

Bridge

THE LONDON BRIDGE FERTILITY, GYNAECOLOGY AND GENETICS CENTRE

MISSION STATEMENT

Bridge's mission is to resolve fertility problems in the right way for each individual patient. We do so unconditionally with regard to age, status, race, beliefs and medical condition.

In accepting this responsibility, we recognise that the desire to achieve pregnancy resulting in a successful live birth is the paramount motive for those seeking our professional assistance.

We set out, from the very beginning, to provide the very best possible advice and information, closely involving each patient in decisions about diagnosis and treatment.

The objective of the treatment we provide is a successful live birth but, realistically, this is not possible for every patient. Whatever the outcome, we provide support and counselling, based on realism, honesty and humanity.

Bridge is a private medical company. We charge fairly and correctly for all the services we provide, delivering value through commitment, professionalism and care. Every member of Bridge contributes to the fulfilment of our mission - either directly to the treatment process and patient care, or by providing the efficient infrastructure which makes effective treatment possible. We work as a team, to high and measurable quality standards.

We recognise that success rates are, in the final analysis, the most important measure of performance as seen from our patient's standpoint but we also take into account, at every stage of treatment, the health and well-being of mother, child and family. No patient able to receive treatment is ever excluded on the basis solely of low chances of success and we work closely with other centres, both in the UK and overseas, to provide options not available at Bridge.

Bridge is committed to providing a comprehensive range of services - in terms of all types of fertility treatment; in concern and provision for the general health, well being and fitness for treatment of our patients and in specialist areas of gynaecology, cryopreservation and genetics. We apply the most advanced treatment technologies available and conduct and support groundbreaking theoretical and clinical research.

We believe that public awareness of the pressures and difficulties arising from infertility can be improved and campaign vigorously for a regulatory environment which fully reflects the needs of infertility sufferers.