumour than the surrounding tissues – an advantage particularly in studying lung cancer.

BREATH-CONTROL TECHNIQUE OFFERS SAFER BREAST CANCER TREATMENT

Imperial College Healthcare NHS Trust is one of the first organisations to pioneer deep inspirational breath hold (DIBH) techniques that protect the heart during the treatment of left-sided breast cancer.

Because radiation to the heart increases the risk of future cardiac issues, delivering an adequate dose to the left breast while sparing surrounding tissue is a major challenge.

Using DIBH techniques, patients breathe through a mouthpiece connected to equipment that measures the volume of air going in and out of the lungs. During a breath-hold, the breast/chest wall moves away from the heart, enabling radiographers to deliver the treatment beams and avoid the heart.

The team is also trialling a method where patients control their breathing without the equipment. This voluntary technique can also reduce heart exposure and, therefore, long-term and potentially fatal side effects.

For further information on this technology, contact Suzanne Harrow on +44 (0)20 3311 1743.
Imagine your mother, your sister or your son was going into hospital. How would you like them to be treated? How would you care for them?

That’s how senior sister Rebecca Foley-Saeed motivates colleagues to make patients feel valued. “We should nurse patients as if they are our family,” she says. “There is a culture and passion here to care for people – and one another – and make patients’ experiences with us great. They should be welcomed by friendly staff when they walk through the door. Then they’ll know they made the right decision in coming to us.

“We have a very cohesive team. We use few bank or agency nurses, so there is continuity. If patients return, they feel like they are coming back to a family.”

Quality nursing is about meeting expectations, says head of nursing Karen Powell. “Patients want good clinical outcomes and a seamless experience – nurses delivering the right skills and information at the right time. Knowledge is power. Patients feel empowered if they know what to expect.”

Keeping everyone happy
As well as clearly communicating treatment plans to patients, how nurses liaise with relatives is a critical part of providing quality care.

“We deal with a lot of cancer patients here at Hammersmith Hospital,” says Rebecca. “It’s stressful for carers and relatives. We have to look at their psychological needs. We need to be approachable if they wish to talk. My office door is always open.”

Developing these softer skills, as well as clinical abilities, is part of each individual’s personal development plan, says Karen. “We ensure our staff feel supported through appraisals and mentoring from internal role models. They have customer care training and access to education programmes that suit their needs and help them develop broader skills. Happy staff make happy patients.”

“Consistently, we receive comments around the high-quality care, comfort and compassion given,” reflects Karen. “Some patients have even nominated nurses for our internal recognition awards. It’s wonderful to hear that.”

“The ultimate goal of nursing is to provide a good and safe clinical outcome – but how you do that is as much a part of high-quality care as the end result.

“BRILLIANT STAFF”
A May 2014 survey of patients, family and friends highlighted the excellent standard of care at Imperial Private Healthcare.

Here is just a sample of comments.

“Staff are extremely considerate, competent and friendly.”

“The kindness and professionalism was outstanding.”

“From my first treatment, all my fears have been alleviated.”

If you wish to feedback on your care at Imperial Private Healthcare or make any suggestions, contact our customer relations manager on +44 (0)20 3311 7700 or email private.healthcare@imperial.nhs.uk
Tel: +44 (0)20 3311 7700   Email: private.healthcare@imperial.nhs.uk

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Lindo Wing, St Mary’s Hospital, Praed Street, London W2 1NY

CHARING CROSS
Thames View, 15th Floor, Charing Cross Hospital, Fulham Palace Road, London W6 8RF

WESTERN EYE
Western Eye Hospital, 153-173 Marylebone Road, London NW1 5QH

HAMMERSMITH
Robert & Lisa Sainsbury Wing, Hammersmith Hospital, Du Cane Road, London W12 0HS

QUEEN CHARLOTTE’S & CHELSEA
Sir Stanley Clayton Ward, Queen Charlotte’s & Chelsea Hospital, Du Cane Road, London W12 0HS
With over 400 consultants covering every medical, diagnostic and surgical specialty, we care for our patients whatever their healthcare needs. Our partnership with Imperial College London means that many of our consultants are involved in cutting edge research, to provide the most up-to-date treatment for patients.

As well as offering all the benefits of private healthcare, all our profits are reinvested to support our NHS services. So choosing to have treatment with us in turn benefits many more patients in the community.

At Imperial Private Healthcare, our patients experience the best of both worlds – modern private facilities providing world class consultant-led care in the reassuring setting of some of London’s most trusted NHS hospitals.

For more information on our private healthcare services please contact our customer relations manager on:

Tel: +44 (0)20 3311 7700 (0900 to 1700 GMT)
or email: private.healthcare@imperial.nhs.uk

For information on our consultants please visit www.imperial.nhs.uk/privatehealthcare