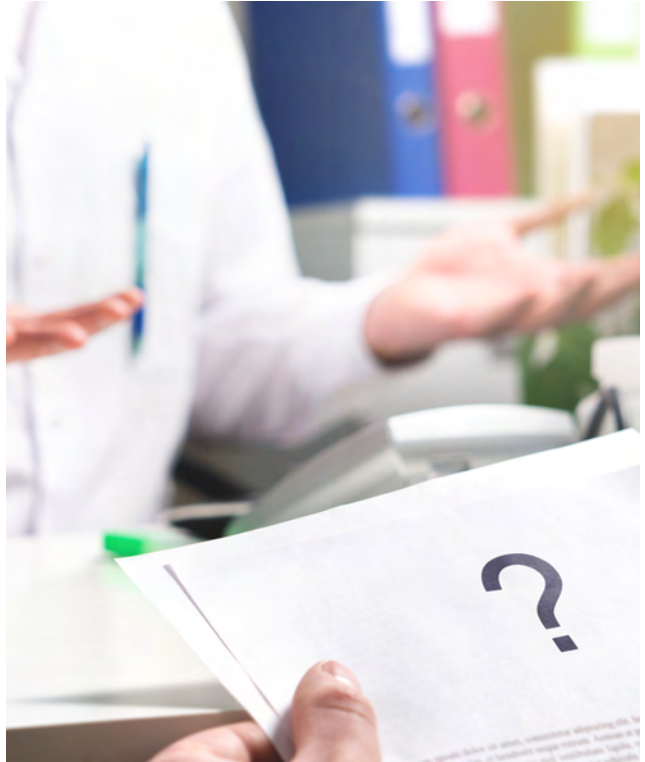


HOW WE CHOOSE THE WINNERS

Ethical Practice

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

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.

