

The Women's Wellness Centre

Statement of Purpose

September 2007
Version 3

Statement of Purpose

Introduction

ObsgynCare's Women's Wellness Centre aims to become the private centre of choice for women in West London needing out-patient consultations in obstetrics and gynaecology. The Women's Wellness Centre has been operating since October 2005. It has been conceived and configured to the specific needs and convenience of women clients or patients who require private out-patient consultations in this field. We undertake to deliver on a consistent basis the highest standards of care and service dedicated to the needs and convenience of our women in an environment designed purely for them. A key component of being able to achieve this objective is the dedication of a uniquely skilled and committed specialist team of staff and Consultants.

The Registered Provider for the Centre is:

Dr Gubby Ayida MA FRCOG DM
ObsgynCare Limited
204 Fulham Road
London SW10 9PJ

Telephone: 020 7751 4488

The General Manager for the Centre is:

Ms Desiree Lichtman BAA
204 Fulham Road
London SW10 9PJ

Telephone: 020 7349 5206

The Practice Manager and PA to Miss G. Ayida is:

Mrs. Julie McLean BA
204 Fulham Road
London SW10 9PJ

Telephone: 0207 751 4489

This document addresses the aims of the Centre, the qualifications of its key personnel and staff, the treatment we offer and the range of needs it is intended to meet and the facilities we offer. It describes how we interact with our clients, how we strive to protect their privacy and dignity and our arrangements for dealing with complaints.

Encompassing these issues our Statement of Purpose is structured into the following three main aspects:

- I. A Description of the Services Offered
- II. Our approach to Patient Care
- III. Staffing and Organization

I. Description of the Services Offered

Introduction

The Women's Wellness Centre has been conceived and configured to the specific needs and convenience of women who require private out-patient consultations in obstetrics and gynaecology associated services.

We believe that bringing private out-patient consultation, related services and facilities into a single location will streamline and improve significantly the quality of the experience and care for our women while enhancing the work environment of the practitioners. All of our women's appointments, scans, blood tests and specialist advice are available at the Women's Wellness Centre. Referral to linked specialists and the option of seeing them at the Centre are provided for our clients' convenience and continuity of care. Consultations are provided either directly by the Women's Wellness Centre and its staff or through Consultants with consulting rights at the Centre as well as other professionals specialising in Women's Health such as Nutritionists and Psychotherapists and allied professionals with expertise in antenatal and postnatal care such as a physiotherapist and osteopath.

The Centre comprises a set of state of the art private outpatient consulting rooms, ultrasound diagnostic and blood tests facility at 204 Fulham Road, London, SW10, across the road from the Chelsea & Westminster teaching hospital. The premises have been redesigned, redeveloped and newly equipped to the highest standards around the specific needs of women clients. The Centre consolidates in one location the services of consultants providing outpatient consultations in obstetrics and gynaecology as well as the associated services such as ultrasound diagnosis and blood tests.

Our Women's Wellness Centre at 204 Fulham Road has been developed to exacting standards, commensurate with a high quality provider of private health care. The ambience is both contemporary and calming. Arranged over three air conditioned and sound proofed floors, the first and second floors accommodate three consulting rooms, one of which is a combined ultrasound and consulting room. Both floors also have comfortable client reception and waiting areas, one of which encompasses a children's area. The third floor accommodates our administration offices and a complementary therapy room.

We provide three main services for women at Women's Wellness:

- Outpatient Consultations in Obstetrics & Gynaecology
- Consultations with Complementary Therapists
- Ultrasound Scans

We will be describing the core services in more detail below:

Obstetrics

We are able to complement Consultant antenatal visits with access to state of the art ultrasound scanning services and perform blood tests in site. We provide a wide range of fetal ultrasound scans ranging from early dating scans, nuchal translucency and anomaly scans to fetal wellbeing and growth scans for the later stages in pregnancy. Our Practice Healthcare Assistant will be happy to take blood and through our contract with The Doctor's Laboratory, the results of the blood tests will usually be available within 24-48 hours. Subsequently, should the need arise, we will be pleased to arrange for our women to be seen by either our visiting Obstetric Physiotherapist or Obstetric Osteopath. Women with specialist health needs will be referred to an Obstetric Physician and work out tailor made clinical management in cooperation with their Obstetrician.

In addition to responding to medical requirements during pregnancy, we recognise the need for answers to the many questions women have when undertaking childbirth. This is a very exciting and important moment in their lives. We facilitate individual birth preparation or parentcraft sessions on site for our women, covering topics such as antenatal exercises and positions for an active birth, how to get their figures back after childbirth and caesarean section. This can also include sessions designed for new parents and refresher courses for those who have "done it all before". We can also arrange baby first aid courses, how to encourage "sleeping through the night" and breastfeeding sessions with a lactation specialist.

Gynaecology

Some of our clients and patients may have been experiencing symptoms and have been referred by their GP to see one of our specialist Gynaecologists. Alternatively, they may just feel it is time for a routine well woman check. At the Women's Wellness Centre we conduct a comprehensive list of gynaecological screening tests and well women checks.

Clients may decide with their Consultant, which, if any, of the investigations will be relevant to any diagnosis and treatment needs they may have. Should further treatment be needed, the Consultant will arrange to do this at an appropriate hospital with inpatient facilities.

We specialise in most aspects of gynaecology from well women checks, through to menstrual disorders and premenstrual symptoms. Our Consultants offer expertise across the spectrum ranging from contraception issues to problems of the menopause.

Fertility Management

We are happy to see couples together for outpatient fertility investigations and to carry out investigations on the partners of our clients. If there is a need for fertility treatment after investigation and consultation at the Women's Wellness Centre, this can be arranged through our Fertility Specialists with admitting rights to the leading hospitals including the nearby Chelsea & Westminster.

Ultrasound Scanning

Our Scanning Unit comprising Consultant Specialists and an in house Ultrasonographer is available to all women who have consultations by us or by direct referral to the scanning unit from other doctors. The Scanning Unit runs a comprehensive list of scans using both transvaginal and transabdominal routes. Appointments can usually be made in coordination with the consultation.

II. Our Approach to Patient Care

The impetus for the development of the Women's Wellness Centre was to improve patient care for women.

Part of the improvement will be by offering, on a single site, the range of services women require; the other part is through to the development of a care approach that takes all the specific and often unique needs of our women patients into account.

In this section we will describe the major aspects of our care approach outside the clinical aspects.

The aspects covered in this section are:

- General Consultation with Patients
- Privacy
- Complaints

General Consultation with Patients

Appointments to visit the Women's Wellness Centre can be made in a number of ways:

- A referral from a General Practitioner or Specialist
- From our web site www.womenswellnesscentre.com
- Our brochure "The Women's Wellness Centre"
- By telephoning us between 9:00 and 5:00 daily on 020 7751 4488

An integral part of the philosophy at Women's Wellness is that we will take as long as it requires to attend to an enquiry or a request for advice of information. Our patients and clients are at the centre of all that we do and this will be made evident to them at all times.

Brochures such as the Patient's Guide and our complaints guide are always available at Reception upon request. Profiles on our Consultants will be available at Reception and on our website. Other printed information on professionals allied with medical service, such as osteopaths, physiotherapists, psychologists and nutritionalists is also freely available at Reception and the second floor client waiting area. Our staff will always respond in a friendly manner to questions.

We encourage all clients and patients to fill out a Suggestions and Comments card, which are available in both waiting rooms. We welcome their opinions on the quality of

care and attention they have received at Women's Wellness as well as the physical environment. We undertake to using these comments, suggestions and complaints towards improving our services. Our Suggestions and Comments cards are reviewed on a weekly basis.

Privacy

The privacy, dignity and security of our patients and clients is a first order priority at all times. All clients are seen only through an appointments system. Access to the premises of the Women's Wellness Centre is supervised through a video entry system at the ground floor entrance level and all patients and clients are warmly received at the Reception area on the first floor.

All rooms in the Centre are equipped with granulated loose wall plugging from specialist providers of sound insulation, as well as special sound proofing underlay to maximise sound absorbency and minimise acoustic transmissions. In addition, the consulting room walls have rockwall insulation with two sheets of 12.5mm double tacked plaster board for additional sound absorbency. The consulting rooms have been designed and furnished to a very high standard allowing patients to meet with their Consultants in privacy and comfort. All have privacy curtains for examinations. A chaperone is always on site.

Client confidentiality is strictly observed. The sanctity of patient information and records is a core component of our staff induction programme and contracts of employment. Our client records are locked in the administrative area outside the client accessible areas of the facility and the electronic files are backed up via an intelligent dynamic backup system which maintains the integrity of our data. Our client server is situated in a physically secure location on the third floor. The premises are secured by an intruder alarm system to the specifications of BS EN ISO 9001 2000 quality standard.

Complaints

While we undertake always to do our best to ensure that clients receive the greatest care and attention at ObsgynCare, we accept that misunderstandings can occur. Alternatively clients may be dissatisfied with aspects of their experience at the Centre and will want to inform us of this.

We ask that an informal complaint about any aspect of our service be brought immediately to the attention of the Practice Manager, Julie McLean, who will endeavour to resolve the matter promptly.

Alternatively, if you wish to make a formal complaint you can contact the General Manager, Desiree Lichtman on 0207 349 5206 or 0207 362 6106. Formal complaints are normally made in writing and are investigated promptly by the General Manager and one Director of ObsgynCare. We will acknowledge formal complaints within two working days of receipt. A written response is then provided by a Director within 21 calendar days of our written acknowledgment, setting out the result of our investigation and its conclusions.

Complaints may also be made to:

The Commission for Healthcare Audit and Inspection
Finsbury Tower
103-105 Bunhill Row
London EC1Y 8TG

Telephone: 020 7448 9200

Detailed information on our complaints procedures is contained in our complaints guide "How to Make a Complaint", a copy of which is available upon request. Signage will be clearly displayed in all reception and waiting areas as to how to request this guide. A copy of the guide may also be downloaded from our website www.thewomenswellnesscentre.com

III. Staffing and Organization

Introduction

The services offered by the Women's Wellness Centre will be provided by a combination of staff of ObsgynCare, clinicians contracted by ObsgynCare and independent consultants given consulting rights at the Centre.

In this section we will be discussing the following aspects of the staff offering the services:

- Consultants using the facility
- Professionals Allied with Medical Practice
- Description of Key Staff of ObsgynCare
- Short term Staff Requirements
- Organisation Chart of ObsgynCare

Consultants Using the Centre

Consultants using the facilities all hold senior positions at the leading teaching hospitals in London. All have admitting privileges at the top London private hospitals and have a proven track record for clinical excellence both within the NHS and in the private sector. They provide amongst them vast expertise and sub specialist knowledge in women's healthcare. Unifying all is a commitment to the very highest levels of clinical care and professionalism. Profiles of our Consultants will be available on our website or on request at reception. We are proud to state that our largest referral route is from personal recommendations.

Professionals Allied with Medical Services/Complementary Therapies

All the PAMS are accredited in their chosen field and all are selected following personal recommendations from our Consultants who have worked with them closely in other private institutions and the NHS. This group includes the Ultrasonographer who performs the ultrasound scans, a physiotherapist with expertise in both antenatal and postnatal care, osteopaths with expertise in pregnancy related back problems, nutritionists providing expertise for pregnancy or even specific gynaecological conditions such as polycystic ovaries, PMS and menopause, psychotherapists experienced with counselling women with specific issues, acupuncturists for a wide range of conditions and masseurs for relaxation. Please ask at Reception as we are constantly adding to our list of practitioners. Profiles of all specialists will be available on our website (www.obsgyncare.com). In addition, leaflets will be available at reception.

Description of Key Staff of ObsgynCare

The Centre will be staffed on a full time basis by our General Manager, Practice Manager/ PA, Receptionist, Ultrasound Manager. All have good experience of front line empathic client contact and high level office organisation and administration suited to the needs of the Centre and its client base. Our Healthcare Assistant has phlebotomy qualifications and in addition to taking blood, is trained to assist the Consultants with outpatient procedures, act as chaperone as well as being able to take blood pressure, urine tests etc. Staff are supervised and supported by the Clinical Director and Commercial Director who will also be responsible for Clinical Governance and business oversight. All bookings can be made over the telephone as well as enquiries via the website.

Short CVs of the above key staff are provided below:

Ms Desiree Lichtman – General Manager

- Desiree Lichtman joined the WWC team as General Manager in May 2007. She comes to us from Harrow Primary Care NHS Trust, where she held the role of Corporate Affairs Manager (2005-2007). Her role encompassed the areas of project management, performance and budget management, communication and PR, IT, facilities and estates management, as well as managing large teams and executing staff training sessions.
- Some of her previous roles include working with HR projects at the London NHS Strategic Health Authority (2004-2005) and as an Office Manager for a small marketing company (2003-2004). Prior to these roles she worked as an administrator for temp agencies in London, UK and Toronto, Canada (97-2003), as well as a childcare minder (92-2004).
- Educated at Ryerson University in Toronto, Canada (96-2000), she obtained her BAA in Journalism. She is currently undertaking a Post-Graduate Diploma in Management Studies.

Mrs Julie McLean – Practice Manager/ PA to Miss G. Ayida

- Julie McLean has some 14 years experience as an Executive Secretary, office manager and PA at the highest organisational levels in the private, public and not-for-profit sectors. In the not-for-profit sector, she was at the Wellcome Trust as Executive Secretary to the Scientific Director (92-93). Also, she has worked with the Army Benevolent Fund as a fund raising PA (94-96). In the private sector, Julie McLean worked at Wallace Press as Office Manager and PA to the MD (2001).
- In the medical sector, Julie McLean has worked both in the private arm as Executive Secretary/PA to two successful private practices (including Gubby Ayida's practice at the current time) and in the NHS. In the NHS she was Secretary to the Oncology Unit Consultant at Westminster Hospital, London (89-92) and PA/Office Manager to the Clinical Director (96-99).
- Educated at Dartington College of Arts, Devon (81-84) where she obtained a BA Music (84) and at Pitman Central College, London (87) where she was awarded the RSAC in Shorthand and Advanced Typing.

Miss Kome Otobo – Senior Receptionist and Practice Administrator

- Ms Otobo joined the Centre on a part time basis in 2005 and has now assumed full time duties as a Practice Administrator where she is responsible for accounts management, the booking of medical procedures and supervision of the Reception at The Women's Wellness Centre.
- Educated at King's College London, she obtained a Bachelor of Laws (LLB) in 2003 and then a Masters in Law (LLM) in 2004 at the University of Queen Mary (University of London).

Miss Gubby Ayida MA FRCOG DM – Clinical Director

- Miss Ayida's training and clinical experience was gained in major teaching hospitals in London and Oxford, namely St Thomas', St Mary's, Queen Charlotte's, Chelsea & Westminster Hospital all in London and the John Radcliffe Hospital, Oxford. These were also territory referral centres for high risk pregnancies and specialist gynaecological services.
- Miss Ayida spent over two years as a Clinical Research Fellow at Oxford University, working in one of the country's largest Reproductive Medicine Centres. She was awarded a DM (1999) for her thesis on "Special Applications of Ultrasound to the Management of Sub-Fertility".
- Miss Ayida was a Consultant Obstetrician at St Bartholomew and The Royal London Hospitals Trust (1999-2001), where she became the Associate Clinical Director for Obstetrics and Neonatology. She returned to the Chelsea & Westminster Hospital in September 2001 where is currently the Service Director in Obstetrics.
- Educated at Somerville College, Oxford University (79-82) where she obtained a BA (Hons), Oxon and St Thomas' Medical School, London (82-85) where she obtained a MBBS. She was awarded MRCOG in 1991 and a DM Oxon in 1999 for her

postgraduate thesis. More recently she has been invited to become a fellow of the Royal College of Obstetricians (FRCOG) for her contributions to the Speciality.

Jacques de Cock, Commercial Director

- Jacques de Cock worked for 15 years as a consultant with McKinsey in the Netherlands, Belgium and Germany and Booz/Allen/Hamilton in France and the USA. He was a founding partner of Spicer & Oppenheim Consultants in London which was sold to Booz/Allen/Hamilton in 1991. Subsequently, he was a Vice President in Europe of the Financial Services Practice of Mercer Management Consulting based in London.
- Subsequently Mr de Cock has focussed on funding, creating or assisting in strengthening the management of companies both small and large. To date he has been involved with 11 such businesses and developments, none of which have defaulted. One, patsystems, was floated on the main London market valued at £150m raising £55m and two others, Spicer & Oppenheim Consultants, London and Global Dealing Direct, Zurich were successfully sold.
- Mr de Cock was educated at Oxford (77-80) where he obtained an MA in Physics and London Business School (85-86) where he obtained an MBA.

Organisation Structure

The size and structure of the Centre is small and therefore the structure is flat. The clinical, commercial and financial roles are split and the day to day running and administering of the Centre will rest with the General Manager.

All members of staff will however participate and influence the management and the running of the Centre.

The organisational structure also includes a non-executive Chairman to provide overall governance and assist in the management of the company.

The outline initial organisation chart is provided on the following page:

ObsgynCare Organisation Chart

