

Information for improvement

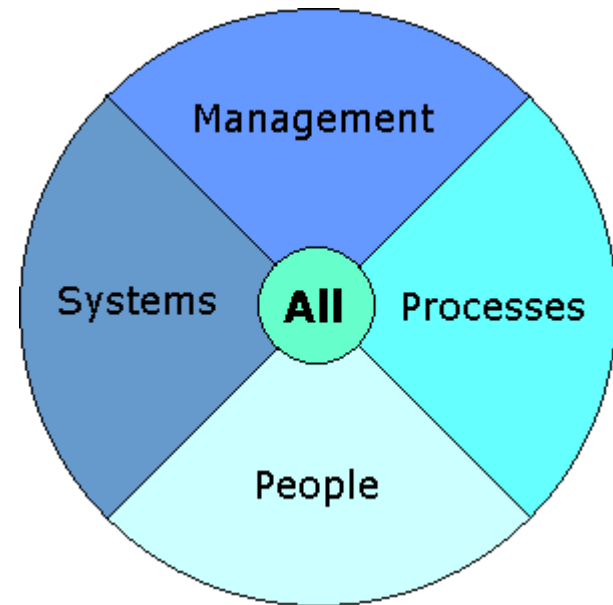
A clinic perspective

Enda McVeigh

Oxford

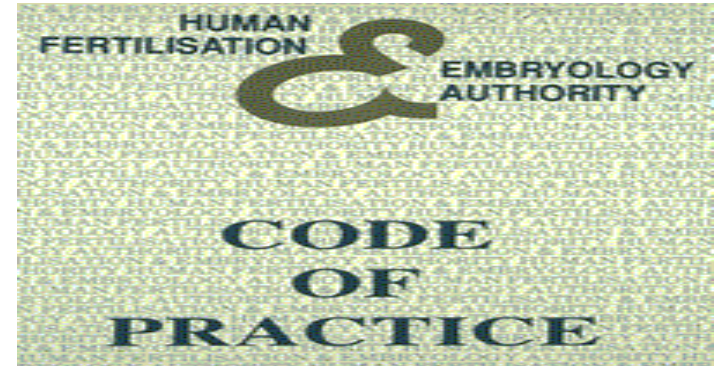
What information does a clinic want?

- About the HFEA / Regulations
- About themselves
- About other clinics



Information about the HFEA

- Is my practice in line with the current Code of Practice?
- What were the recent HFEA alerts?
- Are there any new directions or Guidance's?



This is a screenshot of the HFEA website's homepage. At the top, the HFEA logo is on the left, and navigation links for 'Sitemap', 'Glossary', 'Jobs', 'Help', and 'Contact us' are on the right. Below the logo is a search bar. A horizontal navigation bar contains five main categories: 'Patients and their supporters', 'Donors & the donor-conceived', 'How we Regulate treatment and research', 'About the HFEA What we do', and 'Media Centre'. The main content area features a large image of two women looking at a laptop. To the right of the image is a text block describing the HFEA's role as the UK's independent regulator. Below this is a 'Latest' news section with three items, each with a small icon and a brief description. At the bottom, there are two columns: 'Patient Stories' featuring 'Judy's story' and 'HFEA Guide to Infertility'.

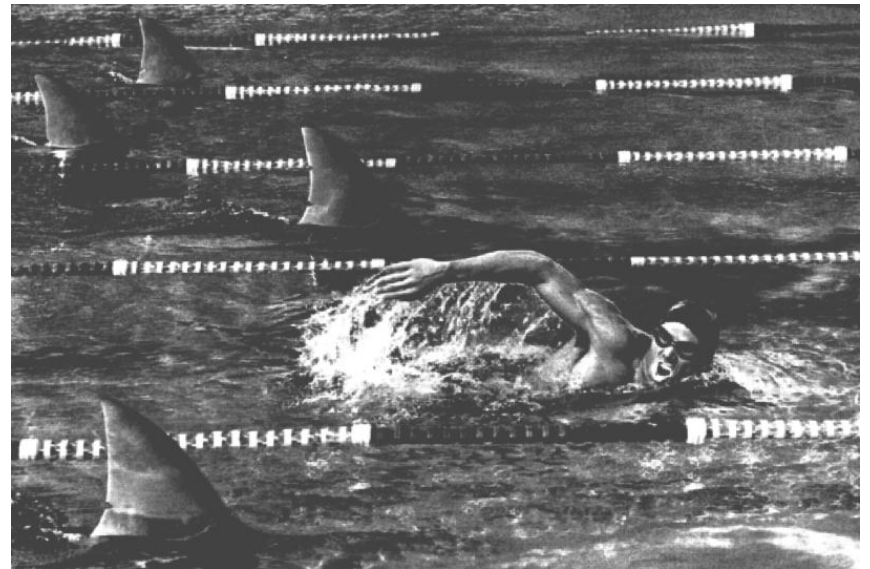
HFEA Alerts

- Login for alerts on websites
- Email alert received where ever you are!
- Easy dissemination to clinic staff



Information about other clinics

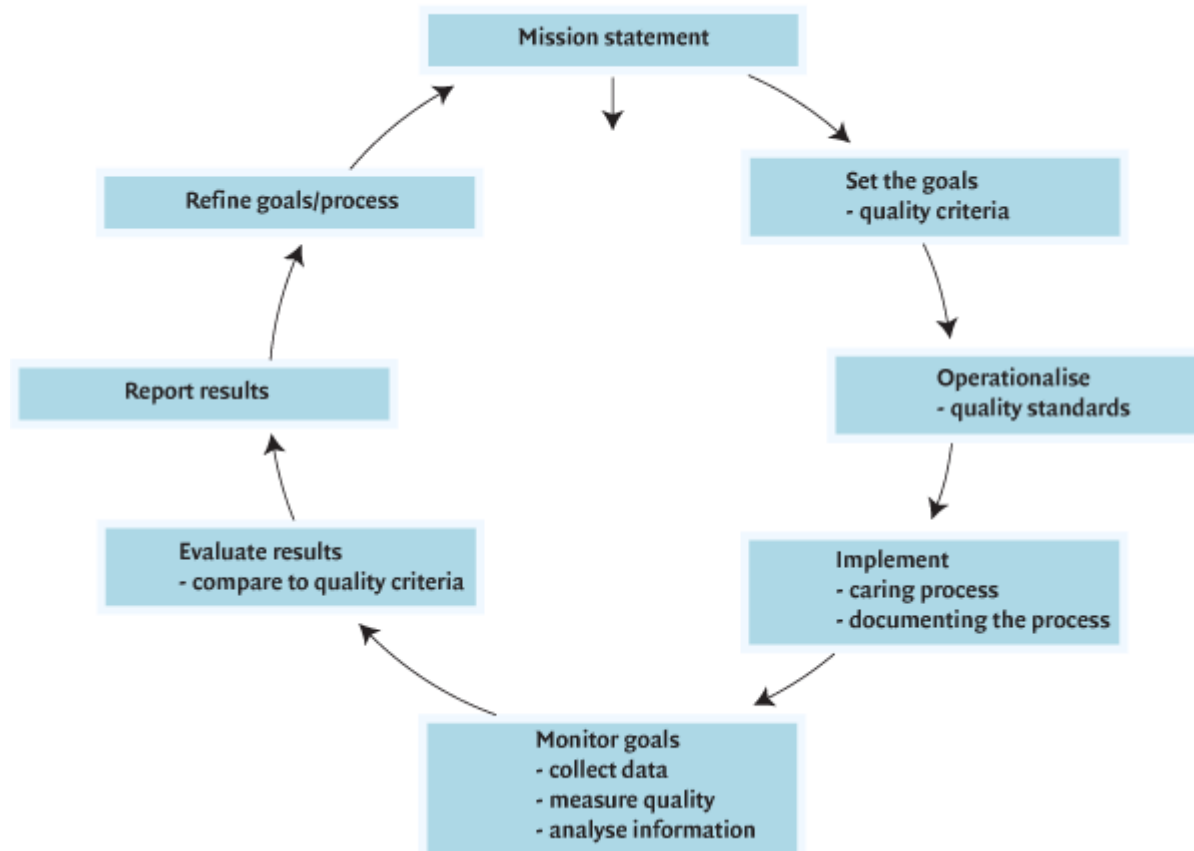
- Where is my clinic compared to others in my area and nationally?



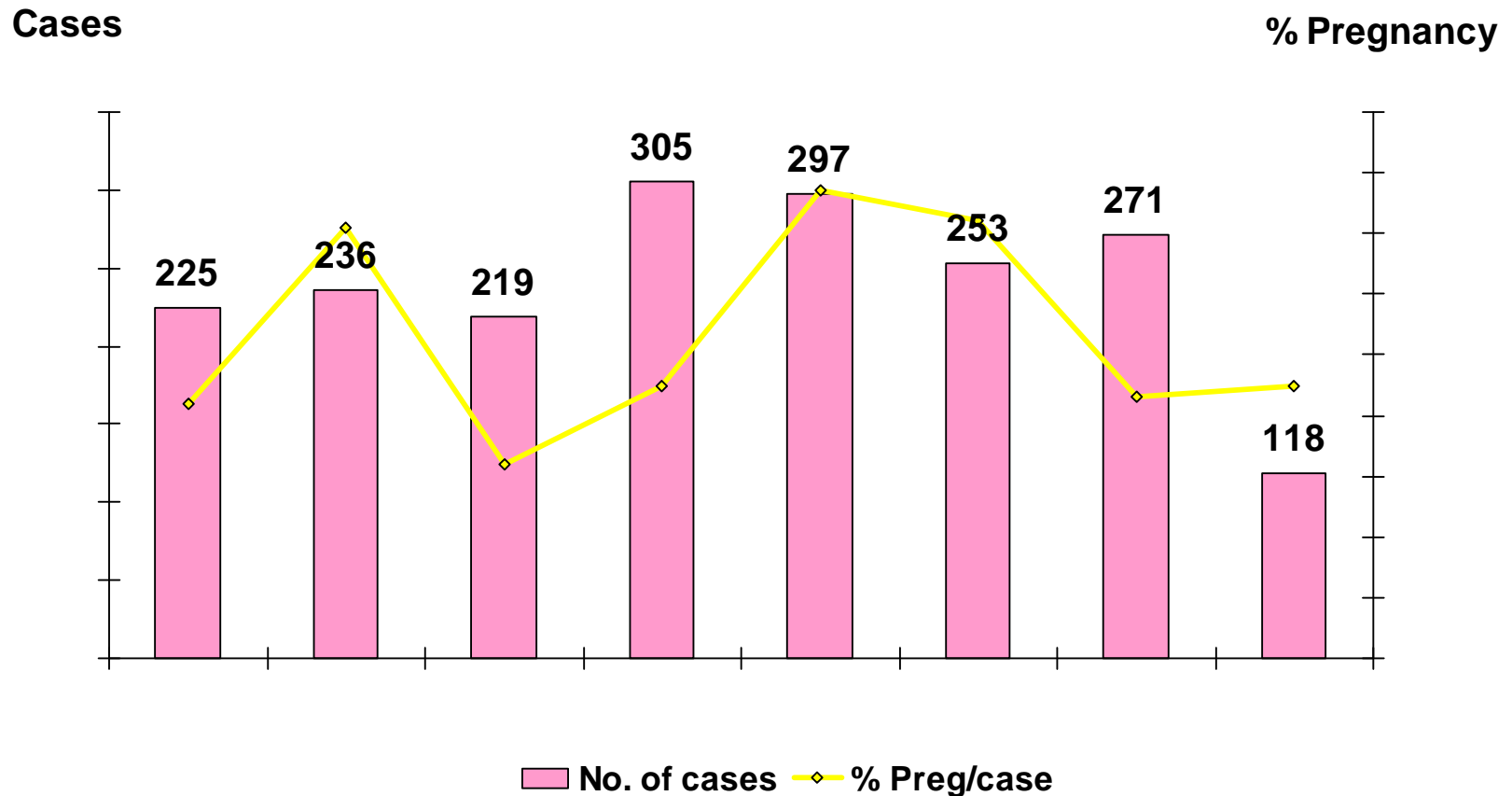
Internal information about my clinic

- Efficiency
- Performance
- Market Share
- Patient experience

Information for quality control

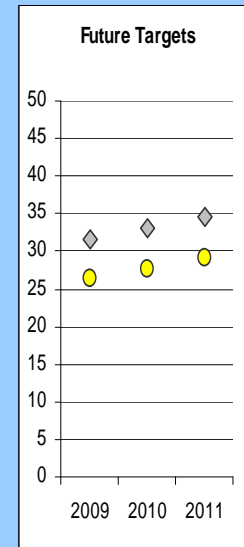
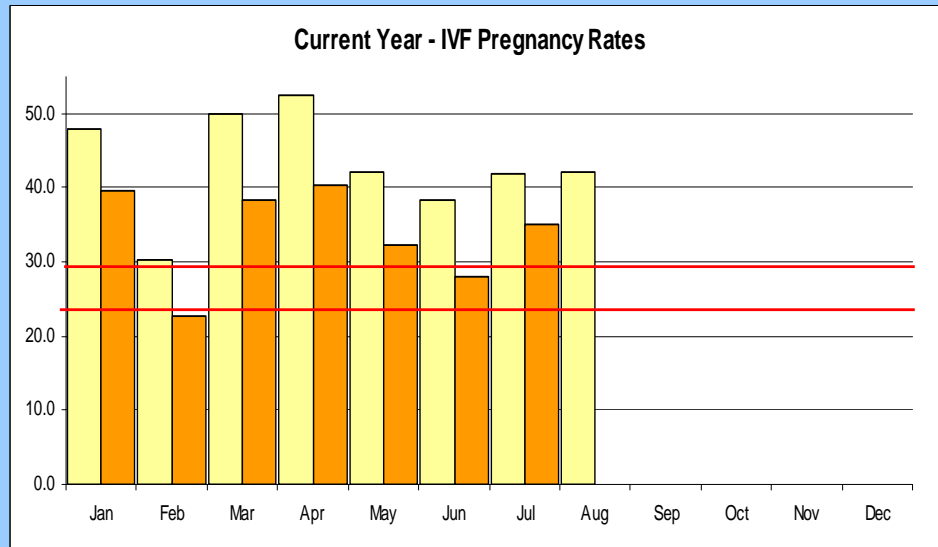
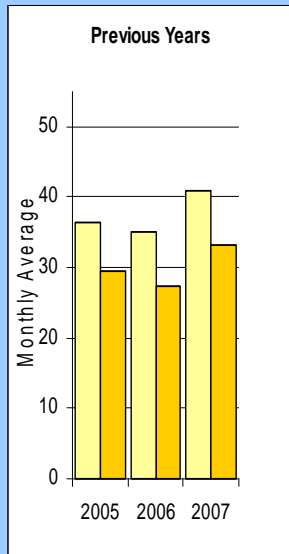


Clinical Outcome Variation with Standardised Incubators



Key Performance indicators

Better Information for Better Health Care



	2005	2006	2007
Positive Test	36.4	35	40.8
Clinical Preg	29.4	27.4	33.2

2008													
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
47.9	30.4	50.0	52.4	42.2	38.2	41.8	42.1						
39.7	22.8	38.5	40.2	32.2	27.9	35.2							

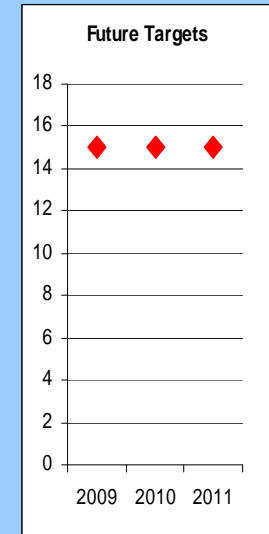
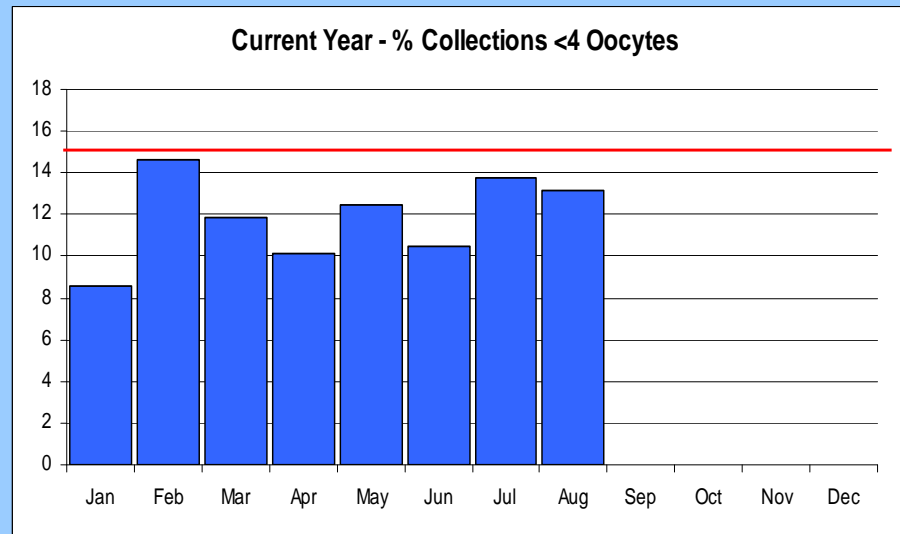
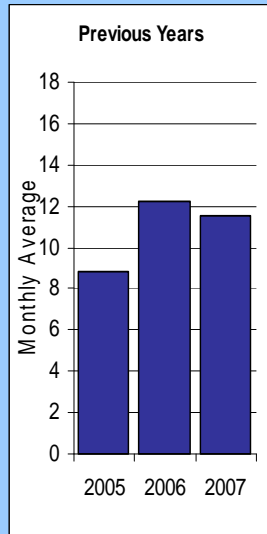
Pregnancy rate not to fall below 30% Positive Test 25% Clinical. These figures to rise by 5% of rate per annum.

<36 years	34.3	34.7	44.5
-----------	------	------	------

Clinical pregnancy rate for patients <36 years:	42.9%
---	-------

Key Performance indicators

Better Information for Better Health Care



	2005	2006	2007
Monthly %	8.8	12.2	11.5
Total %	8.8	12.2	11.5

2008											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
8.6	14.7	11.8	10.1	12.5	10.4	13.8	13.2				
8.6	11.7	11.8	11.3	11.6	11.4	11.8	12.0				

IVF cycles with less than 4 eggs retrieved should not go above 15% of egg collections.

Information to implement change

DIRECTIONS GIVEN UNDER THE HUMAN FERTILISATION AND EMBRYOLOGY ACT 1990

Multiple Births Minimisation Strategy

Ref: D.2008/5

These Directions are:

GENERAL DIRECTIONS

Section of the Act providing for
these Directions:

Sections 12(1) (d) and (g); 13(2) (a), (b)
and (f)

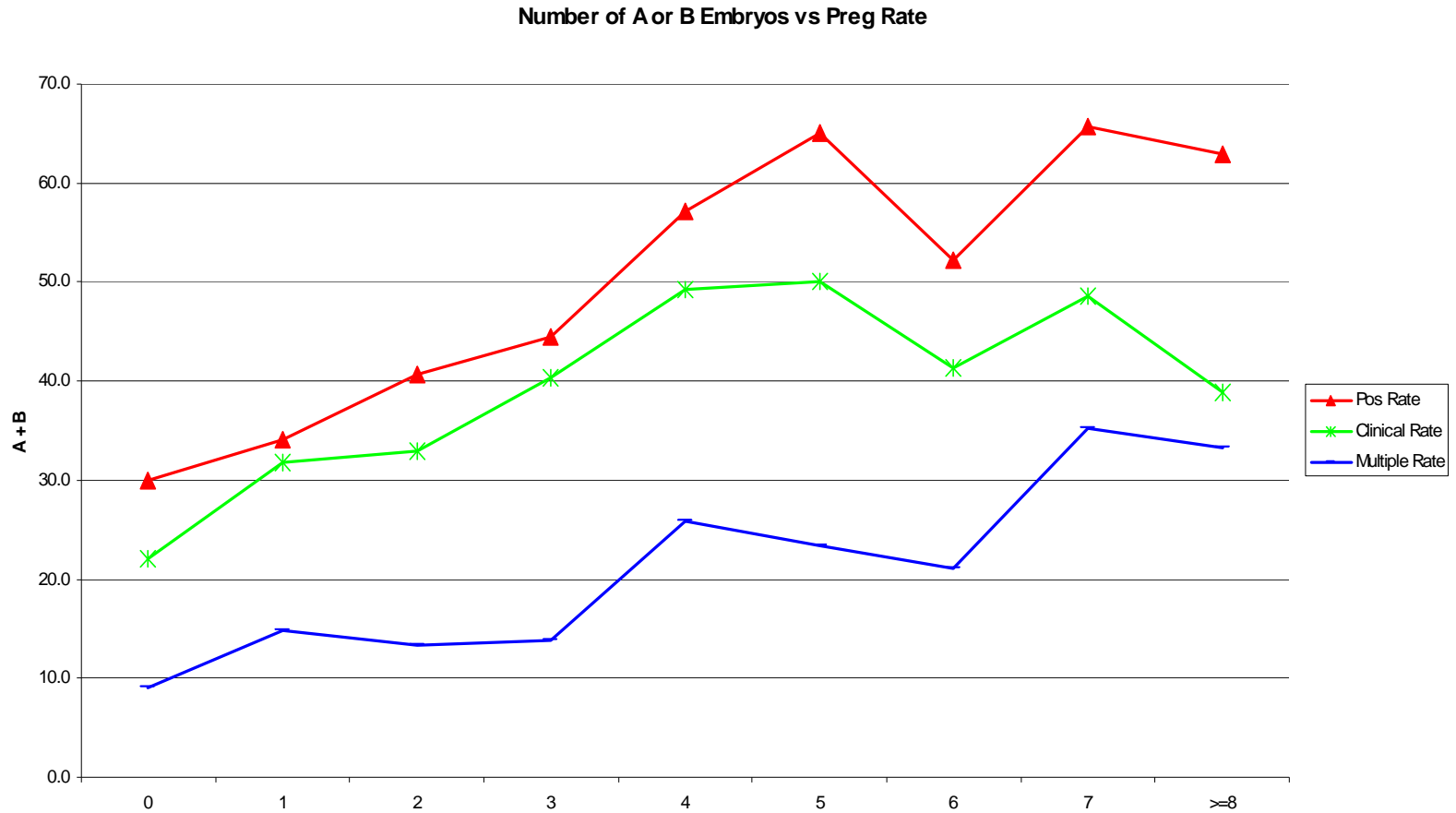
these Directions come into
force on:

1st January 2009

these Directions remain in
force:

Until revoked

Implementing Single embryo transfer



Single embryo transfer

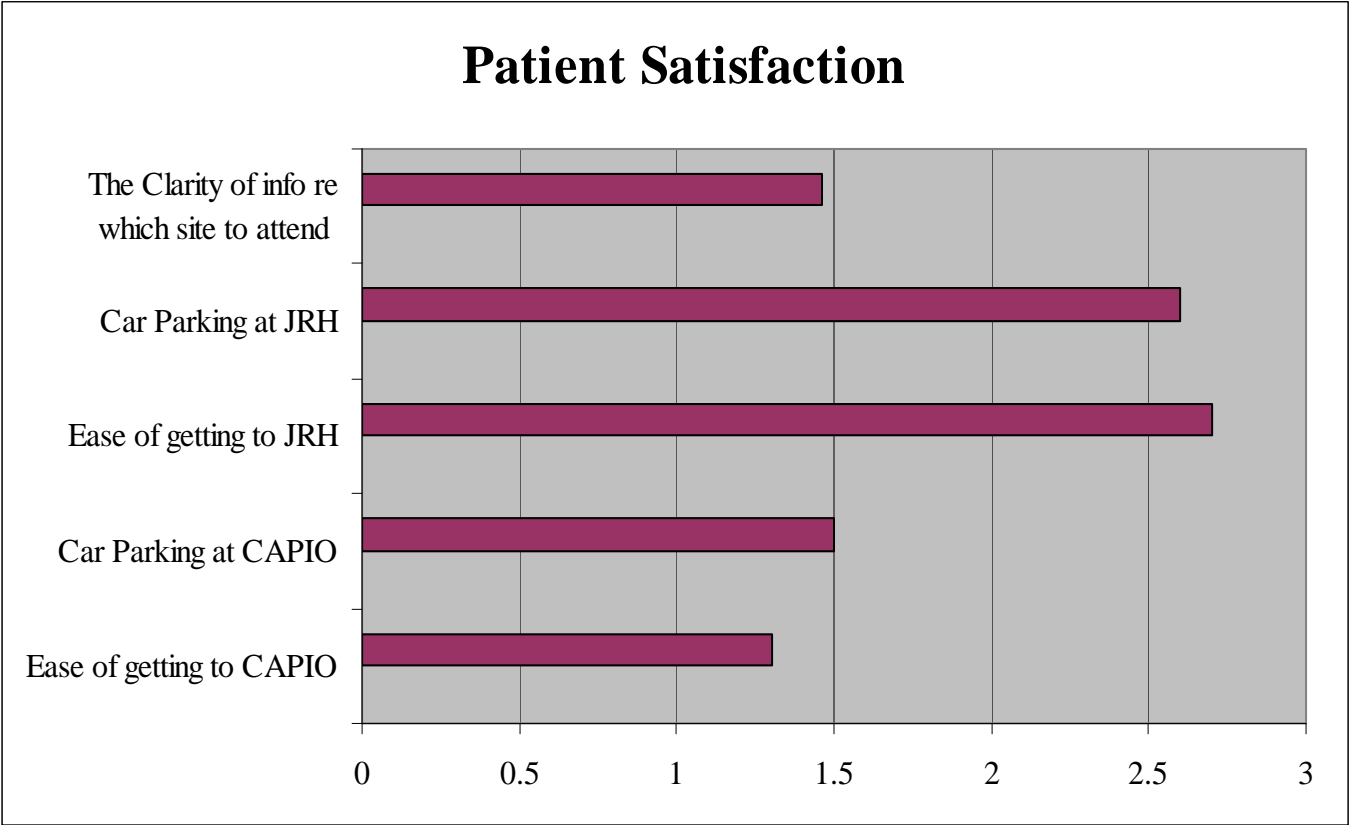
Proposal:

- Embryos checked on Day 3
 - ≥ 4 good quality (A) embryos on Day 3 ie 7/8 cell, ($\leq 15\%$ frags, not 6 cell)
- Single Blastocyst embryo transfer

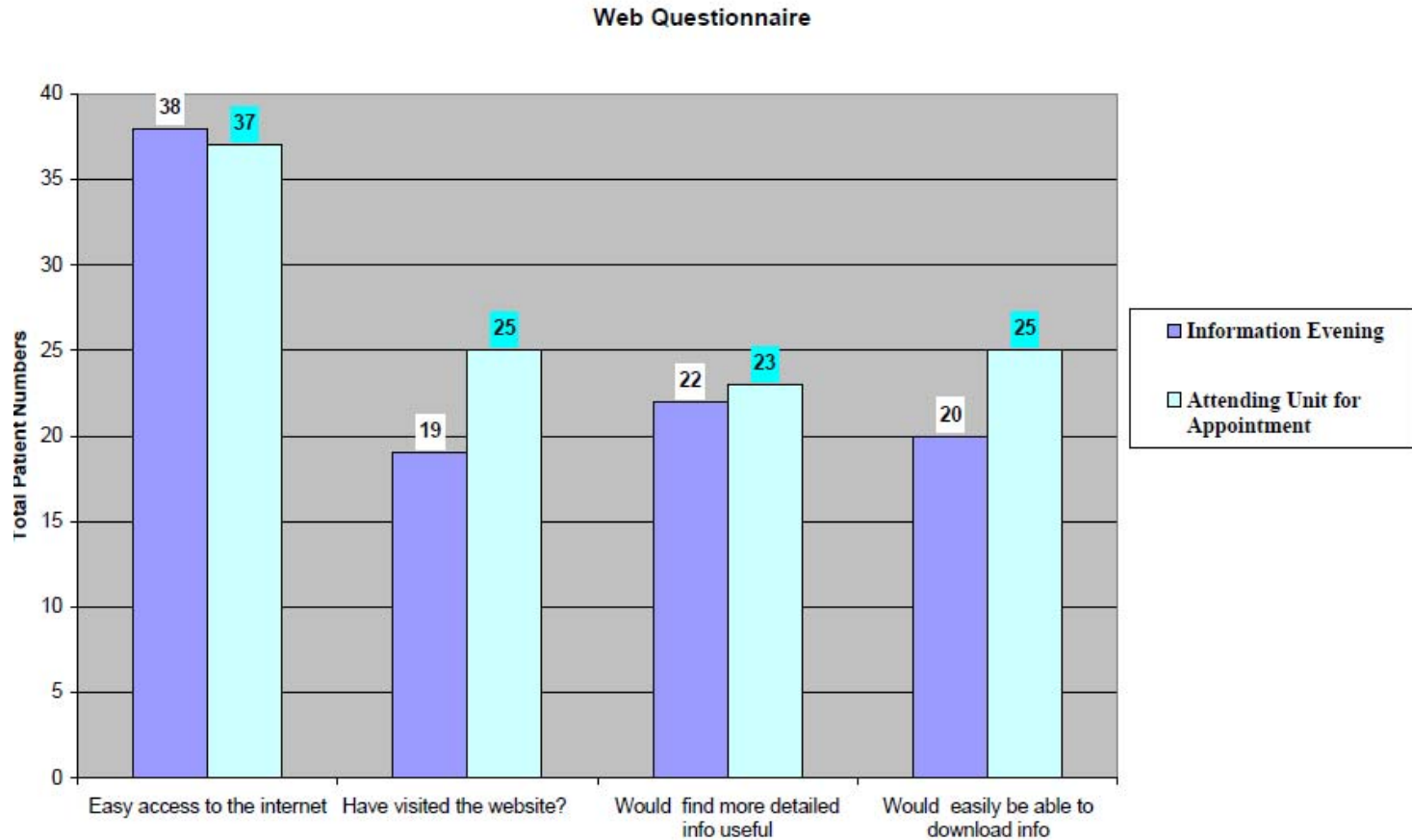
What does the patient think of me?



Patient questionnaire and interview



Information to facilitate change



Realism – what to expect from a QMS in healthcare

- The objective of QMS is to reduce the variance of the system parameters so that all the parts produced are to uniform standards
- Medicine / ART deals with biological variations
- Exceptions and outliers to the natural state of health are the 'norm'

Realism

- It may or may not improve your pregnancy rates
- It will improve your patient satisfaction
- It will improve your staff satisfaction
- It will improve your ability to implement change and have better control over your organisation

In conclusion

Session 3

14:00

Information for improvement

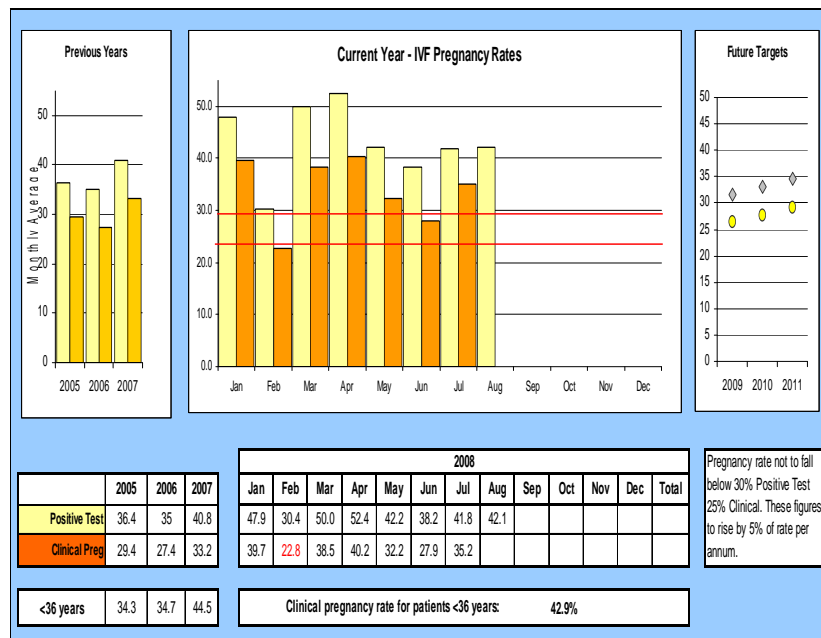
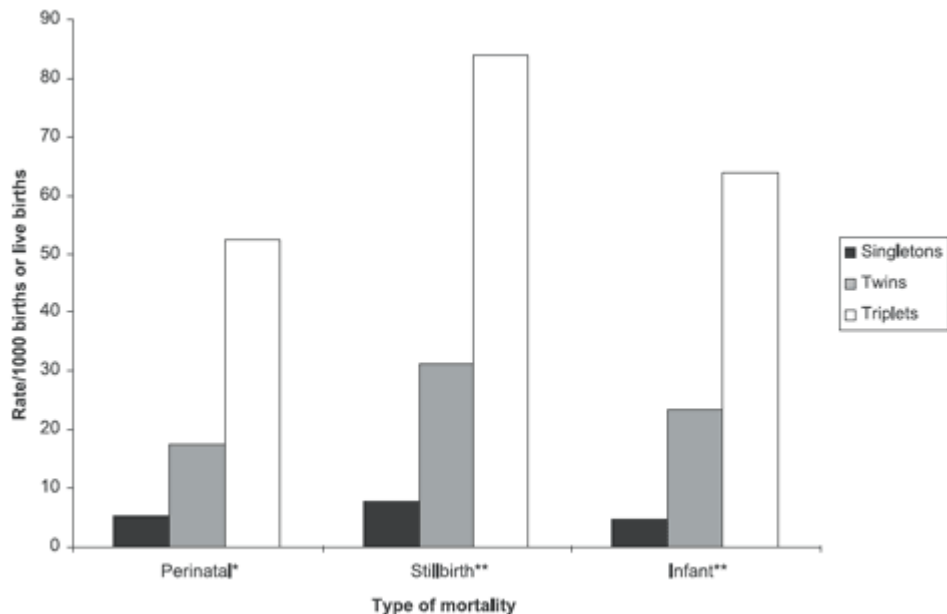
Does the sector need to review its performance? What role should the HFEA play in providing information? What information is required to maximise patient choice?

Sir Muir Gray, Chief Knowledge Officer, National Health Service (Introduction to better information)

Enda McVeigh, Senior Fellow, Reproductive Medicine, University of Oxford

Tim Kelsey, Chief Executive, Dr Foster

Does the sector need to review it's performance?



What role should the HFEA play in providing the information?

- Impartial, easily understandable (?visual) information for patient
- The totality of treatment event
 - Not simple a pregnancy
- For clinics – sharing of good practice as well as regulatory role

What information is required to maximise patient choice?

- Transparency in pricing
- Continuity of care
- Success

The importance of information

- Information is critical to improve patient care
- Selecting the correct information is important
- Information technologies make the task easier

