

# Oviva UK Quality Account 2021/22

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# Contents

<b>What is a Quality Account?</b>	<b>3</b>
<b>Why are we producing a Quality Account?</b>	<b>3</b>
<b>What are the required elements of a Quality Account?</b>	<b>3</b>
<b>About Oviva</b>	<b>4</b>
<b>Managing Director Statement</b>	<b>5</b>
<b>Part 1: Improvement objectives</b>	<b>7</b>
Improvement priority 1 - Implementation of structured programme review & quality improvement process	7
Improvement priority 2 - Risk management process update	7
Improvement priority 3 - Quality assurance and clinical training	8
<b>Part 2: Review of our quality performance</b>	<b>9</b>
<b>Patient safety</b>	<b>9</b>
Adverse effects & events	9
Information Governance incidents	10
Information Governance incidents: 2020-21	10
Safeguarding incidents	11
<b>Clinical effectiveness</b>	<b>12</b>
Reflections	12
Improvement aims for 2022/23	12
<b>Patient experience</b>	<b>12</b>
Friends and Family Test (FFT) scores	13
Patient complaint and corrective themes	13
Reflections	13
Improvement aims for 2022/23	13
<b>Achievements &amp; feedback</b>	<b>15</b>
Awards	15
Feedback from Oviva partners	15
Oviva staff feedback	15
Inspiration stories from Oviva patients	16
<b>References</b>	<b>17</b>
<b>How to Provide Feedback on this Quality Account</b>	<b>18</b>

## What is a Quality Account?

Quality Accounts, also known as quality reports, are published annually to provide information and assurance to service users, families, caregivers, the general public, and commissioners that an NHS provider reports on quality and shows progress in the services provided.

Quality Accounts reflect on the previous year's performance, explaining what Oviva UK did well and where improvements are needed. They also look ahead, identifying areas highlighted as priorities for improvement as a consequence of patient and public involvement. We hope you find our Quality Account for the fiscal year 2020/21 (1st April 2021 to 31st March 2022) useful, informing you about our efforts and priorities to date in order to improve services in the coming year.

We also welcome your input, which will help us improve the content and format of future Quality Accounts, as well as the quality of our programmes. Feedback can be provided via our website, by completing the 'Get in touch' form.

## Why are we producing a Quality Account?

Oviva is required and committed to producing an annual Quality Account as per [NHS England guidance](#). Our Quality Account, like our annual financial accounts, is a public document that provides information about the quality of services provided. Quality Accounts seek to improve public accountability by involving an organisation's leaders and clinicians in its quality improvement agenda.

This Quality Account looks forward to 2022/23 as well as back on 2021/22. We are eager to inform service users, caregivers, and commissioners about the current state of our programmes as well as our plans for service improvements over the next year, in an effort to be transparent about our performance and to provide a means for these groups of people to feedback and help shape the future of our services.

## What are the required elements of a Quality Account?

The requirements for all Quality Accounts are specified in the NHS (Quality Accounts) Regulations 2010. While every effort has been made to write this report in intelligible language and to clarify most acronyms, clinical and technical terminology has occasionally been used due to the specialised nature of some of the content.

## About Oviva

Oviva is a clinically led digitally-enabled behaviour change company. We blend behaviour change therapy with our unique technology to support people to improve their health and better self-manage their conditions including weight-management, obesity, pre-diabetes, type 2 diabetes, and adult/paediatric nutritional interventions. Oviva Combines the support of specialist healthcare professionals with leading technology to make healthcare accessible to all.

We offer a range of pathways to support user access, including remote, app, and face-to-face. Programme development is led by domain experts and uses the latest scientific evidence. We are the only provider with proven randomised control trial evidence of effectiveness.

Oviva has delivered 70+ NHS contracts across 32 ICSs and five Scottish Health Boards since 2016. We have reached 132,000+ service users.

Oviva's purpose is to provide the best behavioural change therapy through technology, and in doing so, help 1 million active patients lead healthier and happier lives by 2025. Our values are:

- We place the patient first
- We begin with evidence, then measure and improve
- We build, develop and retain winning teams.

## Managing Director Statement

An introduction from the Oviva UK Managing Director.

At Oviva UK our ambition is to be the leading provider of digitally-enabled behaviour change services for health conditions related to diet, including prediabetes, type 2 diabetes, obesity, paediatric & adult nutrition. I am pleased to share Oviva UK's quality account for 2022/23, which gives a detailed overview of our performance over the last year and sets out our objectives for the year ahead.

Over the past year we have worked with many NHS organisations to provide a wide range of programmes to their local communities, including diabetes prevention, structured education and remission; type 2 and type 3 weight management services; and adult and paediatric nutrition support. I am proud of the clinical outcomes seen across our programmes, as evidenced below, and am particularly proud of our team for being selected for the CB Insights Digital Health 150 list of most innovative digital health startups in 2021. To further improve the clinical effectiveness of our programmes, implementing a programme review protocol, which will include a clinical outcomes review and a programme maturity model assessment, is a major focus of our clinical leadership team for the coming year. We will also continue to work on building the evidence base through service evaluations and our involvement in the national pilot programmes - NHS Low Calorie Diet Pilot Programme, NHS Diabetes Prevention Programme and the NHS Digital Weight Management Programme.

Patient safety is of paramount importance and despite the marginal rise in the proportion of patient incidents seen, we are proud of the results evidenced below. Incident reporting has risen and the team's ability to respond to adverse events and safeguarding incidents is stronger than ever. We are aware of the importance of robust risk management, most notably in ensuring incidents can be learned from and avoided in the future, and therefore updating our risk incident and risk management system is on the roadmap for 2022/23. Our strong commitment to information governance is evidenced by the "Standards Exceed" assurance status we were awarded, against the requirements of the Data Security & Protection Toolkit for the 2021/22 reporting period.

Furthermore, we were delighted to attain CQC registration in 2021/22, with Oviva now being regulated to undertake the treatment of 'disease, disorder or injury'. Whilst we await our first inspection, the registration process is robust and provides an external endorsement of Oviva's 'fitness and compliance with the requirements of the relevant regulations and enactments' within our medical Tier 3 services. Given the core governance and quality procedures and processes are shared across our programmes, it should provide additional significant reassurance to all of Oviva's stakeholders who are interested in our quality agenda.

Ensuring a positive patient experience is essential and we pride ourselves on the strong NHS Friends and Family Score results, some of which are shared below.

Our commitment to our vision is evidenced by the significant growth in patient numbers that we have seen over the last year (126% increase) and the next 12 months bring both opportunity and challenge with the changing NHS landscape. Our team is striving to ensure that treatment is available where and when people need it, and we will continue to lobby commissioners and referrers through thought leadership events and evidencing the clear return on investment of our programmes.

I am very aware that we won't be able to achieve our mission without our incredible team, and therefore listening to our employees and responding to their feedback is vital. Our employee engagement surveys give our staff a chance to provide anonymous feedback on a quarterly basis,

whilst our 'office hours' initiative gives all employees an opportunity to meet with members of the executive and leadership team to share suggestions and discuss opportunities and/or concerns. A key focus for 2022/23 is fostering a culture where our employees continue to feel supported, motivated and empowered to further their knowledge and skill set, whilst delivering excellent patient care. Therefore, improving our clinical development training programme, as detailed below, is a priority for 2022/23.

I would like to thank all of our staff who work tirelessly both behind the scenes and in patient facing roles, with our values at the forefront of everything they do. As above, without the hard work and dedication of our team we would not be on track to achieve our vision, so they should feel exceptionally proud of all they have achieved to date.

I believe that this report gives an accurate account of the quality of our programmes and our internal processes, and I hope it provides a clear view of our progress to date and our plans for the following year. I hope it will be read widely, both internally and externally, and I welcome questions and discussions on any of the content within this account.

*Dr Mark Jenkins, Oviva UK Managing Director*

## Part 1: Improvement objectives

Oviva is committed to quality improvement to ensure effective, individualised and safe care for our patients. Quality improvement is driven by our programme teams consisting of specialist staff to ensure clinical leadership and operational oversight throughout programme delivery to maximise clinical outcomes and Service-User safety. In summary, Oviva collects and utilises evidence to identify areas to be refined and then monitors the impact or service improvements.

This section of the report will concentrate on the coming year, 2022/23, including the three priority areas for improving service quality and why we chose these objectives.

### Improvement priority 1 - Implementation of structured programme review & quality improvement process

As Oviva has grown in capacity and scope, so has the number of programmes provided. As a result, developing a more detailed protocol to systematically monitor programme quality and areas of improvement is required. This is reflected by plans to implement a programme review protocol which will be launched in 2022/23.

The protocol will set out the framework in place at Oviva UK to review the maturity of our programmes (Maturity is a measurement of the ability of an organisation for continuous improvement in a particular discipline, in this case the Oviva programmes.). The purpose of our framework is to measure ourselves across a number domains including clinical effectiveness and coaching quality assurance.

Each Oviva programme will be reviewed on a bi-annual basis, and reviews carried out through the Programme Squads.

The maturity model included as part of this review process will be built in-house utilising robust evidence, extensive internal experience, business needs and goals, and accumulated feedback to ensure it covers the key areas of success for our programmes. At the end of each review the programme will receive a maturity rating and the programme can move up (sign of increased maturity) or down (sign of reduced maturity) the scale, which can be seen below. Oviva's ongoing aim will be to strive for, and maintain, high maturity across our programmes, however it is important to note that there likely will be factors which impact a programme's maturity throughout its lifespan that need to be addressed, for example the introduction of new guidelines.

### Improvement priority 2 - Risk management process update

Oviva has always been committed to safe, transparent and accountable care. To maintain Oviva's commitment to these standards, the risk management system used by clinical, administration and management staff will evolve as capacity and programme provision extends to new areas of clinical practice. Patient safety is the responsibility of everybody working at Oviva, however, the UK Medical Lead has overall accountability for ensuring that the Oviva adverse events policy meets the statutory requirements as set out in the appropriate NHS regulation.

Oviva's key aims for risk management are:

- To comply with legal & statutory requirements and to comply with the requirements of external regulators and other relevant bodies;
- To assist Oviva staff with proactive risk management and risk mitigation;

- To help Oviva to ensure the safety of staff, patients/clients/service users, and others involved in Oviva's services.
- To identify learnings from patient incidents and reduce future risk.

To ensure we continue to meet these aims, work will begin on updating Oviva's risk management reporting. This will include a new system of review and investigation encompassing adverse events, safeguarding and information governance incidents. This will ensure Oviva's risk management system helps risk and identified areas of learning to improve future care.

### **Improvement priority 3 - Quality assurance and clinical training**

Oviva recognises the importance of ensuring the development of its staff, in particular those in patient facing roles. Again, as Oviva's clinical scope widens to new areas of care, developing and maturing the existing quality assurance framework (QAF) is paramount to enhancing patient care and safety.

Providing excellent patient care and outcomes is of utmost importance to Oviva as we try to achieve the vision of helping 1 million active patients lead healthier and happier lives by 2025. Oviva's patients are at the core of everything it does and therefore Oviva must ensure it always puts them first, which includes the provision of safe, individualised and evidence-based care.

In the next year, Oviva aims to evolve its QAF to provide a process and structure to review the quality of patient care - including face to face, group and telephone coaching. The QAF aims to ensure care is being delivered to Oviva's expectation as well as providing a consistent approach for practitioners to gain feedback and develop. By reviewing coaching input via the QAF we aim to ensure Oviva practitioners are among the very best. Oviva's QAF aims to be a system whereby coaches and clinicians can systematically identify their consultation strengths and weaknesses and take ownership of their self-development via feedback and reflection.

Alongside this, Oviva aims to update its clinical training provision to ensure its coaches and clinicians have the tools they require to meet Oviva's care standards and aid continuous professional development.

The principles of Oviva's updated training provision will include:

- A clear and objective coaching competency framework to assess training needs and provision,
- A safe and constructive environment for coaches to try new coaching and clinical techniques before patient care provision,
- Means to systematically test competence and identify areas for development,
- Provision of training by high performing Oviva coaches and clinicians and not just senior clinical staff,
- Learnings from high performing Oviva coaches and clinicians are reflected and implemented within Oviva training,
- Training and competency expectations are transparent and trackable ensuring clinical and delivery staff,
- Training provision meets CQC and NHS contractual requirements,
- Clinical, Delivery and People Operations teams will be involved in the design of updated training and QAF design and implementation.



## Part 2: Review of our quality performance

Reviewing the previous years (2021/22) provides the means to compare future performance and reflect on last year's achievements and areas for improvement.

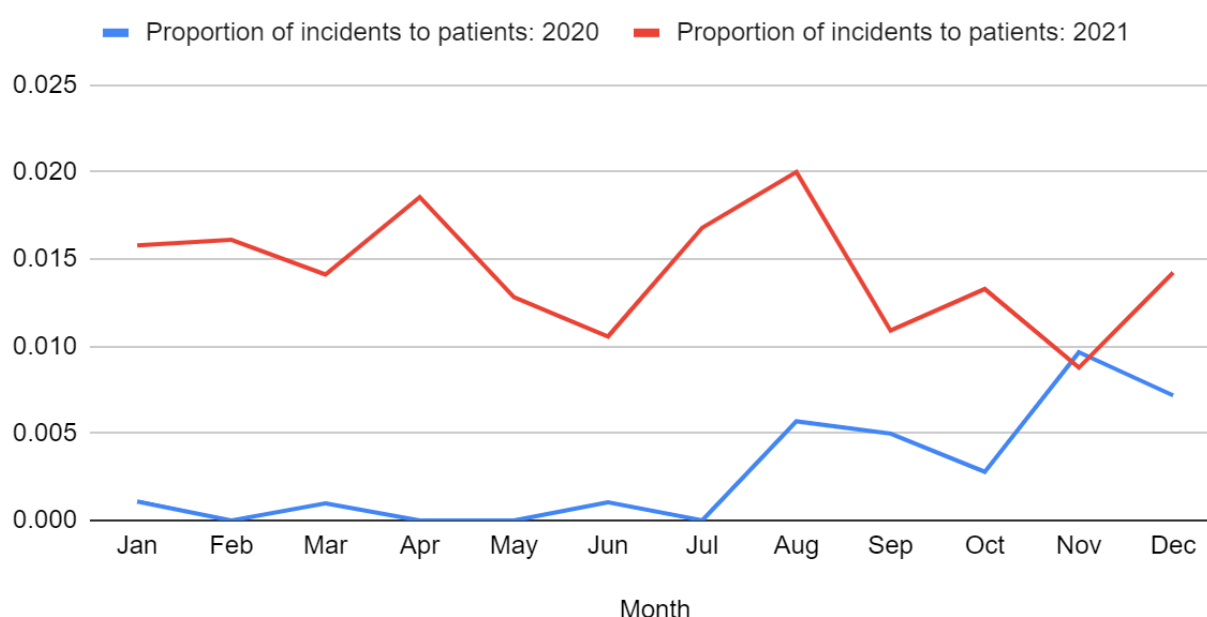
### Patient safety

Oviva continued to be aligned with the NHS Serious Incident Framework (2015). Despite Oviva not being a secondary care provider, the principles of the new Patient Safety Incident Response Framework (PSIRF) have been reviewed alongside Oviva's commitment to a culture of learning and justice in patient safety. This is to ensure Oviva's internal risk management system embeds learning to prevent incident recurrence. As a result, an updated risk incident and risk management system will be implemented in 2022/23 (as per improvement priority 2) and provide a greater level of insight into incident trends. Oviva has an organisation-wide Quality Assurance Framework to support safe / effective delivery of all our NHS services, enhanced by service-specific Quality Assurance Frameworks which include service-specific contractual / Key Performance Indicator requirements. This Framework ensures we proactively manage risk, staff, service quality and performance against agreed standards through robust processes and clinical audit systems.

### Adverse effects & events

The following data concerns the number of patient incidents reported in proportion to the number of patients on Oviva's programme pathways. The graph below shows the proportion of reported adverse effects and events to patients on an Oviva programme in 2020 and 2021. No serious incidents or events have been reported in this timeframe.

#### Proportion of adverse effects & events reported per month: 2020 vs 21



The increase in proportion of incidents noted from July 2020 was investigated and concluded due to increased staff awareness, following training, in the Oviva incident reporting criteria as well as starting a number of NHS England contracts which constitute more intensive dietary treatments and

therefore risk reporting (for example, low energy diet programmes for type 2 diabetes remission). On further investigation, the incidents were not found to be preventable or related to Oviva care / programme intervention. Additionally, increased guidance has been provided to staff on appropriate adverse effects and events management to reduce patient risk.

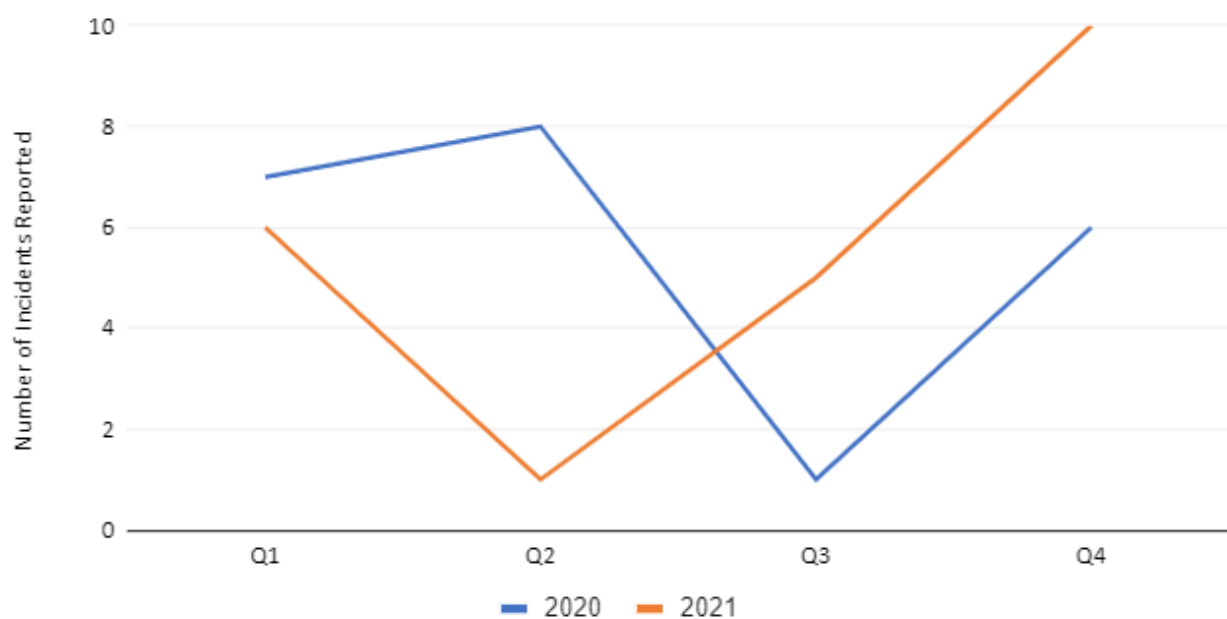
### Information Governance incidents

Oviva achieved the “Standards Exceed” assurance status against the requirements of the Data Security & Protection Toolkit for the 2021/22 reporting period. Oviva is Cyber Essentials accredited (last accredited June 2021) and Cyber Essentials Plus accredited (latest being July 2021) and conducts regular external accredited penetration testing (last tested July 2021). No findings or major risks were reported from the last penetration test.

### Information Governance incidents: 2020-21

The graph below shows the number of information governance incidents reported in 2020 and 2021.

Number of Information Governance Incidents Reported per Quarter  
2020 vs. 2021

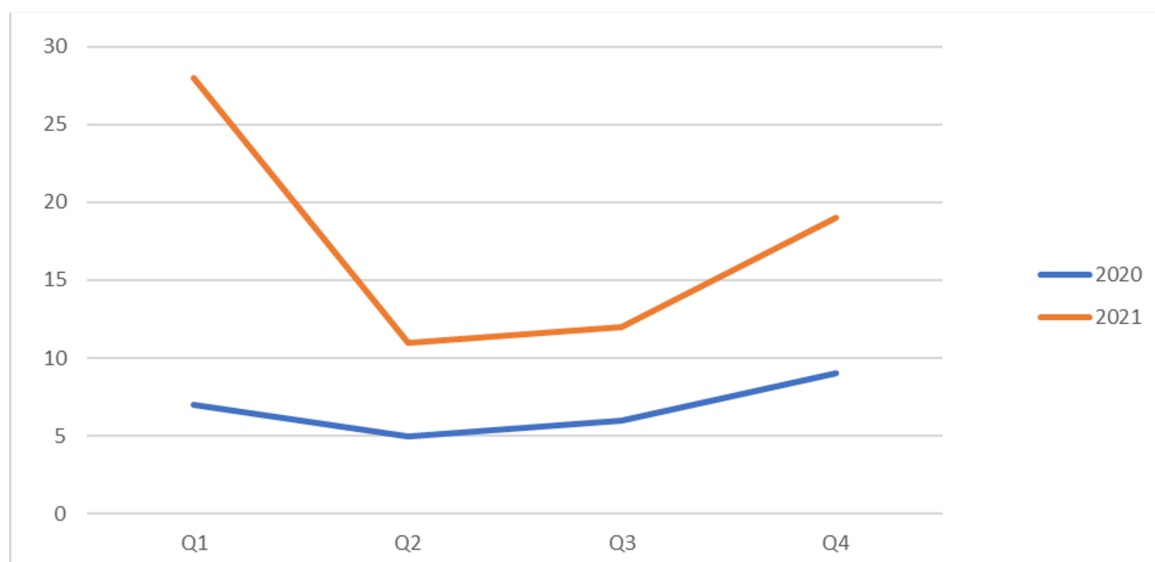


There were no information governance incidents that were assessed to be high risk in 2021. It was noted that there was an increasing number of incidents in Quarter 4 2020, which was investigated and concluded to be due to not being informed of patients' up to date GP practice locations. Oviva's internal GP record system was updated accordingly to enhance staff awareness and avoid recurrences of similar incidents.

## Safeguarding incidents

The graph below shows the number of information governance incidents reported in 2020 and 2021.

Number of Safeguarding Incidents Reported Per Quarter  
2020 vs. 2021



In 2020 the number of safeguarding incidents in proportion to patients in our programmes was 0.19% compared to 0.25% in 2021. This has been investigated and the following conclusions made:

- The increase in total number of incidents noted in 2021 vs 2020, relates to an overall increase in the number of patients being enrolled in Oviva's programmes, with the number of patients enrolled into Oviva's programmes more than doubling in Q1 of 2021 vs 2020.
- The proportional increase in safeguarding incidents to patients was concluded to be due to increased staff awareness, following training, as well as revised policies and procedures being disseminated to staff.
- In both 2020 and 2021 a higher number of safeguarding incidents were reported during Q1 and Q4, with an even greater increase in 2021. Following investigation, thematic analysis found many of the incidents were linked with the COVID-19 pandemic and associated government lockdowns. The impact on mental health and social circumstance experienced by patients was reflected in an increase in safeguarding incidents.

## Clinical effectiveness

Oviva reviews the clinical outcomes for all programmes on a quarterly basis, alongside, thematic analysis of patient feedback, and patient enrollment and completion rates. Each Oviva programme is steered by cross-functional and autonomous Programme Squads which monitor key metrics and drive improvements to improve efficacy and efficiency. Clinical-Governance is the responsibility of every member of staff, working together to ensure Service-Users receive the best possible care.

### Reflections

In 2021/22 Oviva implemented a new programme design framework (i.e. “blueprint”) with the aim to offer the right level of care to patients and provide the choice of groups or 1:1 support. The aim of this initiative is to maximise the ways in which patients can engage with our programmes, provide patient choice, enhance clinical outcomes and focus on culture & diversity as well as digital inclusivity in our programmes.

Oviva is dedicated to nutrition and behaviour change research to ensure continued improvement and assess the effectiveness of our services. In 2021/22, a number of peer-reviewed research papers were published relating to the following programmes / services:

- Tier 3 weight management service evaluation comparing efficacy of face-to-face, telephone and digital care (Huntriss *et al.*, 2021)
- Testing the feasibility and potential efficacy of remotely supported intermittent low-energy diets (ILEDs) and continuous low-energy diets (CLEDs) in people with type 2 diabetes (T2D) and the feasibility of a randomised controlled trial comparing the two approaches (McDiarmid *et al.*, 2021).

### Improvement aims for 2022/23

The evolution of Oviva’s programme review and improvement process will be the focus for 2022/23. Within this, there will be a particular focus in areas where Oviva has taken on new responsibilities, primarily prescribing and/or medical advice, given the greater inherent risks these activities can produce. Alongside key clinical programme clinical outcomes review, a per programme maturity model assessment will be conducted on a bi-annual basis and include review of eight clinical effectiveness pillars as outlined in [improvement priority 1](#).

This process will help ensure Oviva’s programme stays up-to-date according to the latest evidence and NICE guidelines as well as being responsive to patient needs and new technological innovation. Finally, Oviva’s service evaluation framework is under review to ensure clinical effectiveness of individual / local programme contracts.

## Patient experience

Oviva prides itself on providing a tailored and patient-centred experience for those partaking in its programmes. Oviva works with its service users, healthcare professionals and partners to co-create high-quality, tailored and patient-centred services, with a focus on making decisions based upon the views of those delivering and partaking in their services. Oviva uses two metrics to measure patient experience: The Friends and Family Test (FFT) and the prevalence of formal complaints about its services.

## **Friends and Family Test (FFT) scores**

Oviva's FFT scoring system mirrors the [NHS England](#) FFT feedback tool. The system supports the principle that people who use Oviva's services should have an opportunity to provide an evaluation of their experience. Oviva is committed to maintaining its positive FFT scores, therefore all feedback and scores are reviewed on a regular basis, with low scores and negative feedback investigated. Monthly reviews, on both a programme and business level, allows the organisation to drive continuous improvement through clinical effectiveness, programme development, employee training and product innovation.

Oviva's average score for the 2021/22 period was 4.4 out of 5. This was a marginal decrease against the previous year and is largely attributed to the 126% increase in the volume of patients who attended an Oviva programme during the two periods.

## **Patient complaint and corrective themes**

In addition to FFT feedback, Oviva also uses complaints and feedback shared via surveys, in conversation with Oviva employees, on social media channels and app stores, to help determine further areas for improvement.

During 2021/22 there were just 6 formal complaints made (this was 0.017% of all patients in Oviva's programmes during that period). All complaints were resolved without further escalation.

## **Reflections**

There were internal and external factors impacting Oviva's services during 2021/22 with internal factors including implementation of new programme frameworks and external impacts including COVID-19 creating longer waiting lists in Primary Care. The FFT data from 2021/22 reflects this with a common theme of waiting times impacting the service user experience, which highlights that there is a need to tackle waiting times where possible. Ongoing improvements to staff inductions and training will have a positive impact upon the speed at which a service user can be enrolled onto a programme.

## **Improvement aims for 2022/23**

With the continuous improvement of Oviva's programmes throughout 2022/23, Oviva's aim of providing a great patient experience will continue to be a key focus. Following 2021/22 feedback from service users and employees, the below projects have been planned for 2022/23 to ensure the maintenance of Oviva's high FFT score and keep the number of complaints to a minimum.

- Ongoing review of how FFT and other feedback is collected and shared within the proposed Structured Programme Review as outlined in [Improvement Priority 1](#).
- Collection of complaints data to be included within the new Risk Management Process as outlined in [Improvement Priority 2](#) to allow for consistency in approach for Delivery Teams
- Refresh of clinical delivery training as outlined in [Improvement Priority 3](#)
- Continued innovation of our onboarding process to increase speed from referral to enrolment
- Innovation within Oviva's phone system to increase speed from referral to enrolment

## **Patient Feedback about Oviva's Programmes**

### Diabetes Support Education

"Using the app and resources on Oviva Learn, I improved my knowledge of diabetes and various types of foods that I needed to improve my diet. The programme has helped me with all aspects of my life."

- Steve, 68

### Tier 3 Weight Management

"It was very useful to be able to speak with my dietitian via the Oviva app. The advice, encouragement and help from the psychologist was also excellent. The programme has given me the motivation to continue living a healthier life." - Patricia, 53

### Tier 2 Weight Management

"I have lost 7.5kg in 7 weeks and have learnt so much already. The personal support and learning resources have been extremely helpful." - Renoy, 38

### Diabetes Remission

"The app is a brilliant way for you to keep track of your achievements and any hiccups you have along the way. Being able to see your results at a glance from your charts is great! My HbA1c has reduced to 37 mmol/mol and I no longer need diabetes medication!" - Sharon, 54

### National Diabetes Prevention Programme

"I have lost over 2 stone and lowered my risk of developing type 2 diabetes. More importantly, my mental health has vastly improved as I have fostered a positive relationship to food." - Tammy, 44

### Cow's Milk allergy

"On the programme and via the app, I received prompt support and my baby was no longer in pain after changing to dairy free. It has really been appreciated, thank you." - Nelema, 32

## Achievements & feedback

### Awards

Oviva's dedication to improving access to healthcare by utilising digital technology while retaining the principles of effective, individualised and safe care was reflected by a number of awards achieved in 2021/22:

- CB Insights Digital Health 150 list of most innovative digital health startups
- HSJ Partnership Award 2022 - Most Impactful Project Addressing Health Inequalities
- Tech Tour Growth Award 2022 for Health

### Feedback from Oviva partners

Feedback from Oviva's healthcare partners is collated and reviewed to aid service improvement. Below is a collection of a number of responses from 2021/22:

- "The Oviva LCD programme responds to the referrals in a timely manner, the waiting time to enrol on the programme isn't long and the patients feel well supported. The communication between the LCD team and I have been brilliant. The LCD team kept us well informed of the patient's progress." - Dr Mehta (GP Partner)
- "Some demography of patients prefer a digital offer. For patients who live in remote geography and who may not be mobile enough to attend face to face sessions, this will also be beneficial. Digital offer in remote format has reduced GP practices throughout pandemic, reducing time for both staff and patients to have a safe environment". - Commissioner working with Oviva

### Oviva staff feedback

The 2021 Oviva employee engagement survey results were compared to the most recent 2022 survey, completed in the first quarter of the year. The results showed the following:

- In 2021, 52% of employees still wanted to be working at Oviva in the following 12 months, in 2022 this increased to 75%.
- In 2021, 67% of employees who completed the engagement survey said they would recommend Oviva as a place to work to friends and family. In 2022, this increased to 73%.
- 62% of employees felt sufficiently informed about the changes that affected them in 2021, in 2022 this increased to 66% of employees.

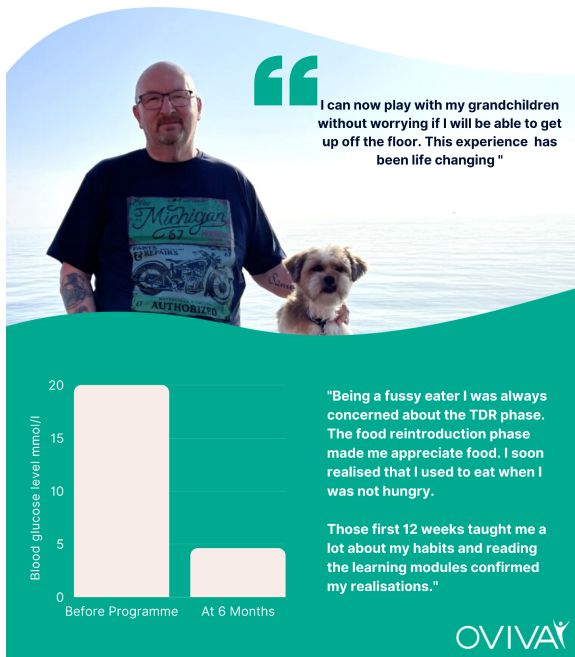
### Improvement aims for 2022/23

Department and function leads are responsible for building on the progress made between 2021-22 as well as act on topics and metrics which have seen lower performance. An individual action plan per department will be developed to ensure themes for improvement are acted upon.

## Inspiration stories from Oviva patients

There have been numerous inspirational patient stories reflecting the health improvements achieved while participating on Oviva programmes.

When Mike, 52, from East Yorkshire started Oviva's Diabetes Remission Programme he was overweight and struggled to exercise. Now, he has lost 6 stone and his blood glucose levels have significant improved.



### Patient Story - Heidi

Before Heidi, 53 started the programme she struggled to find the time to get support for her diabetes when she worked full time.

Heidi joined the NHS Low Calorie Diet Programme to **lose weight** and **improve her type 2 diabetes diagnosis**. She worked with her health coach via the Oviva app throughout the TDR phase and food reintroduction.

- **Has lost 21.8kg in 16 weeks**
- Aches and pains have diminished significantly
- Heidi is **no longer on any diabetes medications**
- Heidi has much more energy since losing weight
- **Feels motivated in reaching her target weight loss** throughout the remainder of the programme

"The programme so far has surpassed all my expectations and dreams. The improvements I have made to my health have been so worth the efforts. I am enjoying using the Oviva app!"





## References

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McDiarmid S, Harvie M, Johnson R, Vyas A, Aglan A, Moran J, Ruane H, Hulme A, Sellers K, Issa BG. Manchester Intermittent versus Daily Diet App Study (MIDDAS): A pilot randomised controlled trial in patients with type 2 diabetes. *Diabetes Obes Metab*. 2022 Mar;24(3):432-441. doi: 10.1111/dom.14592. Epub 2021 Dec 1. PMID: 34726317.

## **How to Provide Feedback on this Quality Account**

If you have any queries about its content please contact our Head of Clinical Quality (owen.marples@oviva.com).

This report is available at <https://oviva.com/uk/en/>