



BUPA ORGANIZATION

BUPA CROMWELL
HOSPITAL



BUPA CROMWELL HOSPITAL

- Maria-Cristina Ilie (2008191):Introduction & Background of the organization.
- Lilliana Turbatu(1919066):Challenges before introducing modern technology.
- Manal El Mouden Karemes(2010778):Insights of modern technology.
- Shakera La Towa Rowe(2011492):Impacts of modern technology.
- Alexandra-Ioana Grigaciu(2008178):Lessons drawn from the case study , Conclusion and References.

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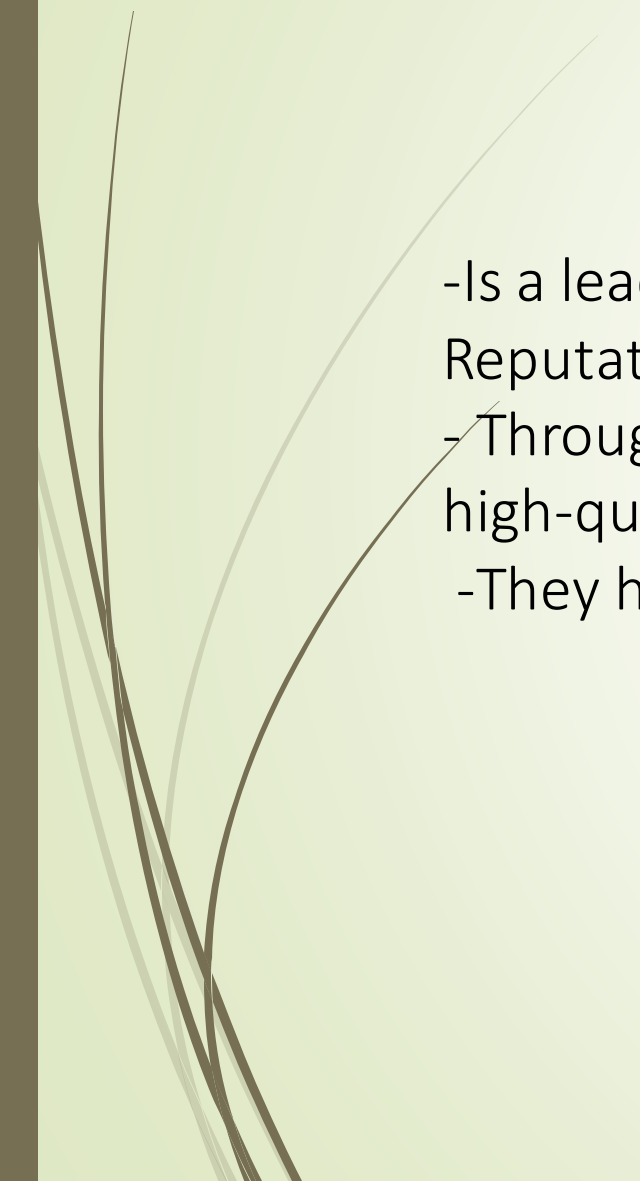
Introduction



- Bupa was created on 3 April 1947 with the founding purpose – “to prevent, relieve and cure sickness and ill-health of every kind.
- Bupa Cromwell Hospital is a private hospital located in the South Kensington.



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- Bupa Cromwell Hospital is a centre which offers the following additional specialist care:
 - EMOTIONAL SUPPORT,
 - Advice from a dietitian and nutritional support,
 - Specialist in pain services,
 - Medical care
 - Surgical care
 - Critical care
 - Services for children and young people

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- Is a leading London private hospital with an international Reputation for excellence.
 - Through Bupa Cromwell, millions of people have access to high-quality healthcare and residential care they trust.
 - They had become an international healthcare company.

CHALLENGES BEFORE MODERN TECHNOLOGY

• X – RAY

Wilhem Conard Rontgen (1845-1923) is the first physicist who discover the X-RAY on 8 November 1895.

• Scientists were quick to realize the benefits of X-rays, but slower to understand the critical effects of radiation. (German scientist discovers X-rays, 2020)

• DEXA

• DXA stands for 'dual-energy X-ray absorptiometry'. DXA (also sometimes known as DEXA) is a test that measures the density of bones. Density means how much of something there is in a certain amount of space.

• An X-ray machine will slowly go over your body, taking images inside your body and of the bones that are tested. (Bone Density Scan (DEXA) | Osteoporosis | Cromwell Hospital, 2020) BUPA CROMWELL HOSPITAL

• Challenges

• Before xray machines were invented, broken bones, tumours and the location of bullets were all diagnosed by physical examination and a doctor's best guess. Patients were the ones who paid with their health and lives the price of these new discoveries.

• Today we take X-Rays and more sophisticated imaging systems all for granted. Some of the first people in the field died working with x rays did not know they were dangerous and deadly. (:: Medical Discovery News ::, 2020)



INSIGHTS OF THE MODERN TECHNOLOGY.

Buppa Cromwell Hospital uses the latest technological advances on scanning, to ensure a quick diagnosis of a patient condition, providing a treatment and a faster recovery.

Radiology uses medical imaging to diagnose injuries of all our body. The diagnostic scans available are:

- X – ray: shows if patient have any bone abnormality, fracture or deformity.**
- Mammogram: to study breast tissue and detection of any abnormality of the breast.**
- Tereotactic biopsies: to find the location of a breast lump and take sample cells from the area.**
- Angiography: to show blood flow within major blood vessels.**
- Bone density (DEXA): is the analysis of bone texture/density.**

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- **Ultrasound:** to it is used to investigate soft tissue areas, like breast, abdomen, pelvic and thyroid.
 - **CT:** imagine of the body where is included the soft tissue analysis, bone erosion, staging of disease and radiotherapy planning.
 - **MRI:** to get a three dimensions images of the body.
 - **Nuclear Medicine:** the injection of a radio-isotope which highlights abnormal functions of the body.
 - **PET/CT:** advanced technology and combines CT information, to localise and highlight abnormal cellular activity.
 - **OPGs (Ortho-pantograph) :** is a panoramic view of the jaws and teeth, nerve roots.
 - **Doppler ultrasound:** to scan the veins and arteries.

Bupa Cromwell Hospital

- Increased cancer
- Vomiting
- Bleeding
- Fainting
- Hair lost

IMPACTS OF
MODERN
TECHNOLOGY.

Lessons drawn from the case study

- ✓ BUPA CROMWELL HOSPITAL uses innovative technology for quick and safe diagnosis.
- ✓ Radiology made a good impact in the patient experience. (Medical Discovery News 2020)
- ✓ Faster recovery is a goal at the Hospital.
- ✓ Emotional and medical care is a priority.
- ✓ Makes difference by using the best for the people in need





Conclusion

- At Bupa Cromwell Hospital the goal is to make possible at the highest percentage the Patient Satisfaction
- Striving and making sure each patient receives world-class clinical care
- Commitment to provide world leading care across multiple specialties using the latest in healthcare technology.
- Keyword for the Healthcare centre is continuous investment in medical technology.



REFERENCES

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