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City welcomes a new practice entirely focused on the highest level of medical care

Avicenna Clinic is an innovative, private healthcare facility located in the heart of Peterborough. In a renovated special character building, the clinic is consultant-owned and consultant-led which means that the practice is entirely focused on providing patients with the very highest level of medical care.

Hany Elmadbouh, founder and lead consultant at the clinic, is working with other specialist consultants to deliver excellence in minimally invasive surgery, imaging and image-guided intervention techniques to patients in Peterborough and the surrounding area.

Hany tells Pride: "The consultants who have registered at the clinic offer a wealth of experience, expertise and skills that they will transfer to Avicenna for the benefit of its patients. It is an exciting time in private health care and I am delighted and encouraged with the response the consultants have shown."



Hany Elmadbouh, founder and lead consultant

The consultants are leaders in their fields and registered specialists. To gain practising privileges at Avicenna Clinic they must also meet its own stringent criteria and undergo a rigorous selection procedure carried out by its Medical Advisory Committee.

In addition to securing the right level of expertise at the clinic, it has been a priority for Hany to incorporate the very latest technology to ensure the best possible diagnostics and treatment outcomes. The clinic offers patients top of the range ultrasound machine and digital X-ray machines alongside the only 'open' MRI scanner in the region.

Hany says: "Being the first clinic in the region to have the Hitachi Open MRI Scanner is just one example of the way the clinic will be using the latest technology to provide the highest level of patient care."

"The open MRI scanner is particularly useful for patients who suffer from claustrophobia or obesity. Patients benefit from MRI scanning technology without experiencing unnecessary anxiety or physical discomfort associated with the more usual enclosed imaging systems which typically have a tunnel-like scanning area. It's about offering better choices to the patient, and that's our ethos."

Always at the forefront of new technology the clinic also operates an online booking system to allow GPs, private practitioners and self-paying patients to book consultations and treatments easily and with the ability to secure same-day treatment where required.

Patients and their GPs can easily



The clinic offers appointments Monday to Friday, except on bank holidays



view their results online which makes the service much more convenient and empowering for all users.

The clinic is based in the heart of Peterborough city centre and can be very easily accessed. During the conceptual stages of the clinic, Hany wanted to base such a facility in a place that would be easily accessible to everyone via all means of transport links including car, train, bus, bike or walking. When the opportunity presented itself to secure and renovate the building in North Street, it was recognised as ideal.

Hany says: "Not only do we want the clinic to be easily found by all patients, we also considered very carefully the interior layout, function and style

of the clinic to allow us to offer personalised and responsive care, within a serene and relaxing environment. We want our overall patient experience to be one of comfort."

The clinic offers appointments Monday: 8am – 8pm, Tuesday: 2pm – 8pm, Wednesday: 5pm – 8pm, Thursday: 5pm – 8pm and Friday: 2pm – 8pm, except on bank holidays. The clinic offers a wide variation of specialism such as minimally invasive surgery, pain management, orthopaedic surgery, spinal surgery, gynaecology, ENT and image guided intervention.

• **You can refer yourself or your GP can refer you – either online or simply by calling the clinic on 0330 202 0597**

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For more information and to book online, please visit:

www.avicennaclinic.com