The other cutting-edge procedure being offered by the clinic is the Cartiva implant for patients who have arthritis in the big toe. The implant is made from a similar substance to contact lenses and acts like a shock absorber, as cartilage does, and it doesn't wear under pressure and friction.

The procedure only takes about 25 minutes, has a relatively pain-free healing period, the patient can put weight on the joint immediately and most importantly, can recover mobility in the toe.

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Mr Nowak explains: "Currently the only procedures the NHS offers are either a toe fusion, which is painful and leaves the joint immobile, with no option for further surgery should there be future problems, or a full joint replacement which means the only option for surgery later on is a painful toe fusion. A Cartiva implant continues to leave you with future surgical options, although very few UK surgeons currently offer it."