



www.jamesbonecopywriting.com



Exceptional orthopaedic care

HARVEY STREET CLINIC
 THE LISTER HOSPITAL
 London Bridge Hospital
 The Portland Hospital
 THE PEARSONS CLINIC
 THE WELLINGTON HOSPITAL
 THE WILMINGTON HOSPITAL
 ICH
 MIP
 RoodlineMedical

HCAHealthcare uk

Rapid access to the most accurate diagnosis

Our diagnostic service

- Access to the widest range of imaging modalities in London and nationwide including PECT, standing CT and MRI (3T and 1.5T)
- Same-day access to appointments and diagnosis across our network
- All cases are reported by specialist radiologists including musculoskeletal or neuro-radiologists

Our team of specialist musculoskeletal and neuro-radiologists have extensive in-depth experience including at the most able online work. Their ability to interpret and complete a highly accurate radiology report can make a huge difference to the diagnosis and management plan of a patient.

Across the HCA UK network, we also work with specialist diagnostic centres and additionally, have in-house, both diagnostic and interventional ultrasound scans and injections. Alongside HCA UK's world-leading diagnostic facilities, this allows for more accurate diagnosis and interventional treatment.

Patient benefits of the standing CT scanner

- Weight bearing scans allow accurate assessment of the knee, ankle and foot and functional walking
- It can scan both limbs to see their relation, allowing comparison with the normal side
- It uses a much lower radiation dose than conventional CT scans

All of our imaging services are available at multiple locations with registration to same-day appointments.

Bespoke clinical pathways to improve patient outcomes

Highlighting the importance of patient engagement

To assist with the engagement of patients, we set a number of pre-assessment clinics which help prepare your patients for surgery. During these sessions, patients can expect:

- Discuss pre-operative exercises (where necessary) to enhance recovery
- Receive information on how analgesia is provided and optimal length of stay
- Learn how pain management will be optimised following surgery

Pre-assessment clinic

Patients who are engaged in improving their health and are well informed, typically have better surgical outcomes, a faster recovery and a reduced length of stay. If your patient takes an active interest in their surgery and treatment, they're more likely to effectively prepare for surgery by completing strengthening exercises, taking good care and use their muscle strength and bearing weight. If your patient needs not compromise a better recovery following surgery.

Professor Richard E Field
 MD FRCS FRCS(Orth)
 Consultant Orthopaedic Hip and Knee Surgeon
 The Lister Hospital

"To achieve rapid recovery, minimise hospital stay, pain, and side effects of anaesthesia, I feel that my patients have been well, as properly pre-assessed and engaged to discuss their consented options."

SENIOR COPYWRITER

Lead copywriter across HCA Healthcare UK's digital and offline marketing materials. Worked closely with senior healthcare stakeholders and their in-house creative studio to create targeted messaging for HCA UK's world-renowned hospitals and outpatient centres.

THE FUTURE OF JOINT REPLACEMENTS

PIONEERING ORTHOPAEDIC TECHNOLOGY

THE LISTER HOSPITAL
 Chelsea
 part of HCAHealthcare UK

MAKO ROBOT A GROUNDBREAKING TREATMENT

At The Lister Hospital, part of HCA Healthcare UK, we continually invest in the latest medical technology to ensure our patients receive the highest standards of care at all times.

This ethos is crystallised in our recent introduction of the MAKO robotic arm - a pioneering piece of equipment which helps our renowned surgeons carry out complex hip and knee surgeries in such a way that is completely tailored to each individual patient's needs.

Innovative treatment, personalised surgery

The MAKO robotic surgical system allows for a more accurate placement of hip and knee implants, compared to more traditional surgical approaches. More accurate positioning of these implants, specific to the anatomical characteristics of each individual patient allows for better function postoperatively.

During the procedure, the MAKO robotic arm guides our surgeons and enables them to perform bone cuts with high precision. This allows for minimal damage to healthy bone and soft tissues (ligaments, tendons) around the knee, and ultimately the best placement of the implants specific to each patient's anatomy.

BENEFITS OF THE MAKO

- Better motion and function
- Completely personalised treatment
- Faster recovery times
- Fewer revisions than traditional surgeries
- Longer-lasting implants
- Reduced post-operative pain

RAPID RECOVERY TIMES

A clear benefit of the modern MAKO technique is the faster patient recovery times it leads to. We support this at The Lister Hospital by creating an aftercare plan before our patients undergo surgery, with our consultants and physiotherapists agreeing self goals our patients wish to achieve after having their joint replaced.

These goals are reviewed when patients attend a pre-arranged follow-up appointment, where through a relaxed discussion and new X-ray scans our consultants can assess their progress and how their new joint implant is working.

It has hugely improved our patients' experience of knee replacement surgery, and is the single most impressive advancement in this field I have seen over the past 15 years.

Sam Oussedik
 Consultant Orthopaedic Surgeon

Urgent Care Centre

The Lister Hospital
 Chelsea Bridge Road,
 London SW1W 8RH
8.00am-10.00pm
No appointment needed

Initial consultation £100. Patients must be aged 18 years or over.

Just walk in
www.urgentcarecentre.co.uk

THE LISTER HOSPITAL
 Chelsea
 part of HCAHealthcare UK

Need to see a doctor fast?

Private GPs at The Wellington Hospital offer:

- General medical consultations
- Health screenings
- Speedy referrals
- Travel vaccines
- Children's consultations and immunisations
- Sexual health
- Chronic disease management (e.g. asthma, diabetes & high blood pressure)

Same-day appointments available

020 3993 2791

The Wellington Hospital
 part of HCAHealthcare UK





SENIOR COPYWRITER

Hired by eMed, formerly Babylon Health, to lead on all messaging and marketing materials for their digital healthcare and weight loss offerings.



eMed

Kick-start your weight loss

Up to **22%** weightloss**

FROM **£119***

eMed

Lose weight the right way
A remote, doctor-led, safe and supported weight loss service tailored to you.

* £119 for your first month, £109 every four weeks after. Subject to the terms & conditions.
** Figure based on findings from The New England Journal of Medicine, Published June 4, 2022. Weight loss is increased when combined with lifestyle changes.
*** asked post-appointment patient survey.

Scan QR code to find out more

4.9/5 PATIENT EXCELLENCE RATING***

"My weight loss journey with eMed has been great!"

[Start your journey here](#)

Calinda Robinson is clearly someone who embraces change. Originally from Tennessee, in July 2021 Calinda and her partner decided to depart the United States and move to London for a new adventure.

After a few months of getting settled in the UK, Calinda was ready for the next proactive step in her life. In December, she signed up to eMed's Weight Loss Programme.

Understanding her body's behaviour

As Calinda humbly acknowledges, the last twelve months of her life have been somewhat of a whirlwind. "It's been a transformative year for all manner of reasons."

"I was running two miles a day and I was still a very large person!"

A major aspect of that transformation has been the positive physical and mental impact that eMed's Weight Loss Programme has had on Calinda, particularly as she'd previously struggled to lose weight due to a pre-existing medical condition. "I've always been larger. Even when I was in high school, I was running two miles a day and I was still a very large person. Then once I got into adulthood I found out I had a thyroid condition."

The thyroid diagnosis was an almost stretch-22 situation. On the one hand, Calinda finally had some form of deeper understanding as to why her body behaved the way it did. Yet the reaction of her doctors at the time still left her feeling dejected. "Their general response to me was 'oh that's why you're not losing weight. Tough luck.'"

"It was a very straightforward process and the eligibility questions never felt invasive!"

This lack of direction from the medical experts forced Calinda to change her entire attitude towards her body. "Rather than worry about weight loss, I decided to base my health and body weight on other things. I'd set myself goals like getting comfortable doing 10 push-ups at a time. After I'd achieved that, I'd push myself to do 15."

eMed

The Monthly Update

Welcome to our NEW monthly newsletter

Hi Grainne,

It's a special day over here at eMed... the official launch of our monthly newsletter!

The Monthly Update is our chance to share with you key updates on our latest products, services, health blogs, and other interesting eMed news from the previous month!

A word from our weight loss members

Every month we're seeing more and more incredible people join the eMed Weight Loss Programme.

We're so proud of all our members and their inspiring weight loss journeys. Members like Calinda, who in just a few short months on our programme has achieved life-changing weight loss results!

Member Quote

"My weight loss journey with eMed has been great!" - How Calinda lost 15kgs in four months.....

[Read more](#)

eMed's Weight Loss Programme

A doctor-led weight loss solution

Our clinically-proven Weight Loss Programme is a safe and supported service you can access anytime, anywhere.

- Effective weight loss medication
- Weekly health check-ins with eMed weight loss specialists
- Access to clinical experts and GP appointments**
- Easy-to-use GLP-1 weight loss injection pens
- FREE physiotherapy, mental health support**

Since launching in 2023, our Weight Loss Programme has already changed thousands of lives around the world.

Our weight loss members have not only improved their physical health by losing weight, but their mental health and confidence greatly improved as they've seen the positive results of committing to the programme.

Benefits of the Weight Loss Programme

- ✓ Clinically proven weight loss medication
- ✓ Side effect support from eMed Healthcare Team
- ✓ Health tracking and accountability
- ✓ Holistic treatment plans



SENIOR COPYWRITER

Copy lead on all messaging assets and website for SheMed's brand launch and Weight Loss Programme campaign.

SheMed
WEIGHT LOSS PROGRAMME

Transform your life with the SheMed Weight Loss Programme

- Includes GLP-1 medication
- In-app tracking and women's health support
- Weekly progress monitoring
- 24/7 side effect support
- Female-focused content

Want to find out more?
Please speak to your pharmacist for more information.

Trustpilot
Excellent 4.6 out of 5

Only **£199** per month

SheMed.co.uk

* Figure based on findings from The New England Journal of Medicine. Published June 4, 2022. Weight loss is achieved when combined with lifestyle changes.

SheMed
GLP-1 Weight Loss Programme

Your health, your comfort, our commitment

- Includes GLP-1 medication
- In-app tracking and women's health support
- Weekly progress monitoring
- 24/7 side effect support
- Female-focused content

Only **£199** per month

Trustpilot
Excellent 4.6 out of 5

SheMed.co.uk

* Figure based on findings from The New England Journal of Medicine. Published June 4, 2022. Weight loss is achieved when combined with lifestyle changes.

SheMed
WEIGHT LOSS PROGRAMME

Embrace your weight loss the right way with SheMed

- Includes GLP-1 medication
- In-app tracking and women's health support
- Weekly progress monitoring
- 24/7 side effect support
- Female-focused content

Up to **22%** weight loss*

Want to find out more?
Please speak to your pharmacist for more information.

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SheMed.co.uk

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Up to **22%** weight loss*

Embrace your **weight loss** the right way with SheMed

- Includes GLP-1 medication
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- Female-focused content

Want to find out more?
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Trustpilot
Excellent 4.6 out of 5

SheMed
WEIGHT LOSS PROGRAMME

SheMed.co.uk

* Figure based on findings from The New England Journal of Medicine. Published June 4, 2022. Weight loss is achieved when combined with lifestyle changes.

klarify

SENIOR COPYWRITER

Hired by Danish pharmaceutical company ALK's consumer brand klarify to write a collection of parent-focused articles centred on how to manage different childhood allergies.

JB JAMES BONE
COPYWRITING



Peanut Allergy Symptoms

Wouldn't it be helpful if there was a checklist for peanut allergy symptoms? But peanut allergy varies from person to person. Also, your symptoms may not be the same as last time if you have another allergic reaction. You might get a rash or stomach cramps. But it could be a severe allergic reaction like anaphylaxis which affects your whole body. And that's a medical emergency.

Talk to your GP if you think you might have a peanut allergy. They'll make the diagnosis (or rule it out) and tell you how to be ready for any kind of symptoms that might include wearing an allergy bracelet or necklace and carrying emergency medication.

This article covers the range of peanut allergy symptoms and offers advice we hope you'll find helpful.

- 1. Mild to moderate symptoms of peanut allergy and how to treat them.
- 2. Symptoms of a severe systemic allergic reaction to peanuts and what to do if it happens.
- 3. How not to trigger peanut allergy symptoms if you can help it.

You'll also find out what goes into having peanut allergy confirmed.

Alert to moderate peanut allergy symptoms

An allergic reaction can start shortly after you've eaten contact with peanut. Or it could take up to two hours. These are some of the milder peanut allergy symptoms to look out for:

- A raised, itchy red rash (hives) - sometimes the skin can turn red and itchy but not raised
- Itching or stinging in the mouth
- Swelling of the face, mouth, throat or other parts of the body
- Difficulty swallowing
- Wheezing or shortness of breath
- Feeling dizzy and lightheaded
- Feeling sick (nausea) or vomiting
- Abdominal pain or diarrhoea
- Hay fever-like symptoms such as sneezing or itchy eyes

A itchy mouth, lips or throat can also be a symptom of food allergy anaphylaxis (FIA). Also known as severe food syndrome (SFS). Some people who are allergic to peanuts don't have a severe reaction when they eat peanut. That's because proteins trigger allergies and these two substances contain proteins that look a lot alike.

But don't assume that's what it is. Always go and see your GP if you get anything that might be peanut allergy symptoms.

Relief for milder symptoms of peanut allergy

Antihistamines can help block the histamine your body releases as part of an allergic reaction. You may find it eases minor itching, redness and hives. Ask your pharmacist for advice about the different types of antihistamines available over the counter, and remember, this is not a treatment for the most serious peanut allergy symptoms.



Peanut allergy symptoms from anaphylaxis

Seek medical attention straight away if you recognise these peanut allergy symptoms and they're affecting more than one part of your body. It could be anaphylaxis:

- Feeling lightheaded or faint
- Difficulty with breathing, such as fast or shallow breathing
- Wheezing
- A fast heartbeat
- Dizziness often
- Confusion and/or slurred
- Collapsing or losing consciousness

A sense of impending doom can be an early warning sign of anaphylactic shock. The flow of



Allergy Testing

Allergy affects a lot of people in the UK. About 1 in 4 adults, 1 in 8 teenagers and 1 in 10 children are affected by allergy. That's quite a lot, isn't it? But almost half of all people with allergy symptoms have not had a diagnosis from a doctor. And even fewer people know what allergen or allergens they react to. Some people might not even be aware that the symptoms they are experiencing are caused by an allergy. Let's take a look at allergy and allergy testing.

What is allergy?

An allergic reaction takes place when your immune system mistakenly identifies a harmless substance as a threat and takes excessive defensive action. Substances that trigger an allergic reaction are called allergens.

Allergy may affect your family life, work performance, social activities and more. Allergy symptoms can affect your sleep, which can impact your energy levels during the day. And ultimately some allergies can even be life-threatening.

Symptoms of an allergic reaction

There are many types of allergies. The severity of symptoms for each type can vary, and you may experience your symptoms differently from other people with allergy. Some of the symptoms of an allergic reaction might include:



What Are Skin Allergies?

Do you often struggle to avoid scratching? An itchy red rash, dry skin, raised bumps or swollen skin can be very uncomfortable. You might feel embarrassed and anxious, especially if you don't know what's causing your symptoms. Is it a skin allergy or something else?

Some common skin conditions look and feel very similar but have different causes. We've put together a mini resource for these skin allergies and irritations. If you already have a diagnosis for your rash, you can go straight to the right one.

- 1. Contact dermatitis (allergic and irritant)
- 2. Atopic dermatitis
- 3. Hives and angioedema

Managing a skin condition usually starts with avoiding whatever causes your symptoms or makes them worse. Your GP may suggest emollients to soothe and strengthen your skin, as well as other measures and medication. We'll talk more about that below. First let's look at why skin allergy happens.

Skin allergies: the root cause(s)

Allergic reactions start in your immune system when it overreacts to something harmless. This is also known as hypersensitivity. There are two main processes at play with skin allergies, depending on what type of hypersensitivity you have. Here's how each one works.



CONTENT DESIGNER

Lead content designer on GSK's new pharmaceutical website as part of their company demerger in 2022. The website has since been recognised for:

- **Best Corporate Website**
(IR Society Awards)
- **Best Corporate Website**
(Corporate & Financial Awards)
- **Ranked 4th best website out of 150 of the worlds' largest companies**
(Bowen Craggs Index)





SENIOR COPYWRITER

Worked closely with ISEH's stakeholders to create their brand brochure for patients and annual report.

SUMMARY

- The knee joint is one of the most commonly injured areas of the body, with 1 in 1000 people suffering from a knee injury every year. This may be due to significant time lost from competitive sport and substantial economic implications.
- High rates of secondary knee surgery are also of concern. This may in part be due to medical advances in function and altered movement strategies that predispose athletes to greater risk.
- Individuals are required to pass a battery of tests in the final stages of rehabilitation. However, the evidence suggests that traditional circumferential assessments including hop and shuttle tests are not evidence based to identify between limb differences, highlighting a need for more comprehensive modes of analysis.
- Longitudinal monitoring is also required to more accurately capture the 'patient' journey more comprehensive modes of analysis.
- The Institute of Sport, Exercise & Health (ISEH) has developed a comprehensive, evidence-based assessment battery to determine rates of progression for the purpose of guiding rehabilitation and subsequent clinical decision making.



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TAKING A MULTIDISCIPLINARY APPROACH FROM INJURY AND PRE-OPERATION THROUGH TO RETURN TO SPORT

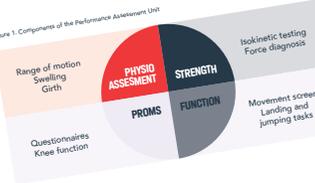
COMPONENTS OF THE PERFORMANCE ASSESSMENT UNIT

There are four major components as shown in Figure 1.

- Clinical assessment.
- Strength diagnostics.
- Movement screening.
- Subjective rating of patient function.

In addition, a multidisciplinary service is offered to patients who are able to access support from a range of disciplines including sports medicine, psychology and nutrition. A list of available services is provided in the following sections and the website user library is displayed in separate Table 1.

Figure 1. Components of the Performance Assessment Unit



BACKGROUND AND RATIONALE

The knee is one of the most commonly injured joints and a leading cause of sport-related surgeries. Injuries to the anterior cruciate ligament (ACL) have a high economic cost due to the time lost from work and the associated subsequent absence from competitive sport. Time lost from work and the associated subsequent absence from competitive sport is a significant economic burden. Following a complete ACL rupture, it is estimated that 22 months of rehabilitation are required to return to competitive sport. The cost of medical following a report to sports following a complete ACL rupture is estimated to be £10,000. The cost of medical following a report to sports following a complete ACL rupture is estimated to be £10,000. The cost of medical following a report to sports following a complete ACL rupture is estimated to be £10,000.

Only 81% of individuals return to their chosen sport. But only 65% return to their previous level of competition. 65% of individuals return to their previous level of competition.

Of further concern, a recent study of professional football players showed that only 65% returned to the highest level of competition 3 years post injury (Mackay et al., 2016). The reasons for this low return to the highest level of competition have been suggested as limited monitoring and targeted rehabilitation based on the acceptance of objective assessment can assist in monitoring specific areas that may result in reductions in performance and increased injury risk.

POST-SURGICAL FINDINGS

Following ACL reconstruction, deficiencies in strength, altered neuromuscular mechanics and loading patterns during athletic activities such as landing, ascending, and cutting have been indicated for patients. A study by Murray et al. (2010) found that ACL reconstruction does not fully restore the neuromuscular control of the knee joint. A study by Murray et al. (2010) found that ACL reconstruction does not fully restore the neuromuscular control of the knee joint. A study by Murray et al. (2010) found that ACL reconstruction does not fully restore the neuromuscular control of the knee joint.

THE KNEE IS ONE OF THE MOST COMMONLY INJURED JOINTS AND A LEADING CAUSE OF SPORT-RELATED SURGERIES

CLINICAL ASSESSMENT

Clinical evaluation includes the quantification of patient function, range of motion and stability. Evidence shows that ACL reconstruction does not fully restore the neuromuscular control of the knee joint. A study by Murray et al. (2010) found that ACL reconstruction does not fully restore the neuromuscular control of the knee joint.

STRENGTH DIAGNOSTICS

Muscle strength deficits have been associated with increased risk of knee knee injury from neuromuscular deficits and poor landing technique. A study by Murray et al. (2010) found that ACL reconstruction does not fully restore the neuromuscular control of the knee joint.



USING ADVANCED DATA TECHNIQUES AND CLINICAL ASSESSMENTS TO DELIVER PERSONALISED CARE TO EVERY PATIENT

THE INSTITUTE OF SPORT, EXERCISE AND HEALTH

The Institute of Sport, Exercise and Health (ISEH) opened in 2013 as a major project of the 2012 London Olympic Games and a core of three facilities formed the National Centre for Sports and Exercise Medicine (NCSEM). Our vision is to become the world's leading centre for sports and exercise medicine by 2020, supporting excellence in elite sports performance through our medication and research and management and world-class research, teaching, training and clinical expertise in sports and exercise medicine.

WORLD-RENOWNED SPECIALISTS IN SPORT AND EXERCISE MEDICINE



AT THE FOREFRONT OF OUTSTANDING CARE

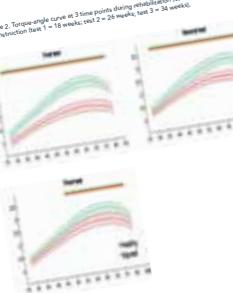
Following a £10 million investment by the Department of Health, we are able to provide a dedicated state-of-the-art facility in central London to a range of elite athletes, and the great state in increasing the health of the nation by helping to bridge the gap between elite sports, amateur sports and exercise medicine.

The site is a partnership between UCL, University College London, Hospital NHS Foundation Trust, HCA Healthcare UK, UCL, the English Institute of Sport and the British Olympic Association for further details, please visit www.iseh.ucl.ac.uk

UNDERSTANDING THE DATA AROUND ACL RECONSTRUCTION

An important limitation of these data is the retrospective approach (i.e. just looking at peak torque) in that it does not account for the neuromuscular changes that occur during ACL reconstruction. The knee joint is a complex system, which may well have compensatory mechanisms in place to maintain function. The knee joint is a complex system, which may well have compensatory mechanisms in place to maintain function. The knee joint is a complex system, which may well have compensatory mechanisms in place to maintain function.

Figure 2. Torque-angle curve at 3 time points during rehabilitation following ACL reconstruction time 1 = 18 weeks, time 2 = 26 weeks, time 3 = 34 weeks



Pollitt
&
Partners

CONCEPTUAL COPYWRITER

Hired by creative agency P&P to create social and offline ads and write information pieces for their healthcare client Mölnlycke.

Incision care needs a new approach. Good is simply not good enough with high-risk patients, in particular, often receiving inadequate or incorrect wound care with slower recovery and rising costs as a result.

Whether it is a focus on patient outcomes, efficiency of care or financial improvements, Mölnlycke Incision Care Solutions helps you to give your patients the best start after surgery; keeping risks in-check and patients on-track for optimum outcomes.



up to **41%**
of orthopaedic patients can suffer from
post-operative blisters caused by
dressings⁽¹⁾

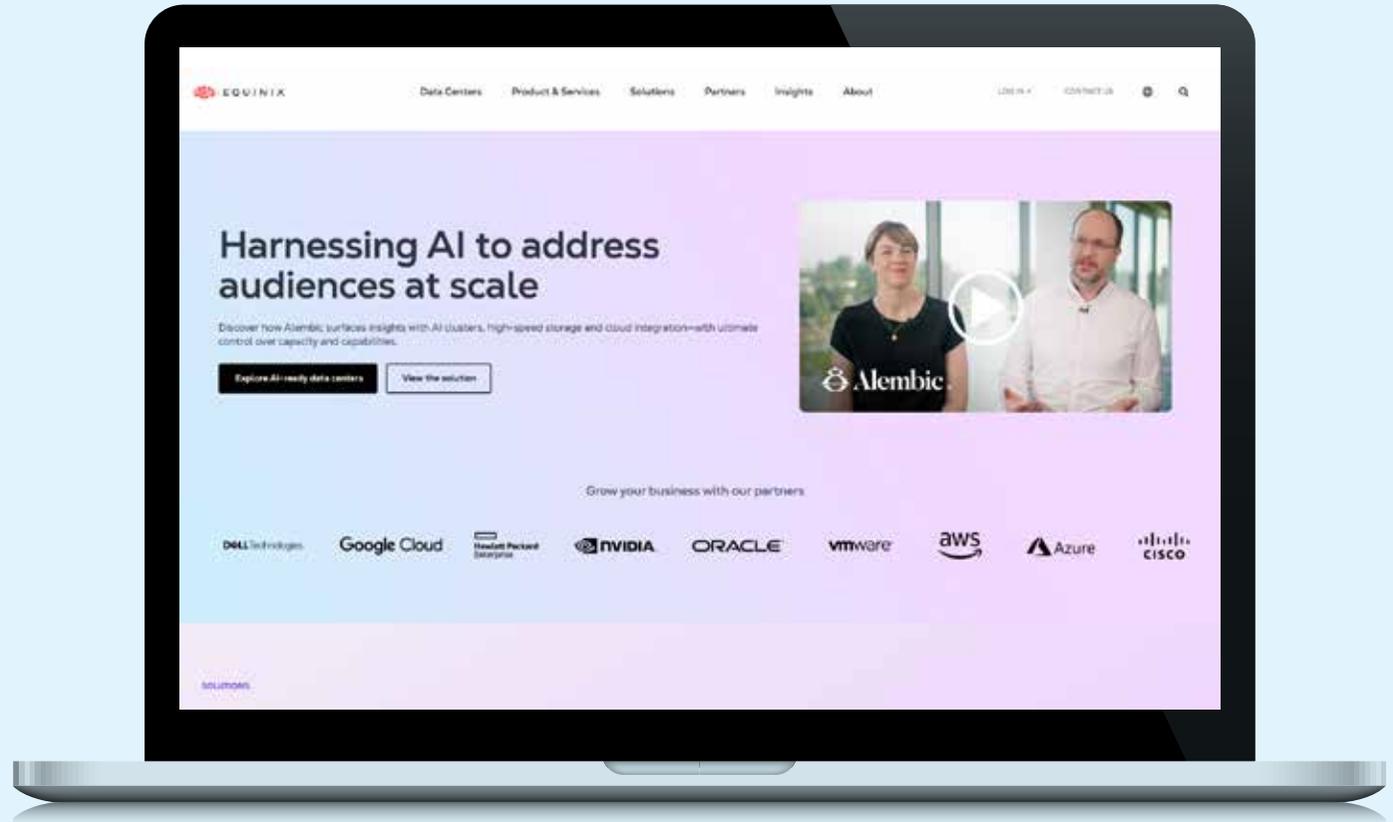
More than
9.7 days
extra spent in hospital as a result of
SSI's in post-op patients⁽²⁾

\$20,000
additional costs for patients who acquire



CONTENT DESIGNER

Hired by Equinix, the largest global data centre in the world to work as a content lead and designer on their major intranet transformation project.





CONCEPTUAL COPYWRITER

Created a series of 30" traditional media and online video scripts as part of Virgin Active's collaboration with the National Film & Television School.

Virgin Active - 30" Commercial

Comedic toned.

Virgin Active brief to attract more everyday people to their gyms.

USP: "Virgin Active - Fitness for Everyone"

Establishing shot:

Wide shot of a busy Virgin Active gym

FIRST ACTION:

A small, skinny man walks over to the bench press, looking a little nervous as a pumped up bodybuilder pushes a huge amount of weight.

V/O - "Gyms can be daunting places, dependent on your vibe."

The bodybuilder smiles at the skinny man, who awkwardly smiles back.

SECOND ACTION:

Close-up of a woman running very fast on the running machine.

V/O - "But we all need to start somewhere."

Camera pans back to show the skinny man walking at a very slow pace on the machine next to the woman.

THIRD ACTION:

V/O - "After all, who knows where we'll end up."

As the skinny man walks, he double-takes and sees the bodybuilder struggling to do a deadlift, whilst Richard Branson stands next to him easily lifting a huge barbell... holding it with one arm as he smiles and waves at the skinny man.

The skinny man waves, a little confused in a comic way.

USP V/O

"Virgin Active - Fitness for Everyone"