Bridgewater Hospital Launches Revamped Website

Optical Express

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The Bridgewater Hospital has announced the launch of its new website, designed to better highlight the full range of services offered, as well as to communicate the hospital's major points of difference.

One of the new features of the site is an interactive body map, whereby individuals can search for a treatment or condition by clicking on the relevant body part. Separate body maps are available for males and females.

The new site also includes a comprehensive database of treatments and other hospital offerings, profiles of the doctors and surgeons that work at the facility, and a forum, where patients and others can post questions for the hospital's medical professionals to respond to.

The <u>Bridgewater Hospital</u> is located in central Manchester, and was acquired by the Optical Express Group in 2006. Renowned for its state of the art technology, the facility aims to provide the highest standard of patient care, offering treatments ranging from cosmetic surgery, to orthopaedics, to pregnancy scans. Bridgewater also provides extensive diagnostic screening and is the surgery provider to a number of elite athletes, including Premiership and Championship Football Clubs, Premiership Rugby, and a variety of individuals preparing to compete in the 2012 Olympics.

Lesley Taylor, the executive director of the hospital, commented: "We're incredibly excited about the launch of the new website. We feel that it more effectively communicates the wide range of offerings that Bridgewater has to offer, and provides patients with an informative, interactive, and professional resource.

"There are so many benefits of using a state of the art facility like ours, and we felt that our online presence should reflect these strengths. It is our hope that patients both embrace and engage with the new site." In addition to the treatments and services offered, the hospital also hosts regular information events. These events, covering topics ranging from fertility, to teenage skin, to <u>cosmetic surgery</u> treatment options, are all free and open to the public. Information on upcoming events can be found on the hospital's website.

Being part of the <u>Optical Express Group</u>, the hospital is also used to perform <u>intraocular lens treatment</u> (IOL), as well as other <u>eye surgeries</u>, though LASIK and LASEK are not performed on-site.

Bridgewater has also recently invested in additional overnight beds, as part of the hospital's continued commitment to growth and excellence. This enables the facility to offer a wider array of inpatient services, without compromising the vast range of services already offered.

About Bridgewater

Committed to providing the highest standard of outpatient care, the Bridgewater Hospital delivers a patient-centered approach to procedures and operations that do not require an overnight stay in the hospital. Patients can recover from the comfort of their homes following a short period of observation within the contemporary and stylish recovery areas of the hospital.

Hospital

In addition to three operating theatres (including an ultra sterile digital orthopedic theatre - the only one of its kind in the UK), the hospital facilities include recovery bays, an endoscopy suite, consulting rooms and an outpatients minor procedures area.

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