



CREATE Fertility NHS Quality Account



CREATE[™]
Fertility

April 2022 – March 2023

Pioneers of Mild and Natural IVF

Call 0333 240 7300

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 ICBs 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 2022-23 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 (2023-24) 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 2023-24
- 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 2022–2023

In the 2022–23 CREATE Fertility set the following quality objectives. These have been achieved.

	Quality objective	Strategy for achieving the objective	Evidence of Achievements
Clinical Effectiveness	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.	Clinical Outcomes for NHS patients have continued to improve.
Patient Safety	Continue to ensure multiple birth rates are in line with HFEA guidelines.	Maintain achievements to date by ensuring effective use of eSET clinical guidance.	No multiple births for any NHS patients.
	Aim to ensure no cases of severe OHSS.	Maintain achievements by effective clinical review of patients and close monitoring and observation during patient's treatment.	There have been no cases of severe OHSS.
Patient Experience	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.	Patient survey feedback has been used to improve patient pathways. Patient survey results remain very high.
	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.	There is no waiting list for NHS patients to commence treatment and we are achieving 100% for our 18 week RTT target.

Quality Priorities 2023–2024

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
Clinical Effectiveness	To maintain clinical outcomes as reported to NHS and HFEA.	Continuous clinical review of all clinical KPIs. Work with clinical teams to identify areas for improvement.
Patient Safety	Continue to ensure multiple birth rates are in line with HFEA guidelines.	Maintain achievements by effective clinical review of patients and close monitoring and observation during patient's treatment.
	Aim to reduce cases of severe OHSS.	Maintain achievements by effective clinical review of patients and close monitoring and observation during patient's treatment.
	Implementation of Patient Safety Incident Response Framework (PSIRF).	Clinical review of existing policies to bring it in line with the NHS guidelines for PSIRF and ensure effective implementation of these.
Patient Experience	To maintain smooth and effective patient pathways for NHS patients.	Use feedback from patients to improve patient pathways and work closely with ICBs to policy and pathway changes which impact some areas. In addition, engage with GPs and secondary care consultants 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.

Statements 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 2022 and March 2023.

Review of NHS Services Provided 2021–2022

During 2022–2023 CREATE Fertility provided fertility treatment to NHS funded patients under the terms of multiple ICB contracts. CREATE Fertility provides fertility services for 11 ICBS which covers 53 localities, 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 ICB on a monthly/quarterly basis. The income generated by the NHS services reviewed in 2022–2023 represented 100% of the total income generated from the provision of NHS Services by CREATE Fertility for 2022–23.

NHS Cycles	
FY22	FY23
413	369

Participation in Clinical Audit

National Audit – During 2022–23 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

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 2022–23.

Statements on Data Quality

CREATE Fertility did not submit records during 2022–2023 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 2022–2023.

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 42 of 42 mandatory evidence items provided and 35 of 35 assertions confirmed.

Review of Quality Performance 2022–2023

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. Our pioneering approach to fertility treatment on the health and well-being of the mother and baby. Our lower drug dose treatments 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 2022 – March 2023 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.

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 2022 – March 2023

Survey	Rating (1-10)
Post Initial Consultation	9.33
Post Treatment	8.44

What our NHS patients say

Read our testimonials

Our Trustpilot reviews can be [read here](#) and [here](#).

"I have found your clinic friendly also giving a brilliant service thank you."

"Am really very happy to attend doctor appointment. Very good doctor very kind, he give me positivity. Staff very good friendly helpful."

"Great service so far, efficient and friendly."

"I have found your clinic friendly also giving a brilliant service thank you."

"The doctor and the nurse were so welcoming and made us feel very comfortable as soon as we walked through the doors. We were so pleased with the service received and cannot fault at all."

"The consultation was very informative and the nurse Vicki was so understanding and put us at ease. She made the whole appointment more enjoyable and relaxed."

"...everything was perfect and we didn't need to ask about anything because all the information and issues were so clear to us and explained very well by the doctors."

"Please continue as you do, your service and caring attitude was so good; IVF itself is very emotional journey and you made it smooth for us, we are very thankful!"

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



Statement of assurance from NHS commissioner

NHS Hertfordshire and West Essex Integrated Care Board (HWE ICB) response to the Quality Account of CREATE Fertility for 2022 /2023.

NHS Hertfordshire and West Essex Integrated Care Board (HWE ICB) welcomes the opportunity to provide this

statement on the CREATE Fertility Quality Account for 2022/23. The ICB would like to thank CREATE Fertility for preparing this Quality Account, developing future quality assurance priorities, and acknowledging the importance of quality at a time when they continue to deliver services during ongoing challenging periods. We recognise the dedication, commitment and resilience of staff, and we would like to thank them for this.

HWE ICB is responsible for the commissioning of health services from CREATE Fertility. During the year the ICB has worked closely with CREATE Fertility in gaining assurance on the quality of care provided to ensure it is safe, effective, and delivers a positive patient experience. In line with the NHS (Quality Accounts) Regulations 2011 and the Amended Regulations 2017, the information contained within the Quality Account has been reviewed and checked against data sources, where this is available, and confirm this to be accurate and fairly interpreted to the best of our knowledge.

During the year the ICB have worked closely with CREATE Fertility gaining regular assurance on the quality and safety of provision to ensure a positive patient experience. HWE ICB supports CREATE Fertility quality priorities and we look forward to continued partnership working in 2023/24, responding to new developments such as the change from the Serious Incident Framework to the Patient Safety Incident Response Framework (PSIRF).

The ICB look forward to a continued collaborative working relationship, including through building on existing successes and collectively taking forward needed improvements to deliver high-quality services for this year and thereafter.

Mary Emson
Deputy Director of Nursing & Quality
Hertfordshire and West Essex ICB

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

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

Bury

Hilton House, Irwell St, Bury BL9 0HZ

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

Nottingham

Ground Floor, 17 The Triangle, Nottingham, NG2 1AE

Oxford

5 The Quadrangle, Woodstock,
Oxfordshire, OX20 1LH

Sheffield

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

Southampton

6 Berrywood Business Village, Tollbar Way,
Hedge End, Southampton, SO30 2UN

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

