

Quality Management Policy

Clinics routinely review the quality, effectiveness and appropriateness of the care and service that they provide in order to ensure that they are providing effective and safe care to all service users. This review process combines both local and remote checks and focuses on both the clinical standards and customer service elements of the clinic's operation.

Standard of Customer Care Provided

All Window to the Womb clinics should be able to demonstrate that they:

- consider the quality of care provided
- regularly review the care provided in relation to current best practice guidance
- make changes where necessary or appropriate in order to improve the standards of care
- revisit the question to see whether the changes made have resulted in an improvement

This is achieved by the following methods:

- audits completed by WTTW(F)L management
 - Extensive audits are completed every 12 months as a minimum
 - Any clinic that rates below 'Good' or 'Outstanding' will have a repeat audit within 3 months.
 - Any clinic that rates as 'unsatisfactory' will have a repeat audit within 1 month.
- self-audits completed at least once every 2 months
- clinical assessments, remote and on site
- ongoing and regular operational observations by management
- reaction to staff feedback, for example a concern that is raised in line with the 'Freedom to Raise a Concern Policy'
- reaction to customer feedback, either positive or negative by responding effectively to the feedback, raising it at the monthly staff meeting, updating processes and providing staff training as required

Clinical Standards

To ensure that standards of clinical care are established and maintained to the highest standard, clinics should be able to demonstrate the following

• **Sonographer Recruitment and Assessment**

- Only employ/utilise the services of sonographers who are registered with one of the following councils:
 - HCPC
 - NMC
 - GMC
 - ARDMS
- Ensure that all Radiographers are members of the SOR or have equivalent insurance cover in place from another credible source
- Ensure that all sonographers have been initially assessed and signed off by one of the organisation's Clinical Leads.
- Ensure that all sonographers are re-assessed on an annual basis by a Clinical Lead

• **Sonographer Customer Care Assessments**

- Authorised members of the clinic team should carry out Customer Care Assessments of each sonographer at regular intervals and quarterly as a minimum
 - The assessment focuses on the following aspects of the sonographer's performance:
 - Standard of verbal communication and interaction with the customer and her accompanying family from initial introduction onwards.
 - Style of non-verbal communication (body language, demeanour, eye contact, listening)
 - Quality and clarity of clinical communication throughout the scan
 - Adherence to the prescribed scan process and protocol for the chosen scan
 - If any concerns are raised about the standard of the care and service provided by a particular sonographer the frequency of assessments should increase until accepted standards are re-established
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- **Sonographer Peer Assessments**

- All Window to the Womb clinics should operate a process of peer assessments within their sonographer team to assess the standards of clinical care:
 - Sonographers should have scans (images and report) remotely checked and assessed by another sonographer as follows:
 - Each sonographer should have one firstscan, one gender scan and one 4D scan (including the wellbeing or obstetric report) assessed per quarter (minimum per 6 months) using the Scan Review form.
 - Feedback should be provided to the sonographer and the completed form should be filed in the staff folder.
 - If any concerns are raised about the standard of the scan of a particular sonographer the frequency of assessments should increase until accepted standards are re-established

- **Complaints about a sonographer**

- If any serious complaint is made relating to any sonographer the clinic must ensure that:
 - The Clinical Lead reviews the scan and provides feedback
 - If there is any aspect of the sonographer's clinical or technical performance that led to the complaint the clinic should arrange for the Clinical Lead to meet the sonographer and re-assess their performance. If the complaint relates to style and communication, additional Customer Care Assessments should be completed.
 - Peer assessment should be then used for the next month to ensure that established clinical or technical practice is validated.
 - If any sonographer is responsible for a false positive (they identify an anomaly that subsequently proves not to be present) or false negative (they miss an anomaly that subsequently proves to be present) the clinic should take the following action:
 - Advise the Clinical Lead and arrange for a formal re-assessment and retraining where a knowledge or competence issue is identified.
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Remote Assessment of Scans

The Clinical Leads carry out remote assessments of scans on a random basis to ensure that scan protocols are being fully used.

- Every clinic will have 3 scans (one firstscan, one gender scan and one 4D scan) checked and assessed by the Clinical Leads within a 6 month period and feedback will be given to the clinic in the event that established scan protocols are not being followed.
- If there are any concerns about any assessed scan the frequency of assessments will increase until accepted standards are established.

Franchisor Operational Visits

Senior members of the franchisor will carry out an operational visit (clinic open) to each clinic every 6 months and a non-operational visit (meeting owner or manager) quarterly. Feedback on operational standards is given to clinic management and where possible directly to staff members.

Mystery Calls

The franchisor undertakes a series of mystery calls to clinics on a quarterly basis to validate the style, approach and technical knowledge of staff in clinics. The calls will be 'scenario based' and feedback will be provided to each clinic on:

- Initial welcome from the call handler
- Establishment of rapport
- Technical knowledge and advice provided
- Completion of the booking

Tracking Referrals

Every clinic will report the referrals made in the previous week to the franchisor on a weekly basis. The franchisor will monitor the level of referrals and involve the Clinical Leads if there are any concerns.

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Date: 07/09/19

Reviewed by: AW

Date: 07/09/19

Next review due:

Date: 07/09/20
