



Human
Fertilisation &
Embryology
Authority

Annual conference 2019

Event booklet

Thursday 13 June 2019
#HFEA2019

The background of the page features a graphic of several overlapping teal circles of varying sizes, creating a pattern of lens shapes. The circles are positioned in the upper and middle sections of the page.

**Join the conference conversation
on Twitter using #HFEA2019**

www.hfea.gov.uk



@HFEAofficial



@HFEA

Agenda

Item	Time	Location
Registration	9.30-10am	Reception
Welcome address Sally Cheshire CBE, HFEA Chair	10-10.15am	Constellation
Workshops	10.15-11.15am	Breakout rooms
Refreshments	11.15-11.30am	1st floor lobby
Workshops	11.30am-12.30pm	Breakout rooms
Lunch and networking; marketplace open	12.30-1.30pm	1st floor lobby
Panel discussion	1.30-2.20pm	Constellation
Workshops	2.20-3.20pm	Breakout rooms
Collection of CPD letter and conference close	3.20-3.30pm	Reception

Chair and Chief Executive's introduction

We'd like to extend a warm welcome to all of you joining us today at our 2019 conference. Our theme this year is 'leadership beyond regulation', focusing on how we can build on our sector's achievements and shape the future together to ensure patients receive the best quality care in all our clinics.

Last year we were delighted to hear from Louise Brown and John Webster as we celebrated the 40th anniversary of successful IVF. A lot has been achieved since those early days and we are proud that the HFEA and the UK fertility sector are still recognised as a national and international leader in ethical regulation, patient care and responsible scientific innovation.

We believe strongly that patients will continue to benefit from us working in partnership across the sector and this year we have a particular public health success story to tell; thanks to your work and support, we've now achieved our 10% multiple births rate target, whilst success rates have continued to rise. As you know, this means fertility treatment births are becoming safer with multiple births carrying higher risks for both mothers and babies. With many of you now achieving multiple birth rates well below 10%, we applaud you for that success.

So, as we develop our new strategy for 2020-2023, this year's conference and our workshops will focus on what we need to do together to shape the sector's future more comprehensively and to deliver the best care and the right information to our patients.

Excellent treatment is more than just providing successful outcomes; the emotional aspects of care before, during and after treatment are crucial. Our first ever national patient survey last year illustrated this point; patients told us that how they're treated 'as a person' matters more than anything else in how they view their experience of treatment, regardless of their outcome. That's why we've been working with you to improve the patient experience, requiring you to give closer attention to the support you provide. Many of you will be taking part in the workshop today on this subject and we hope it'll give you further food for thought.

We also know that when it comes to patient care, leadership makes a real difference; we've been focusing on the importance of high-quality leadership in clinics and embedded this in our Code of Practice. We talked in detail with PRs at our leadership event last Autumn about the link between quality of care and effective leadership, and we will continue this discussion at the workshop today and at the next Autumn PR event.

You'll know that another area we've been focusing on is treatment add-ons. We, together with 10 of the leading professional and patient fertility groups, are concerned that too many patients are being offered unproven add-ons and have published a consensus statement to guide how they're offered in clinical practice. Our workshop on this today will share examples of how to offer add-ons responsibly, reinforcing the importance of providing credible and unbiased information to help patients make informed decisions.

Our final workshop today focuses on consent to storage, which is an area in which we continue to see too many non-compliances. It's important that everyone working in clinics gives this the attention it deserves as the implications when it's not taken appropriately are far-reaching. Today is an opportunity to positively improve your understanding in this area.

So what does the future hold? Our latest Fertility trends report, published last month, shows that the reasons patients access fertility treatment are gradually changing, with more same-sex couples, single women and surrogates making use of treatment. This reflects society's changing attitudes towards family creation, lifestyles and relationships and highlights the need for the sector to continue to evolve and adapt. Future legislative and scientific changes will potentially impact on our work significantly in the coming years. We've taken all of this into account when looking ahead to our strategy for 2020-2023, and we would appreciate you taking the time to provide your valuable feedback on this via our online survey.

What will remain constant is the need for our sector to put the people at the heart of fertility treatment – patients, partners, donors – at the centre of everything we do. They put their faith in us and, in return, we have a duty to do everything we can to provide the best care and support, underpinned by high quality evidence and information.

We look forward to today's conference and to working with you over the next year. We very much hope you enjoy a positive, thought-provoking and successful day.



Sally Cheshire CBE

Chair



Peter Thompson

Chief Executive



Workshops

The importance of sharing information on treatment add-ons

This workshop aims to share examples of good practice on offering add-ons responsibly and reinforces the importance of providing patients with credible and unbiased information so they can make informed decisions.

In this workshop you will:

- be given examples of how to provide add-ons responsibly and to give unbiased information about add-ons
- hear how best to share information on efficacy so patients understand it
- hear about the value of sharing evidence/outcomes for treatment add-ons within the fertility sector.

Providing good patient support is everyone's responsibility

Providing good patient support is an important part of fertility treatment. That is why our strategy now requires every clinic to develop a patient support policy. This workshop will explore how providing good patient support is the responsibility of everyone at the clinic and illustrate ways that clinic staff can work together to provide that support throughout treatment and beyond.

In this workshop you will:

- find out how the Royal College of Nursing (RCN) are collaborating with other organisations to create new guidance for fertility nurses on how best to support patients
- hear from one clinic about how their staff have worked together to develop the patient support policy
- learn from an HFEA inspector about how they will assess the level of patient support that clinics provide.

What good quality leadership in clinics looks like

Our Code of Practice now includes a new focus on the importance of leadership in the delivery of high-quality care.

This workshop is aimed at current and future clinic leaders. It explores all aspects of leadership including the qualities of a good clinic leader and what a good quality clinic looks like.

In this workshop you will:

- explore what behaviours and skills are important to lead a clinic from two experienced PRs
- find out more about the actions we have undertaken to support leadership and how they can help you as a clinic leader
- explore what makes a good quality clinic.

Are you getting storage consent right?

The issue of storage consent is central to the treatment process yet it is clear that too many errors are still being made. This workshop is an opportunity to improve your understanding of storage consent and to learn how to take storage consent properly. It will also give you information about the broader work we are doing on consent.

In this workshop you will:

- develop your understanding of the law and share best practice when it comes to storage consent through a scenario-based discussion
- be offered guidance on the consent process, enabling you to return to your clinic with ideas for improving practice and avoiding consent errors.

Panel discussion

Leadership beyond regulation

This year's panel discussion will pick up on the themes of the workshops throughout the day and discuss the topics that we have been driving forward as part of the 2017-2020 strategy.

The discussions will illustrate why it's important that everyone in the fertility sector works together to deliver all aspects of high quality care to patients and what 'good' looks like within the sector.

It will focus on areas where the sector has already made big improvements, including reducing multiple births, and suggest how this good practice can be extended to other areas of work including treatment add-ons and patient support.

The marketplace

During the breaks, and over lunch, delegates will have the chance to speak to groups and organisations at their stands in the marketplace.

The exhibitors will be in the 1st floor lobby. Its a great chance to hear about, and discuss, any and all upcoming plans and projects.



Resources

Clinic Portal

Our dedicated website for clinic staff is available at <https://portal.hfea.gov.uk>. Use it to:

- view your performance data
- see our latest news
- find regulatory guidance and requirements
- make licensing and authorisation applications
- download forms and patient leaflets, and
- update the details about your clinic that appear on the Choose a Fertility Clinic (CaFC) area of our website.

Our leaflets and guides

We've produced a series of useful leaflets which you can download and print from the 'Other guidance and information' section of the portal for your patients and donors. These include:

- **Only you know how it feels** – encouraging patients to rate your clinic on our website.
- **Questions to ask your clinic** – a handy guide to help patients make the most out of their consultations.
- **Twin pregnancies from IVF** – explaining the risks of multiple births and the benefits of single embryo transfer.
- **Understanding success rates** – outlining what patients should know about success rates and the importance of comparing like with like.
- **Treatment add-ons** – leaflets explaining the evidence behind each of the commonly offered add-ons.
- **I have remaining embryos, what are my options?** Explains what can be done with stored embryos if a patient no longer needs them for their own treatment.
- **Becoming the legal parents of your child** – explains how those who are having treatment with donated sperm or embryos, and who are not married or in a civil partnership, can make sure they are recognised as the legal parents of any child born from treatment.

More information is also available on our website www.hfea.gov.uk.

Clinic focus

Keep up to date with developments in the sector with our monthly e-newsletter for clinic staff. Sign up on the portal.



**Human
Fertilisation &
Embryology
Authority**

10 Spring Gardens
London
SW1A 2BU

T 020 7291 8200

E enquiriesteam@hfea.gov.uk

www.hfea.gov.uk