



**Practice
Plus
Group**

Practice Plus Group Ophthalmology North West
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Dear Reader,

You may be aware that, for a number of years, Practice Plus Group has been delivering community based Age-related Macular Degeneration (AMD) services, both within our mobile clinical units across North West England, Yorkshire and Hampshire, also within our facilities in Rochdale, Gillingham and Shepton Mallet. We are now delighted to confirm that we have recently introduced our Wet AMD service in Castleford.

As such, we wish to share with you more information surrounding our service, so that both you and your patients feel confident choosing our service.

Clinical Outcomes

Our clinical outcomes are excellent. We achieve this by offering patients rapid access and immediate one-stop treatment with a subsequent managed pathway using a hybrid mix of injection protocols and a patient centric approach.

We see on average 1100 patients a month across our 8 mobile locations delivering leading outcomes for our patients in terms of visual acuity, NICE expectations and patient satisfaction. The service is well received by patients with 96.2% of our patient feedback being “very good” or “good”.

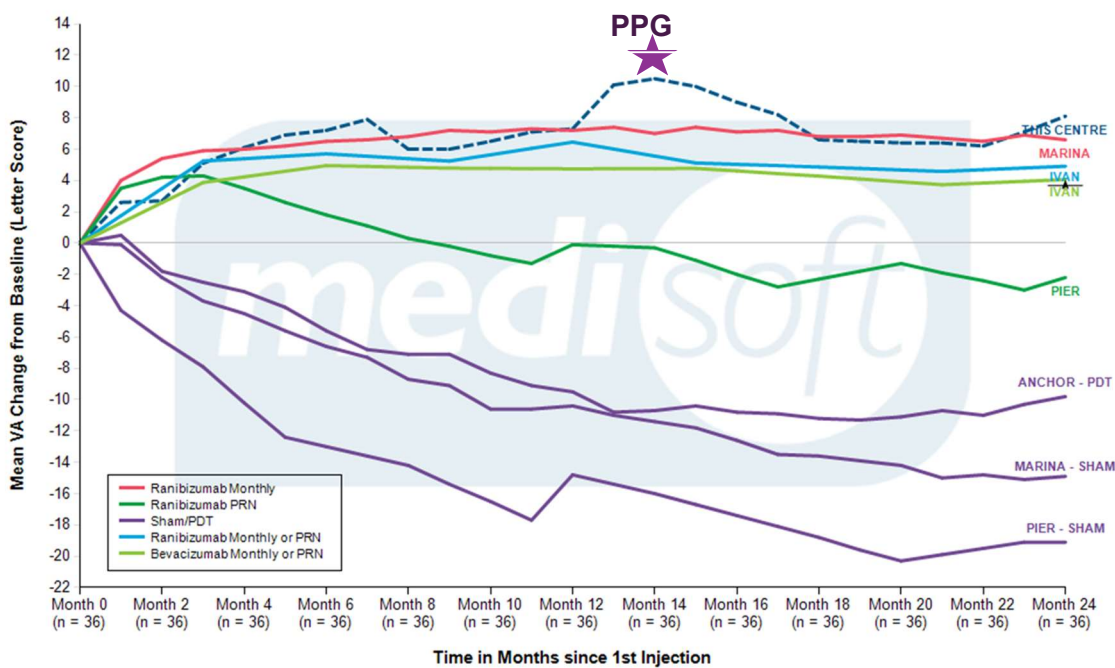
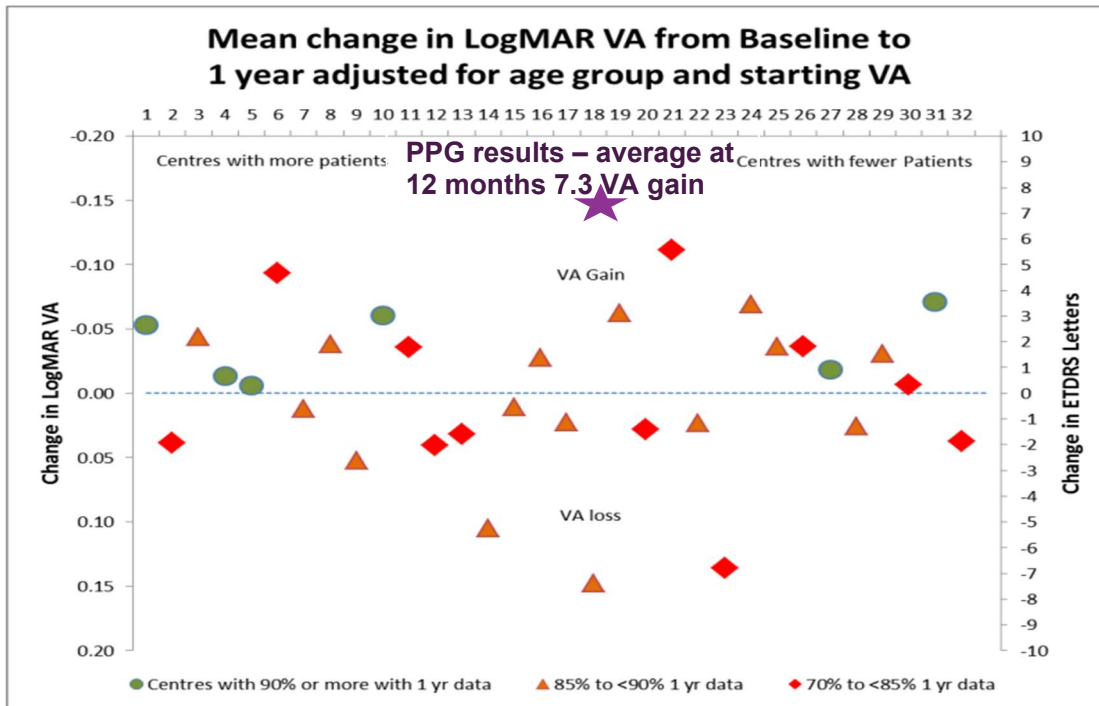
We pursue a fast 72 hour referral to treatment, one-stop pathway to ensure the majority of our patients are treated within this time. We diagnose, prescribe and inject appropriately on the first visit, followed by two further loading injections at monthly intervals. Thereafter, the team implement intelligent, individualised patient treatment plans led, in real time, by macular specialist consultants and delivered by a highly trained and experienced team of ophthalmic nurse practitioners and optometrists. We have invested in state-of-the-art equipment on our mobile units, including the Heidelberg OCT, Kowa retinal camera and more.

Outcomes Data

Practice Plus Group demonstrate excellent real world vision results against clinical trials¹. In 2017, The Royal college of Ophthalmologists published national outcomes and Practice Plus Group achieved excellent results in terms of VA improvements and loss of letters.

PPG VA results – 2022/2023

- 12 month VA improvement +7.3 letters
- 24 month VA improvement +8.1 letters
- 3 Month Loss of ≥ 15 letters 2.7%



**PPG mean VA change comparison against clinical trials

Service review

We are passionate about continuously reviewing our performance and learning to make improvements. Current initiatives underway include:

- ✓ Updates to patient information packs, including special low vision TV education messaging within the mobile units, in conjunction with Moorfields
- ✓ Improving our rapid access forms for community optometrists
- ✓ Investing in ongoing training and revalidation pathways for AMD imaging and injecting

- ✓ Exploring PPG and community optometrist partnership working to better serve needs of patients within their locality
- ✓ Training and development for patient services teams including customer excellence programmes
- ✓ Introduction of dedicated on site Patient Services Assistant
- ✓ Patient feedback – introduction of alternative ways to provide feedback such as tablets and QR codes

We are keen to help support your patients, particularly in these times of increased pressures. If you would like to understand more about Practice Plus Group and our Ophthalmology team, I would be happy to chat through our model. Do feel free to drop either our Business Development Manager Sophie or I an email or call us to arrange a good time to discuss further.

Kind Regards

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** Note - The Anchor trial was to understand outcomes from a fixed regime which was to inject Lucentis every month for 24 months.*

Our AMD Team

Barmak Zadeh, Medical Lead Macular Services.

Barmak is our lead macular consultant and reviews all of our patient scans and agrees with our Nurses the treatment plans for our patients. He supports our nurses, and has been pivotal in the continued development and expansion of our services.

Nicola Walden, Clinical Lead Macular Services. Non-medical prescriber (NMP)

Nicola oversees and supports the expanding team. She has been instrumental in writing the competencies and trains staff from all over the UK. She travels to multiple sites to support new services.

Charlotte Evans, Regional Lead Yorkshire

Charlotte leads in the Yorkshire region and promotes the service with local referrers. She runs CPD events for optometrists to share learning about macular disease and works in partnership with NHS trusts to provide a first-class sight saving service. She also trains staff.

Barbara Haydock, Clinical Lead, North West

Barbara supports the team in the North West and trains staff at the mobile units. She is a long serving and knowledgeable ophthalmology nurse who leads a team of practitioners in several sub-specialties of ophthalmology. She excels in staff development and supports the team to reach their full potential.

Jak Perks, Regional Lead North West. NMP

Jak leads the North West service, our busiest service where we hold seven clinics a week from our double mobile unit. She brings innovative ideas and strategies to make the service run smoothly.

Paul Lambert, Specialist Nurse. NMP

Paul is a very experienced ophthalmology nurse who works part time in the North West region. He supports new staff with his extensive skills and knowledge.

Emily Cartlidge, Specialist Nurse

Emily joined us as a newly qualified nurse. She completed her preceptorship with the team and her ophthalmic injector course. She is now a Specialist Nurse and is consulting and providing treatments to her patients.

Maria Arshad, Developmental Practitioner

Maria is completing her supervised practice as an independent injector. She travels to different locations in the North West and contributes hugely to the positive atmosphere in our clinics.

Rosa Frasco, Specialist Practitioner

Rosa is highly knowledgeable in her specialty and contributes much to the team with her educative approach. She works full time across both Yorkshire and the North West.

Azeem Kaleem, Specialist Practitioner

Azeem is a newer member of the team on the mobile units. He is a fantastic practitioner with a great deal of knowledge in several sub-specialties as well as macular diseases.

Lynn Ford, Specialist Nurse

Lynn was instrumental in setting up our first mobile unit and starting the service. She worked tirelessly as our lead until she stepped back a year ago, and still contributes to the service regularly and shares her extensive knowledge and experience with the team. She has recently been nominated for an inspirational women in health care award.

Elena Lordache, Specialist Nurse

Elena works from Southampton and covers the Winchester mobile unit. She recently spent time with the team in the North West to improve her knowledge and practice. As well as being a nurse injector, she assesses our patients. She does a fantastic job, with exceptional attention to detail and focus on each patient.

Sarah Young, Nurse Injector

Sarah attends the mobile service as part of her full-time role as an ophthalmology nurse. We value her knowledge and experience and she is a very supportive and effective teacher.

Sandra Taylor, Nurse Injector

Sandra joins us frequently for a day assessing or injecting patients. She is a very knowledgeable and experienced ophthalmology nurse.

Nazia Kauser, Nurse Injector

Nazia joins us frequently for a day assessing or injecting patients. She practices in many areas of ophthalmology.

Shazida Begum, Nurse Injector

Shazida joins us frequently for a day assessing or injecting patients, and practices in many areas of ophthalmology.

Ruben Solevei, Nurse Injector

Ruben works in our Winchester unit. He is an independent intravitreal injector and is in his first year of ophthalmology nursing.

Margaret Laws, Assistant Practitioner

Maggie works from Winchester and practices in all areas of the service in the South. She brings a background in ophthalmic work and is valued for her hard work and knowledge.

Katie Burleigh, Patient Services Assistant

Katie works on our busy unit in Preston, oversees the booking of appointments here and for other mobile units across the region. Her dedication to every individual patient experience is second to none and she will always go the extra mile to support our patients and the team.

