Freedom Vision | PMI Cataract Pathway: What Optometrists Need to Know

With NHS cataract waiting lists continuing to affect patients across the UK, and with growing patient awareness around lens choice and lifestyle outcomes, community optometrists are well placed to ensure patients understand all the care pathways available to them — including through any private medical insurance they may already hold.

Many patients have PMI cover through their employer or a personal policy but are unaware that cataract treatment may be included in their benefits. For some, this may mean not only faster access to treatment, but also greater choice around premium lens options that better suit their lifestyle and visual needs. A simple conversation at the point of referral can make a meaningful difference to both the speed and quality of a patient's care journey.

The Freedom Vision PMI pathway

Freedom Vision, born out of the expertise of SpaMedica, has expanded its insured cataract pathway and is now working with a broader range of approved PMI providers, including AXA Health, Bupa, Exeter, SAGA and WPA.

The pathway is designed to make the process straightforward for both patients and referring optometrists, offering:

· Timely access to cataract consultations and treatment

· A discussion of lens options appropriate to the patient's lifestyle and visual goals

· A dedicated Patient Liaison Manager to support patients through the process

· Experienced cataract surgeons and continuity of care

What to do if your patient has PMI cover

Simply indicate this on the Freedom Vision referral form or encourage the patient to mention their cover when the Freedom Vision team makes contact to arrange their free consultation. No additional steps are required from the optometrist.

Referral form: Freedom Vision | Referral Form for Optometrists

Further information: Freedom Vision | Private Medical Insurance

Contact: info@freedom-vision.co.uk