



## CRM London Quality Policy

CRM London is committed to ensuring that the service we provide is of the highest quality. We strive through our quality management system to achieve our vision:

**'CRM London aims to be considered by our colleagues and patients as the Reference Centre in the independent sector for the provision of assisted conception services'**

We recognise areas essential to our patients, referring doctors and staff, and have set relevant quality objectives which are continuously measured and reviewed so that proactive actions can be taken to improve our technology, results, processes and service.

### QUALITY OBJECTIVES

#### Results

We recognise that our patient's primary goal in coming to CRM London is to have a healthy baby. It is our intention that our 'HFEA verified pregnancy rates matched for patients age will be in the top 20% benchmarked against 9 other leading UK clinics

#### Patient experience

Whether patients undergoing treatment at CRM London conceive or not it is our desire that all patients feel that they receive optimum care in the best possible environment. We will monitor patient's opinion using in house feedback questionnaires and aim to be rated "excellent" by 80% of all patients'

#### Working with Referrers

When colleagues refer patients to CRM London they are expressing confidence and trust in us to provide their patients with the highest quality of care. It is our duty to respect this trust and work in partnership with the referring doctor. We will monitor referrer opinions using in house feedback questionnaires and aim to be rated as either 'good' or 'excellent' by 90% of Doctors and excellent by 80% of satellite patients.

#### Commitment to our staff

Our dedicated team will uphold professional values and ensure good professional practice and conduct at all times. In return for their commitment to CRM London and its Quality Management system we are keen to develop their full potential and will provide Continuing Professional Development training to facilitate their progress. We will monitor staff opinion via in house feedback questionnaires and aim to have an overall impression rating as 'good' or 'excellent' for 85% of the staff.

#### Safety and Transparency

We recognise that patients have concerns regarding techniques used, potential for errors and the confidentiality surrounding treatment within assisted conception clinics. CRM London ensures compliance with the human Fertilisation and Embryology Authority (HFEA), Care Quality Commission (CQC) and International Standards Organisation (ISO 9001). We intend to be completely transparent about how we operate and will publish on our website the full text reports following inspections. In addition we aim to reduce risk to patients, staff and gametes by carrying out both internal and external risk assessments in order to achieve maximum safety. We aim to have 80% of any actions identified following inspection and audit completed by the annual review meeting each year.

SIGNED ON BEHALF OF CRM LONDON

MEDICAL DIRECTOR AND QUALITY MANAGER

DATE