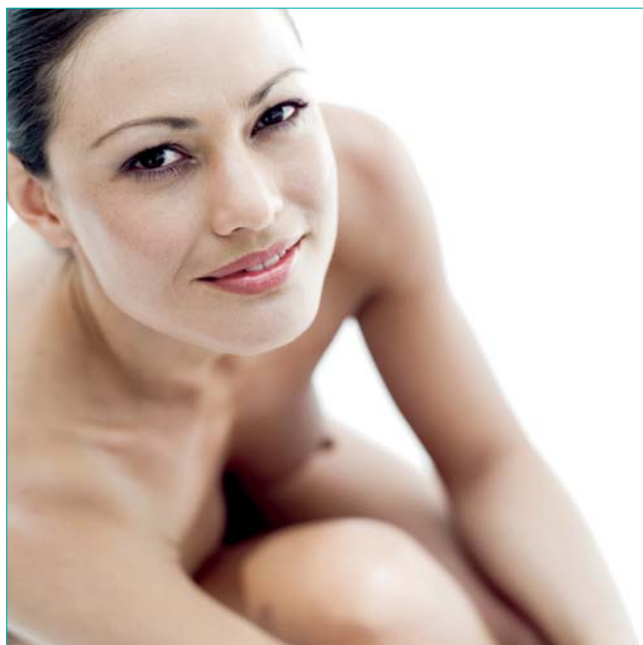


otoplasty







otoplasty


Why you should choose Birkdale

Experience & Expertise


 At Birkdale we've delivered in excess of 150,000 highly specialised surgical procedures & consultations to both the Private Sector & the NHS. Our expertise is recognised throughout the medical sector, and is the reason why people consistently pick Birkdale as their number 1 choice.

 In the UK, the Healthcare Commission regulates all cosmetic surgery providers, but Birkdale is also an accredited provider of consulting & surgical expertise to both the Department of Health, and the NHS. Birkdale employs some of the finest, fully registered, cosmetic surgeons in the world.


Aftercare & Support

 Birkdale offer a comprehensive 3-year aftercare program on all cosmetic surgery procedures. We also provide our patients with a 24-hour a day, 7 days a week medical response line, so we are always on call.


Safety & Assurance

 Birkdale deliver their procedures through their own national network of private hospitals. Many Cosmetic Surgery companies can appear impressive, often meeting with you in lavish 'sales' consulting rooms, but once you book your procedure with them, you are often sent to a hospital that they have simply rented temporary

space in - to perform your procedure. Birkdale's own network of private hospitals boasts leading technology, and is staffed by a full compliment of specialist staff. By owning and managing our own hospitals we can ensure you receive the absolute highest standard of medical care available, and full support from our teams of dedicated professionals.

 Our ethical policy: Birkdale will only undertake proven surgical procedures. Birkdale will not endorse or promote techniques that have not been tested or proven. Birkdale will not deliver ANY procedure that we feel could prove harmful to a patient or not in a patient's long-term interest. We go to great lengths to identify the best equipment and most effective techniques to deliver your procedure. Your safety and satisfaction is our primary concern.

0% Finance

 Birkdale offers 0% Finance on all cosmetic surgery procedures (backed by the UK's largest finance house). This allows you the option to spread the cost of your procedure at no additional charge (subject to status, written details available on request).





otoplasty

About Otoplasty

Otoplasty, also known as 'Pinnaplasty' or 'Bat Ear Correction', is quite simply a procedure used to rectify over prominent, or 'sticking out ears'.

People of all ages decide to have Otoplasty (ear surgery) because they are self-conscious about their ears. Around 2 percent of the population feel their ears stick out too much. Individuals that fall into this category may have endured teasing or be self-conscious about the prominent appearance of their ears.

Otoplasty is a procedure developed to remedy this situation, by adjusting the shape of the cartilage of the ear, this allows folds to be created that cause the ear to lie closer to the side of the head.

How is Otoplasty Performed

Otoplasty is usually performed to set prominent ears back closer to the head.

 One of the most common techniques involves the surgeon:

Step 1


Making a small incision behind the ear to expose the cartilage.


Step 2


The cartilage is sculptured and bent towards the head.

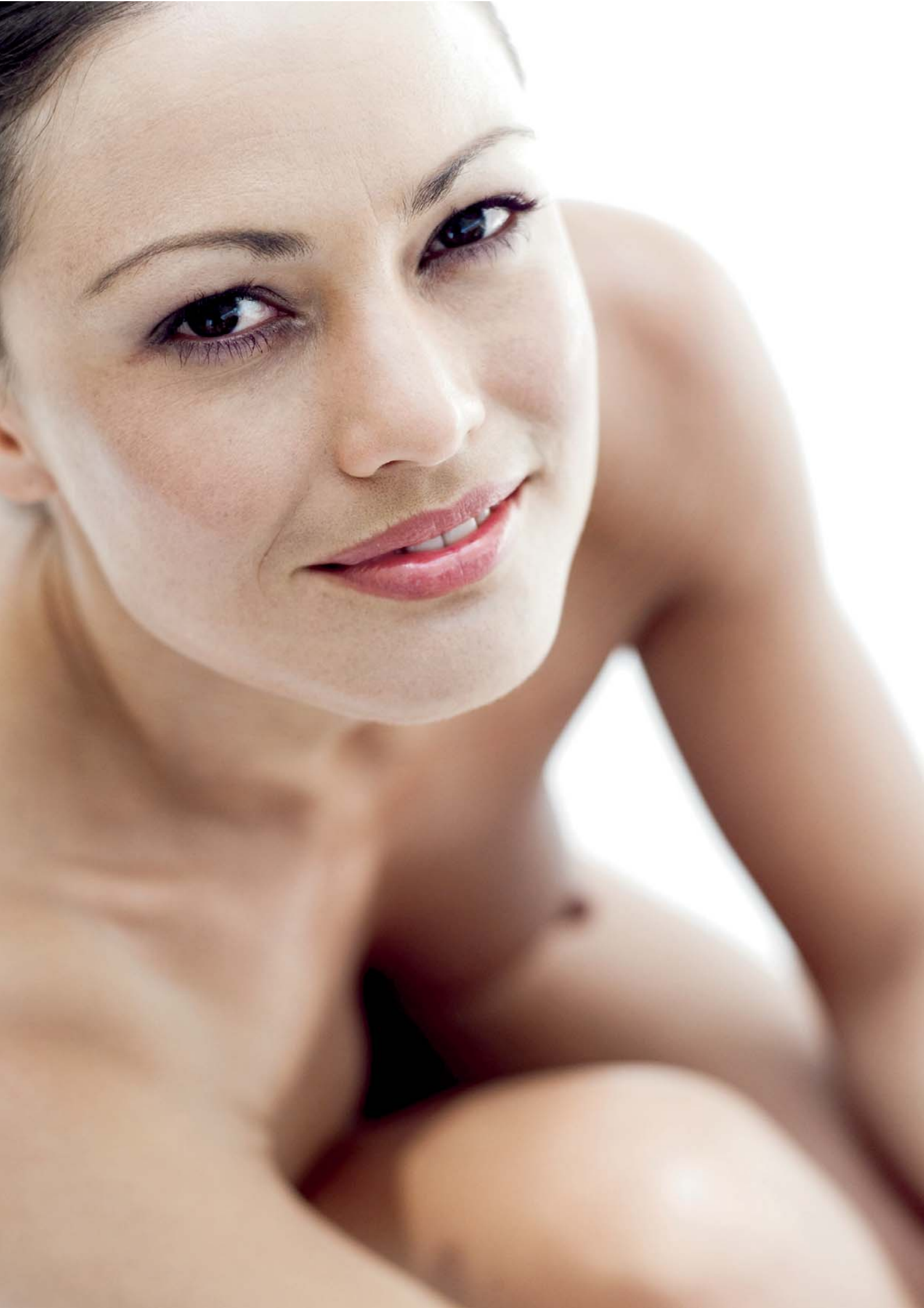
Step 3

Permanent stitches are used to hold the new shape.

 Another technique uses the same incision, but cartilage is folded, as opposed to removed, to create the new shape.

 The procedure may be performed under general or local anaesthetic with or without sedation. It usually takes two to three hours. After the procedure, a bulky dressing will protect the ears.

 Approximately 1 week after the procedure, temporary stitches will be removed or dissolve, and you will be able to return to work. Any activity in which the ear may be bent should be avoided for approximately 1 month.



What next?

Initial Consultation:

The first step is to simply take advantage of a completely free initial consultation with one of our patient co-ordinators.

The initial consultation is designed to be warm and informative, and you are very welcome to bring a friend, partner, or relative along with you. Your patient co-ordinator will be able to answer many of the questions you may have, and will offer you objective advice or guidance.

The initial consultation is simply designed to give you more information (specific to you), and allow you to think more about what it is you would like to achieve through otoplasty. It is also very valuable because it helps you to think of questions you may wish to ask your surgeon - should you decide to progress to the next stage. At no point are you under any obligation to progress any further – the patient co-ordinator is simply there to act as your guide.

Specialist Consultation:

Should you decide that you would like to progress further we would arrange for you to meet with a specialist cosmetic surgeon, where you will be able to discuss your procedure in-depth. The surgeon will fully explain the surgical options available, and which would be most suited to you. Your surgeon will also discuss your medical history, and any associated risks. Once again, you are under absolutely no obligation to take this consultation any further.

Your Procedure:

Should you decide that a procedure is right for you, your patient co-ordinator will arrange a date with you for your procedure. Your patient co-ordinator will support and guide you throughout the entire process, and will be your point of contact throughout your journey with us.

To arrange a free initial consultation,
simply call:

0500 44 22 22

or email:
cosmetic@birkdaleclinic.co.uk

It's your body, you choose.



0500 44 22 22 | www.birkdaleclinic.co.uk | cosmetic@birkdaleclinic.co.uk

HOSPITALS

LIVERPOOL HOSPITAL

At Prem House | 2 Park Road | Crosby | Liverpool | L22 3XF

NORTHAMPTONSHIRE HOSPITAL

At Danetre Hospital | London Road | Daventry | Northampton | NN11 4DY

SHEFFIELD HOSPITAL

At Clifton Lane | Rotherham | S65 2AJ

CLINICS

Birmingham | Bolton | Chester | Doncaster | Hull | Kettering | Leicester
Leeds | Liverpool | London | Manchester | Milton Keynes | Northampton | Nottingham | Preston
Rotherham | Sheffield | Southport | Wakefield

HEAD OFFICE

At Prem House | 2 Park Road | Crosby | Liverpool | L22 3XF