

Norfolk Newmedica Limited Quality Summary

April 2024 – March 2025





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1. About Norfolk Newmedica Limited

Norfolk Newmedica Limited is a dedicated and purpose-built ophthalmology surgical centre that opened in 2021.

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

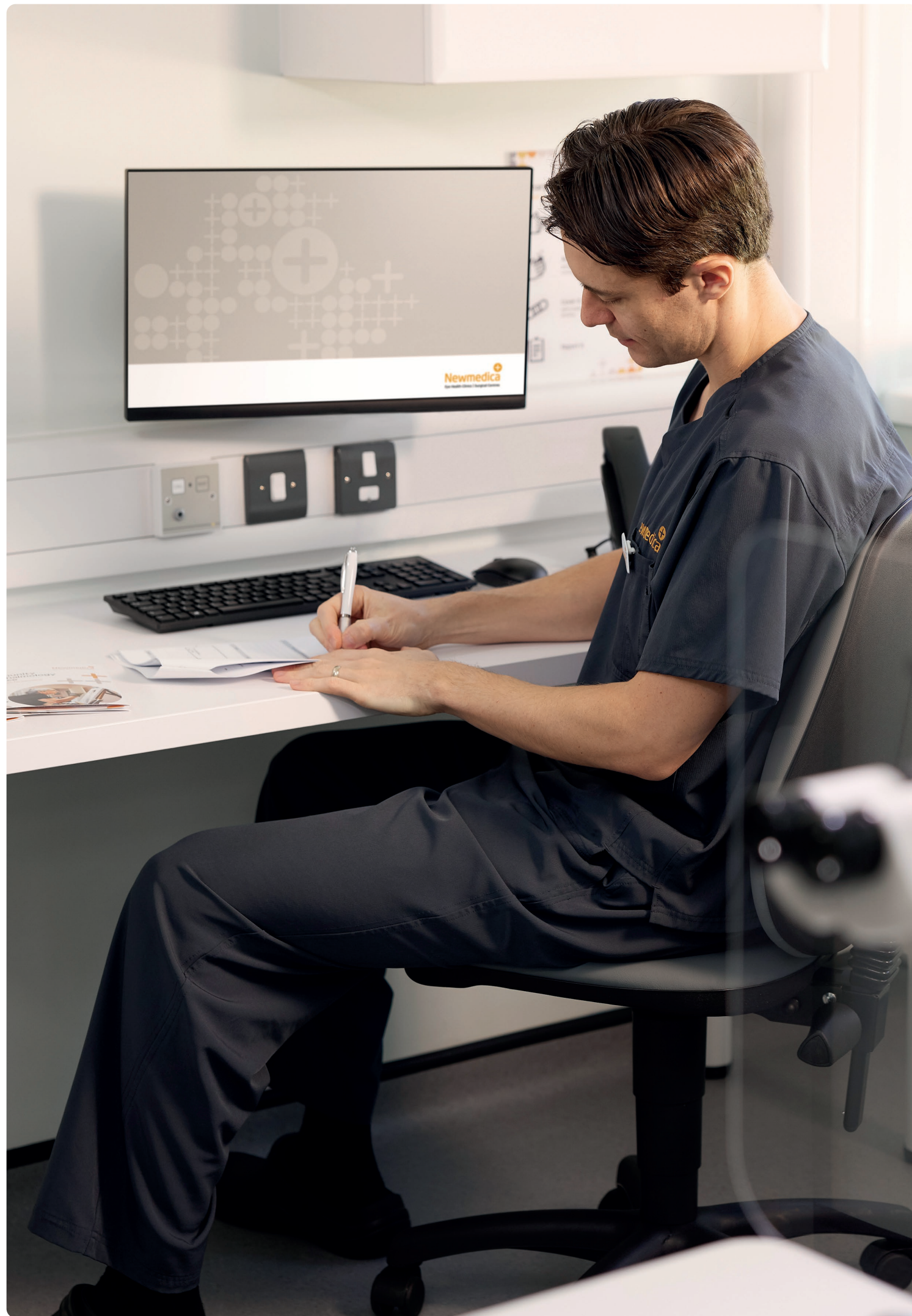
Our purpose is to change people's lives through better sight and eye health, and this is underpinned by our values and behaviours. We aim to provide a broad range of ophthalmology care and treatments which mirror the needs of our community.

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 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 Norfolk health services, 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 Anas Injarie

Consultant Ophthalmologist and Partner

I have been a consultant ophthalmologist for over seven years. My specialist interest is cataract surgery and premium lenses.



Mr David Spokes

Consultant Ophthalmologist and Partner

I have been a consultant ophthalmologist for over 11 years. My specialist interest is cornea and ocular surface condition, as well as premium lenses for cataract surgery.



Mr Nuwan Niyadurupola

Consultant Ophthalmologist and Partner

I have been a consultant ophthalmologist for over 11 years. My specialist interest is glaucoma. I care for patients the way I would want my own family and friends to be treated – as individuals, with treatment tailored to their specific needs.



Miss Aseema Misra

Consultant Ophthalmologist and Partner

I have been a consultant ophthalmologist for over 15 years. My specialist areas of work include medical retina clinics, diabetic retinopathy, screening and cataract surgery.



Mr Narman Puvanachandra

Consultant Ophthalmologist and Partner

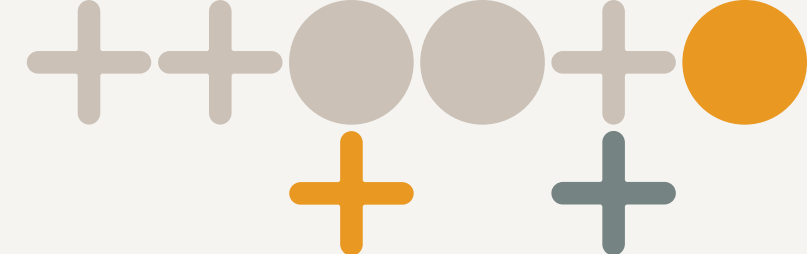
I have been a consultant ophthalmologist for over 15 years, specialising in cataract surgery. I like to ensure every patient is treated with the care I would want for my own family.



Karen Hansed

Operations Director and Registered Manager

I have extensive healthcare knowledge and operational experience, having worked in the private and public sector for over 39 years. I have created an environment for our patients which is calm, clean and safe, so they have the best possible clinical outcomes.



2. Supporting integrated eyecare across Norfolk

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

Partnership working

We continue to work closely with our medical colleagues at the Norfolk and Norwich University NHS Foundation Trust. This gives us the opportunity to place our consultants of the future (doctors in training) with us to gain invaluable experience with cataract surgery. From April 2024 to March 2025, we supported a further two doctors through this training programme. We're committed to support this initiative on an ongoing basis.

Supporting local charities

From April to December 2024, we chose to support and raise money for Vision Norfolk. In total, we raised over £3,000 through various charity events, such as an Easter Egg raffle, sponsored walks, non-uniform days and other patient donations.

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.

There are approximately 80 local optometrist practices within Norfolk. Of these, 59 practices (74%) are part of the accredited post-operative scheme. During our visits to our local optometrists in the community, we actively encourage them to sign up to the Opera system, which supports patients being seen in the community by their optometrist.

Supporting education and training for optometrists

From April 2024 – March 2025, we delivered five consultant-led continuing professional development (CPD) events 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 experience in cataract, YAG and glaucoma clinics as well as experience in operating theatres observing cataract and glaucoma surgery. 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.

"I just wanted to send you an email to thank you for my placement at Newmedica Norwich, I had a really fantastic week and got to see so many different procedures and consultations such as cataract surgeries and oculoplastic surgeries, YAG laser treatment, as well as follow-ups and consultations with the optometrists."

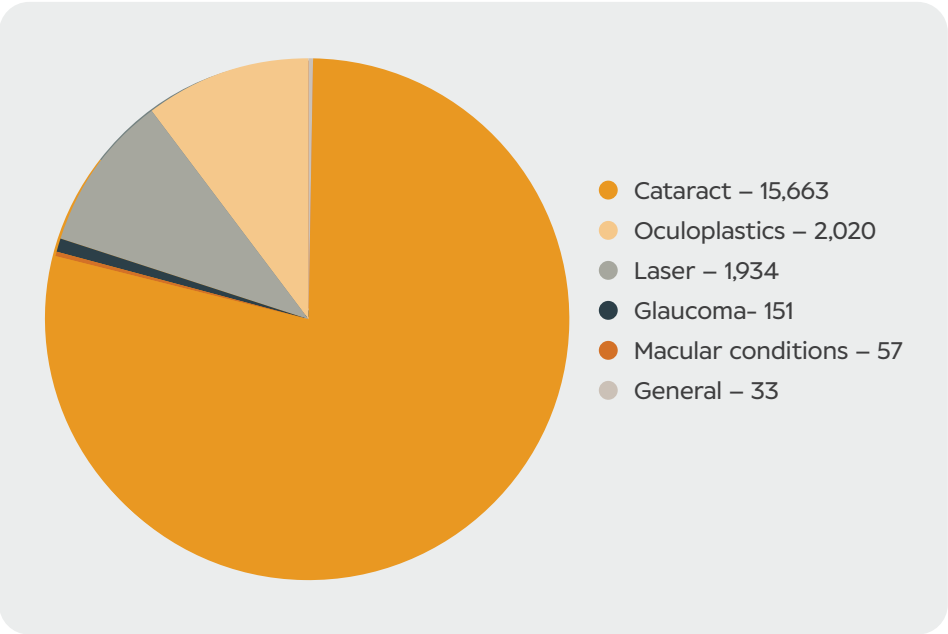
"My time at the clinic has really inspired me. I really appreciate all the advice I received from you and from the ophthalmologists at the practice. It also broadened my knowledge about the different conditions that are treated by ophthalmic surgeons."



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 April 2024 to March 2025, we had 19,858 patient interactions within our outpatients, treatment rooms or theatre complex. By condition, they were:



Norfolk Newmedica cataract patients completed without complication of posterior capsule rupture (PCR):

99.9%

National standards set by Royal College of Ophthalmologists $\geq 99.21\%$

Norfolk Newmedica cataract patients (with and without co-pathology) achieving a post-operative visual acuity of 6/12 or better:

95.77%

Benchmark 85% Gale et al 2009 and 93% Lundstrom et al 2018

Norfolk Newmedica cataract patients achieving results within $\pm 1.00D$ of predicted target refraction:

94.29%

National standards set by Royal College of Ophthalmologists (NOD Benchmark) = 91.80%

Norfolk Newmedica cataract patients presenting with endophthalmitis post-operatively:

0.02%

National standards set by Royal College of Ophthalmologist (NOD Benchmark) = 0.1%





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 Norfolk 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 April 2024 to March 2025, we received 6,600 responses to our friends and family test. We're pleased to report that 99.3% 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?	99.8%

Some feedback from our patients

“I appreciated the care and competence I experienced and felt confident because of the atmosphere.”

“Very welcoming atmosphere, friendly yet professional. All front of house excellent. Clinical staff and consultant surgeon 5 stars. Would thoroughly recommend, thank you.”

“Experience from making the initial appointment through to the operation was first class. Every member of staff has been welcoming and professional.”

“All staff were super kind and caring. Relaxed me through the process.”



Online reviews

Online reviews are gathered from two sources: Google reviews and Doctify. From April 2024 to March 2025, we scored 5.0 stars on Google reviews. Doctify is newly launched within Newmedica and therefore will be included in next year's report. Some examples of online feedback we've received:

Online review ★★★★★

"From my first appointment the staff were all friendly and polite. I have a problem with my spine and I was a bit worried about lying flat but I needn't have been when I had my cataract done yesterday, they made sure I was comfortable. The consultant who did my operation explained everything that I would feel. I would recommend anyone I know to go to Newmedica because they make you feel at ease."

Online review ★★★★★

"Cannot praise them enough, lovely comfortable place, excellent friendly competent staff, couldn't get better treatment if you paid privately."

Google review ★★★★★

"I recently had cataract surgery at Norfolk Newmedica. I cannot praise the staff, from reception to highly experienced surgeon, enough. The whole experience from referral to post-op care has been exemplary. I was naturally apprehensive but particularly worried about being able to stay still during the op with a spinal problem. The team did everything to make me comfortable including a pre-op bed test. Everyone did their level best to make the whole experience as pleasant as possible. and then it was done. I highly recommend."

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 the whole of Newmedica, we were certified as a Great Place to Work® after 82% of our colleagues took the time to share their views.
- For Norfolk Newmedica, many of our colleagues rated working here as an overwhelmingly positive experience, with 86% of colleagues responding positively to the statement, 'taking everything into account, I would say this is a great place to work'.



