

# Bridgewater Hospital Launches Revamped Website



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The Bridgewater Hospital has announced the launch of its new website, designed to better highlight the full range of services offered, as well as to communicate the hospital's major points of difference.

One of the new features of the site is an interactive body map, whereby individuals can search for a treatment or condition by clicking on the relevant body part. Separate body maps are available for males and females.

The new site also includes a comprehensive database of treatments and other hospital offerings, profiles of the doctors and surgeons that work at the facility, and a forum, where patients and others can post questions for the hospital's medical professionals to respond to.

The [Bridgewater Hospital](#) is located in central Manchester, and was acquired by the Optical Express Group in 2006. Renowned for its state of the art technology, the facility aims to provide the highest standard of patient care, offering treatments ranging from cosmetic surgery, to orthopaedics, to pregnancy scans. Bridgewater also provides extensive diagnostic screening and is the surgery provider to a number of elite athletes, including Premiership and Championship Football Clubs, Premiership Rugby, and a variety of individuals preparing to compete in the 2012 Olympics.

Lesley Taylor, the executive director of the hospital, commented: "We're incredibly excited about the launch of the new website. We feel that it more effectively communicates the wide range of offerings that Bridgewater has to offer, and provides patients with an informative, interactive, and professional resource.

"There are so many benefits of using a state of the art facility like ours, and we felt that our online presence should reflect these strengths. It is our hope that patients both embrace and engage with the new site."

