

# Oviva UK Quality Account 2023/2024

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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 patients, 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 looks ahead, identifying areas highlighted as priorities for improvement as a consequence of patient and public feedback. We hope you find our Quality Account for the fiscal year 2023/24 useful (1st April 2023 to 31st March 2024), informing you about our efforts and priorities to date in order to improve services in the coming year.

We also welcome your input to help us improve the content and format of future Quality Accounts, and 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 is a public document that provides information about the quality of our services. Quality Accounts seek to improve public accountability by involving an organisation's leaders and clinicians in its quality improvement agenda.

This Quality Account looks towards 2024/25 as well as retrospectively on 2023/24. We are eager to inform patients, caregivers, and commissioners about the current state of our programmes and our plans for service improvements over the next year. This is to ensure we're transparent about our performance and welcome feedback to 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 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 programmes to support user access, including remote, app, and face-to-face. Programme development and management is led by domain experts and uses the latest scientific evidence. In 2023/24, Oviva delivered care across 46 NHS contracts, including 29 ICBs and 4 Scottish Health Boards.

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 empower teams
- We make it happen

 <p><b>We place our patients first</b></p> <p>Our patients' wellbeing is our number-one priority. By using evidence, empathy and personalisation, we deliver care that changes lives.</p> <p>We listen to our patients: Their experiences matter – and their feedback informs what we do.</p>	 <p><b>We empower our teams</b></p> <p>Teams at Oviva have the resources and autonomy they need to do their best. We attract top-rate, diverse talent by embracing inclusion, and we listen to and trust our people. We thrive on open communication and encourage debate, instead of relying on hierarchies. That means our 'informed captains' have the insights required to make smart, dynamic decisions to achieve excellence.</p>	 <p><b>We make it happen</b></p> <p>We dream big at Oviva – and we act quickly and decisively to make those dreams a reality. We use data and research to innovate, challenging the status quo when necessary. Results matter: We deliver them.</p>
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## Managing Director Statement

An introduction from the Oviva UK Managing Director.

At Oviva UK, our mission is to become the most effective and accessible provider of weight-related health services. I am pleased to share Oviva UK's Quality Account for 2023/24, which offers a comprehensive review of our performance over the past year and outlines our objectives for the year ahead.

Over the last year, we have partnered with numerous NHS organisations to deliver a wide range of programs tailored to local communities, including diabetes prevention, structured education and remission initiatives, and Tier 2 and Tier 3 weight management services. I am proud of the strong clinical outcomes we have achieved, as highlighted in this report. Nonetheless, our focus remains firmly on continuous improvement, as we actively monitor key metrics, trends, and patient feedback to enhance clinical outcomes and ensure patient safety.

Delivering an outstanding patient experience is a core priority, and our patient feedback reflects our commitment to quality patient care, with selected results shared in this report.

Our commitment to this vision is evident in the significant growth in patient numbers over the last year, and we look forward to the opportunities the next 12 months will bring. We aim to make treatment available where and when people need it, collaborating with commissioners and referrers, and demonstrating the clear return on investment of our programs.

Our mission would not be achievable without our exceptional team. Listening to our employees and acting on their feedback is essential to our success. Our quarterly employee engagement surveys enable staff to share anonymous feedback, and our 'Office Hours' initiative allows employees to meet directly with members of the executive and leadership team to discuss suggestions, opportunities, and concerns.

I want to extend my heartfelt thanks to all our staff who work tirelessly, both behind the scenes and in patient-facing roles, embodying our values in everything they do. Without their dedication, we would not be on track to realise our vision; they should be immensely proud of their contributions to our success.

This report reflects the quality of our programs and internal processes, providing a clear view of our achievements and goals for the coming year. I hope it will be read widely, both internally and externally, and I welcome any questions or discussions on its contents.

*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 to maximise clinical outcomes and patient safety. Oviva utilises the latest weight management evidence to identify areas for improvement and then monitors impact to ensure service improvement.

This section of the report will concentrate on the coming year, 2024/25, 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 2023/24 ([Part 2](#)).

### Improvement priority 1 - Training rationalisation

At Oviva we're committed to developing our clinical teams, this includes the provision of high quality training to grow skills and ensure we provide care aligned with our coaching values and behaviours. As Oviva scales and care provision evolves, we must review and rationalise our training both from a [core](#) and internal skills and competency perspective. This rationalisation aims to reduce unnecessary duplication, equip our clinical teams with the skills and knowledge they require and update existing training in line with learner feedback and the latest evidence-based information. We will increasingly focus on training being assigned on a personalised basis (outside of mandatory training) with clear learning objectives set between each clinician and their line manager. Additionally, we aim to embed our new Oviva approach to weight management into clinical knowledge training - placing an emphasis on a clear and consistent coaching approach which provides evidence-based, personalised approaches to weight management.

### Improvement priority 2 - Patient engagement

Patient engagement continues to be a core focus to ensure patients are getting the most out of their Oviva programmes. We aim to do this by providing patients with more responsive care, ensuring they receive coach feedback when they really need it, whether that be when they have a question that needs answering or when they have dips in motivation. In addition, we aim to continue to improve the instant and daily feedback that patients receive on their meal logs as the more value patients get from this, the more likely they are to continue to engage. This includes making the feedback they receive even more personalised and actionable. One other area of focus is on the patient onboarding journey, specifically improving patient's understanding of the 'Oviva method' to ensure a successful start on the programme, increasing the likelihood of longer term engagement.

### Improvement priority 3 - Continuity of care

Ensuring patients receive care which consistently meets their needs is essential to safe, high quality care. Continuity of care can be defined as the ongoing relationship between patient and their health care professional or team and the smooth transition of care. In 2022/23, Oviva created a set of coaching values and behaviours to promote personalised care and underpin training and our clinician and coaching quality assurance framework. The next step is to ensure these values are being implemented in practice, including when patients are provided care from multiple Oviva clinicians (e.g. Tier 3 weight management). This includes the implementation of peer-to-peer note taking audits to support clear, concise and accurate documentation which aids handover.

## 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.

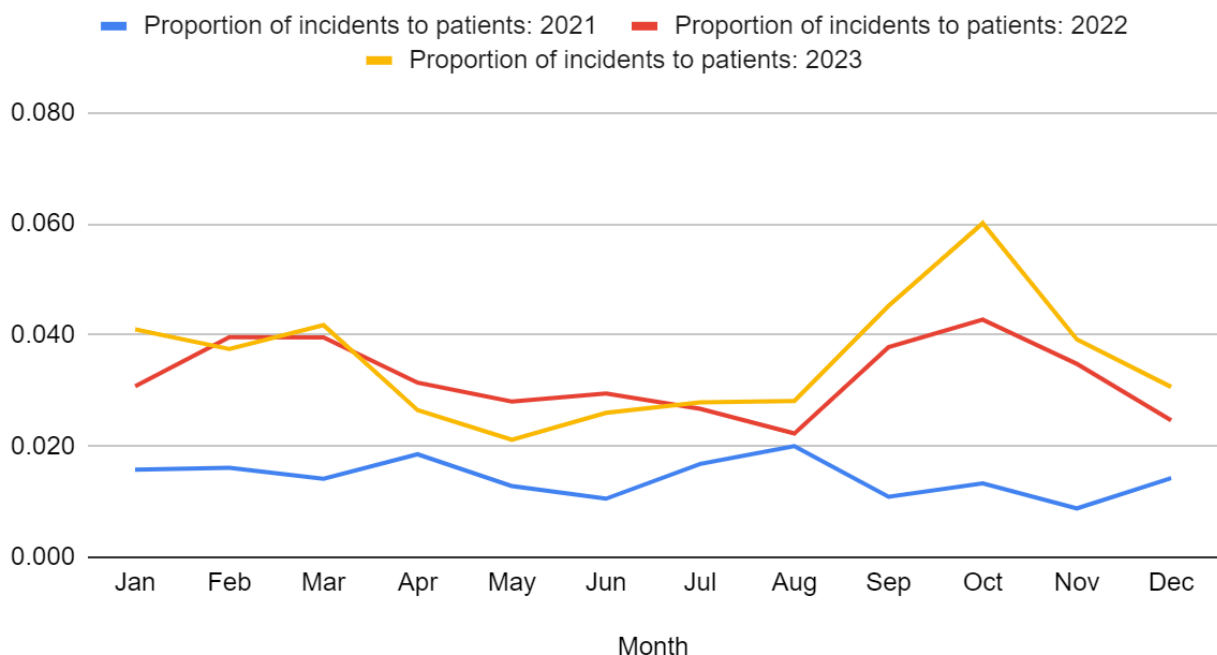
### Patient safety

Oviva's new [Patient Safety Incident Response Framework \(PSIRF\)](#) was launched in Feb 2024 to align with [NHSE requirements](#) and ensure Oviva takes a proportionate, co-ordinated and data-driven response to patient safety incidents. 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 to 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 feedback and development process.

### Adverse events

The following data shows the number of reported adverse events in proportion to the number of patients on Oviva's pathways (2021-23). No serious incidents or never events were reported in this timeframe.

#### Proportion of adverse events to patients on pathway 21-23



The trends relating to proportion of adverse events to patients on Oviva pathways was investigated, the findings were as follows:

- 1) One reported hospitalisation was found to be potentially a result of an Oviva weight management intervention. This was related to an adverse reaction to low calorie diet meal replacements, appropriate support was provided and the incident was reported to NHSE. The remaining hospitalisation events (98%) were not linked to Oviva care or a healthcare error.

- 2) Frequent incident types continue to be the expected side-effects related to dietary change / calorie deficit.
- 3) One medication event was identified which resulted in learnings and improvement to reduce future risk. This concerned providing patients with clearer instructions regarding the correct storage of GLP1 medication to reduce risk of degradation.
- 4) Near misses continue to provide helpful learnings to support service improvement to minimise future risk and patient harm.

Overall, there has been no significant change in the pattern of incidents caused by Oviva’s care in 2023. We know constipation, nausea, dizziness and non-serious hypoglycemia can be expected as a result of undertaking an intensive lifestyle intervention. The risks associated with these are not considered to be uncontrolled with appropriate mitigation in place to reduce risk and support proactive self-management with clinical support and signposting.

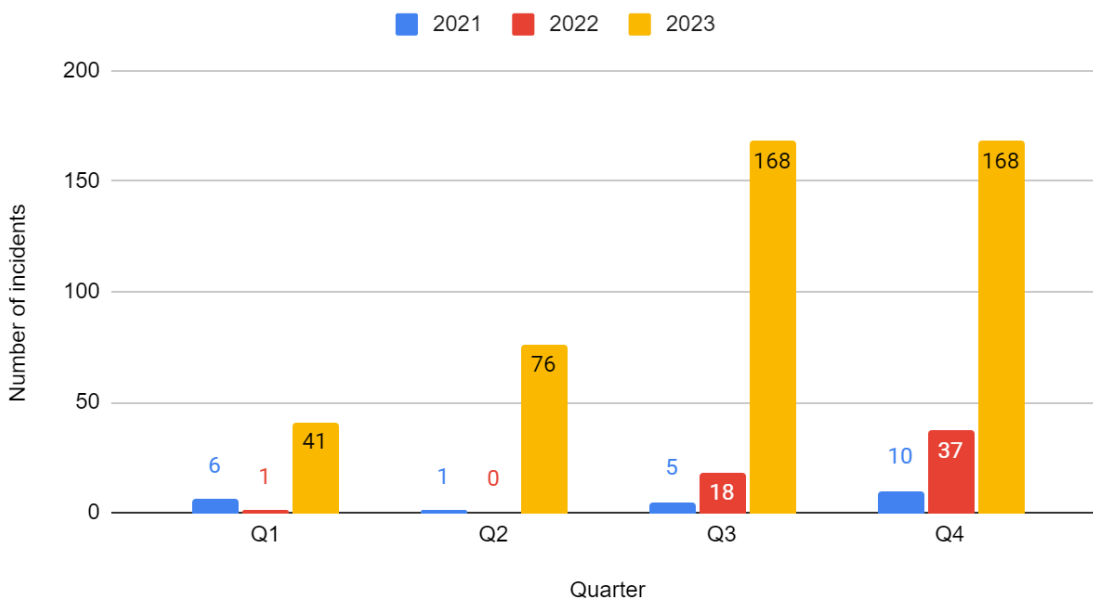
One of the key challenges of PSIRF implementation is to support appropriate incident reporting and a system-based approach that recognises patient safety is an emergent property of the healthcare system. A system-based approach therefore recognises that it is insufficient to look only at one component, 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, but importantly, the number of incidents linked to Oviva care where learning can be extracted. This is reviewed quarterly in the Oviva UK Clinical Governance meeting with review of emergent trends in the monthly Patient Safety Oversight Meeting.

### Information Governance incidents

Oviva achieved the “Standards Exceed” assurance status against the requirements of the Data Security & Protection Toolkit for the 2024/25 reporting period. Oviva is Cyber Essentials accredited (last accredited August 2024) and Cyber Essentials Plus accredited (latest being September 2024) and conducts regular external accredited penetration testing. No findings or major risks were reported from the last penetration test.

The graph below shows the number of information governance incidents reported in 2021-23.

Information Governance Incidents: 2021-23



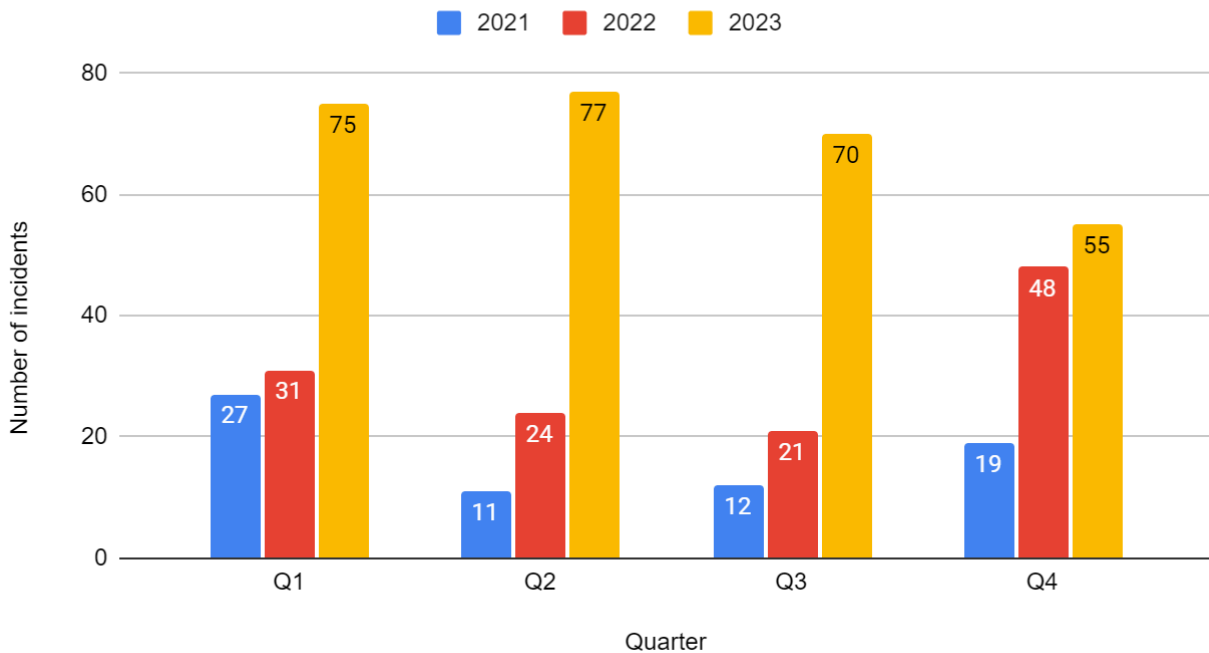


In 2023, there were no information governance (IG) incidents assessed as high risk. The increased number of IG incidents were investigated and concluded to be due to increased patient volume and Oviva UK not being informed of patients' up to date GP practice locations. As a result, there has been an increase in discharge letters being sent to former GP practices. 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 2021-23.

Safeguarding incidents: 2021-23



In 2023, 277 safeguarding incidents were reported across our Oviva pathways. It is recognised that the increase in the number of reported safeguarding incidents was due to increased patient volumes and more robust safeguarding procedures and incident reporting frameworks being in place.

It is noted that the highest number of safeguarding incidents occurred in our Tier 3 Weight Management Pathway with 126 incidents reported, followed by our National Diabetes Prevention Programme (NDPP) with 57 incidents. This trend is the same as previous years and is deemed to be a result of pathway and patient cohort complexity in Tier 3 and high patient volumes in NDPP.

Suicide and self harm related incidents were the highest of all safeguarding incident subtypes, with 222 incidents occurring over the duration of 2023, followed by 14 domestic abuse cases. Comparatively, in previous years we have seen the same trend, and equally a similar trend during the first three quarters of 2024.

There were instances of incorrect incident logging, where data was missing or unclear leading to resubmission of incident reports, along with instances of insufficient record keeping. Actions were put in place to resolve these issues and reduce future risk.

## Clinical effectiveness

Oviva reviews the clinical outcomes for all programmes on a fortnightly basis, alongside, thematic analysis of patient feedback, patient enrollment and retention. Each Oviva programme is steered by a cross-functional programme management structure and group (called Squads) 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 patients receive high quality care.

### Reflections

Oviva aims to provide flexible and personalised care to patients based on their needs and preferences (e.g. phone or app based care), targeted to when they most need it. Programme design, including coaching touchpoints, Learn content, meal log feedback and motivational nudging, aims to maximise the value they gain from the programme. This in turn, supports patient engagement and retention and ultimately enhances clinical outcomes. There is a strong focus on culture & diversity to ensure inclusivity in our programmes, including digital inclusivity. Oviva is dedicated to clinical intervention and product research to ensure continued improvement and assess the effectiveness of our services. In 2023/24, 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.
- 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). [DUK 2023](#)
- Finnie J, Diamond L, Gupta N, Schirmann F, Miller K. A digital, remote and face to face hybrid model of Diabetes Structured Education achieves good uptake, completion and weight loss in a rural setting. [DUK 2023](#)
- Finnie J, Diamond L, Gupta N, Schirmann F, Miller K. App coaching is considered acceptable to participants and achieves superior weight loss outcomes in Diabetes Structured Education [DUK 2023](#)
- Finnie L, Curtis T, Lawson V, Diamond K, Andy H, Gupta N. A digital and remote specialist tier 3 weight management service achieves equitable outcomes in working age compared to older age participants and male compared to female participants, tackling the challenges involved in traditionally harder to reach participant groups. UKCO 2023.
- Finnie L, Curtis T, Lawson V, Diamond K, Andy H, Gupta N. A digital and remote specialist tier 3 weight management programme achieves equitable outcomes when comparing Asian ethnicity participants to White ethnicity participants. UKCO 2023
- Finnie L, Curtis T, Lawson V, Diamond K, Andy H, Gupta N. A digital and remote specialist multidisciplinary tier 3 weight management service achieves equitable outcomes across indices of multiple deprivation deciles (IMDD). UKCO 2023.
- Miller K, Schirmann F, Bates R, Nicinska B, Diamond L, Jones J, Tidman A, Gupta N. Dietary choice, uptake, retention and initial outcomes of a remote weight management programme delivered to an ethnically diverse population living with type 2 diabetes. [DUK 2023](#)

### Publications in reference to Oviva care

- Gemesi, K., Winkler, S., Schmidt-Tesch, S. et al. (2024) Efficacy of an app-based multimodal lifestyle intervention on body weight in persons with obesity: results from a randomised controlled trial. Int J Obes 48, 118–126. [URL](#)
- National Institute for Health and Care Excellence (2023). Digital technologies for delivering multidisciplinary weight-management services: Early value assessment. [URL](#)
- Kmietowicz Z (2023). Weight loss drugs: Digital services will improve access, says NICE. BMJ 2023; 382 :p1882. [URL](#)
- Miles LM, Hawkes RE, French DP. How the Behavior Change Content of a Nationally Implemented Digital Diabetes Prevention Program Is Understood and Used by Participants: Qualitative Study of Fidelity of Receipt and Enactment. J Med Internet Res 2023;25:e41214. doi: [10.2196/41214](#)

## Patient experience

Oviva prides itself on providing a tailored and patient-centred experience for those partaking in its programmes. Oviva works with its patients, 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 2023/24 was 3.7 out of 5, a decrease of 9% vs. the previous year. We saw a significant increase (147%) in patient feedback volume in this time period, due to both continued improvements in data collection and an increase in our patient volume.

### 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.

Feedback source	2023/24	2022/23	2022/21
Google Play	4.1	3.9	4.1
Apple Store	3.9	3.9	3.9
TrustPilot	4	3.3	3.3
Google	4.2	3.1	3.1

During the 2023/24 period there were just 13 formal complaints made. All complaints were resolved, two of which required further escalation to Senior Management.

## **Reflections**

For this period, the negative feedback trends relate to suggestions around more personalised coaching and advice, improved app functionality (particularly our tracking features), wanting more frequent touchpoints with the coaching team, and pathway expectations not being met. 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 remain unchanged and relate to patient outcomes (e.g. weight loss, lifestyle changes, improvements in clinical markers), coaching quality & support, and app usability.

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

### Tier 3 Weight Management

"I had support for the whole year from start to finish. This support kept me engaged and I lost weight and was extremely happy and I learned along the way so I am able to carry on now the programme has finished".

"Thank you to all the Oviva team for guiding me and helping me through the last 12 months. But a big special thanks to [my coach]. She's been my rock, mentor, and the one I think of during this journey. I certainly would not have gotten through the first few weeks without her"

### National Diabetes Prevention Programme

"Inspirational, knowledgeable, motivational and great 1-1 contact. I felt Oviva took a personal interest in me."

"Enjoyed being on the programme and found the information given helped me a lot - if I had to ring up to change an appointment the staff were always pleasant and helpful".

### Diabetes Remission

"Losing over 6 stone, being more active, enjoying life more, doing more, making better choices, learning to listen to my body. These achievements lead to other things, wanting to do more, setting new goals and also small but significant things, like how I'm treated by other people. ...the app is brilliant, I couldn't have managed without it, the recent changes have also improved it. The learn section is excellent, very helpful and a really good reference library if you want to check on something or need a little motivation, especially when you change to monthly coaching. The weekly/monthly coaching has been invaluable for me".

"I'd like to express my thanks for all your recommendations and help, it's been life changing as it should be".

### Diabetes Support Education

"Many thanks for all your help & advice, I have learnt so much and am learning how to change my eating habits for the better. Good to know on the app as it is very useful"

“A very interesting learning about how different foods and exercise affect diabetics .The lady who took the course was really nice and easy to listen to, I felt you could have asked her anything and she would have helped you”.

### Tier 2 Weight Management

“The programme is great and the coaching support was fantastic. [My coach] really listened and took on board that I was grieving and dealing with a lot, so tailored her support in a way that acknowledged I was doing my best”.

“Thank you for your support during this programme. I am very glad to have reached the target goal weight for the 12 weeks and feel encouraged to continue on this journey. My aim is to lose 5 kgs more. My weight loss has caused a drop in my blood sugar levels which I'm very pleased about. Once again, thank you for your support”.

## **Achievements & feedback**

### **Awards & accreditation**

Oviva's continues to be dedicated to improving access to healthcare by utilising digital technology while retaining the principles of effective, individualised and safe care. This was reflected by a number of awards and accreditation achieved:

- Finalists for 'Outstanding contribution to Population Health' in the Innovate Awards 2023.
- Shortlisted for two awards at the LaingBuisson Awards:
  - Health Tech Product of the Year - our Oviva app has been acknowledged for its innovative, digitally enabled approach to weight management and patient experience.
  - Public Private Partnership - Recognising our partnership with Norfolk and Waveney ICB, where we successfully delivered our digital Tier 3 Weight Management service.
- 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

### **Feedback from Oviva partners**

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

- “There was a high demand for weight management services for adults in Medway through both GP referral and self referrals. We needed to expand our service capacity to meet this. We also wanted to advance our menu of intervention as we recognised that people prefer different modes of delivery, so we wanted to try a digital option to see uptake, adherence and outcome, then compare this to existing face to face services. There has been a good uptake for Oviva's digital weight management service which was commissioned in 2022. We are pleased to say that the service has exceeded expectations regarding referrals and service users enrolment”. Oluseyi Obadare, Public Health Project Manager, Medway Council (December 2023)

### **Oviva staff feedback**

The Oviva employee engagement survey results were compared to the most recent 23/24 survey. The results showed the following:

- 78.5% of employees still wanted to be working at Oviva in the following 12 months, this saw an increase from 76.6% in 2022
- 78.2% 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 77.6% would recommend
- We no longer included the question around if employees felt sufficiently informed about changes that may affect them; however, we now 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), 81% of employees felt they did.

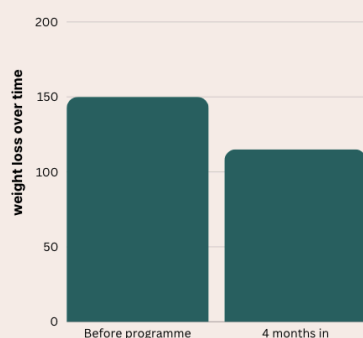
## Inspiration stories from Oviva patients

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 – Fred

## NHS Type 2 Diabetes Pathway to Remission

Fred, 37 from South West London, joined the NHS Type 2 Diabetes Pathway to Remission after receiving a type 2 diabetes diagnosis. Having struggled with weight loss before, Fred found the Total Diet Replacement (TDR) phase challenging initially but appreciated the structure of the programme. After four months, he achieved a remarkable 20% weight loss, losing 30kg. Now, at the Food Reintroduction stage, he's working with his health coach to build sustainable habits, and the Oviva app helps him track progress and stay motivated. Fred is excited to continue his journey towards a healthier lifestyle.



Before the programme

4 months into the programme

*"My clothes fit and I can finally start shopping for smaller sizes. I have started to run park runs on Saturday mornings and it has been so motivating. I go to the gym 4 days a week and am starting to do some weights to tone the excess skin on my arms, legs and belly."*



## How to Provide Feedback on this Quality Account

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

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