



MedicalLiveWire  
**GLOBAL  
AWARDS  
2017/18**

The NHS and the Rise of  
Privatisation **p8**

Understanding the  
Growing Popularity of  
Labiaplasty Surgery **p12**

**Global Medical  
Awards Listings p24**





# MedicalLiveWire

GLOBAL AWARDS 2017/18

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**James Drakeford**  
Editor in Chief

## Editor's Letter

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The medical industry is an exciting space to observe as the rapid advancement of medical technology and the pace at which scientific discoveries are being uncovered is accelerating. New treatments and methods of best practices are constantly being developed to enable better results and faster rehabilitation. We are seeing improvements to facilities and equipment being utilised to enhance all aspects of the industry from research and development to diagnostics and even the enablement of quicker and more efficient surgery practices. Even the administrative side of the operations is being transformed with big data revolutionising the way that patients are monitored in hospitals around the world.

The Medical LiveWire Global Awards was established to recognise and celebrate the achievements of the individuals and companies that are ensuring we receive the very best care, be it through surgery from their very hands or through their achievements and services provided to the industry as a whole. Those highlighted within this publication are responsible for building (in the case of the medical architects, quite literally!) the future of our medical industry and thus ensure we continue to lead healthier and longer lives.

A handwritten signature in black ink that reads "J Drakeford". The signature is fluid and cursive, with a large initial "J" and "D".



Signature

# Feature:

## The NHS and the Rise of Privatisation

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Launched in 1948 at Park Hospital in Manchester, the U.K has put the NHS through many twists and turns: the abolishment and reinstatement of prescription pricing, differing political parties taking their own stance on it, the constant threat of potential privatisation (in whispered tones) – the list goes on and on. However, through it all, the National Health Service’s reason for being has stayed exactly the same, so it’s definitely worth asking: what actually is the NHS? And why did it come to be?

Briefly put, the NHS allows patients to have a lot of freedom in regards to medical care, and often means that no cost needs to be paid to receive certain services. For example, visiting the local doctor’s surgery or seeing a midwife during pregnancy is absolutely free (unless private care is opted for). Now, the reason for this is simple enough; at one point in British history, most people belonged to many separate health services – all different in regards to social status, sex, age etc. – and the burden became too much for those who couldn’t afford health care. In light of this, the government sought out a ‘universal’ service that would benefit all, and thus the NHS was born. Since 1948, tax payers all over the country have been ploughing money into the Health Service, and in lieu of what the NHS set out to do (provide free healthcare to all), this is a huge success.



So, it’s time to talk about the word that seemingly has the ability to rile people up. Yes, that’s right; *Privatisation*. First of all, let it be said that this isn’t as new a concept as we all think. Patients have been paying for dental care for years, and no one batted an eyelid! However, that’s not to say there haven’t been some worrying movements in regards to the Health Service. Up until 2012, legislation meant that hospitals weren’t *allowed* to make income from private care that amounted to any more than 2%. However, legislation introduced in 2017 has allowed hospitals to average at 49% from private care income. Essentially, this tells the public that private care is certainly an up and coming way of receiving treatment. But, all this means is that in NHS hospitals, a private sector will be set up to accommodate those who are paying privately for their care. Their treatment differs only by the speed in which they are seen, but in actual fact, they are seen by exactly the same doctor as any one of us. It doesn’t seem that bad, does it?



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In November 2017, the level of strain on the NHS was revealed. £2.8 billion has been added to the original budget issued to the NHS for the next three years, highlighting the strain was larger than anticipated. With this in mind, and when factoring in that an average patient costs the NHS £2069 per year, perhaps the influx of private patients isn't so bad after all; the stress relief on the Health Service could actually help those still using it! In other words, privatisation doesn't mean the collapse of the NHS, but rather the *relief* on money and space by offering more private care to those with the means to afford it.

It's worth mentioning that if, for any reason, an NHS patient uses private care throughout their life, it will not affect their NHS privileges. In other words, private treatment is shaping up to be its own form of health service, as opposed to the ending of another – the NHS.

Contrastively, it isn't all excusable. There are some drawbacks to privatisation. As with any change to a governmental organisation, there is often a divide in society. With private health care, it seems obvious that the more affluent will be able to afford it much easier than those with less money. With this in mind, it is possible that the rise in private care will leave the NHS with a certain division of the country, and private care with another division. This type of divide is never healthy, and could potentially make it harder to provide the same level of quality to everyone. As well as this, private companies

have no obligation to the health of an individual; after all, they are a profitable organisation. Because of this, these companies are able to pick and choose exactly what services they offer, meaning they might not all be as useful as once thought.

With this in mind, let's take a further look at privatisation. But this time, let's take it overseas to the United States. Privatisation is anything but new in America, and yet it's still not the polished product. For example, after four hours in the U.K, a patient will have seen a doctor *and* been treated; in the U.S, it takes an average of three hours just to be *seen* by a doctor. Perhaps this has something to do with the 'first-come, first serve' ideology the U.S health system has. In other words, if a call is made to a doctor in America, the patient will be seen whenever is convenient not for the patient, but for the doctor. With the NHS in the U.K, however, a patient is assigned an appointment almost immediately; the requirements of the local health authority mean faster and more efficient service. Alongside this, time is never wasted; in the U.S, a common cold or flu is treated as equally as a patient awaiting a much more serious ailment. The reason behind this is the profit that all appointments bring to the privatised health services and insurance companies; in the U.K, however, with its free National Health Service, the discouragement of minor health issues means that those with more pressing issues can be seen, as well as a much better use of time and resources.



# Feature:

## The NHS and the Rise of Privatisation

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If this isn't enough, then let's look at Spain and its particularly successful free health services. With free healthcare offered to any resident, a huge portion of the population in Spain use free medical care. In recent years, only 18% of patients have switched to private care, meaning that a similar public/private model has proven successful, with free medical care also being offered to tourists! One could argue that a free health service is certainly a positive for a country, provided it is executed correctly, of course.

We have covered the positives and the negatives. Therefore, the only thing missing is a privatisation *success* story – and trust me, there are a few. As mentioned before, this is not the first we've heard of privatisation (both in the U.K *and* across the world), and so this not-so-new concept may not be as diabolical as once thought. The United States was a pretty convincing argument as to why privatisation may not be the best route to go down, but it wouldn't be fair to leave it there.

One of the best *private* healthcare systems in the world belongs to Switzerland under the basis of a universal care service. Now, although not exclusively privatised, the healthcare system in Switzerland relies on a mandatory ownership of health insurance, alongside the fact that no free healthcare is provided in any shape or form. The Swiss

Federal Law on Health Insurance ensures that all residents have health insurance, equating to 8% of their personal income which is paid towards premium insurance. However, if the premium reaches higher than 8% of their income, then a subsidiary is provided by the government, thus ensuring each individual the same type of insurance coverage. This form of healthcare is extremely successful, leaving Switzerland with a life expectancy of above 83 years old. See, it's not all bad, is it?

After discussing all of this, things are still not entirely set in stone. Feelings differ on the NHS from day to day – even in Government – and so it's really quite hard to place the future of the National Health Service anywhere. It's completely possible that private companies may not even materialise amongst the U.K healthcare system, leaving us with a similar system to what is now available. However, with a 16% rise in vacancy rates for the health service, and a decrease in the amount of nursing home beds (amounting to 4000), one could argue that the National Health Service is receiving pressure upon pressure, and it may just be too much for the 60 year old health service to handle.

In conclusion, the U.K's free healthcare has seen far better days; the stress mounting is becoming more and more aggressive, and it seems as though the National Health Service is beginning to buckle. Many allusions have been made, but it really comes down to this: is the NHS beneficial anymore? Perhaps we have been slowly moving towards privatisation for some time now, or perhaps the very thing that is predicted to *fix* the problem of free healthcare, will effectively be the destruction of what was never broken. One could argue that unfortunately, only time will tell.







**Dr. Paul J. Skoll**  
paul@plasticsurgeon.co.za  
+27 21 426 2511



## Understanding the growing popularity of labiaplasty surgery

By Dr Skoll

Statistics on labiaplasty have been collected since 2015 by the American Society of Plastic Surgeons (ASPS). The 2016 ASPS statistics report showed that labiaplasty is more popular than ever, with over 12,000 procedures performed by ASPS members last year (a 39% increase).

### What is a labiaplasty?

Labiaplasty is a plastic surgery procedure sought for cosmetic and/or functional reasons. Although there is a wide normal variation in size and shape of the inner labia, some women find it cosmetically unacceptable if the labia minora protrude past the labia majora. Enlarged or protruding labia minora can occasionally be an embarrassing problem, particularly in sexual situations, when wearing tight clothing or swimwear. Patients may also seek help for hygiene reasons. I usually re-assure patients that their labia are quite normal, and that much like noses, they come in an infinite number of size and shape variations, all of which are considered normal. It is therefore a choice, as in the case of a larger nose, to change one form of normal for another, rather than changing the abnormal to normal.

Technically, a labiaplasty reduces excess labia minora tissue and refashions it such that it is less protuberant. There are two main ways to achieve this surgically – one is using an “edge trim” technique and the other involves the resection of a roughly triangular wedge of labial tissue. Both techniques, and the plethora of variations thereof, have their proponents, and my favoured approach is based on the wedge resection procedure first published by Dr Gary Alter and subsequently modified by a group in Brazil. The operative principles remain the same, but the

procedure is tailored to the specific anatomy and desires of the patient, while maintaining the normal anatomic relationships and appearance.

### The procedure:

I usually do the procedure under local anaesthetic with light, oral sedation. It is generally very well tolerated, and the discomfort only minimal.

The patient is placed in the lithotomy position and a surgical marking pen is used to plan the extent and placement of the incisions taking care not to distort the normal anatomy. Once the markings have been checked, local anaesthetic is injected (using “normal” dental cartridges containing lidocaine and epinephrine) in to the labium to numb it completely, minimise bleeding, and distend the usually floppy tissue (tumescence) making it easier to accurately resect the tissue. In general, more mucosa than core tissue is removed and more so laterally (from the outside of the inner labia) than from the inside. Once careful haemostasis (stopping of any bleeding) is achieved using a Colorado tip cautery device, the core tissues are approximated using slow absorbing interrupted sutures, followed by accurate approximation of the mucosal edges using 4/5 x loupe magnification and faster absorbing suture material. The resultant scar is placed low down on the labia with a very short oblique scar traversing the labial edge, and then running within the groove between minor and major labia to the level of the clitoral hood laterally. All the stitches dissolve, and aside from some antibiotic gel that needs to be applied for a few days, no special post op care, other than perhaps bed rest for a few days, is needed. Abstinence from sexual



activity for six weeks post op is advised, to allow the tissues adequate time to heal completely. Smoking is a potent cause of poor wound healing, especially in this surgery, and patients are strongly advised to quit for at least a month pre- and post op, if you are a smoker and considering labiaplasty. Of note is that the sensory nerves to this region are well away from the operative site, and therefore no disturbance in erotic sensation will result provided the surgery is done correctly. Most patients in my experience are thrilled with the outcome and have renewed confidence as a result.

### **Commonly asked questions and answers**

#### **Is the surgery painful and what sort of recovery should I expect?**

There is a mild “sting” at the time of injection of the local anaesthetic but really no worse than anything you might expect when having a dental procedure. Once the injections are complete, there is zero pain during the procedure and for about two hours post operatively. There is then usually some stinging and burning when the

local anaesthetic wears off, but this is easily treated with prescribed oral analgesics. One day post operatively, the pain is usually significantly better although swelling of varying degree will set in and you can expect swelling for the better part of a week or longer. I usually suggest lying down for 2-3 days to assist with the swelling resolution, but one can bath and shower as normal. A sanitary pad is worn for a few days as spot bleeding is usual, but this settles quickly. Using firm panties also gives some patients comfort early post op. I also suggest no exercise for 4-6 weeks post op.

#### **What age range typically present for this surgery? Before or after childbirth?**

My youngest patient who was referred by an OBGYN was 14 years of age and an avid horse-rider. My eldest patient was 63 years of age. I usually see patients in their 20's upwards across all age groups. These are “normal” women from all walks of life – housewives, doctors, lawyers and other professionals – not porn stars! The surgery can be done before or after childbirth – there is no issue delivering vaginally after this surgery.

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*Labiaplasty is a fairly simple procedure with a low complication rate. Unfortunately, because it looks technically much easier than it actually is, many doctors who are inadequately trained are performing this surgery with often disastrous outcomes, not all of which can be corrected.*

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### **Why do you think this surgery is so popular now?**

Many patients tell me that they had no idea it was even possible previously. I think also that the changing trend in so far as waxing the pubic area completely or near completely, coupled with internet exposure has resulted in more body awareness amongst certain individuals, who find the exposed inner labia aesthetically unpleasing. There is no erotic benefit to be gained from labiaplasty except perhaps by the individual being more relaxed about her genital appearance in sexual situations and thereby being less inhibited.

### **What about poor scarring? Can one get keloids after this surgery?**

If all heals well, the scarring is barely visible, even to the trained eye. This is because the tissue is mucosal in nature (similar to the lining of the mouth) and so when it heals, and assuming there are no wound healing issues (as may be seen in smokers), the scar is very fine indeed and almost imperceptible. One cannot get keloids in mucosal tissues as there is no dermis.

### **What can go wrong?**

Labiaplasty is a fairly simple procedure with a low complication rate. Unfortunately, because it looks technically much easier than it actually is, many doctors

who are inadequately trained are performing this surgery with often disastrous outcomes, not all of which can be corrected. In short, it is vitally important for any prospective patient seeking this (or any other cosmetic surgery for that matter) to do their homework before embarking on this procedure and ensure, as best you are able, that the person offering this surgery is suitably qualified and has significant experience with labiaplasty.

*Dr Skoll is a specialist plastic surgeon at the Christiaan Barnard Memorial Hospital in Cape Town. He graduated MBChB from The University of Cape Town in 1989 with first class honours, and later went on to complete a training programme in Plastic Surgery.*

*He has been in private practice since 1999. He is a full member of the APRASSA, ISAPS, ASPS (USA) and a Fellow of the Royal College of Surgeons in the UK, and the College of Surgeons of South Africa. He is an Associate Editor for Plastic & Reconstructive Surgery Journal (Global Open Edition) and a regular peer reviewer for Plastic & Reconstructive Surgery, the leading international Plastic Surgery Journal.*

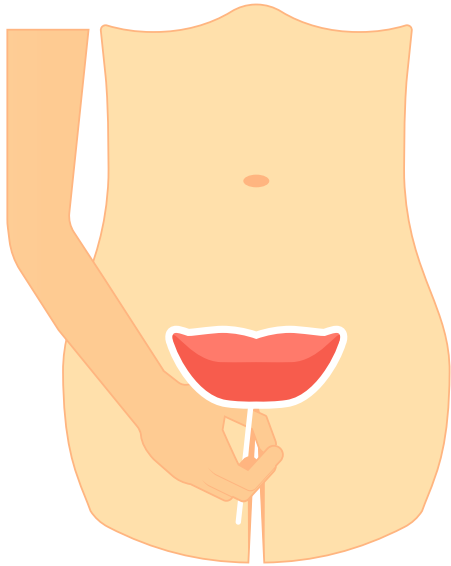
*His private practice is predominantly cosmetic surgery with an interest in rhinoplasty and labiaplasty. On the reconstructive side, he has an interest in immediate prosthetic breast reconstruction as well as cleft lip and palate surgery, and does pro bono surgery with Operation Smile in Africa.*



# Snapshot:

## The Lowdown on Labiaplasty

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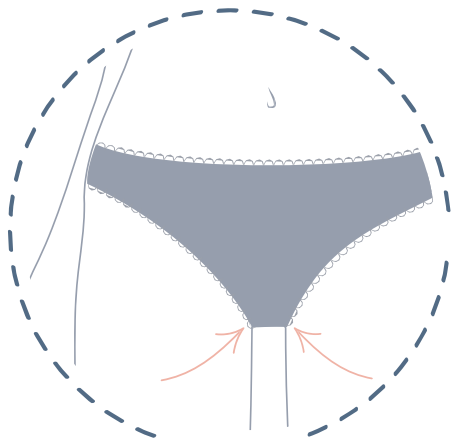


### What is labiaplasty?

A labiaplasty is surgery to reduce the size of the labia minora – the flaps of skin either side of the vaginal opening. The procedure involves shortening or reshaping the vaginal lips. The unwanted tissue is cut away with a scalpel or possibly a laser, and the loose edge may be stitched up with fine, dissolvable stitches.

### The functions of the Labia

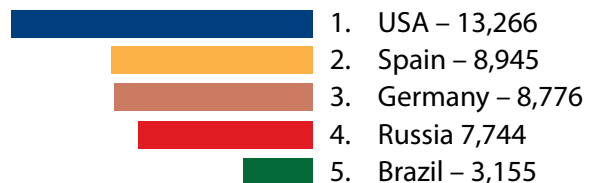
- The labia protects the entrance of the vagina.
- The labia minora covers and protects the urethra and vagina from infection.
- The labia minora enhances sexual pleasure and lubrication during intercourse.



### #1 – world's fastest growing type of cosmetic surgery

Labiaplasty was named the world's fastest growing type of cosmetic surgery with 45% more procedures carried out in 2016 than in the preceding year.

### Top 5 Countries Performing Labiaplasty Surgery:



### Health Professional Guidelines introduced in 2015

In 2015, the Royal Australian College of General Practitioners (RACGP) introduced world-first guidelines to assist GPs and other health professionals navigate women's concerns about their genital appearance.





## Exploring the Cost

In the UK, the surgery typically costs between £1,000 to £3,000, plus the cost of any consultation or follow-up care. Occasionally, a labiaplasty may be carried out on the NHS if the vagina lips are abnormal, causing the woman distress or is harming her health.

In the United States, the surgery typically costs anywhere between \$3,000 and \$8,000. Plastic surgeon, Dr Katzen of Beverly Hills and Orange County suggests the average labiaplasty cost is around \$4,500.

## Britain's Youngest Patients

### 9-years-old

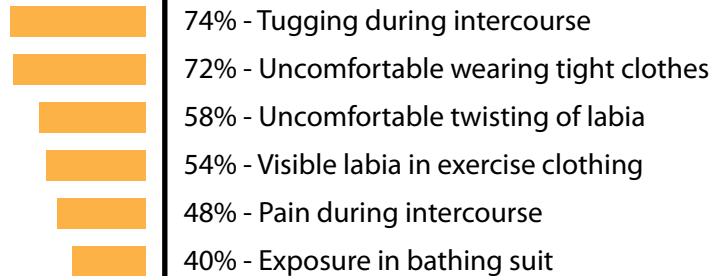
Leading adolescent gynaecologist Dr Naomi Crouch told the BBC girls as young as nine were seeking the cosmetic procedure because they were distressed by the appearance of their vulva.

### >200

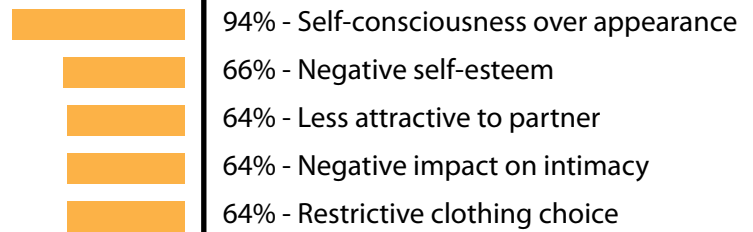
More than 200 girls under 18 had labiaplasty on the NHS in 2015-16 – more than 150 of whom were under 15.

## COMMONLY CITED REASONS FOR SURGERY

### THE PHYSICAL SYMPTOMS:



### THE PSYCHOLOGICAL SYMPTOMS:



## Affordable Labiaplasty Abroad

**£788 – SPAIN**

**£794 – HUNGARY**

**£794 – CZECH REPUBLIC**

## The Celebrity Treatment

**Kim Kardashian, Sharon Osbourne** and **Jenna Jameson** are amongst celebrities to have undergone labiaplasty surgery.

### Sources:

*The NHS guide to cosmetic procedures*

*International Society of Aesthetic Plastic Surgery (2017)*

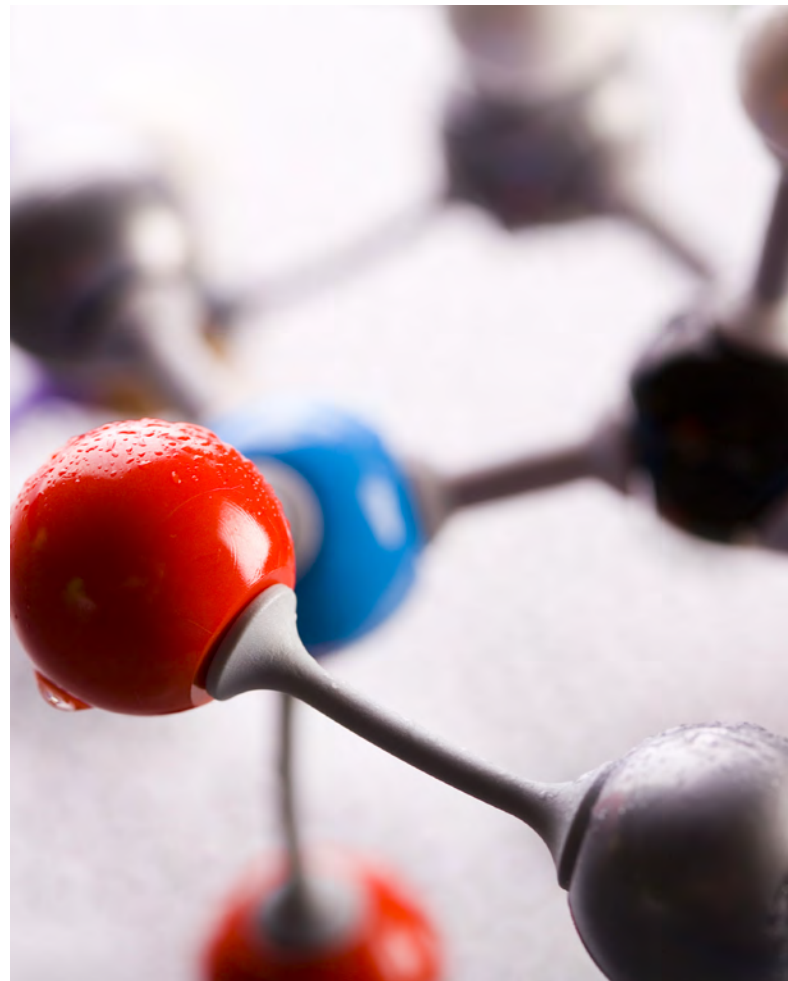
*Why Women Request Labiaplasty. Plastic and Reconstructive Surgery journal (April 2017)*

*www.medigo.com (2017)*





## Global Medical Awards



# HOW WE CHOOSE THE WINNERS

## Ethical Practice

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The impact of the medical profession can never be understated – after all, at the very least it is capable of improving lives, at most completely transforming them. This also means it is vital to recognise the immense power and responsibility wielded by professionals in the industry, assessing how they approach their services and those under their care. The Medical LiveWire judging panel looks for those that go above and beyond regulatory expectations, whether that is through providing thorough consultation and examination or otherwise ensuring that treatment is justified.

The approach taken by Dr Leah Cosmetic Skin Clinics illustrates the level of care expected; carefully considering the needs and potential effects that treatments or surgery may have on patients. She notes that is particularly important in regards to under 18s seeking cosmetic procedures and is highly resistant to providing unnecessary treatments. Here, she raises awareness regarding issues involved, especially the long-term potential psychological implications of elective surgery and those that can arise from informed consent.



## Quality of Care

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Quality of care directly correlates to ethical practice, particularly in the focus each individual and company puts on prioritising the comfort and happiness of its patients. This category assesses everything from consultation and examination through to procedure/surgery, and even aftercare. At the most basic level, the Medical LiveWire judging panel expects every stage of the medical process to be thorough and patient-oriented, ensuring that treatments are not just successful but offer optimal comfort.

Dr Rana Das-Gupta is a prime example of a practitioner providing exemplary aftercare, offering thorough advice and guidance in not just what to expect of a procedure, but also how best to rest – or resume activity – post-surgery. Globalcare Clinical Trials also provide a strong example for the kind of attentive care looked for by the judging panel, their entire business model built around the idea of alternative-setting clinical trials which can bypass traditional limitations to create a comfortable and convenient environment.





## Innovation

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Innovation is a driving force behind the advancement of medical sciences, groundbreaking technologies and treatments being able to revolutionise the entire medical industry. As such, the Medical LiveWire judging panel believe it is of paramount importance that nominees in this category push boundaries in the development and implementation of new technologies and treatments, to better improve their own service offer and assist advancement of the wider industry.

Pain Solutions Lymm illustrates how cutting-edge cryotherapy technology is being incorporated alongside traditional muscle therapies to assist more than ever before, not only helping to alleviate patients' pain, but promote healing. Professor Robert "Bob" Stone also demonstrates a less direct manner in which innovation is being used to revolutionise the medical industry; his Virtual Reality technology is transforming the surgical training process, thereby enabling higher levels of professional ability.

## Use of Technology

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Whilst innovation is undoubtedly key to the advancement of the medical profession, adopters of innovative technology serve an equally important role in the widespread usage of new developments. This category assesses how individuals and clinics incorporate innovative practices to find the very best technologies to optimise the processes of the clients they serve. Individuals and clinics may not be responsible for the invention of the development, but still prove efficient in its implementation.

Core Medical Imaging is representative of how this category assesses the importance of the adopter alongside the innovator. Over the past 17 years, the company has steadily facilitated the technological advancement of its customers in the Pacific Northwest, supplying cutting-edge technologies which have the capability to change lives.

# HOW WE CHOOSE THE WINNERS



## Facilities

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The fluid nature of technological development in the medical sector means that the ability for an individual or business to offer a diverse range of facilities can be crucial in providing thorough and comfortable care. This category does not only refer to equipment; equally important to the Medical LiveWire judging panel is use of space, in terms of availability or how it is utilised in unique or novel ways.

Birmingham Children's Hospital is representative of the types of facilities the judging panel commends. One of the most technologically advanced hospitals in the world, Birmingham Children's Hospital is an expansive institution with facilities able to accommodate up to over 90,000 children and young people from the United Kingdom each year. This is emblematic of the exceptional range the judging panel expects to find, but also highlights the importance of good design. JHS Architects is a prime example of how a business can support and advance the medical industry, thereby also improving the services available to patients in the process.

## Industry Recognition

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The Medical LiveWire judging panel value both an individual's or company's reputation within its particular industry. They will take into consideration any evidence that the business or organisation has received professional acknowledgment – be it from national award schemes, relevant industry publications, accredited boards, and even client testimonials. The judges also take notice of how individuals are treated within the wider industry – they may be looked to as expert voices by journalists or academic publications, or even tutor new professionals via a university or training programme.

Mandy Baldwin is a prime example of an expert who is frequently used as a resource by publications, having been featured in everything from *OK! Magazine* to *Aesthetics*, a monthly journal for medical aesthetic professionals. This represents not only the value placed in an expert by the industry itself, but also by the general public – a factor which can be vital in communicating procedures or technologies to prospective patients.



# WINNER LISTINGS

## **Aesthetic Plastic Surgeon of the Year | Germany**

Dr. Christian Metz

## **Aesthetic Plastic Surgeon of the Year | New York, USA**

Dr. Adam D. Schaffner

## **Aesthetic Surgeon of the Year | Ohio, USA**

Dr. Paul Vanek

## **Aesthetic Surgeon of the Year | Romania**

Dr. Constantin Chertif

## **Aesthetic Surgery Clinic of the Year | Spain**

Ocean Clinic

## **Aesthetician of the Year | France**

Dr. Nicolas Zwillinger

## **Best Injury Therapy Centre | UK**

Pain Solutions

## **Body Plastic Surgeon of the Year | Arizona, USA**

Dr. Larry Leverett

## **Children's Hospital of the Year | UK**

Birmingham Children's Hospital NHS Trust

## **Clinical Trial Specialists of the Year | USA**

Globalcare Clinical Trials

## **Cognitive Neuropsychologist of the Year | UK**

Dr. J E Gomborone

## **Cosmetic Plastic Surgeon of the Year | South Carolina, USA**

Dr. Thomas McFadden, Jr

## **Cosmetic Surgeon of the Year | Australia**

Dr. Craig Layt

## **Cosmetic Surgeon of the Year | Brazil**

Dr. Fausto Viterbo

## **Craniofacial Surgeon of the Year | UK**

Dr. Hiroshi Nishikawa

## **Dental Clinic of the Year | UK**

Kreativ Dental UK

## **Dental Surgeon of the Year | California, USA**

Dr. Adrian Mobilia

## **Excellence in Abdominoplasty | UK**

Dr. Rana Das-Gupta

## **Excellence in Aesthetic Surgery Services | Russia**

Alexander Mikhaylov

## **Excellence in Clinical Research Services | Massachusetts, USA**

ActivMed Practices & Research, Inc.

## **Excellence in Cosmetic Surgery Services | UK**

Elite Surgical

## **Excellence in Genomics Technology | UK**

Professor Colin Smith

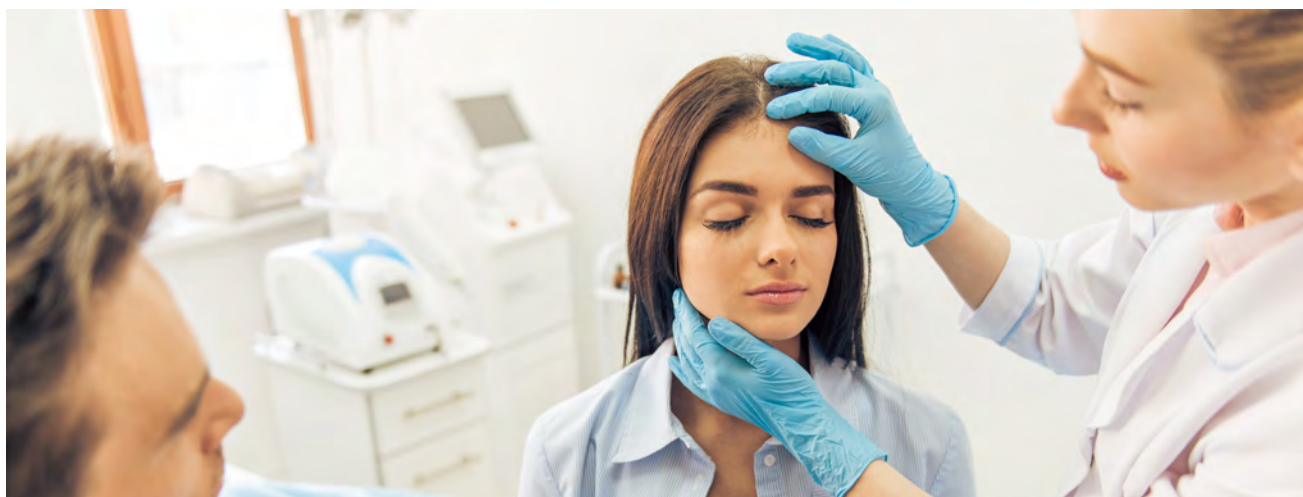
## **Excellence in Gynecological Services | Pakistan**

Dr. Ayesha Nasir

## **Excellence in Physiotherapy Services | UK**

CoActive Physio





**Excellence in Plastic Surgery Services | Texas, USA**

Dr. Steve Byrd

**Excellence in Stress Management Therapy | UK**

Centre for Stress Management

**Excellence in VR Healthcare Technology | UK**

Prof. Robert J. Stone - University of Birmingham

**Facial Plastic Surgeon of the Year | California, USA**

Dr. Louis Mes

**Family Psychologist of the Year | UK**

Dr. Ana Aguirregabiria

**Fertility Clinic of the Year | Utah, USA**

Reproductive Care Center

**Fertility Doctor of the Year | New York, USA**

Dr. Sonya Kashyap

**Fertility Doctor of the Year | Texas**

Dr. Satin Patel

**Fertility Doctor of the Year | UK**

Dr. Suvir Venkataraman

**Fertility Treatment Center of the Year | Virginia, USA**

Virginia Center for Reproductive Medicine

**General Physician of the Year | Pakistan**

Dr. Khairunissa Memon

**Gynecologist of the Year | Arkansas, USA**

Dr. Peter Lawrason

**Gynecologist of the Year | Pakistan**

Dr. Sonia Naqvi

**Gynecologist of the Year | South Africa**

Dr. Pieta Geysler

**Health Insurance Provider of the Year | UK**

Bupa Health Insurance

**Healthcare Organization of the Year | Mexico**

Centro Medico ABC Campus Observatorio

# WINNER LISTINGS

## **Innovation in Specialist Digital Imaging | USA**

Core Medical Imaging

## **Labiaplasty Surgeon of the Year | South Africa**

Dr. Paul Skoll

## **Liposuction Surgeon of the Year | UK**

Dr. Bryan Mayou

## **Male to Female Gender Reassignment Surgeon of the Year | UK**

Dr. James Bellringer

## **Medical Architects of the Year | USA**

JHS Architecture

## **Medical Professional of the Year | Saudi Arabia**

Dr. Asif Zubair Bhatti

## **Most Innovative in Anaesthetic Research Solutions | Switzerland**

Sintetica SA

## **Non-surgical Cosmetic Treatment Clinic of the Year | UK**

Dr. Leah Cosmetic Skin Clinic

## **Plastic Surgeon of the Year | Alabama, USA**

Dr. Michael Yates

## **Plastic Surgeon of the Year | Indonesia**

Dr. Teuku Adiftrian

## **Plastic Surgeon of the Year | Michigan, USA**

Dr. John M. Trupiano

## **Plastic Surgeon of the Year | Oman**

Dr. Somar Ataf

## **Plastic Surgeon of the Year | Texas, USA**

Dr. Henry Mentz

## **Plastic Surgery Educator of the Year | Brazil**

Dr. Luis Perin

## **Reconstructive Plastic Surgeon of the Year | Missouri, USA**

Dr. Terence Myckatyn

## **Reconstructive Surgeon of the Year | Belgium**

Dr. Doug Rossillon

## **Reconstructive Surgeon of the Year | France**

Dr. Eric Sorrel Dejerine

## **Rhinoplasty Surgeon of the Year | Brazil**

Dr. Alvaro Cansancao

## **Rhinoplasty Surgeon of the Year | California, USA**

Dr. Jay Wynn Calvert

## **Rhinoplasty Surgeon of the Year | New York, USA**

Dr. Darrick Antell

## **Rhytidectomy Surgeon of the Year | UK**

Dr. Norman Waterhouse

## **Skin Care Doctor of the Year | North Dakota, USA**

Dr. Ahmed Abdullah

## **Trauma Specialist of the Year | UK**

Dr. C J Hallings-Pott

## **Trichologist of the Year | UK**

Mandy Baldwin



## BEST INJURY THERAPY CENTRE

## Pain Solutions Lymm

www.deeptissuemassagewarrington.co.uk  
+44 (0) 1925 75 2614

Pain Solutions Lymm are a Warrington-based treatment centre offering the North West a unique range of comprehensive treatments and services for medicinal and remedial purposes to patients suffering chronic pain. Whether this is a sports injury or a more prolonged issue, the company can offer a range of treatments to assist their patients in relieving pain and living comfortably. Though the company's chief service is deep tissue massage, they also offer cryotherapy (treatments conducted in low temperatures) alongside a wide range of complementary, holistic, alternative and sports therapies to ensure that their customers receive the best and most relevant treatment to them.

While the company offer leisure and remedial treatments alike – each promoting health, happiness and relaxation – it is the latter which shows their exceptional commitment to the customer. Carefully gauging the needs of the customer (as well as their own personal preferences), Pain Solutions are able to offer a treatment which can serve both as excellent relief from any aches or stresses, but also promote improved tissue quality and function, targeting scar tissue and trigger points to help prevent future injuries or aches.

The key to providing beneficial treatments is communication between patient and practitioner and deep tissue massage is no exception; by clearly communicating with the guest Pain Solutions are able to identify any problematic points of stress or injury and treat them carefully without inflicting unnecessary discomfort. The company serve a wide geographical network of customers, attracting frequent visits from guests as far afield as Merseyside, Cheshire or Greater Manchester.

Practicing cutting-edge treatments, the company offer solutions for a range of ailments but particularly specialise in treating sports injuries. You don't have to be a seasoned track and field champion to know that sports injuries can often be catastrophic on the body, affecting not just the ability to properly train (or participate), but also affect quality of life. In this, the Medical LiveWire judging panel found Pain Solutions' treatments to be exceptional – not just alleviating pain but promoting better tissue health and improved cardiovascular activity to help prevent further injury and stimulate healing. This ensures that you'll enjoy the same world-class innovative facilities and services whether you are a professional athlete or an entrepreneur with a weekend hobby, assuring a better quality of life and comfort for all.



*The Medical LiveWire judging panel found Pain Solutions' treatments to be exceptional – not just alleviating pain but promoting better tissue health and improved cardiovascular activity to help prevent further injury and stimulate healing.*



# CLINICAL TRIAL SPECIALISTS OF THE YEAR

## Globalcare Clinical Trials

www.globalcarect.com  
+1 847 282 3280  
info@globalcarect.com

Globalcare Clinical Trials are recognised as the leading global provider of ambulant health care services for clinical trials. The company boasts over 100 years' experience in the clinical trials and home healthcare industries, consistently found at the forefront of the development of medical technologies and practices on a global scale. This has been achieved through the implementation of over 400 trials in 50 countries, offering high quality and convenient clinical trial services in the home or alternative-settings. This results in faster subject enrolment, better patient compliance and higher retention rates, thereby increasing the value of results.



*The Medical LiveWire judges believe that the patient-oriented service offered reintroduces a human element into the medical trial process, ensuring that results don't come at the cost of superior care.*

With the comfort and happiness of the patient put at the core of the clinical trial process, GlobalCare offers one of the most comprehensive care packages on the market, utilising a global network of experienced multi-lingual clinicians to ensure that all tests can be implemented easily. This experience is invaluable in understanding not just local medical practices, but also cultural differences which may affect a trial, allowing for more patient comfort as their needs are thoroughly understood from the first instance.

The company offers an extensive range of ambulant care services, including; study drug administration, blood draws, miscellaneous biologic sampling (pharyngeal and oral mucosal swabs, urine), clinical assessments (vital signs, ECGs, concomitant medications, adverse events) and patient training and education (self-administration and supervision). The service is available 24/7, 365 days a year, thereby ensuring that there is always somebody on hand to assist should it be required. This assistance also includes a chaperone service, which can help patients to travel to investigator sites for protocol visits when they are not able to travel on their own, or even arrange overnight stays and meals for patients who require longer stays or observation.

Global market leaders, GlobalCare serve government agencies and biopharmaceutical and medical device companies engaged in all phases of product development. Their model offers a patient-centric approach to clinical trials which not only increases comfort, but also helps to speed new products to the marketplace. The company combine an innovative methodology with GCP-compliant services to ensure absolute quality for their clients and subjects alike. The Medical LiveWire judges believe that the patient-oriented service offered reintroduces a human element into the medical trial process, ensuring that results don't come at the cost of superior care.



## DENTAL CLINIC OF THE YEAR

## Kreativ Dental UK

www.kreativdentalclinic.co.uk  
 +44 (0) 203 6530 331  
 office@kreativdental.co.uk

Patients from costly jurisdictions such as the United Kingdom and the United States are increasingly looking abroad for high quality, low cost procedures. This trend has seen Hungary emerge as the top European destination for dental tourism.

In 2009, more than 35,000 Brits travelled to Budapest for dental treatment, growing to around 67,000 by 2012. Recognising this developing trend early, Kreativ Dental Clinic opened a new, purpose-built surgery complex in 2007, dedicating its efforts to establishing itself as the European leader in the field of dental treatment abroad. Having already established an excellent domestic reputation since being founded in 1996, Kreativ has since expanded this reputation overseas thanks to the consistent high quality and outstanding results with each completed procedure.



*Beyond the obvious cost benefits, the Medical LiveWire judging panel were impressed with the expertise of the Kreativ team.*

*Despite being a \$20 billion industry, medical tourism is still in its infancy and as such it is important that patients choose credible practitioners.*

UK patients undergoing dental treatments with Kreativ routinely save hundreds of pounds on procedures such as dental implants, crowns, bridges, cosmetic dentistry, bone replacement, restorative removable treatment, conservative treatment, diagnostics, and other restorative fixed treatments. For instance, popular treatments such as crowns starting in price from £250 rather than £420, while a DIO Implant will cost just £400 each saving patients £800 per implant compared to prices in the UK.

Beyond the obvious cost benefits, the Medical LiveWire judging panel were impressed with the expertise of the Kreativ team. Despite being a \$20 billion industry, medical tourism is still in its infancy and as such it is important that patients choose credible practitioners. The dentists who work at Kreativ have all been selected for their qualifications, expertise and experience. Most have now been working at the Kreativ Clinic for many years ensuring patients receive continuity of service with each procedure. Furthermore, the Kreativ Dental standards conform to and often exceed all of the most stringent EU regulations and requirements.

Another notable aspect of Kreativ Dental is their after care service. In the unlikely event of a failure of the laboratory work, Kreativ agrees to meet the cost of airline travel to and from Hungary (up to the total value of €250) and hotel accommodation expenses (single room per night up to €42) in Budapest for the duration of the necessary remedial work. Additionally, after care and check-ups can be provided at Kreativ's partner clinic based in London.



Kreativ Dental Clinic currently sees between 200 and 250 patients from the UK and Ireland every month at its dental surgery in Budapest, Hungary. Kreativ are tried tested and trusted by thousands of UK patients who have visited over the last decade for procedures.

## EXCELLENCE IN CLINICAL RESEARCH SERVICES

## ActivMed Practices and Research, Inc.



**Terry Stubbs MA,CCRC,AS**

President and CEO

[www.activmedresearch.com](http://www.activmedresearch.com)

+1 978 655 7155

[tstubbs@activmedresearch.com](mailto:tstubbs@activmedresearch.com)



*The Medical LiveWire judges were particularly impressed by ActivMed's dedication to patient care, patient recruitment and their high standard of protocol delivery.*

ActivMed is a female owned company that was co-founded in 1994 by Terry Stubbs MA, CCRC, AS. As the President and CEO of ActivMed, Terry is active in her local community. She demonstrates her passion by taking part in projects such as helping a local college to develop and implement a program to train clinical research coordinators. She also speaks at national events and acts as a mentor to others within the industry. She has been selected and is serving as co-chairman of the Site Accreditation and Standards for a company called Alliance for Clinical Research Excellence and Safety ("ACRES"). ACRES is a non-profit company that offers accreditation and standardisation for research sites all over the world.

ActivMed Practices and Research, Inc. was launched with the purpose of offering individuals the same quality clinical medical trials that are offered in hospitals and universities. The difference was that ActivMed wanted to offer these trials from a conveniently situated local office. They observed that many people cannot or will not travel the distance from suburban areas to large cities to participate in clinical research trials. If the commute happened to be too long or too complicated for the volunteers, then the number of willing participants would surely decrease.

By setting up offices within local communities, Terry predicted that many more people would be mobilised to take part in research trials. This proximity would also allow for quicker enrollment in these experiments. So far, this theory has delivered impressive results and it continues to allow people the opportunity to participate in groundbreaking national and international trials at a local level. Since its launch, the company has expanded its headquarters to include four freestanding offices. The team also now works in conjunction with local hospitals and private physicians to offer a variety of multi-specialty disease trials.

The Medical LiveWire judges were particularly impressed by ActivMed's dedication to patient care, patient recruitment and their high standard of protocol delivery. Having completed over 750 clinical trials, they have developed the staff, processes, recruitment practices and facilities to meet performance expectations for phase two, three and four clinical research trials. These clinical trials have, in turn, led to countless advances in the ways of prevention, diagnosis and treatment.



## EXCELLENCE IN PHYSIOTHERAPY SERVICES

## CoActive Physio

www.coactivephysio.co.uk  
 +44 (0) 7919 411 845  
 sarah@coactivephysio.co.uk

CoActive Physio is a highly rated physiotherapy and pilates clinic based in the city of Chester. They provide physiotherapy, pilates, acupuncture, and biomechanical and gait analysis services, treating a range of clients from a variety of referral origins. Pilates is a key part of the business, both within the therapy treatment room and on a class basis. All therapists are trained using the Australian Physiotherapy and Pilates Institute, ensuring they are qualified to teach a modified form of pilates specific to physiotherapy needs.



*By combining their physiotherapists' experience with advanced technology the team can assess, plan, and treat individuals with conditions affecting their ability to walk or run.*

Their main aim, as well as offering the highest quality services, is to make it easier for their clients to access appointments. In order to achieve this they are open seven days a week including bank holidays, and they have a round the clock contact protocol, so clients do not need to wait for official opening times to make enquiries or bookings. The team also offer an online booking system for client convenience. At CoActive Physio, clients are always put first; there is no business competition when it comes to healthcare, only the need to help people access the services they need. The trained physio team work closely with other healthcare providers to achieve their goals and they are currently affiliated with Arthritis Action UK, providing subsidised sessions through the charity for members.

The therapists at CoActive Physio are highly experienced in their field and continue to keep up with recent trends and developments in the field of physiotherapy and pilates. One senior chartered physiotherapist, Sarah, is currently undertaking a further Masters in advanced physiotherapy practice. Sarah's fellow senior chartered physiotherapist, Abi, is working alongside top level athletes in the British Parasnowsport team on their journey to the 2018 Paralympics, bringing to the clinic a wealth of experience in sports rehabilitation. They genuinely enjoy their jobs and the feedback and gratitude they receive from their clients makes it all worthwhile.

The Medical LiveWire judges were particularly impressed by CoActive Physio's innovative use of technology. The centre opened up its own on-site gait lab in January 2017. By combining their physiotherapists' experience with advanced technology the team can assess, plan, and treat individuals with conditions affecting their ability to walk or run. CoActive Physio is a first choice for anyone who is trying to achieve their health and fitness goals.





## EXCELLENCE IN VR HEALTHCARE TECHNOLOGY

## University of Birmingham Human Interface Technologies Team



### Professor Robert Stone

Director, Human Interface Technologies Team

[www.birmingham.ac.uk/research/activity/eese/ise/hit-team/index.aspx](http://www.birmingham.ac.uk/research/activity/eese/ise/hit-team/index.aspx)

+44 (0)121 414 7395

[r.j.stone@bham.ac.uk](mailto:r.j.stone@bham.ac.uk)



*Combining both commercial and academic pursuits, we found Stone to be a strong example of an innovator excelling in the field, his passion allowing him to work on projects both at home and abroad.*

For over 30 years, Professor Robert (“Bob”) Stone has been one of the foremost global experts in the field of virtual reality (VR) technology. Involved with cutting-edge innovations as early as the 1980s (when he was the first European to experience the NASA View VR system), Stone has promoted excellence in the field of VR on both a domestic and international level. He has also earned recognition from bodies such as the South Russia State Technical University (Novocherkassk) – where he is an honorary professor – and involved himself with the application of VR technologies into a variety of industries and fields including healthcare, defence, heritage and education. This immense recognition factored heavily into the decision of the Medical LiveWire judging panel, Stone having proven himself as an invaluable asset for the research and development of new VR technologies and applications. Combining both commercial and academic pursuits, we found Stone to be a strong example of an innovator excelling in the field, his passion allowing him to work on projects both at home and abroad. The list of leading developments which can be attributed to Stone is astounding.

The Medical LiveWire judging panel were particularly impressed with the extensive list of ‘firsts’ which can be attributed to the professor, including (but not limited to); the first tactile feedback glove for VR applications (Teletact) and the world’s first industrial collaborative project to address the commercial uses of VR. In direct relation to medicine, Stone would prove to be a revolutionising force in the 1990s, his pioneering surgical task analysis efforts leading to the development of a suite of simulated perceptual-motor tasks for a unique keyhole surgery VR trainer (MIST).

Today, Stone continues to exhibit an immense dedication to the development of new talent and innovation within the field. His current research projects range from the development of new VR concepts for the post-operative rehabilitation of patients in Intensive Care to the development of a unique, reconfigurable “Mixed Reality” concept to help train future defence paramedics to become effective members of Medical Emergency Response Teams. Directing his Human Interface Technologies (HIT) team at the University of Birmingham, Stone continues to pioneer the application of Human Factors knowledge to the design of advanced interactive systems (particularly in the medical and defence sectors), helping to ensure that those systems take into account the capabilities and limitations of their end users. This helps to ensure that the technology-based training solutions that are delivered are fit for human use and based only on appropriate hardware and software, as opposed to being yet another example of a “high-tech system for the sake of high-tech”.



UNIVERSITY OF  
BIRMINGHAM

## FAMILY PSYCHOLOGIST OF THE YEAR

## DoctorAna Solutions

**Dr. Ana Aguirregabiria**

Founder

www.doctoranasolutions.com

+44 (0) 7973 281 657

doctorana@mac.com



*Dr Ana's proactive and flexible approach represents an esteemed level of care which can support families on both a long-term and short-term basis, providing a nuanced service which can reflect the needs of both the wider group and the individuals within.*

Dr Ana Aguirregabiria is a renowned UK-based family psychologist and founder of DoctorAna Solutions. Utilising her skills as an expert in family and group dynamics, Dr Ana created a practice which embraces the inherently intimate nature of psychology and utilises it as a driving force behind providing comprehensive and bespoke care to each individual family or group. She is particularly successful in working with those families and groups who wish to turn their relationships into more satisfying and fulfilling interactions.

A pre-eminent expert in her field, Dr Ana has over two decades' experience in the field of mental health and psychological wellbeing. She completed her Doctorate in Clinical Psychology (C.Psychol) in 1987 which received chartered status in 1995. She went on to complete her PhD looking into what clients find useful of psychological interventions for which she obtained a Merit Cum Laude in 2006. She has continued to improve her care to her clients by continuing her education, being awarded a licentiate in Homeopathy in 2010 and her honour of being nominated an Associate Fellow of the British Psychological Society the same year.

This extensive experience reflects Dr Ana's dedication to keeping pace with the latest developments in her field thereby allowing her to provide a robust and refined service to her patients. The families and groups she supports, benefit from a sense of exceptional professionalism. Dr Ana delivers an array of individually tailored interventions that are grounded in clinical experience and informed by research evidence. Her expertise encourage the development of communication skills which build trust between the family and within the group. As a result, this enables the solution of conflict – the improvement of the dynamic between members of the family which creates satisfying reciprocal interactions. Dr Ana encourages each individual member of the family to achieve their own potential through building many full and supportive connections and nurturing relationships therefore creating long-lasting results

Dr Ana's proactive and flexible approach represents an esteemed level of care which can support families on both a long-term and short-term basis, providing a nuanced service which can reflect the needs of both the wider group and the individuals within. The Medical LiveWire judging panel found that this was particularly prevalent in how she deals with high-stress niche situations such as family business co-ownership. By offering a tailor-made solution which fosters communication, Dr Ana is able to create a dynamic which can nurture not only a successful inter-personal relationship but a higher chance of successful business dealings.



# INNOVATION IN SPECIALIST DIGITAL IMAGING

## Core Medical Imaging

www.coremedicalimaging.com  
 +1 425 219 4058  
 johnm@coremedicalimaging.com

Core Medical Imaging (CMI) is a US-based digital X-Ray sales and service company located in Kenmore, Washington. The company stands out within their field thanks to the talents of a team of experienced professionals, all driven by a shared vision for better health. Operating predominantly in the Pacific Northwest, CMI also supply technology to selected areas along the west coast, providing healthcare professionals with pioneering digital X-Ray technology along with the knowledge and support to ensure their imaging is as reliable and cost-effective as possible and that their customers' technical proficiency keeps pace with technical advancement.



*The Medical LiveWire judging panel were particularly impressed with how the Washington-based company has steadily revolutionised medical imaging over the past 17 years, its team of expert staff able to provide fast and accurate resolutions to any issues.*

The Medical LiveWire judging panel were particularly impressed with how the Washington-based company has steadily revolutionised medical imaging over the past 17 years, its team of expert staff able to provide fast and accurate resolutions to any issues. We also found the company's versatile range of services worthy of commendation, the comprehensive customer services and customised product solutions creating a collaborative approach between the company and the client. Through a combination of innovative approaches to corporate culture, cutting-edge technology and extensive experience, CMI promote medical excellence that benefits clients, patients and the wider industry alike.

Core Medical Imaging's innovation was further commended by our judges for the versatility available in its services; its comprehensive customer services and customised product solutions creating a collaborative approach between the company and the client – with no division between sales and service teams, the team of professionals at Core Medical Imaging believe in developing a close partnership with their customers to get the most from the project. This is complemented with the company's vast experience working at both vintage and antiquated retrofits, and modern facilities, allowing for the team to serve a range of clients of all specialties.

In 2017, CMI made a few milestone achievements that demonstrate their expertise and excellence in their field. One of these achievements included installing the first Shimadzu RadSpeed Pro Edge radiology system in the United States, at Yakima Urology in Washington State. Since 2000, Core Medical Imaging has been helping hospitals and clinics throughout the Northwest achieve excellence in patient care. They believe that efficient, flexible, high quality medical imaging is one clear path to better diagnosis, better treatment, and better health.



# MEDICAL ARCHITECTS OF THE YEAR

## JHS Architecture: Integrated Design



**Randy L. Sides** AIA NCARB

Chairman of the Board  
 www.jhs-architects.com  
 +1 803 252 2400  
 rlsides@jhs-architects.com



*Incorporating their knowledge of hospitality architecture, from design hotels and resorts, with their understanding of the needs of the medical industry, they have created a series of stunning buildings and facilities*

JHS Architecture Integrated Design is a full service architectural, engineering and interior design firm based in Columbia, South Carolina, USA. Founded in 1986, the firm has over three decades of experience in medical architecture and designing facilities such as hospitals, outpatient care, imaging facilities, and physicians office buildings. However, their realm of expertise is not limited to designing and planning medical premises and facilities. JHS is also experienced in hospitality, sport and university architecture, having designed resort hotel's, sports facilities, educational facilities and numerous commercial projects.

The firm is experienced in designing LEED certified, Joint Commission accredited, Sustainable Healthcare facilities. Through their work in medical architecture, they combined their expertise in designing hotels, condominiums and other hospitality facilities with designing first class healthcare centres, creating stunning facilities.

Palmetto Health Children's Hospital is among one of their recently completed projects. It is JHS's fourth project for the Palmetto Health System. The firm renovated the existing cancer facilities into the new Palmetto Health Children's Hospital, designing facilities to offer all aspects of care and treatment, including diagnostic, surgeries, family amenities and patient treatment rooms.

Part of what made this project stands out is their approach to creating friendly facilities in the first free standing children's hospital in South Carolina. Collaborating with Stanley Beaman and Sears, the firm took great care in designing a child-friendly environment, infusing colour, light and play into their plans. While ensuring that the facilities meet the hospital staff's needs, JHS helped create charming surroundings where young children can feel safe. They created a visually beautiful and engaging building.



It is this immense experience and knowledge in the field of medical tourism. The architectural firm has a long history of designing first class facilities to cater to the industry, which has led to JHS becoming a leading authority in medical architecture.

The firm has a strong philosophy when working on projects for the medical industry, which is 'The hospitals of the future will be a place to rest and heal not only the body but the spirit as well'. It is this approach, when designing hospitals and clinics, that has earned the firm its reputation. JHS boasts a mission statement of 'JHS Architecture seeks responsible design through an unwavering commitment to design excellence through a collaboration of owner and architect and through an integrated design process.'

In the competitive field of medical architecture and modern hospitals, firms are often found juggling two vital aspects of a project. The first being the technical and specific needs to spaces and facilities. Architects need to understand the purpose of a room, consider the equipment being used and designing the space to best meet those needs and support the medical staff. Then there is the environment and its impact on patients. Especially those who are undergoing extensive treatment or recovering from a serious illness.



The environment has an enormous effect on the healing process, hence the need to create warm positive spaces when renovating current facilities or when designing a new building.

It is based on these principles which have brought JHS Architecture to Medical LiveWire's judging team. JHS Architecture Integrated Design Inc. combines a perfect balance of the two, creating visually stunning modern hospitals. Incorporating their knowledge of hospitality architecture, from design hotels and resorts, with their understanding of the needs of the medical industry, they have created a series of well thought out buildings and facilities which put the health and well-being of the patients first.

It is a firm which has demonstrated, over its impressive 30 years of excellence and dedication to the needs of its clients of all industries, that they are leading figures in the field of medical architecture.

The firm's work has been recognised before with JHS and HKS, Inc. being awarded the 2016 American Institute of Architects, South Carolina Chapter Citation Award for the design of the Palmetto Health Baptist Parkridge Hospital. Due to their expert combination of experience in designing first class medical facilities and hospitality facilities, JHS has gained the insight and awareness to design visually beautiful spaces for people to heal and recover.

## MOST INNOVATIVE IN ANAESTHETIC RESEARCH SOLUTIONS

## Sintetica SA

**Augusto Mitidieri**

Corporate CEO

[www.sintetica.com](http://www.sintetica.com)

+41 091 640 42 50

[amitidieri@sintetica.com](mailto:amitidieri@sintetica.com)

*The Medical LiveWire judging panel found that Sintetica is a company whose approach puts them not just at the forefront of medicinal development, but also corporate practice.*

Established in 1921, Sintetica SA has championed a values-oriented approach to medical research (particularly in the field of anaesthetics) for almost a century. Fostering a culture of innovation and cooperation, the company are at the forefront of innovative science and excellence in development, production and marketing, operating on a global scale. Based out of Mendrisio, Switzerland – with international offices in Germany, Italy, Austria and the United Kingdom – the pharmaceutical company currently deliver injectable anaesthetics and analgesics to patients worldwide. The Swiss manufacturing sites of Mendrisio and Couvet have a production capacity of 25 million ampoules, five million infusion bags and over five million vials.

Local anaesthesia and pain relief are Sintetica's primary focuses, the company fully committed to the development of innovative therapies and drugs in local anaesthesia, pain management and neuromodulation. Key to this development is the company's philosophy of acting with passion and competence, but also utmost respect for the patients they treat. This has allowed the company to operate a more personal service than can be found elsewhere in medical research and development, which can in turn yield better results for the products they represent. All of Sintetica's efforts and resources are focused towards becoming the leader in these fields by developing novel medicines, as well as better treatment options for physicians and patients worldwide.

Exerting steady influence and progress into global territories, Sintetica can specially cater their services to the markets in which they directly operate, promoting innovation in these markets whilst also bolstering direct business growth. The company's global capabilities are largely explored in a targeted and measured manner. By specially and strategically selecting international partners the company are able to create affiliate associations with target countries. Utilising their dynamic portfolio of selected branded medicines, the company

**Sintetica**<sup>®</sup>  
ESTABLISHED 1921

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can uniquely satisfy unmet clinical needs in a given market, whilst also forging a mutually-beneficial, sustainable and long-lasting alliance with their international partners.

Leading by example, the company are positioned at the forefront of new developments in the anaesthetic community. They achieve this through strategic partnering and business development via global growth, allowing the company to exert a greater influence on the wider industry whilst also offering an exceptional results-driven service, as opposed to traditional competitive market-driven models. By continually improving their own processes the company don't just position themselves as market leaders, but pace-setters with the capability to elevate the wider industry. In addition, the company also take a critical approach to evaluating their own processes, identifying the very best elements whilst also identifying areas that require further development. Invention is such a core principle to the Sintetica model that there is an entire department based in Mendrisio dedicated to innovation, accounting for approximately 15% of the total workforce.

As Sintetica's Corporate CEO, Augusto Mitidieri has full responsibility over all sites of the company; vision creation, strategy definition and execution are his top tasks. He is also in charge of defining the organisational structure, which must be coherent with the company's business model. When innovation is one of your core values, the management style and organisation must change continuously, to anticipate novel issues in the pipeline. As such, Mitidieri's current efforts are focused on the design and implementation of a dynamic open organisation, based on the qualities of meritocracy and responsibility, more than hierarchy that is based upon rigid, closed and internal structures. He believes in a company culture that promotes creativity and informed risk-taking – principles which are key to the development of new treatments or medicines. In this respect, the corporate culture of the company must also promote a good feeling for all employees, who should always feel safe when they are at work. Making Sintetica a great place to work is his firm belief, something that is very much a part of the company DNA.



Sintetica currently employs 230 people across Europe, drawing upon a workforce from 28 different countries in the world. The company's experienced and multinational staff has proven to be one of their biggest assets, the diverse approaches and mentalities allowing Sintetica to adopt a creative and flexible methodology conducive to developing and pioneering new means. This sense of creativity and difference is fostered through the company's transparent and positive corporate culture. Promoting a more beneficial corporate atmosphere, the company create a positive employment environment which not only allows them to retain their expert staff but also improve the lifestyles of each employee to ensure higher levels of satisfaction. Sintetica now boasts a culture where everyone is defended, lines of communication are opened and great talent is recognised and encouraged, where individual success depends solely on personal merit and performance. The company also incorporate a number of sustainability initiatives which showcase their altruistic approach to operating as a business.

The Medical LiveWire judging panel found that Sintetica is a company whose approach puts them not just at the forefront of medicinal development, but also corporate practice. Sintetica is leading the global charge for progress and innovation, helping to shape the approach of many of their contemporaries by adopting a diverse and constructive employment environment whilst also still embracing tradition-honoured business practices which can help the brand achieve market ubiquity and remain at the forefront of cutting-edge developments.

# Acknowledgements

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101 The Big Peg  
120 Vyse Street  
Birmingham  
West Midlands  
B18 6NF  
United Kingdom

### Chief Executive Officer

Osmaan Mahmood

### Managing Director

Andrew Walsh

### Research Managers

Chris Barry  
David Bateson

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James Drakeford

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