

Understanding & Delivering Good Patient Support

The Fertility Partnership's Approach

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FOR A LITTLE HUMAN HELP



The Fertility
Partnership

Embedding Patient-centred care – Setting the Foundation: Investing in Staff...



- **Re-establishing roles: *Who?***
 - 'Administrative' titles to 'Patient Support'
 - New Induction & Competency programs for all teams
- **Reinforcing knowledge & responsibilities: *What?***
 - Customer Service & Communication Skills training for all Patient Support staff.
 - Staff Training/Competency Workbooks
 - Understanding HFEA CoP Workbooks for all staff
 - Improving understanding of roles/processes: e.g. Counselling
- **Re-energising expectations: *How?***
 - Patient Support Standards –organisational, measurable values that all staff should achieve.
 - Measuring performance - defining assessable quality indicators



Identifying opportunities in the patient journey...

- Patient Portal: All patients & partners given secure electronic access for improved communication/
- Reminders of paperwork req'd for 1st visit

E-consent: improved patient information & reduces risk of errors

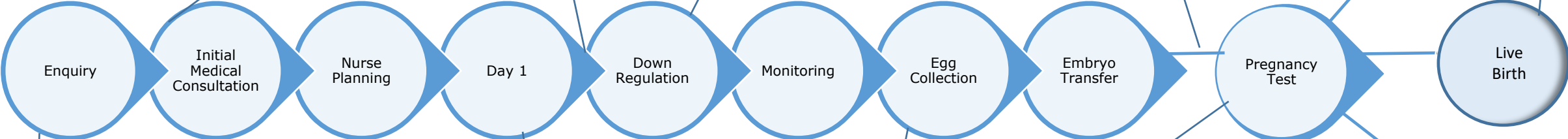
Online Calendar: Reinforces/Reminders of dates for action & appointments

Portal SMS 'How are you?' Invitation to call if support needed.

Dedicated Miscarriage Team: Signposted for support

Portal Notification: Birth Outcome

Portal message – 2 week wait: 'We're here for you'



- Personal clinic tours
- 15 min free 1:1 consultation
- Lunch time clinics
- Late evening clinics
- MDT Open evenings

Portal Notification : Alternative form of contacting clinic to book treatment

Trigger information uploaded to Portal – reinforces Nurse call re trigger & OCR details

Pregnancy Test: patient can submit result at their convenience (call back within set time)

Counselling & Medical review- every unsuccessful outcome offered medical review & counselling



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OHSS Support

Complimentary Therapies: Reflexology, massage, acupuncture

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Building on the Foundation - Improving Processes

- Electronic Patient Management System & Portal:



- Enables direct communication: clinic staff to patient
- Allows secure transfer of information; emails; SMS messaging (anonymised)
- Text message reminders for appointments, medication etc.
- Treatment calendar – appointment/medication dates & times
- Online consents and treatment information videos for support



Improving technology to enhance patient choice...

Day 1 Notification Form

Day 1 Reporting Form

5 of 15 Answered 33%

Please only submit this form if you have started Day One of your Treatment Cycle AND you have already provided us with the results of your mandatory blood tests. Don't forget to press **SUBMIT** for the message to reach us. Questions with * are required questions.

← Back Page 1 of 2 → Next Submit Save & close Cancel

Please confirm Day 1 of your period: * + Remarks

Please confirm what type of treatment you are booking for: + Remarks

The blood tests required depend on whether your menstrual cycle is regular or not. Please indicate below: * + Remarks

Please confirm if you require an Endometrial Scratch for this Treatment? * + Remarks

Mandatory Blood Tests

Virology Screening:

Do we have the latest virology screening results for you and your partner (if we are using fresh sperm)? + Remarks

HIV 1 & 2

Hepatitis C

Hepatitis B Surface Antigen

Hepatitis B Core Antibody

THE RESULTS **MUST BE WITHIN 3 MONTHS FOR 1ST CYCLES AND 2 YEARS FOR ANY SUBSEQUENT CYCLE TO BE VALID.** *

Yes No Clear

Zika & Ebola Declaration

A Zika & Ebola Declaration **must** be completed for every separate cycle started. Have you submitted a Zika & Ebola Declaration for this Cycle? * + Remarks

Yes No Clear

← Back Page 1 of 2 → Next Submit Save & close Cancel

Remember we're here for you (during 2-week wait)

From: [Redacted]

Time: [Redacted]

Subject: Remember we're here for you

Hi

We are aware this is an anxious time for you as you wait to know the outcome of your treatment. If you are struggling with any issues either physically or emotionally then we are here for you. Please remember to contact us once you have carried out your pregnancy test to inform us of the results.

Don't forget our counsellor is available for you and is included in your treatment cycle, if you feel this additional support would be helpful to you.

Do contact us if you have any concerns or questions.

Kind regards

The Nursing Team



Pregnancy Test Reporting Form

Pregnancy Test Reporting

4 of 5 Answered 80%

Please complete this form to let us know the pregnancy test result from your treatment cycle. We will then get back to you and arrange the appropriate follow-up. Don't forget to press **SUBMIT** for the message to reach us. Best wishes, Oxford Fertility Team. Questions with * are required questions.

← Back Page 1 of 2 → Next Submit Save & close Cancel

Pregnancy Test Result

What was the result of your pregnancy test? * + Remarks

Have you had any bleeding? + Remarks

Follow-up

We would like to contact you to arrange follow-up, would you prefer: + Remarks

Comments: + Remarks

Counselling

The cost of a counselling session is included with each treatment cycle. If you would like to speak to the counsellor please indicate below. If you say No but change your mind at a later time, please call the main clinic number and we will arrange it for you.

Yes No Clear

← Back Page 1 of 2 → Next Submit Save & close Cancel

How are you? (Down Regulation)

← Go back Reply

From: [Redacted]

Time: [Redacted]

Subject: How are you?

Hi

We just wanted to make sure that everything is going well with your down regulation so far. We look forward to seeing you for your scan next week.

If you have any queries please do get in touch by replying to this message.

Kind regards

Nursing Team



Using technology to improve patient choice...

Birth Outcome Reporting Form



Pregnancy Outcome (Portal Form)

5 of 19 Answered 26%

We are required by law to report all outcomes following treatment to our regulatory body, the HFEA. Even if, sadly, your pregnancy doesn't continue, we still need to advise them. We would be most grateful if you could complete the following questions. We will then get back to you if required. Don't forget to press **SUBMIT** for the message to reach us. Best wishes, Oxford Fertility Team.

Questions with * are required questions.

← Back Page 1 of 2 → Next Submit Save & close Cancel

Outcome

We need to report an outcome for each fetal heart beat that was seen at your early pregnancy scan. Please give the number of outcomes that you are reporting: *

1

Remarks: Testing forward to Jo

OUTCOME 1 *: Livebirth

Please give the date of this outcome: *: 14/01/2019

Duration of pregnancy (weeks): 0

Sex of baby 1:

Weight of baby: 0

OUTCOME 2:

Delivery Details

Town of birth:

Country of birth:

This data in the following sections is not legally required, but we would appreciate the ability to update your records:

Onset of labour:

Type of delivery: Please let us know how your baby was delivered. If you had twins please tick all boxes that apply & indicate in REMARKS which was twin 1 or 2:

Pregnancy Outcome (Portal Form)

5 of 19 Answered 26%

We are required by law to report all outcomes following treatment to our regulatory body, the HFEA. Even if, sadly, your pregnancy doesn't continue, we still need to advise them. We would be most grateful if you could complete the following questions. We will then get back to you if required. Don't forget to press **SUBMIT** for the message to reach us. Best wishes, Oxford Fertility Team.

Questions with * are required questions.

← Back Page 2 of 2 → Next Submit Save & close Cancel

You have reached the last page of this form.

Submit Save & close Cancel

← Back Page 2 of 2 → Next Submit Save & close Cancel

+ Remarks

+ Remarks

+ Remarks



Identify & Enhance support available ...

- Phone calls after failed pregnancy scan
- Counselling offered at several stages throughout treatment.
- Facebook closed members groups: *Haven* (all patients), *Rainbow* (LGBT community), *The Cave* (men).
- On site holistic therapies; Saturday workshops – yoga and fertility nutrition days



Identify & Enhance support available ...

- Daily phone calls from embryology
- Monthly MDT patient support evenings
- 15 minute free 1:1 consultant consultation – popular with working patients
- Meet the Embryologist and Q&A.
- Working with IVFBabble to enhance patient support networks
- Extended hours call answering service



Actively Seek & Listen to Feedback...

- Patient feedback surveys:
 - Treatment, Counselling
 - Electronic and paper formats
- Compliments – promoting the positive
- Managing Concerns & Complaints:
 - Acting for improvement
 - Revised Policy, patient information, staff guidance, listening & communication skills, apologising, response writing.

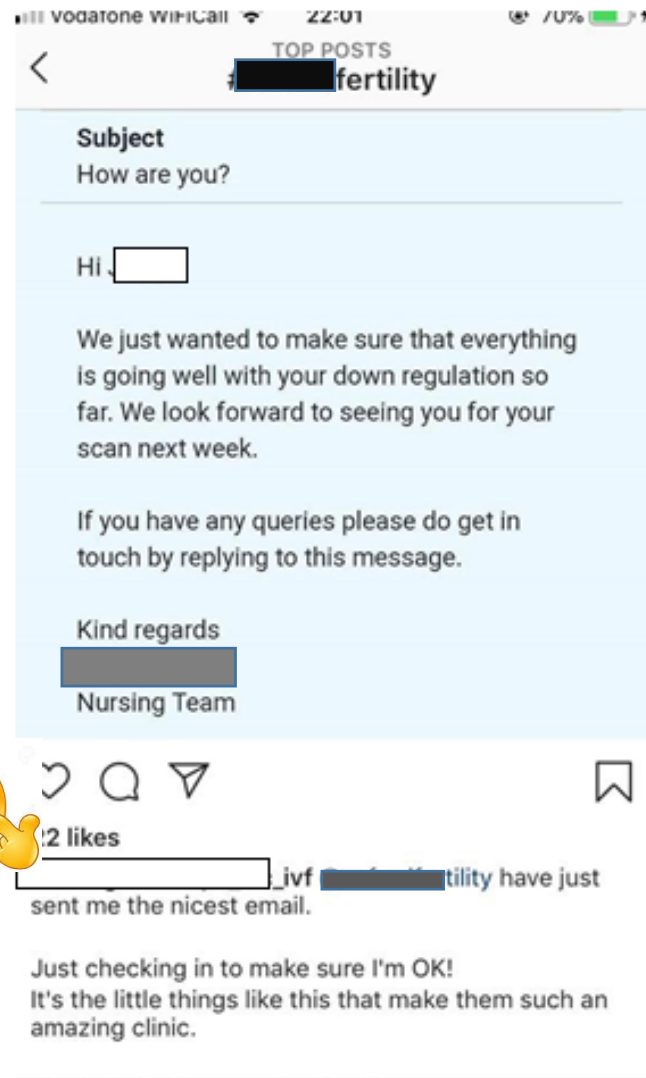


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Making a difference...



From: [redacted]
Sent: 11 February 2019 10:21
To: S [redacted] <S [redacted]>
Subject: FW: Great feedback

Great feedback S [redacted] - well done!

From: T [redacted] <[redacted]@fertility.co.uk>
Sent: 11 February 2019 10:00
To: [redacted] <[redacted]@fertility.co.uk>; [redacted]
Subject: Great feedback

Lovely feedback today in a consult from [redacted] and [redacted] (S [redacted]). Despite having a very low AMH, low response, one egg that fertilised but no ET, they were full of praise for all the staff before, during and after treatment. A special mention to S [redacted]. It's easy to get excellent feedback from couples who've had a successful cycle. More impressive to get it from those where things didn't go well. Best wishes,
T [redacted]



I'm overwhelmed by how good your nursing team are. In particular, Nurse A and Nurse B (please forward this to them) were like family to me. I completely trusted (the consultant) and knew he was using all of his knowledge to help us.

I want to thank each and every one of you for everything you did for me.



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The Fertility Partnership

Genuinely - you guys rock!! If there is ever anything I can do to talk to other infertile couples or recommend your services please approach me.

But for now: thank you. You all made a difference to my life. From the medical staff to the nursing staff to the admin staff to the nursing assistants.... you all touched my life. Thank you.



I had xx cycles of treatment of various forms with you, and positive pregnancy tests x times...but my journey has ended without me becoming a mother.. But you guys were like family to me. I completely trusted you and knew you were doing everything in your power to help me.



To all the nurses who helped to take my blood on Friday and Monday,
You probably wouldn't have known this at the time, but I'm actually autistic and one of my main sensory issues is people touching where my veins are. (I know I should have said something about this but I wasn't expecting it to be as tricky as it was.) Thanks to you all being so kind, patient and reassuring throughout, I managed to stay calm and recovered quickly afterwards. Only a few months ago, I had a very different experience with a fairly uncaring nurse at a different hospital that ended up with me having a panic attack and taking days to get over it. I can't tell you how appreciative I am.

Best wishes, [redacted] x

This is what really matters...

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