

# PR - EFFECTIVE FERTILITY SERVICES

DAY 1

Tuesday 04 June

- 08.00 Registration, refreshment and exhibition
- 08.50 Welcome, *Mostafa Metwally, Consultant Gynaecologist and Subspecialist in Reproductive Medicine and Surgery, Sheffield Teaching Hospitals and Chair, BFS Training Committee*
- 09.00 The UK fertility market and commissioning, *James Kingsland, OBE- President, GP, National Association of Primary Care*
- 09.30 Developing a service and business planning, *Jonathan Koslover, Managing Director, Manchester Fertility*
- 10.00 Panel discussion
- 10.30 Refreshment and exhibition
- 10.45 The fundamentals: It's the law - the essential components of the Act, *Deirdre Fottrell, QC, 1GC, Family Law*
- 11.15 The fundamentals of 'consent', *Jemma Dally, Partner, Goodman Ray*
- 11.45 Being PR: The PR Job Description, *Rachel Cutting, Principal Embryologist / Person Responsible, Jessop Fertility, Sheffield Teaching Hospitals NHS Foundation Trust*
- 12.15 Panel discussion
- 12.30 Lunch and exhibition
- 13.30 HFEA overview of inspection and compliance in UK fertility clinics  
*Sharon Fensome- Rimmer, HFEA Chief Inspector*
- 14.30 Leadership styles and workplace culture: leading a multidisciplinary Fertility team, challenges and solutions, *Ray Shannon, Company Chair, Executive Coach*
- 15.00 Refreshment and exhibition
- 15.30 (Continued) Leadership styles and workplace culture: leading a multidisciplinary Fertility team, challenges and solutions, *Ray Shannon, Company Chair, Executive Coach*
- 16.30 Reflection on the day, preparing for day 2, *Rachel Cutting, Principal Embryologist / Person Responsible, Jessop Fertility, Sheffield Teaching Hospitals NHS Foundation Trust*
- 17.00 Close of day 1

# PR - EFFECTIVE FERTILITY SERVICES



DAY 2

Wednesday 05 June

- 08.00 Arrival refreshment and exhibition
- 08.50 Welcome, *Mostafa Metwally, Consultant Gynaecologist and Subspecialist in Reproductive Medicine and Surgery, Sheffield Teaching Hospitals and Chair, BFS Training Committee*
- 09.00 Quality Management and You:, *Nilendran Prathalingam, Quality Development Manager, Newcastle Fertility Centre*
- 09.30 Top tips for inspection  
*Andrew Leonard, HFEA Senior Inspector and Andy Glew, Director/Embryology, Simply Fertility*
- 10.00 Panel discussion
- 10.30 Refreshment and exhibition
- 11.00 Patients and the HFEA: Evidence from the HFEA national patient survey and Choose a Fertility Clinic patient feedback facility - one year+ on. Patient feedback and complaints: A case study, *Clare Ettinghausen, Director of Strategy and Corporate Affairs, HFEA and Ruth Wilde, HFEA Authority member and Senior Fertility Counsellor*
- 11.30 What do patients think, and want?, *Kate Brian, Women's Voices Lead, Royal College of Obstetricians and Gynaecologists and Anna Coundley Policy Manager, HFEA*
- 12.15 Panel discussion
- 12.30 Lunch and exhibition
- 13.30 Dealing with incidents-Legal requirements: the duty of the PR on what, when and how to report incidents, *Paula Nolan, Clinical Governance Lead, HFEA*
- 14.00 Dealing with incidents: Case reports from a clinical practice, *Raj Mathur, Consultant Gynaecologist, Manchester Foundation Trust*
- 14.30 Panel discussion
- 15.00 Refreshment and exhibition
- 15.30 Interactive panel with Q&A from audience:  
*HFEA representative - Paula Nolan; Clinician - Raj Mathur; Quality Manager - Nilendran Prathalingam, Patient Representative - Kate Brian*
- 16.00 Wrap-up
- Re-cap of the programme
  - Were my learning objectives met?
  - Maintaining connections made
  - Evaluation – what shall we do differently next time? *Clare Ettinghausen and Mostafa Metwally*
- 16.30 Close of day 2



## **James Kingsland, OBE- President, GP, National Association of Primary Care**

A UK General Practitioner of considerable experience and talent who throughout his career has consistently been elected by his peers into leadership positions, both locally and nationally. Unique as a practicing clinician, who is also a broadcaster, writer, presenter, speaker and educator. Featured in Who's Who since 2012 and appointed an Officer of the Order of the British Empire in the 2012 Queen's Diamond Jubilee New Year Honours List for services to Medicine and to Healthcare.

A skilled clinician and manager of change he has been at the forefront of NHS reform for over 25 years.

James is the Senior Partner in a nationally renowned, award winning General Practice in the North West of England. He has a wealth of experience in primary care, medical education and medical politics.

He is President of the National Association of Primary Care (UK) having previously served as Chairman from 2004-08 and is the co-author and national clinical lead of the new care model for the NHS, the Primary Care Home, possibly the largest reform programme for primary care provision in a generation. He is a founding director of Waring health Ltd, an international specialist medical consultancy firm. In his international roles he is the primary care lead for the Faculty of Disaster Medicine for India and Nepal. He was a GP trainer for 20 years and an undergraduate tutor for the medical schools of Liverpool and University College London. In June 2018 James was appointed as an honorary clinical professor in the School of Medicine at the University of Central Lancashire.

## **Jonathan Koslover, Managing Director, Manchester Fertility**

Jonathan has been involved with Manchester Fertility since 2011. He is a Chartered Accountant and Management Consultant by training. He has led the clinics' business turnaround and development of the marketing, service offering, IT applications, innovation, organisation design and performance management aspects.

He jointly led the set up of Semovo, a sperm donor recruitment and sales business in 2016

## **Developing a service and business planning**

Not provided

## **Rachel Cutting, Principal Embryologist / Person Responsible, Jessop Fertility, Sheffield Teaching Hospitals NHS Foundation Trust**

Rachel graduated from the University of Nottingham in 1995 and completed the ACE post graduate diploma in 1998. In 2001 she gained the position of Principal Embryologist at Jessop Fertility and holds the position of Person Responsible. Rachel's was chair of the ACE from 2011-2014 and is an assessor for the ACS and NSHCS. She is involved in writing the national curriculum for training embryologists and has written national guidelines for oocyte freezing and elective single embryos transfer. She was awarded an MBE in 2015 for services to infertility.

## **Being PR: The PR Job Description**

### **Learning points:**

1. Understand the legal requirements of a Person Responsible under the HFE Act 1990 (as amended)
2. Understand the duties a PR undertakes
3. Understand key behaviours which a leader should demonstrate to deliver high quality of care to patients with a high compliance

The law requires licensable activity to take place only under the supervision of a Person Responsible. The role of the Person Responsible (PR) is to ensure that all licensed activities are conducted within the regulatory framework that governs treatment and research involving gametes or embryos. Simply the PR has the ultimate responsibility. The PR role is key to running a successful centre and the ability to be a good leader is essential. There are many key behaviors which a good leader demonstrates, taking ownership and providing direction, having drive and energy, the ability to communicate and engage others to deliver and improve service and managing and developing staff. The PR needs to



ensure compliance not only in inspections but in day to day working. As well as legislation the PR must have enough understanding of the scientific, medical, social, ethical and other aspects of the centre's work to be able to supervise its activities properly. The duties required are variable and involve the ability to communicate well with centre staff to ensure the legislation is integrated into clinical practice effectively. The role can be demanding and time consuming – an open door policy to support staff in my experience is essential. The ultimate goal is to ensure continuous improvement in order for patients to receive the best possible care.

### **Sharon Fensome- Rimmer, HFEA Chief Inspector**

As a state registered scientist and a Chartered Quality Professional Sharon has worked within science & quality since 1988. Sharon started her career within quality control, trained as a Scientist within the NHS gained a Masters degree in Biomedical Science, becoming a fellow of the institute of Biomedical Science and achieving Chartered Scientist Status. She has undertaken further training in the field of Quality and has also achieved the status of Fellow of the Chartered Quality Institute. As both a Health and Care Professions Council registered Scientist and Chartered Quality Professional Sharon has a unique insight into the Health Care Sector having worked in laboratories & governance.

Sharon is the Chief Inspector of the Human Fertilisation and Embryology Authority.

### **HFEA overview of inspection and compliance in UK fertility clinics**

To have an appreciation of the following:

- State of the Sector trends.
- What the sector does well
- What can be improved

An overview of the State of the Sector analysis giving details of the inspection data from 2015 through to 2018/19.

Which will include the following:

- Growth of the sector over the years.
- How the sector has changed including demographics.
- Number of inspections.
- Comparison of renewal cycles including of non-compliances and common trends.
- Early feedback from inspections regarding the most recent Code of Practice changes regarding emotional support and leadership.

### **Ray Shannon, Company Chair, Executive Coach**

Former NHS chief Executive, with Board level experience in the Independent Health Sector as CEO and Chair. Executive Coach and Leadership Mentor (ILM level 7)

### **Leadership styles and workplace culture: leading a multidisciplinary Fertility team, challenges and solutions**

Learning points:

- 1) demystifying leadership
- 2) understanding Organisational Culture and change strategies
- 3) managing the challenges of working in multi disciplinary teams.

Leadership Styles and workplace culture: leading a multidisciplinary Fertility team, challenges and solutions. This will be a workshop session drawing on participants experiences with emphasis on action based learning.



### **Nilendran Prathalingam, Quality Development Manager, Newcastle Fertility Centre**

Nilendran Prathalingam is the Quality Development Manager at the Newcastle Fertility Centre. Having completed his first postdoctoral position in London, he joined the Centre in 2006 as a Postdoctoral Research Associate to derive clinical grade human embryonic stem cells. During this period he gained invaluable experience in Quality Management Systems in both a clinical and research environment. At the end of the project in 2012, he became the Quality Development Manager for the Fertility Centre. In this role he has prepared the department for numerous clinical and research HFEA inspections and works closely with the NHS Trust to meet their clinical governance requirements.

### **Quality Management and You**

Learning points:

- i) Establishing a culture of Quality Management System within a Fertility Centre.
- ii) Successes and failures in establishing a Quality Management System in a multidisciplinary team.
- iii) Understanding Quality Management in an NHS environment.

A Quality Management System (QMS) is vital to both the laboratory and clinical aspects of a Fertility Centre in order for the Centre to be safe and effective. Good incident investigation, audits, training, document control and selecting the correct key performance indicators and audits are vital. To be effective all staff have to be involved in the QMS and to see the benefits from the system. The presentation will also cover implementing the QMS aspect of the new Code of Practice.

### **Andrew Leonard, HFEA Senior Inspector and Andy Glew, HFEA External Inspector**

Andrew Leonard Bio not provided

Andy Glew has been a Clinical Embryologist since 1984. He gained a huge amount of experience through all the laboratory and regulatory developments over time. He is the PR and Director of Simply Fertility which is part of the Fertility Partnership where they embrace all the latest technology to ensure consistent success. He has been an external inspector with the HFEA for over 10 years and been involved in many inspections throughout the UK.

### **Top tips for inspection**

Learning points:

- How to prepare as PR for an inspection
- Ensure shared learning through your quality management system
- Tools to ensure compliance with the regulator

### **Clare Ettinghausen, Director of Strategy and Corporate Affairs, HFEA and Ruth Wilde, HFEA Authority member and Senior Fertility Counsellor**

Clare is Director of Strategy and Corporate Affairs at the HFEA. She oversees the HFEA work on policy development, research and intelligence using the register data more effectively, communication with patients, clinics and the media, and licensing and governance activities. Clare chairs the HFEA Executive Licensing Panel and Registers Research Panel

### **Patients and the HFEA: Evidence from the HFEA national patient survey and Choose a Fertility Clinic patient feedback facility - one year+ on. Patient feedback and complaints: A case study**

Learning points:

- Gain an overview of what patients think about fertility treatment in the UK
- Understand how patients feedback on their experiences in clinics to the HFEA
- Look at how to utilise and learn from patient feedback at your clinic

### **Kate Brian, Women's Voices Lead, Royal College of Obstetricians and Gynaecologists and Anna Coundley, Policy Manager, HFEA**

Kate Brian is Women's Voices Lead at the RCOG and a lay member of the HFEA. She is Editor of the Journal of Fertility Counselling and a Lay Representative for Health Education England in London. Kate is a former television journalist



and is author of *The Complete Guide to IVF and Precious Babies - Pregnancy, Birth and Parenting after Infertility*. She continues to work as a freelance journalist and writer, and has presented two documentaries on sperm donation for BBC Radio 4. Kate's two children were both born after IVF treatment.

## **Anna Coundley, Policy Manager, HFEA**

Anna Coundley joined the HFEA Intelligence team in January 2017 as the Information Access Manager, before becoming a Policy Manager in February 2018. Anna has led on several policy areas including patient support, consent to data research and direct to consumer DNA testing and its impact on donor assisted conception. This year, Anna's work on the high-profile patient support project has included a review of the HFEA's Code of Practice guidance on patient support, the production of various online resources for clinics and the development of a series of web based and face to face training sessions aimed at clinic staff, to be held later in 2019. The project aims to improve the emotional support fertility patients, their partners and donors receive, before, during and after treatment. Before joining the HFEA Anna spent two years at the Department of Health working in Freedom of Information. She is a Modern Languages (French and German) graduate from the University of Exeter.

## **What do patients think and want?**

- Learning points:
- 1.The patient perspective: findings from the HFEA 2018 patient survey and other surveys
  - 2.The emotional experience of fertility treatment
  - 3.Communicating with empathy
  - 4.HFEA new resources for clinics on patient support

This talk will focus on the patient perspective: what do patients tell us about their experiences of treatment, what would make a difference to them and how can we use the available evidence to improve patient experience? The talk will explore the emotional experience of fertility treatment and provide practical tips on how all staff can interact with patients with empathy. You'll hear the HFEA's response to the need for improved patient support, which will include a presentation of a range of new resources and training opportunities available to clinics.

## **Paula Nolan, Clinical Governance Lead, Human Fertilisation and Embryology Authority**

Paula initially trained as a critical care nurse specialising first in heart and lung transplant and later in emergency medicine. After leaving acute medicine Paula became the Senior Caseworker at Action Against Medical Accidents. She became the Clinical Governance Lead at the HFEA after three years as Patient Complaints & Incident Inspector. Paula is a rapporteur representing ART in the Vigilance Expert Subgroup as part of a European Commission working group. As well as an editorial panel member (process sub group) for the NOTIFY Library. Paula is currently enrolled on an MSc in patient safety at Imperial College.

## **Dealing with incidents-Legal requirements: the duty of the PR on what, when and how to report incidents**

Looking back at the incidents reported to the HFEA between April 2018 – March 2019. Using examples of incidents to discuss what to report.

Discussing the impact an incident can have on a patient and the staff involved.

What type of concerns do patients report to the HFEA. How the quality of the complaint response can help or hinder with complaint resolution.

## **Raj Mathur, Consultant Gynaecologist, Manchester Foundation Trust**

Raj Mathur is a subspecialist in Reproductive Medicine and Surgery and the clinical lead for a large NHS assisted conception unit. He has experience of leading HFEA-accredited units in the NHS and private sector. He is an Advisor to the Scientific and Clinical Advances Advisory Committee of the HFEA and Secretary of the BFS.



## Dealing with incidents: Case reports from a clinical practice

### Learning points:

1. The importance of understanding your obligations under the HFEA Code of Practice when faced with an incident
2. Keeping patients informed and involved through a candid and open approach
3. Using resources from other clinics which have been in similar situations and from the wider organisation that the clinic is a part of. I will present examples of real-life incidents from an IVF service. Incidents may involve individual patients or groups of patients and may result from non-conformance in clinical, laboratory or administrative functioning. The code of practice imposes specific duties on clinics with regard to reporting and investigation of incidents and the information that is required to be provided. Incidents will be discussed relating to breach of confidentiality, legal parenthood consents and extension of storage of embryos.