

# Statement of Purpose



**Dr Anu Arasu**

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## **Aims and objectives**

London Bioidentical Hormones is a fully remote clinic that aims to address hormonal imbalances with a combination of bio-identical hormones, supplements, nutrition and lifestyle.

London Bioidentical Hormones' key objective is to provide a bespoke patient-centred healthcare service to adults via remote consultations which meets and exceeds patients' expectations, complying with the Care Quality Commission (Registration) Regulations 2009, and the fundamental standards and regulations of the Health and Social Care Act 2008 (Regulated Activities) Regulations 2014.

## **Kinds of healthcare services provided by London Bioidentical Hormones**

London Bioidentical Hormones provides independent healthcare services in the form of the following regulated activities:

- **Treatment of disease, disorder or injury**

This includes private doctor remote consultations, prescribing of medicines in relation to bio-identical hormone replacement therapy and referrals to other healthcare specialists as necessary.

- **How we safely deliver our regulated activities**

London Bioidentical Hormones provides remote consultations only and has been doing so since March 2020. London Bioidentical Hormones staff London Bioidentical hormones is fully set up for this: it is a paperless practice that is fully cloud based and all staff work remotely. Dr Arasu and all LBH staff will make themselves available in person for meetings or answering any enquiries the CQC may have when needed.

Treatments are offered in accordance with patients' individual wishes but always subject to strict medical assessment for suitability. Patients are informed in writing and verbally about how the process works and fees and a consent form that discuss licensed versus unlicensed medications, potential side effects and communication with the patients' GP (all patients must be registered with a separate GP). Patients are asked to complete a comprehensive questionnaire and to send over any test results that they have done (eg blood tests from their GP) particularly in the last 1 year. During an initial remote consultation, an individual general medical history will be taken. Patients will be directed to partner labs for diagnostic tests which include blood tests (the patient can attend a named clinic, or have a home phlebotomist come to them) urine tests, stool tests, pelvic ultrasound scans, mammograms or DEXA bone density scans. The results automatically come back to the Dr. If necessary patients are referred to other clinics that we work closely with and correspondence is shared.

## **Registered Provider and Registered Manager**

Lolavista Limited t/a London Bioidentical Hormones is a UK based company with the address Royal House, Ground Floor, 6 Queen Street, Leeds, West Yorkshire, England, LS1 2TW (Tel: 0203 303 0237),

Email: [info@londonbioidenticalhormones.com](mailto:info@londonbioidenticalhormones.com)

Dr Anu Arasu, Medical Director is the CQC Registered Manager responsible for the management and day to day running of the patient service. Dr Arasu is an experienced General Practitioner with a specialist interest in women's health and bio-identical hormone replacement therapy. She graduated from the Royal Free and University College London Medical School in 2006. She attained Diplomas from the Royal College of Obstetrics and Gynaecology, the Faculty of Sexual and Reproductive Medicine and the Diploma in Child Health, before attaining membership to both the Royal College of Physicians and the

Royal College of General Practitioners and then training in bio-identical hormone replacement therapy. Dr Arasu maintains close oversight on delivery of the regulated activities to ensure these are run safely and has regular meetings with the head of the secretarial team and her bookkeeper. Dr Arasu monitors the email inbox daily. Clinical performance of staff is monitored through review of the notes, weekly meetings with case discussions and annual appraisals.

### **Legal status**

London Bioidentical Hormones is the trading name of Lolavista Limited providing independent healthcare services as a private limited company organisation, is registered at Companies House (registration number - 9316800) and registered with the Care Quality Commission (CQC) as a provider of independent healthcare services in England (registration number – 1-2607402432).

### **Location of services**

London Bioidentical Hormones provides remote consultations only.