I work in a small DGH where the nearest independent Bupa hospital is over 40 miles away.

The trust which I work with has a special agreement with consultants: if they do their private cases exclusively in the Private ward of that hospital, then the 10% rule is waived. This means that most of my colleagues use the DGH private ward and thus generate a large revenue for the trust. My General Surgeon colleague worked out that he (and I) brought in a larger sum to the hospital than our salaries.