

Newmedica Bradford and Huddersfield Limited Quality Summary

December 2024 – March 2025





Contents

About Newmedica Bradford and Huddersfield Limited	4
Supporting integrated eyecare across Bradford and Huddersfield	8
Clinical audit, outcomes and treatment	10
Ensuring the care we deliver meets the needs of our patients, their relatives and carers	13
Our people	18

1. About Newmedica Bradford and Huddersfield Limited

Newmedica Bradford and Huddersfield Limited is a dedicated and purpose-built ophthalmology surgical centre that opened in December 2024.

We're proud to be contracted by West Yorkshire Integrated Care Board (ICB). For private patients, we're recognised by all major private medical insurance companies, and serve self-funded patients.

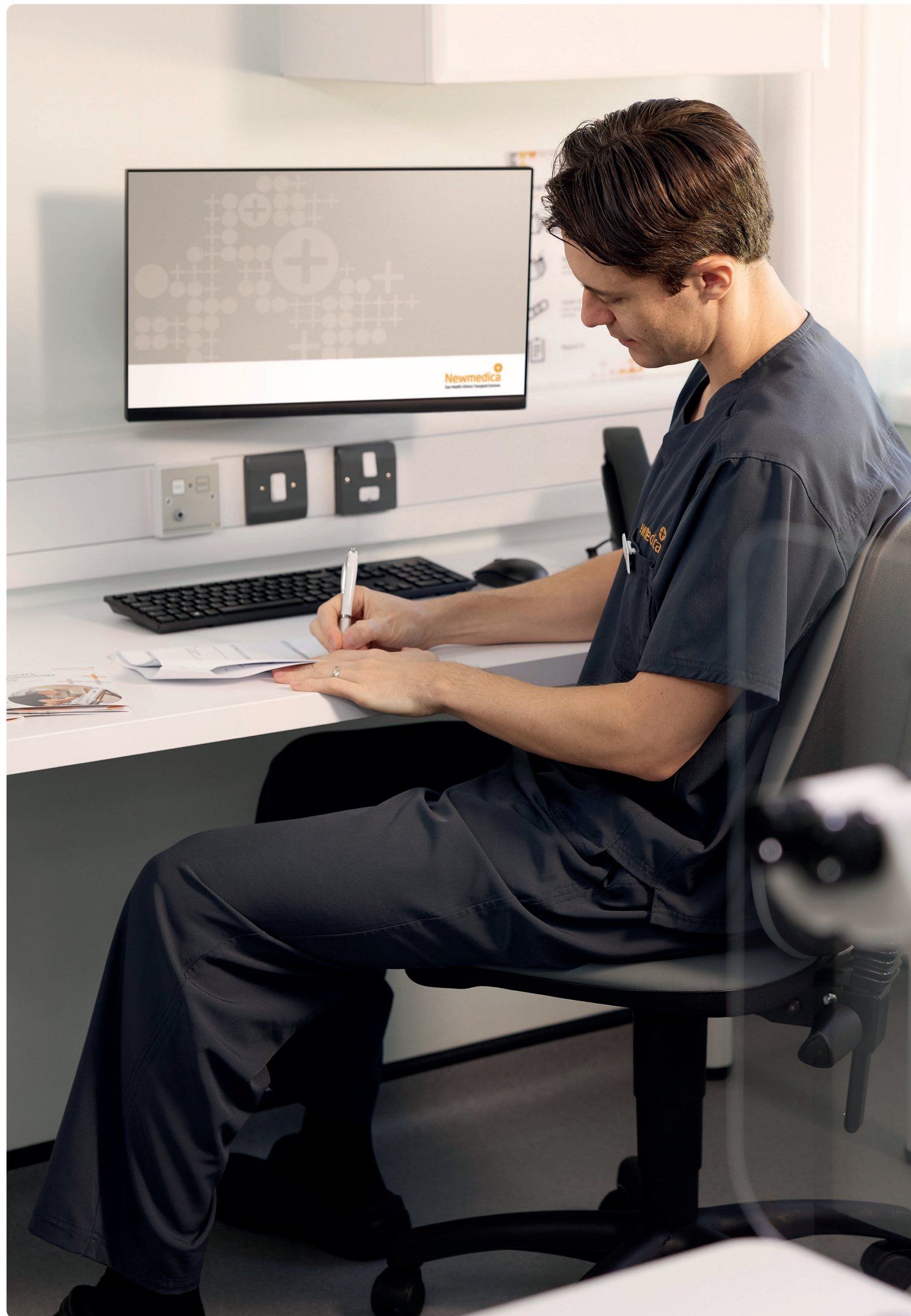
Our purpose is to change people's lives through better sight and eye health, and this is underpinned by our values and behaviours. We aim to provide a broad range of ophthalmology care and treatments which mirror the needs of our community.

We provide the following services:

	NHS	Private
Cataract (assessment and surgery)	●	●
Yttrium Aluminum Garnet (YAG) laser capsulotomy or posterior capsulotomy	●	●
YAG PI- peripheral iridotomy	●	●
YAG SLT- selective laser trabeculoplasty	●	●
Oculoplastics (assessment for minor and major surgery)	●	●
Wet age-related macular degeneration (AMD)		
Glaucoma assessment	●	●
Vitreoretinal assessment and surgery		

Why choose us?

- We have a **state-of-the-art** facility, with the latest equipment, providing the best possible care.
- We offer **free transport** to those who need it.
- We use the **highest quality monofocal lenses** as standard for all our NHS cataract patients, to ensure they get the best possible long-term outcomes. Manufacturers state that the overall posterior capsule opacification (PCO) YAG treatment rate for monofocal single piece IOLs is 7.4%, while the monofocal lens used by Newmedica has a rate of just 2.8%. This reduces the costs to our commissioners, so money can be diverted elsewhere.
- We focus on **personalised patient care**, supporting patients at every step of their journey, ensuring the treatment we provide is tailored to their individual needs.
- Our **short waiting times** mean your patients will have their first appointment within a couple of weeks.
- Our business model of local consultant ophthalmologists and managers working side-by-side in Bradford and Huddersfield, and the community, means our patients have **consistency of care**, which leads to better clinical outcomes.



Meet our team

Our team of experts are dedicated to delivering the best in patient care.



Mr Ahmed Bardan

Consultant Ophthalmologist

Ahmed Shalaby Bardan has been working as a consultant ophthalmologist in the UK for approximately five years. Mr Bardan is an expert in managing complex and challenging cataract cases, including the use of premium and multifocal intraocular lenses.



Mr Aidan Benson

Consultant Ophthalmologist and Partner

Aidan Benson is a consultant ophthalmologist and partner, specialising in vitreoretinal surgery. Mr Benson is known for his patient-centred approach, working closely with each individual to ensure that they receive the highest standard of care throughout their treatment journey.



Mr Nabil El-Hindy

Consultant Oculoplastic and Ophthalmic Surgeon

Nabil El-Hindy is a consultant oculoplastic and ophthalmic surgeon based at the York and Leeds NHS Teaching Hospital Trusts. Mr El-Hindy is a trained ophthalmologist who has developed a specialist interest in oculoplastic (eyelid), lacrimal (tear duct) and orbital (eye socket) surgery.



Mr Mohammed Mohyudin

Consultant Ophthalmologist and Partner

Mohammed Mohyudin is a consultant ophthalmologist and partner, specialising in cataract surgery, oculoplastics, and paediatric ophthalmology. Mr Mohyudin places great emphasis on cultural sensitivity, ensuring that each patient's experience is both respectful and compassionate.



Mr Francesco Pillitteri

Consultant oculoplastic and Ophthalmic Surgeon

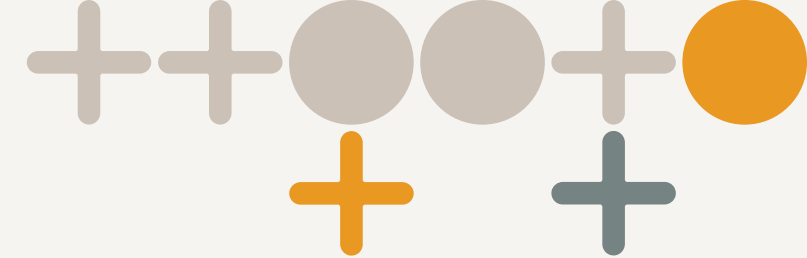
Francesco Pillitteri is a highly experienced consultant ophthalmologist and partner with a background in both NHS England and private practice. Mr Pillitteri's expertise spans a range of medical and surgical ophthalmology, with a particular focus on cataract and refractive surgery.



Anthony Yates

Operational Director

Anthony has worked as a healthcare leader for over 30 years. He's passionate about delivering personalised care, working closely with consultant partners and staff to ensure everyone is empowered to deliver the best care every day.



2. Supporting integrated eyecare across Bradford and Huddersfield

At Newmedica Bradford and Huddersfield Limited, we work hard to be a key part of the community we serve.

Supporting local charities

From December 2024 to March 2025, we've chosen to support and raise money for Sightsavers and donate by the end of 2025.

Working with community optometrists

We offer and actively encourage qualified registered optometrists the opportunity to join our accredited post-operative scheme. This gives patients the choice to have their routine post-operative follow-up appointment with their usual optometrist closer to their home. Optometrists' eligibility to join the scheme is subject to them having undertaken additional qualifications to ensure suitable clinical expertise to deliver a professional service, plus evidence of a valid Disclosure and Barring Service (DBS) check.

As of July 2025, we have 66 local optometrist practices working as part of this scheme.

During our trips to our local optometrists in the community, we actively encourage all opticians to sign up to the Opera system, which supports patients being seen in the community by them.

Supporting education and training for optometrists

From December 2024 – March 2025, we delivered three consultant-led continuing professional development (CPD) events across West Yorkshire to support our optometrist colleagues with their development and training. These events covered a wide range of topics to ensure variety and to support learning on a broad range of clinical subjects. All the specialties of ophthalmology were covered in these sessions.

We've also extended our CPD availability to dispensing opticians as well as optometrists.

Pre-registration optometrist experience programme

Our service offers pre-registration optometrists a full scope hospital experience placement, spending time in our services observing outpatient clinics and theatre. The aim of the placement was to provide the pre-reg optometrists with a better understanding of the patient's journey once referred from primary care.

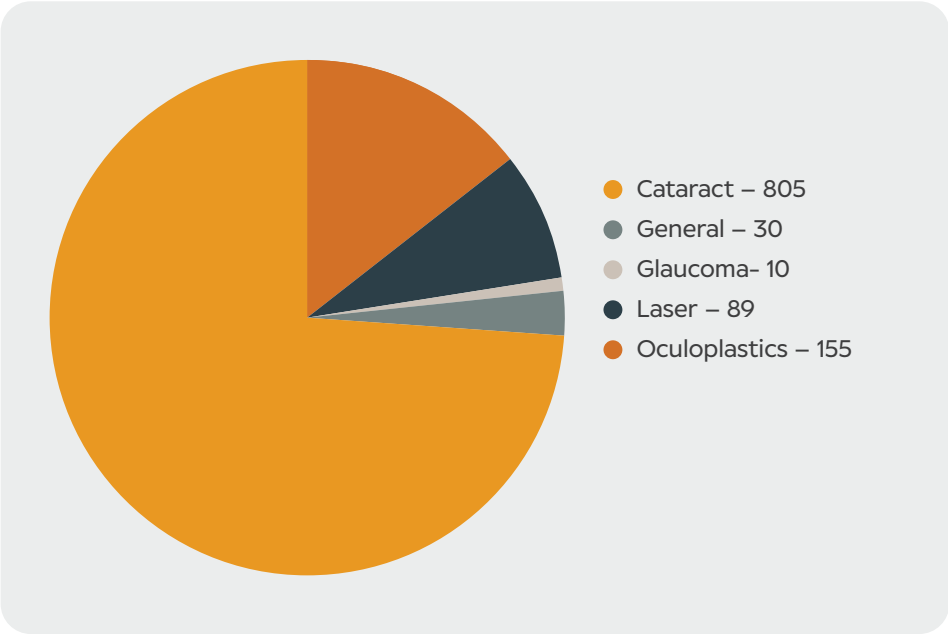
"Me and Zaina wanted to thank you for this experience, we really enjoyed meeting you and the team"



3. Clinical audit, outcomes and treatment

We continually strive to deliver safe, effective, personalised care, which can be seen in our significantly below national average complication rates and our higher-than-average clinical outcomes, as detailed below.

In total from December 2024 to March 2025, we had 1,089 patient interactions within our outpatients, treatment rooms or theatre complex. By condition, they were:



As the National Ophthalmology Database publications run on the previous reporting year (2023/2024), newly established services will not have clinical outcomes available. These will be presented in next year's report for the period covering 2024/2025.





4. Ensuring the care we deliver meets the needs of our patients, their relatives and carers

We know from speaking to patients that they find accessing healthcare stressful.

This can be due to physical issues, like a lack of parking and/or difficulty finding the right place to go within a hospital. But it also includes the anxiety of being surrounded by large numbers of people.

Our surgical centre based in Bradford and Huddersfield was built on the simple premise of making it as comfortable, warm and welcoming as possible. That means hassle-free on-site parking, clear navigation around the surgical centre, and a calming environment with distractions to minimise nervousness and anxiety. We'll continue to listen to our patients and clinical teams to identify further ways to improve their experience.

Everything we do is guided by our commitment to deliver personalised care. From December 2024 to March 2025, we received 399 responses to our friends and family test. We're pleased to report that 100% of patients who completed the feedback would recommend us to family and friends

In addition, our patients were asked four other questions about the service they received:

Aspect of service	Patient Satisfaction
How clean was the environment where you were treated?	100%
Did the clinic staff work well together?	100%
Were you treated with dignity and respect by the clinic staff?	100%
Were you involved with decisions about your care?	100%

Some feedback from our patients

“Excellent, place so clean, staff lovely, kind and reassuring all the time. Doctor informative and explained the procedure, excellent overall.”

“The staff are fantastic, very friendly. Everything was spotless. The surgeon and staff explained everything.”

“The entire experience at Newmedica, from initial appointment to discharge, has been exceptional. All staff have been extremely professional, welcoming, respectful and happy to answer any questions. I cannot thank you enough and the results have been fantastic.”

“I felt quite nervous and the whole atmosphere and interaction with the staff completely put me at ease.”



Online reviews

Online reviews are gathered from two sources: Google reviews and Doctify. From December 2024 to March 2025, we scored 5 stars on Google reviews. Doctify was launched in July 2025 and so feedback will be part of next year's report.

Online review ★★★★★

"5* care from start to finish. My optician suggested it was time to consider cataract surgery and I was offered an NHS referral to my choice of providers. I chose Newmedica Bradford and just over two weeks later had an initial consultation at Newmedica. The following week I had surgery on my first eye and five weeks later my second eye was done. Without exception all of the staff I met at Newmedica were friendly, helpful, and very caring."

Online review ★★★★★

Following advice from my optometrist I chose Newmedica Bradford for a referral for cataract surgery and I am so thankful I did. The professionalism of every member of staff, from Tammy on reception, to the optometrists and the surgical team led by Mr Aidan Benson, was exceptional. Every visit was explained clearly step by step so there were no surprises along the way and all of the staff were friendly and took time to answer my questions.

5. Our people

We know it's our people who really make the difference to patient safety and clinical quality.

So, we have a detailed people plan that outlines our strategy to build and grow a sustainable healthcare workforce, supporting our future business ambitions. To ensure we can continue to recruit and engage clinicians and other colleagues, we need to put culture at the heart of everything we do, to ensure we create a great place to work where everyone is proud to belong.

Great Place to Work® (GPTW) is an organisation that certifies and recognises the best working environments in more than 100 countries around the world. The survey focuses not only on what it's like to work in Newmedica, but also our culture. It's designed to help us understand our workplace culture with focus areas including trust, respect and fairness, as well as to give us a view on how our people view leadership and the strategy in our business.

The results

- Based on the scores across Newmedica, we were certified as a Great Place to Work® after 82% of our colleagues took the time to share their views.
- Newmedica Bradford and Huddersfield will participate in the Great Place to Work® survey in September 2025.



