



# CREATE Fertility NHS Quality Account



CREATE<sup>™</sup>  
Fertility

April 2021 – March 2022

Pioneers of Mild and Natural IVF

Call 0333 240 7300

[www.createfertility.co.uk](http://www.createfertility.co.uk)



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# Welcome to CREATE Fertility

## Our Mission

To use the latest scientific knowledge and advanced ultrasound technology, to design personalised fertility treatment plans that offer the best chance of success and put the health of women and their babies first.

At CREATE Fertility, we are very proud to have helped many women with challenging conditions and complex medical histories. Led by world-renowned Professor Geeta Nargund, all of our fertility doctors, nurses and embryologists are trained in IVF by our medical and scientific leaders. This ensures that we will always offer fertility treatments of the highest standard, personalising treatment to maximise a patient's chance of success.

At CREATE Fertility, we understand that every woman is different and there is no 'one size fits all' when it comes to fertility treatment. That's why we offer bespoke, tailored treatment plans suited to a patient's needs.

## Why patients choose to have their NHS treatment at CREATE Fertility:



### No waiting lists

Once you attend for your first appointment, we have no waiting list to start treatment.



### Excellent success rates

Our personalised treatment protocols at CREATE deliver successful results [which you can view here](#).



### Easy to start

Our simple referral process and patient pathway means that all you need to focus on is your treatment.



### Led by medical experts

Our directors are pioneers in the field of IVF, Reproductive Medicine, and Advanced Ultrasound Technology with decades of combined experience. You can [view our scientific research here](#).



### Advanced 3D and 'Doppler' scanning

This advanced technology can assist in predicting ovarian reserve, egg quality, ovarian response to stimulation, implantation & risk of miscarriage, helps us to individualise treatment protocols and optimise success.



### World class IVF

We work with many CCGs across England and we utilise the latest in evidence-based treatment to give patients the best chance of conceiving and having a baby.

# Statement on Quality from CREATE Fertility's Founder & Medical Director, Professor Geeta Nargund

Welcome to the 2021-22 CREATE Fertility Quality Account which describes how we performed this year, including our quality and safety standards. It also looks forward and sets out our plans for quality improvements in the forthcoming year.

The account aims to provide a balanced view of what we are good at and our priorities for the coming year (2022-23) as agreed with the CREATE Fertility's senior management team, are outlined within this report.

CREATE Fertility is proud to have an excellent track record in safety and success in IVF. We take huge pride in delivering our IVF service to NHS funded patients, and we welcome couples who wish to make use of our advanced ultrasound technology and state-of-the-art facilities.

This report details:

- CREATE Fertility's performance against previous year's objectives
- CREATE Fertility's priorities for improvement on 2022-23
- Statements relating to the quality of services
- What our patient's and commissioners say about us
- How CREATE Fertility has performed over the past year

To the best of my knowledge, as requested by the regulations governing the publication of this document, the information in this report is accurate.

Professor Geeta Nargund  
CREATE Fertility

## Quality Priorities 2021–2022

In the 2021–22 CREATE Fertility set the following quality objectives. These have been achieved despite the continuation of the covid-19 pandemic and increased pressures on NHS services nationwide.

	Quality objective	Evidence of Achievemnet
<b>Clinical Effectiveness</b>	To maintain clinical outcomes as reported to NHS and HFEA:	Clinical Outcomes for NHS patients have improved in this year against previous years
<b>Patient Safety</b>	Continue to ensure multiple birth rates are in line with HFEA guidelines.	Multiple Births for NHS patient are less than 2% per patient
<b>Patient Experience</b>	To ensure smooth and effective patient pathway for NHS patients.	Patient survey feedback has been used to improve patient pathways. Patient survey results remain very high
	No waiting list to access treatment for NHS patients.	There is no waiting list for NHS patients to commence treatment

## Quality Priorities 2022–2023

On the basis of local senior management group discussions; whole team contributions via clinical governance and quality meetings and discussions with Board members, CREATE Fertility has identified the following priorities for quality improvement.

	Quality objective	Strategy for achieving the objective
<b>Clinical Effectiveness</b>	To maintain clinical outcomes as reported to NHS and HFEA:	Continuous clinical review of all clinical KPIs. Root cause analysis and audits to identify areas for improvement
<b>Patient Safety</b>	Continue to ensure multiple birth rates are in line with HFEA guidelines.	Maintain achievements to date by ensuring effective use of eSET clinical guidance
	Continue to maintain no cases of severe OHSS	Maintain achievements by effective clinical review of patients and close monitoring and observation during patient's treatment
<b>Patient Experience</b>	To maintain smooth and effective patient pathways for NHS patients.	Use feedback from patients to improve patient pathways and work closely with ICBs to manage geographical boundary changes which change patient pathways in some areas.  In addition, engage with GPs to understand whole system pathway challenges and implement solutions
	Continue to have no waiting list to access treatment for NHS patients	By working internally and with our ICB partners to ensure there is a transparent view of capacity and demand on NHS waiting lists, and for CREATE Fertility to have a comprehensive plan to flex capacity as required

## Statement on Assurance

This section of our Quality Account provides the mandatory information for inclusion as determined by the Department of Health regulations and reviews our performance over the last year between April 2021 and March 2022.

### Review of NHS Services Provided 2021–2022

During 2021–2022 CREATE Fertility provided fertility treatment to NHS funded patients under the terms of multiple CCG contracts. CREATE Fertility provides fertility services for 45 CCGs, and NHS England funded patients for the armed services. CREATE Fertility has reviewed all the data available regarding the quality of NHS services provided. Quality reports are sent locally to CCG on a monthly/quarterly basis. The income generated by the NHS services reviewed in 2021–2022 represented 100% of the total income generated from the provision of NHS Services by CREATE Fertility for 2021–22.

NHS Cycles	
FY21	FY22
201	413

### Participation in Clinical Audit

**National Audit** – During 2021–22 no national clinical audits and no national confidential enquiries covered NHS services that CREATE Fertility provides. As a result, CREATE Fertility did not participate in National Clinical Audits.

**Local Audit** – CREATE Fertility has a comprehensive audit system in place. The audit schedule ensures conformance to national regulatory requirements such as the HFEA Code of Practice NHS Guidelines. Key areas of interest or noted areas for improvement are incorporated into the annual audit schedule.

Local clinical audits are conducted by individual healthcare professionals or teams evaluating aspects of care that CREATE Fertility All audit reports are discussed at local and group Clinical Multidisciplinary Team meetings and Quality meetings to highlight any areas of non-compliance, actions being taken and good practice. Completion of actions are monitored by the Clinic's Person Responsible.

### Participation in Clinical Research

All patients (including NHS patients) have an opportunity to consent to the donation of embryos that are not wanted for treatment to HFEA licensed research ethics committee approved research programmes. These embryos are marked for research purposes within patient's electronic records.

## Use of the CQUIN payment framework

There were no CQUINS in place for our NHS contracts this year.

### Statements from the Care Quality Commission and Human Fertilisation and Embryology Authority (HFEA)

CREATE Fertility is not required to register with the Care Quality Commission.

The Human Fertilisation and Embryology Authority (HFEA) regulate all UK fertility clinics and projects involving research with human embryos. To ensure all patients receive high quality care throughout their fertility journey the HFEA license, inspect and set standards.

To find out more information about what the HFEA sets about each CREATE Fertility clinic and our latest inspection reports please visit:

[www.hfea.gov.uk/choose-a-clinic](http://www.hfea.gov.uk/choose-a-clinic)

CREATE Fertility is required to register with the HFEA and its current registration status is that all CREATE Fertility clinics are suitable for the conduct of licensed activities. The HFEA has not taken any enforcement action against CREATE Fertility during 2021–22.

### Statements on Data Quality

CREATE Fertility did not submit records during 2021–2022 to the Secondary Uses Service for inclusion in the Hospital Episode Statistics: this is not a relevant requirement for this service.

CREATE Fertility submits data on every HFEA registered cycle of fertility treatment to the HFEA. The HFEA validates this data to confirm accuracy and publishes this data on the HFEA website.

CREATE Fertility's latest data is available by laboratory on the HFEA website.

CREATE Fertility was not subject to the Payment by Results clinical coding audit during 2021–2022.

CREATE Fertility has comprehensive Information Governance policies in place and this makes up part of mandatory training for all our staff.

The Data Security and Protection Toolkit is a performance assessment tool produced by the Department of Health.

CREATE Fertility's Information Governance Assessment Report has 44 of 44 mandatory evidence items provided and 40 of 40 assertions confirmed.

# Review of Quality Performance 2021–2022

## How we measure success

Our personalised treatment protocols deliver successful results whilst protecting the health of women and babies.

There are a number of factors that affect success rates; we, at CREATE Fertility, judge success not simply by one number but by improving health outcomes, lowering risk of complications and reducing treatment side effects.

We are specialists in using advanced ultrasound to maximise success and will be able to offer advice and recommendations based on our in-depth diagnosis. A patient's chances of success and their health and safety are our priorities, and all aspects of treatment will be discussed to allow patients to make an informed decision.

Our latest success rates can be [viewed here](#).



## Patient safety

Patient safety is a key priority at CREATE Fertility. We personalise treatment to reduce the burden, risks and side effects of fertility treatment to achieve healthier outcomes. CREATE Fertility is proud of its patient safety record and is a world leader in this area.

April 2020 – March 2021 NHS Cycles			
Severe OHSS	Never Events	HFEA Reportable Incidents	Total Number of Incidents
0	0	1*	0

\*This was subsequently resolved.

## Clinical Effectiveness

CREATE Fertility is proud to deliver consistently excellent [success rates for its cohort of patients](#). The latest clinical pregnancy rates and live birth rates for patients treated at CREATE Fertility are available on the website as verified by the Human Fertilisation and Embryology Authority.

For more information on our latest success rates please visit [createfertility.co.uk/our-success](https://createfertility.co.uk/our-success).

## Patient Experience

Patients are at the heart of everything CREATE Fertility does. CREATE Fertility works with patients regarding their care and listens closely to their views to ensure we deliver an outstanding service.

Every patient at CREATE Fertility is sent two surveys: post initial consultation and post treatment. These are reviewed on a weekly basis and used to drive continuous improvement throughout our services.

There are a range of numerical and free text question in these surveys with CREATE Fertility uses to continually improve our services.

For the question: Based on your experience, how likely are you to recommend CREATE Fertility to friends and family if they required our services?

Period: April 2021 – March 2022

Survey	Rating (1–10)
Post Initial Consultation	9.58
Post Treatment	8.46

## What our NHS patients say

### Read our testimonials

Our patient testimonials can be [read here](#).

*"Keep up the good work. I wish you all the best in the future. Thank you to be the source of my complete family and happiness."*

*"The staff at the Birmingham clinic has made the journey really easy-appointments are on time, scans thorough."*

*"...every contact I've had has been helpful and everyone is super friendly. Even the staff working on a Saturday when you could see they were busy still made time for me."*

*"The staff were lovely the Dr explained the scan and made us feel really comfortable, I asked loads of questions and no one minded."*

*"None at all, for a first visit all staff were very welcoming, covid regulations were in place and they gave us all the time we needed to ask questions. Staff were very attentive and I was extremely pleased with our first visit."*

*"I found the care of every single person to be exemplary. Everyone was so kind and nothing was too much trouble. Thank you."*

*"All fantastic, nothing to change from my perspective, I wasn't rushed and everything was clear. Thank you for putting my mind at ease with the process."*

## Adaptions made due to COVID-19

CREATE Fertility has worked closely with the HFEA through the COVID-19 pandemic to ensure patient and staff safety.

CREATE Fertility has implemented a range of practices to minimise the risk of COVID-19 transmission and thereby ensure continuity of service and safety for staff and patients. These measures have been developed to conform to both Public Health England and HFEA guidelines. Risk assessments have been carried out to develop tailored solutions in our different clinic environments. Measures include, but are not limited to, usage of PPE, social distancing requirements, covid-19 testing and virtualization of elements of care. CREATE Fertility has been able to offer uninterrupted care throughout the year, to the benefit of the patients and the NHS.



## CREATE Fertility's Values

- Honesty** We provide a personal and detailed treatment plan including costs for every patient
- Transparency** We make sure that our success rates and the medical basis for all the treatments we recommend are clearly explained
- Scientific authority** Our senior team works hard to remain the forefront of the field, developing the latest advances in treatment
- Patient friendliness** We make the treatment journey as easy as possible for our patients with clear communication, warmth and an individual approach
- Dedication** Our approach is aimed at achieving better health outcomes for mother and baby in the long term

## Supported charities

CREATE Fertility is proud to have founded and donate to several charities.

- CREATE Fertility founded UK National Women's Health Charity Create Health Foundation (formerly Health Education Research (HER) Trust) in 2001
- Create Health Foundation has contributed to Reproductive Health Education in Schools
- Create Health Foundation provides public information about reproductive health
- Create Health Foundation funds research on reproductive health
- CREATE Fertility funds The International Society for Mild Approaches in Assisted Reproduction (ISMAAR) another UK Charity through HER Trust
- ISMAAR conducts international meetings on Natural & Mild IVF
- ISMAAR funds and supports fertility training in Africa
- CREATE Fertility is committed to providing equipment (ultrasound machines and other essential medical supplies) to developing countries
- CREATE Fertility are a Gold Partner of Fertility Network UK
- British Red Cross



## Statement of assurance from NHS commissioner

### NHS Black Country CCG

CREATE Fertility holds NHS Contracts with NHS Black Country and West Birmingham CCG for the provision of NHS funded IVF/ICSI and donor treatment. NHS Black Country and West Birmingham CCG commissions one cycle of treatment for patients who meet locally set eligibility criteria and NHS Black Country and West Birmingham CCG has responsibility for managing and monitoring the quality of services provided by CREATE Fertility. This is achieved through monthly performance and quality dashboards that the commissioner reviews and the commissioner works collaboratively with CREATE Fertility to ensure patients received the highest quality of care as well as receiving excellent patient outcomes. There is an open and transparent approach between the commissioner and provider.

Since taking on the NHS Black Country and West Birmingham CCG contract in August 2020, CREATE Fertility has worked tirelessly to ensure increased capacity to enable NHS Black Country and West Birmingham CCG to reduce waiting lists to access services at contracted levels. This is at the same time as delivering excellent patient care and clinical outcomes during the COVID-19 pandemic. There is no waiting list to access treatment in the local area for NHS patients.

CREATE Fertility continues to innovate and develop their approach with the commissioner to deliver the expected outcomes for the local population.

NHS Black Country and West Birmingham CCG looks forward to continued collaborative working with CREATE Fertility to achieve priorities outlined for 2022-2023 to support the provision of high quality care to all patients.

Rebecca Johnson  
Commissioning Manager



## How to provide feedback on the Account

CREATE Fertility welcomes feedback on the content of its Quality Account and suggestions for inclusion in future reports.

Comments should be directed to [nhs@createfertility.co.uk](mailto:nhs@createfertility.co.uk)

## Statement of Directors' responsibilities in respect of the Quality Report

The Directors are required under the Health Act 2009 and the National Health Service (Quality Accounts) Regulations 2010 as amended to prepare Quality Accounts for each financial year.

The Directors are aware to the NHS services CREATE Fertility provides confirm this Quality Account is accurate at the time of being published. The directors confirm to the best of their knowledge and belief that they have complied with the relevant requirements in preparing this Quality Report.



Professor Geeta Nargund  
CREATE Fertility

## CREATE Fertility clinics

### Birmingham

6270 Bishops Court, Solihull Parkway, Birmingham, B37 7YB

### Bristol

1 Trinity Street, College Green, Bristol, BS1 5TE

### Cardiff

Cycoed Medical Centre, Darlington Drive, Pontprennau, Cardiff, CF23 8SQ

### Cheltenham

Cotswold Fertility Unit, The Old Chapel, St Pauls Medical Centre, 121 Swindon Road, Cheltenham, GL50 4DP

### Hertfordshire

Colney Medical Centre, 45-47 Kings Road, St Albans, AL2 1ES

### Leeds

1 Sterling Way, Capitol Park East, Topcliffe Lane, Tingley, Leeds, WF3 1BU

### Liverpool

Pall Mall Medical Centre, 5 St Paul's Square, Liverpool, L3 9SJ

### Loughton

Rectory Lane Health Centre, Rectory Lane, Loughton, IG10 3RU

### Manchester

Ground Floor, Kings Court, Wilmslow, Manchester, SK9 5AR

### Oxford

5 The Quadrangle, Woodstock, Oxfordshire, OX20 1LH

### Sheffield

Sloan Medical Centre, 2 Little London Road, Meersbrook, Sheffield, S8 0YH

### St Paul's

150 Cheapside, London, EC2V 6ET

### Wimbledon

St George's House, 3-5 Pepys Road, SW20 8NJ

### Wolverhampton

8 Tettenhall Rd, Wolverhampton, WV1 4SA

