

# Oviva UK Quality Account 2022/2023

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## 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.

This Quality Account reflects on what Oviva UK did well and where improvements are needed. It also looks 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 **2022/23 (1st April 2022 to 31st March 2023)** 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 2023/24 as well as back on 2022/23. 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 provides clinically led digitally-enabled weight management services. 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 and type 2 diabetes. 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. Oviva has delivered 40+ NHS contracts across 26 ICBs and two Scottish Health Boards in 2022/23.

Oviva's mission is to provide the most accessible and effective care to people living with weight-related conditions. 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 most effective and accessible NHS provider for weight-related conditions. 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 continued to work 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, but we must remain dedicated to continuous improvement monitoring and acting on key metrics and trends, including patient feedback, clinical outcomes and patient safety data.

Patient safety remains paramount as we look forward to implementing our new Patient Safety and Incident Response Framework (PSIRF) in the year ahead to ensure incidents are proportionately responded to and learning implemented to reduce future risk and enhance patient care.

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 (22% increase) and the next 12 months bring both opportunity and challenge with the changing NHS landscape. Our team strives 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.

*Martin Fidock* - 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 pathway teams consisting of specialist squads 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, 2023/24, including the three priority areas for improving service quality and why we chose these objectives. These objectives were identified following review of our quality performance over 2022/23 ([Part 2](#)).

### Improvement priority 1 - Implement Oviva's Patient Safety Incident Response Framework

As outlined in the [NHS patient safety strategy](#), in August 2022, NHSE published the new [Patient Safety Incident Response Framework \(PSIRF\)](#), which replaces the Serious Incident Framework (SIF).

A 12 month period has been provided for NHS providers to prepare for the transition to PSIRF, which we expect to be completed by April 2023. PSIRF advocates a co-ordinated and data-driven response to patient safety incidents. It embeds patient safety incident response within a wider system of improvement and prompts a significant cultural shift towards systematic patient safety management. The four key aims of the PSIRF are:

- compassionate engagement and involvement of those affected by patient safety incidents
- application of a range of system-based approaches to learning from patient safety incidents
- considered and proportionate responses to patient safety incidents and safety issues
- supportive oversight focused on strengthening response system functioning and improvement.

Oviva is committed to the provision of safe, effective care, and therefore, aligning with PSIRF to ensure a proportionate and systems-based learning approach to patient safety incidents is an absolute priority. As a result, Oviva has begun to draft a new patient safety policy and process to align with PSIRF with the aim of implementation by April 2023. This includes staff training on the associated changes to patient safety reporting and response and working with Oviva's largest integrated care board (ICB) for PSIRF policy review and sign-off. Oviva's PSIRF policy will then be shared with our other ICB partners. Oviva will take all necessary steps to ensure transparency with CQC regarding PSIRF policy, including, learnings response plan, improvement initiatives and patient safety data trends.

### Improvement priority 2 - Patient engagement

To help our patients get the most out of their Oviva programme, we will make our programme messages and prompts as supportive and engaging as possible. We aim to significantly improve the design and content of our communications to make them more relevant and patient friendly. Testing and regularly reviewing patient feedback will enable us to better engage with our patients. We want to focus on making programme nudges and requirements as motivating as possible and specific to the patient's goals, highlighting what has already been achieved, as well as the benefits of completing any remaining actions. In addition to content, we aim to expand the channels that patients can receive prompts and nudges, making more use of SMS for patients who may not have an email address,

providing regular webinars for patients to attend, and sending more dynamic nudges through the app itself.

### **Improvement priority 3 - Personalised patient care**

Provision of personalised, effective, responsive and safe care is of the utmost importance to Oviva and our patients. Oviva aims to harness technology to support the provision of personalised care by using AI to assist patients and coaches. Regardless of technological developments, Oviva remains focused on ensuring high quality care for our patients. To achieve this, we aim to develop a set of coaching values and behaviours to underpin our quality assurance frameworks, training and audit tools which aim to support coach development and ensure the delivery of care meets these values. Oviva also aims to review and improve how we collate patient feedback to support thematic analysis, better enabling us to identify positive and negative feedback trends to support learning and improvement. These trends will be reviewed on a regular basis by senior management and made visible to coaches so transparency and alignment is maintained regarding patient priorities.

## Part 2: Review of our quality performance

The following chapter reviews key quality performance indicators and reflects on last year's achievements and areas for improvement.

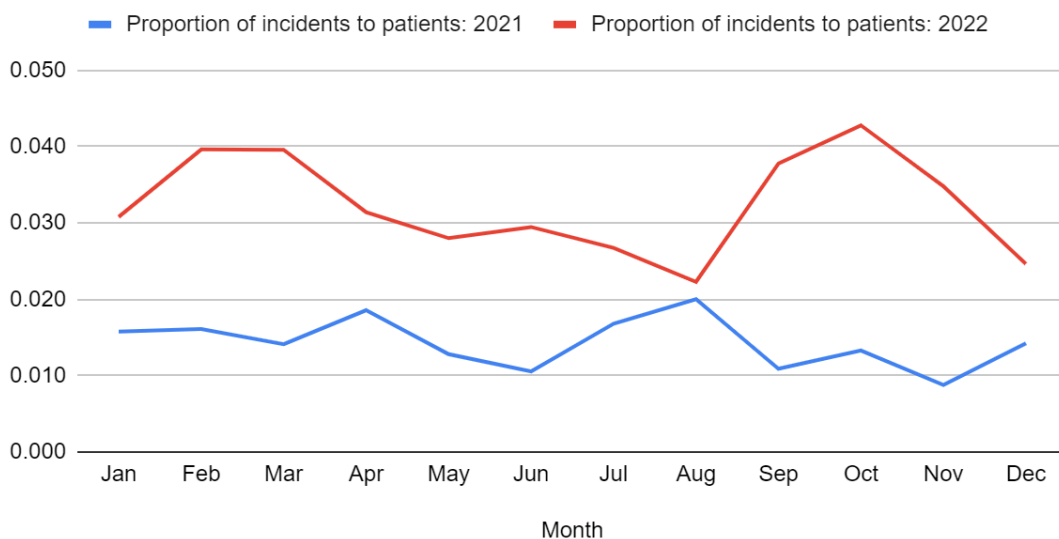
### Patient safety

The new NHS Patient Safety Incident Response Framework (PSIRF) requirements are in the process of being incorporated into our policy. Oviva continues to use an organisation-wide Quality Assurance Framework to support safe and effective coaching and clinical input. This Framework aims to ensure we proactively manage risk, and staff and service delivery provide high quality care aligned with our values. Performance against these values and standards are assessed systematically through a clinical audit system and one-to-one development process.

### 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 events to patients on an Oviva programme in 2021-22. No serious incidents or never events were reported in this timeframe.

Proportion of adverse effects & events reported per month:  
2021 vs 22



The increase in proportion of incidents was tracked and investigated throughout 2022. It is important to note the following from the incident data above:

- 1) The incidents do not in any way inform causation. E.g. no hospitalisation that were not as a result of Oviva care, but were reported and logged whilst the patient was receiving Oviva care
- 2) The above may suggest that the recording of incidents may be overzealous. However, some contracts mandate what they must be reported (e.g. the National low calorie diet programme and adverse effect reporting requirements). Whether it is appropriate to channel these via the same reporting system is being considered as we transition to the PSIRF framework.



- 3) The vast majority of reported incidents were either preventable or related to Oviva’s care. Frequent incident types (e.g. expected side-effects related to dietary change) appear to have limited learning potential, whilst the more unexpected (e.g. near misses and error in care processes) are where the learning seems to largely sit.

One of the key challenges of PSIRF implementation is to support appropriate incident reporting and a system-based approach that recognises patient safety is an emergent property of the healthcare system. That is, safety arises from interactions and not from a single component, such as the actions of healthcare staff. A system-based approach therefore recognises that it is insufficient to look only at one component, such as only the people involved. A system-based approach will identify where changes need to be made and then monitored within the system to improve patient safety. Oviva will continue to monitor the number of incidents reported once PSIRF is implemented, but importantly the number of incidents linked to Oviva care where learning can be extracted.

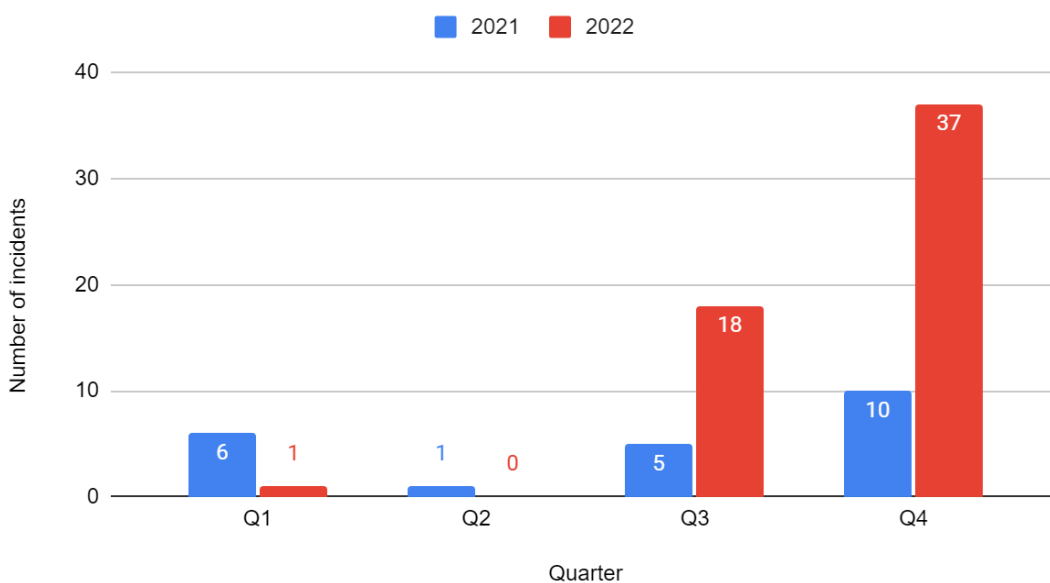
### Information Governance incidents

Oviva achieved the “Standards Exceed” assurance status against the requirements of the Data Security & Protection Toolkit for the 2022/23 reporting period. Oviva is Cyber Essentials accredited (last accredited June 2022) and Cyber Essentials Plus accredited (latest being September 2022) and conducts regular external accredited penetration testing. No findings or major risks were reported from the last penetration test.

### Information Governance incidents: 2023

The graph below shows the number of information governance incidents reported in 2021 vs 22.

Information Governance Incidents: 2021 vs 22

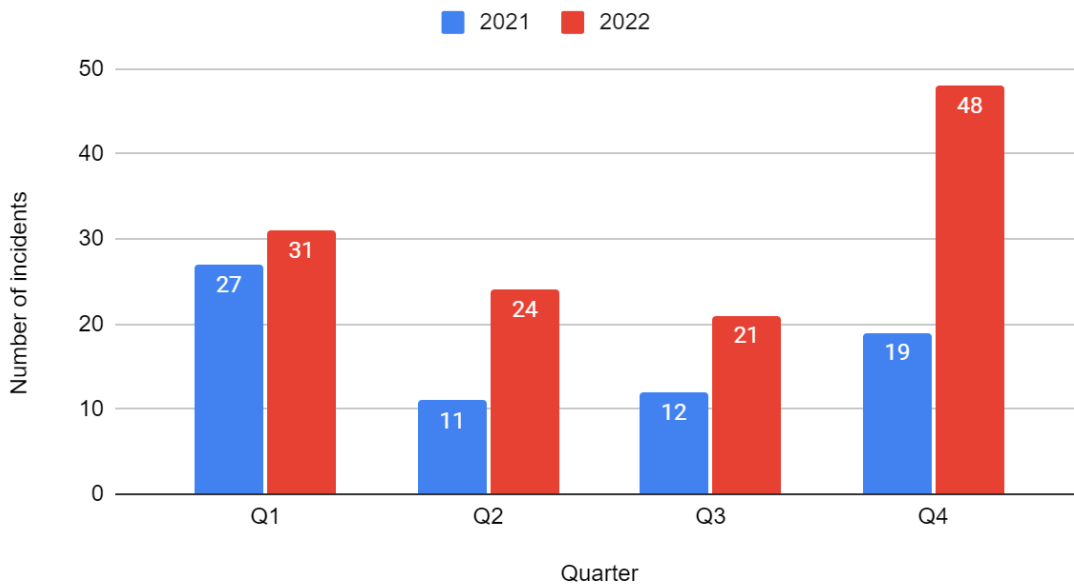


There were no information governance incidents that were assessed to be high risk. The increasing number of IG incidents has been investigated and concluded to be due to Oviva UK not being informed of patients’ up to date GP practice locations, as a result, discharge letters were often sent to former GP practice. Processes have been implemented to ensure GP practice addresses are confirmed and updated at point of discharge.

## Safeguarding incidents

The graph below shows the number of safeguarding incidents reported 2021 vs 22.

### Safeguarding incidents: 2021 vs 22



In 2022 the number of safeguarding incidents in proportion to patients in our programmes was 0.15% compared to 0.10% in 2021.

It is recognised that the increase in number of reported safeguarding incidents in Q4 2022 (versus Q4 2021) was due to higher patient volumes and having more robust safeguarding procedures and incident reporting frameworks in place.

Three high risk safeguarding incidents were reported and investigated, of which it was concluded that none were preventable in nature or caused by Oviva. All safeguarding procedures were followed, incidents handled appropriately and actions carried out accordingly to safeguard the individuals. In all three instances external factors outside of Oviva were contributing factors, such as long standing mental health concerns and/or lack of support externally from other services.

There were instances of incorrect incident logging, where data was missing or unclear leading to resubmission of incident reports. Actions were put in place to resolve these.

## 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 a cross-functional programme management structure and group which monitors key metrics and drives 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

Oviva continued to implement a programme design framework (i.e. "blueprint") with the aim to offer the right level of personalised care to patients based on their needs and provide the choice of groups or 1:1 support. This programme design aims 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 continues to be dedicated to nutrition and behaviour change research to ensure continued improvement and assess the effectiveness of our services. In 2022/23, a number of abstracts were presented at national conferences and publications relating to Oviva programmes:

### Abstracts

- Curtis T, McKeown Y, Finnie J. Glucagon-Like Peptide-1 Receptor Agonist (GLP1-RA) therapy can be initiated and managed safely, with high patient satisfaction, as part of a digital and remote Tier 3 obesity service (2023). UK Congress on Obesity 2023. 14.-15.09.2023, Belfast. [URL](#)
- Finnie J, Diamond L, Gupta N, Schirmann F, Miller K. In a choice of coach-led digital app coaching vs remote phone coaching in diabetes structured education (DSE), app coaching was considered acceptable to participants and achieved superior weight loss outcomes (2023). [Diabetes UK Professional Conference 2023, 26.-28.04.2023, Liverpool. URL](#)

### Publications

- Kmietowicz Z (2023). Weight loss drugs: Digital services will improve access, says NICE BMJ 2023; 382 :p1882. [URL](#)
- National Institute for Health and Care Excellence (2023). Digital technologies for delivering multidisciplinary weight-management services: Early value assessment. [URL](#)

## 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 each week, with low scores and negative feedback investigated by our Clinical Service Managers. Monthly reviews of the feedback themes and micro-trends, 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 in 2022/23 was 4.1 out of 5, stable vs. the previous year. We saw a significant increase (42.5%) in patient feedback volume in this time period. However, this increase may be related to improved data collection as we improved our feedback collection and reporting methodology.

### Other feedback channels, patient complaints 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 identify areas for improvement.

Our average score on our social media channels for the 2022/23 period was 3.9 on Google Play (4.1, 2021/22), 3.9 on the Apple Store (3.9, 2021/22), 3.3 on TrustPilot (3.3, 2021/22) and 3.1 on Google (3.1, 2021/22).

During the 2022/23 period there were just 4 formal complaints made. All complaints were resolved without further escalation.

### Reflections

Improved data collection and analysis of feedback themes during this period has enabled us to have a deeper understanding of the trends in our feedback. For this period, the negative feedback trends relate to suggestions around improved app functionality, wanting more frequent touchpoints with the coaching team and perceived quality of coaching. Our thorough feedback collection and review process allows us to promptly act on negative feedback, support the patient and take the necessary action internally. Improvement projects were initiated and are ongoing to address these trends more widely. The major positive themes relate to patient outcomes (e.g. weight loss, lifestyle changes, improvements in clinical markers), coaching quality, and app usability.

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

### Diabetes Support Education

"Without the guidance and support I would not have known how to progress. The learning modules provided enough information to better understand a subject about which I knew nothing and allow me to make better choices in everyday decisions. Knowing there was, and having access to, a group of people in a similar situation was a huge benefit too."

"Over the last few years my mindset has been that I would have to have an amazingly restrictive diet where I would be hungry all the time, and with my epilepsy meds making me constantly hungry this was something I could not face so I chose to eat what I like. I have learnt that by having quality carbs, thinking about the quantity as well as taking my medication correctly I can get my blood sugars down."

### Tier 3 Weight Management

"Fantastic support and advice, with some great learning opportunities in the app . I have enjoyed the process, when I thought I would hate it. Thank you."

"I want to just say thank you. I feel so grateful for all the help and support. I've been on many plans previously to try to lose weight (weight watchers, keto and slimming world) but have never been able to lose as much as I have on this plan and still feel good. When we first spoke and put the goal weightloss I didn't think it was possible but I'm only 2.2kg away from that now and I'm so happy and I have noticed my clothes are baggy (I've went from a size 22 to 18) actually yesterday I tried something on that was a 16 it was snug but I got it on. I also have gained confidence in how I look. I didn't notice before but I looked at old pictures and I can see a difference. So I just wanted to say a massive thank you."

### Tier 2 Weight Management

"I made big progress and the coaches' frequent tracking of my log helped me act upon feedback. I achieved the goal of losing more than the required weight percentage and my diabetes control is in progress. In addition the content of the module was very informative and led me to be more knowledgeable about healthy lifestyles in general. Thank you so much."

"It provided some great background information on diet and nutrition. Most of all being on the programme with my coach provided additional motivation to keep to plan. My coach also provided additional support and ideas which was really helpful."

### Diabetes Remission

"The Oviva replacement diet is a very good way to re-evaluate your weight and eating habits. The powder mixes all taste great. You do not get hunger pangs and there is a supplement to keep your bowel regular. You are supported at each step and have very informative online lessons to read."

"Thank you, I have seen progress which otherwise would have been very difficult. You've been very culturally sensitive with my needs which is hugely appreciated."

### National Diabetes Prevention Programme

"It was a very worthwhile experience. I could not have achieved what I have without my coaches encouragement, answers to my questions and the app. I have learnt so much about diabetes which I will definitely continue to apply to the rest of my life. Thanks to my coach and the app which has guided me in the right direction. I will definitely recommend it to people in the future."

“My recent health check indicated I am no longer pre-diabetic as my hba1c is 38.

Thank you so much as I would not of achieved this without your help

My weight has remained stable although I would like to reduce it further and am aware of the need to continue with the program In fact I have been praising the program and encouraged a work colleague who has recently been diagnosed as diabetic (not pre diabetic) to consider your program as it has made a difference to me - I have had lovely comments from colleagues about my weight loss.”

## Achievements & feedback

### Awards & accreditation

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 and accreditation achieved:

- HSJ Partnership Award 2022 - Most Impactful Project Addressing Health Inequalities
- Tech Tour Growth Award 2022 for Health
- CQC overall rating of “[Good](#)” for our Tier 3 weight management service
- QISMET accredited programme of structured education and behaviour change for people with type 2 diabetes

In addition we were Finalists for 'Outstanding contribution to Population Health' in the Innovate Awards 2023.

### Feedback from Oviva partners

Feedback from Oviva's healthcare partners is collated and reviewed to aid service improvement. Below is an example:

- “We commissioned the tier 3 weight management service to provide for the Gateshead population, assist specific people in our area to lose weight and improve health in the locality. Feedback has been very positive and the service has been well received - in fact, the places available were filled before expectation. We've seen a great improvement on the quality of care and outcomes for people with weight management issues locally. Oviva has achieved good results, especially in relation to percentages of weight patients have lost. I think this service has a beneficial impact on the health of the community in Gateshead, including on those who need it most.” - Lisa West, Project Delivery Lead

### Oviva staff feedback

The Oviva employee engagement survey results were compared to the most recent 22/23 survey. The results showed the following:

- 78% of employees still wanted to be working at Oviva in the following 12 months, this saw an increase from 75% in 2022 and 52% in 2021.
- 78% of employees who completed the engagement survey said they would recommend Oviva as a place to work to friends and family, this was an increase of the 2022 survey results where 73% would recommend and 67% in 2021.
- We no longer included the question around if employees felt sufficiently informed about changes that may affect them. At the start of 2022 we did include this question and we saw an increase in score to 74% (In 2021 this had been 62%) - We do now however, ask the question do employees actively make sure they keep up to date on internal communication (where any changes that could impact them would be communicated), 84% of employees felt they did.

## Inspiration stories from Oviva patients

There have been numerous inspirational patient stories reflecting the health improvements achieved while participating on Oviva programmes. One such story is provided below.

### Participant Story - Joanne

"Before the programme, I was taking medication for high blood pressure. I have been overweight all my adult life and I've tried every diet plan possible, but I always found I would self sabotage and went immediately into self destruction mode. I was diagnosed with type 2 diabetes in 2022 where I weighed **129.6kg (20 stone)**.

The programme has been totally life changing for me I have so much more energy now, I am sleeping better and have found I am more active than I have ever been. I smile all the time and am optimistic about my future. **My HbA1c has dropped to 39mmol/mol, I now weigh 88.6kg and have achieved diabetes remission."**



## 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/>