

# Oviva UK Quality Account 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 2024, informing 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 2025 as well as retrospectively in 2024. 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 2024, Oviva delivered care across 42 NHS contracts, including 30 ICBs and 8 Public Health contracts.

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



### We place our patients first

Our patients' wellbeing is our number-one priority. By using evidence, empathy and personalisation, we deliver care that changes lives. We listen to our patients: Their experiences matter – and their feedback informs what we do.



### We empower our teams

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.



### We make it happen

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.

## 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 present our 2024 Quality Account, which provides a transparent review of our performance over the past year and outlines our strategic priorities for 2025.

2024 has been a year of significant growth and transformation for Oviva. We now partner with 30 NHS ICBs to deliver specialised pathways including diabetes prevention, structured education, and remission initiatives.. This year was marked by the successful launch of the Patient Safety Incident Response Framework (PSIRF), a milestone that has shifted our clinical culture toward a proactive, systems-based approach to safety and learning.

While I am proud of our strong clinical outcomes, we remain focused on continuous improvement. The rapid scaling of our Tier 3 weight management services and the introduction of weight loss medications have presented new opportunities. In response, we are strengthening our clinical

governance through a transition to EMIS for prescribers and the implementation of weekly multidisciplinary safety meetings to ensure every incident serves as a catalyst for systemic improvement.

Delivering an outstanding patient experience remains our core priority. While our Friends and Family Test (FFT) scores remained positive, we have listened closely to feedback regarding the need for greater personalisation in digital coaching. Our 2025 roadmap specifically targets these areas, reinforcing the "human-led" nature of our care and building deeper rapport with those we support.

Our achievements would be impossible without our exceptional team. I want to extend my heartfelt thanks to all our staff who work tirelessly to embody our values in every patient interaction.

I declare that I have reviewed this Quality Account and am satisfied that the data reported is accurate to the best of my knowledge. I welcome your feedback as we continue to shape the future of accessible healthcare.

**Martin Fidock** Managing Director, Oviva UK

## Part 1: Improvement objectives

Oviva is committed to quality improvement to ensure effective, individualised and safe care for our patients. Our pathway teams, comprising specialist squads with clinical leadership and operational oversight, drive quality improvement to maximise clinical outcomes and patient safety. Oviva uses the latest weight management evidence to identify improvement areas and monitors impact to ensure service enhancement. This section of the report will concentrate on the coming year, 2025, 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 2024 ([Part 2](#)).

### Improvement priority 1 - Medication Management & Clinical Governance

- **Context:** The significant growth in Tier 3 weight management, particularly the use of GLP-1 medications, led to an increase in reported medication-related incidents, including side effects, prescription errors, and documentation gaps.
- **2025 Goal:** To strengthen the clinical framework surrounding weight loss medication to ensure patient safety and process accuracy.
- **Key Actions:**
  - Transition prescriber documentation to EMIS to reduce process duplication, improve data quality and documentation, and save clinician time and patient safety.
  - Implement a regular multidisciplinary patient safety meeting to review complex cases and extract cross-pathway and function learnings.
  - Standardise the use of red-flag reports and weekly clinical huddles to communicate safety trends to all staff.

### Improvement priority 2 - Enhancing Patient Education & Onboarding

- **Context:** Thematic analysis of Tier 3 incidents indicated that many preventable safety events were linked to a lack of patient understanding regarding medication side effects and "safety-netting" advice.
- **2025 Goal:** To empower patients with better resources at the start of their journey, reducing the likelihood of disengagement or avoidable clinical escalations.
- **Key Actions:**
  - Launch mandatory GLP-1 onboarding webinars and integrated video guides within the "Learn" content to improve baseline patient knowledge.
  - Ensure all patients are screened by the MDT prior to their initial consultation to align advice with their specific medication regimen.

### Improvement priority 3 - Personalised Continuity of Care in Digital Coaching

- **Context:** Feedback from the 2024 OKR cycles highlighted patients occasionally feel a lack of personalisation, specifically noting when AI-generated messages are sent
- **2025 Goal:** To reinforce the "human-led" aspect of our digital care, ensuring that AI tools are used to enhance, not replace, personalised clinical support.
- **Key Actions:**
  - Provide targeted training on the personalisation of AI-generated responses and the use of the App Care Team (ACT) dashboard to better track patient-reported concerns
  - "Human Coaching" identifiers, such as coaches using their names in messages, to build rapport and increase accountability.

## Part 2: Review of our quality performance

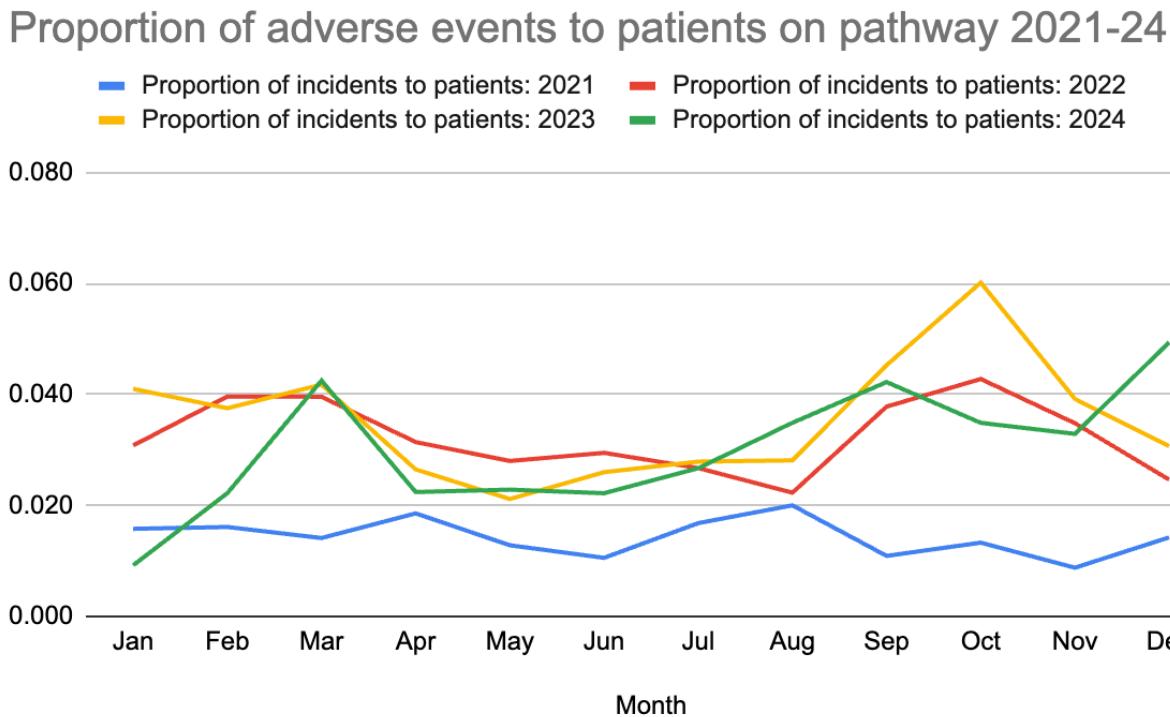
The following chapter reviews key quality performance indicators and reflects on 2024's achievements and areas for improvement.

### Patient safety

Oviva successfully launched the Patient Safety Incident Response Framework (PSIRF) in February 2024. This transition moved the organisation toward a more proportionate, data-driven response to incidents, focusing on learning potential rather than raw volume alone.

#### Safety events

The following data shows the number of reported safety events in proportion to the number of active patients on Oviva's pathways (2021-24). No never events were reported in this timeframe.



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

- 1) **Tier 3 Growth:** Incidents in Tier 3 doubled in the latter half of the year, directly correlating with increased patient numbers and expansion of Oviva weight loss prescriptions.
- 2) **Side Effects:** Frequent incident types remained the expected side effects of intensive lifestyle interventions and GLP-1 medication (e.g., nausea, dizziness, and non-serious hypoglycemia).
- 3) **Learning Potential:** While side effects have limited learning potential, Oviva focused deeper reviews on near misses and errors in care processes, which provided the most significant insights for service improvement

Analysis indicates that there was no significant change in the underlying pattern of incidents directly caused by Oviva's care during this period. Common incident types remained consistent with the

expected side effects of intensive lifestyle interventions and GLP-1 medications, such as nausea, dizziness, constipation, and non-serious hypoglycemia. These risks are considered controlled through existing mitigations that support proactive patient self-management, clinical signposting, and specialist support.

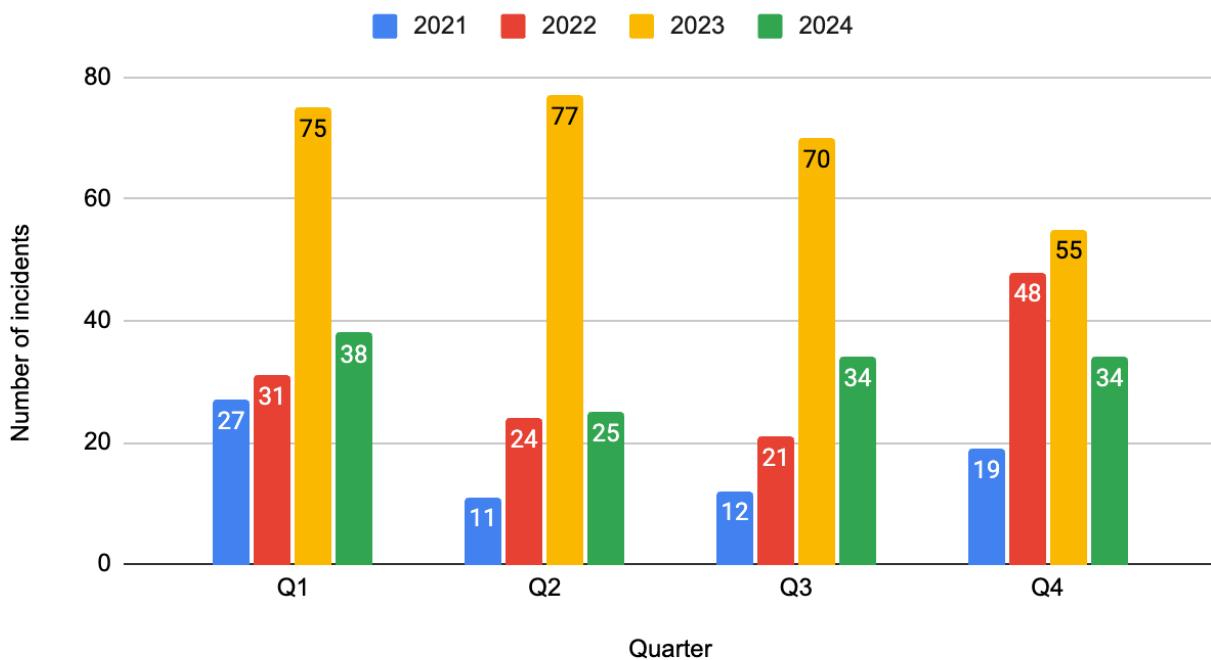
A core achievement in 2024 was the successful transition to the Patient Safety Incident Response Framework (PSIRF). This transition has shifted Oviva toward a system-based approach, recognising that patient safety is an emergent property of the entire healthcare system rather than the result of isolated components or individuals. By focusing on learning potential rather than raw reporting volume, we have identified that while frequent side effects offer limited new insights, deeper reviews into near misses and care process errors provide the most significant opportunities for systemic improvement.

To ensure continuous oversight, Oviva now monitors both the total number of incidents and, more critically, the specific cases where actionable learning can be extracted. These findings are reviewed quarterly at the Oviva UK Clinical Governance meeting, with emergent trends monitored monthly during monthly Clinical Risk Register meetings. This oversight aims to ensure identified system changes are implemented and monitored to further enhance patient safety across all pathways.

### Safeguarding incidents

The graph below shows the number of safeguarding incidents reported 2021-24.

#### Safeguarding incidents: 2021-24



- **Performance:** Safeguarding Quality Assurance (QA) scores rose from 91% in Q1 to 99% in Q4, reflecting an empathetic and supportive approach to patient safety.
- **Themes:** Mental health crisis management, including suicidal thoughts and self-harm, remained the primary safeguarding subtype, continuing as the leading subtype in 2024.
- **Pathway Distribution:** The Tier 3 pathway accounted for the highest proportion of safeguarding reports (roughly 50-60% per quarter), followed by our NDPP program.

## Information Governance incidents

Oviva achieved the "Standards Exceed" assurance status against the requirements of the Data Security & Protection Toolkit. Oviva is Cyber Essentials accredited (last accredited August 2025) and Cyber Essentials Plus accredited (latest being September 2025) and conducts regular external accredited penetration testing. No findings or major risks were reported from the last penetration test. Through the rationalisation of reporting requirements and improved internal processes. Oviva achieved significant improvements in 2024 as follows:

- **Incident Reduction:** Internal IG reports decreased.
- **Strategic Shifts:** In Q3, IG reporting moved to Freshdesk to reduce duplication and improve data accuracy.
- **Regulatory Compliance:** No IG incidents required reporting to the Information Commissioner's Office (ICO) throughout 2024.

## Key Reflections, Learnings & Actions

Focus Area	Actions
Framework & Governance	<ul style="list-style-type: none"> <li>• Transitioned to the Patient Safety Incident Response Framework (PSIRF) in 2024 to focus on learning potential rather than raw volume.</li> <li>• Established a weekly multidisciplinary patient safety meeting (including Medical, Nursing, and Programme Leads) to review complex cases and agree on action trails</li> </ul>
Medication Safety (Tier 3)	<ul style="list-style-type: none"> <li>• Implemented consultant led screening prior to initial consultation to ensure eligibility, appropriate and safe prescribing and dietary advice.</li> <li>• Launched mandatory Wegovy onboarding webinars and integrated video guides into "Learn" content to improve patient knowledge and safety-netting .</li> <li>• Began the transition of prescriber documentation to EMIS to improve data quality, documentation accuracy, and clinical visibility.</li> </ul>
Reporting & Efficiency	<ul style="list-style-type: none"> <li>• Streamlined reporting by moving Information Governance (IG) incidents to one ticket system (Freshdesk)</li> <li>• Revised internal IG reporting criteria, resulting in a significant reduction in reports for non-reportable events.</li> <li>• Initiated the development of integrated note-taker templates on OCS and OPM to reduce duplication of work for clinicians.</li> </ul>
Clinical Communication	<ul style="list-style-type: none"> <li>• Integrated regular patient safety updates and trend reports into clinical huddles across all UK pathways</li> <li>• Improved DREM/T2DR workflows by utilising the App Care Team (ACT) dashboard to better triage and manage adverse events and effects</li> <li>• Updated the Tier 3 Initial Consultation (IC) template to improve documentation of medication changes and safety advice.</li> </ul>
Safeguarding & Data	<ul style="list-style-type: none"> <li>• Safeguarding training and audit - Maintained high Safeguarding QA scores, which rose from 91% (Q1) to 99% (Q4)</li> </ul>

## Clinical effectiveness

Oviva reviews clinical outcomes for all pathways 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. Work was carried out on the following focus areas to enhance clinical outcomes and patient experience.

### Key Reflections, Learnings & Actions

Focus area	Actions
Improved Tier 3 initial consultations (ICs) to ensure high quality practice	<ul style="list-style-type: none"> <li>IC curriculum content and best practice review</li> <li>Patient feedback and dietitian feedback review</li> <li>Confirm of best practice to embed approach</li> </ul>
An audit into Diabetes Remission ICs revealed 26% of first calls failed due to missing meal replacement or monitoring equipment	<ul style="list-style-type: none"> <li>The patient support team calls patient prior to the first appointment to check they have products and equipment and feel ready to start.</li> <li>Support offered to patient to ensure readiness (e.g. ordering product, chasing equipment)</li> </ul>
Expanded webinar provision, following positive outcomes, including patient feedback, weight loss and retention.	<ul style="list-style-type: none"> <li>Webinar facilitator training and development pathway rolled out to improve quality of delivery</li> <li>Content refined based on patient and facilitator feedback</li> <li>New webinars content including seasonal e.g. managing festive periods such as Ramadan.</li> </ul>
Improve timeliness of app care to provide patient support when needed	<ul style="list-style-type: none"> <li>Introduced a pool of coaches to respond to app messages in a timely manner</li> <li>Coach training on continuity of care and quality</li> <li>Regular app coaching check-ins continued.</li> </ul>

In 2024, Oviva continued its commitment to research relating to our Oviva pathways and clinical outcomes. These included:

### Abstracts

- Ahmadyar, K. et al. (2024) 'Keep it brief and make a plan? Investigating whether explanation length and implementation intentions influence adherence to weight management strategies'. [Poster] Presented at *UKSBM Conference*, March 2024.
- Gemesi, K. et al. (2024) 'Evaluation of an app-based multimodal lifestyle intervention in persons with obesity – results of a randomized controlled study'. [Poster] Presented at *EASO Venice*, May 2024.
- Lehmann, M. and Blüher, M. (2024) 'Understanding patients' needs through analyses of baseline data from a digital therapeutic targeting obesity'. [Poster] Presented at *DDG Berlin*, May 2024.
- Szypula, J. et al. (2024) 'Personalising weight loss interventions using cognitive-behavioural phenotypes'. [Poster] Presented at *UKSBM Conference*, January 2024.

## Publications

- Lehmann, M., Jones, L. and Schirrmann, F. (2024) 'App Engagement Predicts Weight Loss in Blended-Care Interventions: Observational Study Using Real-World Data From 19,211 Patients', *Journal of Medical Internet Research*, 26. Available at: <https://www.jmir.org/2024/1/e45469>.

## Patient experience

Oviva prides itself on providing a tailored and patient-centred experience. We work with our 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 receiving care. 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 2024 was 3.7 out of 5.

### Other Feedback Channels & Patient Complaints

In addition to FFT, 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.

Source	2021	2022	2023	2024
Google Play	4.1	3.9	4.1	4.2
Apple Store	3.9	3.9	3.9	3.9
TrustPilot	3.3	3.3	4	3.9
Google	3.1	3.1	4.2	4.4

In 2024, there were 99 complaints made, of which 4 have no recorded outcome, and 4 were escalated. All complaints were resolved, two required further escalation to Senior Management.

### Key Reflections, Learnings & Actions

Thematic analysis of feedback revealed consistent strengths and emerging risks associated with service scaling and the transition to new models of care.

#### Positive Themes (Strengths)

- Care Quality:** Consistently cited as a top strength. Patients valued the "friendly, supportive" demeanour and "useful advice" from their clinician
- Patient Outcomes:** Significant weight loss and clinical improvements (e.g., HbA1c reduction) remained a core positive.

- **App Usability:** The app was frequently described as "intuitive" and "easy to use" for monitoring activity and nutrition.

#### Negative Themes (Areas for Improvement)

- **Continuity of Care:** Emerged as the primary concern in the latter half of the year (28.9% of negative feedback in Q4). Patients reported "lack of coach contact" and long wait times for message responses.
- **Personalisation:** Some patients felt coaching responses were "robotic" and non-personalised
- **Product Functionality:** Initial dissatisfaction with meal logging updates in Q1 (related to the removal of text-based logging) led to accuracy concerns.
- **Wait Times:** Increasing complaints regarding waiting lists for prescriber appointments.

Focus Area	Actions
Continuity of Care	Increased clinician capacity to support timely patient care.
Personalisation	New coach care quality KPI to ensure regular monitoring of patient feedback, targeting >4.2 (out of 5)
Product Innovation	Rollout of the Nutrition Compass and instant meal log feedback to provide more immediate value and advice to patients.
Accuracy	Updated the app to include automatic descriptions of food items to improve accuracy and allow for the rejection of non-food items.
Expectation Setting	Improved automated communications to manage expectations as patients transition to self-led phases with lower contact frequency.
Capacity Management	Redesigned the onboarding appointment process and increased prescriber capacity to reduce waiting lists.

#### Patient Feedback about Oviva's Programmes

##### Tier 3 Weight Management

"Since starting Oviva's programme, I've lost around 8 kg and no longer feel hungry all the time. It's made it much easier to follow a healthier eating pattern. The occasional nausea has been manageable, and I've found the learning packages and meal logging really supportive. I feel like I'm finally making a serious step towards better health and mobility." – Linda, 70, Staffordshire

"I used to be mostly housebound and seriously considered surgery – now I've lost nearly 7 stone and feel healthier, more confident, and back in control. Working with Oviva has completely changed how I think about food and setbacks. Wegovy gave me the boost I needed, and I've had no side effects. With Oviva's support, I truly believe I can keep going and reach my goals." – Emily, 36, Sheffield

##### National Diabetes Prevention Programme

"My experience with Oviva has been excellent. The programme was tailored to my needs, and I felt supported throughout. The advice was honest, practical, and easy to understand – it really helped me manage my weight and feel more in control. I'd recommend Oviva to anyone who's struggling with weight-related issues."

"This programme is excellent, it offers practical, evidence-based strategies to support long-term

changes around food, habits, emotional health, and physical activity. The app helped me stay on track, with helpful modules and space for reflection and planning. I've learnt to be kinder to myself and take a more mindful approach to my wellbeing. What's stayed with me most is learning that 'diet' means a way of life – and that's exactly what this programme has helped me embrace."

#### Diabetes Remission

"I'm now completely off my medication and, fingers crossed, on the road to remission. I don't think I would have achieved this a year after diagnosis without the support of this programme. I've also shared positive feedback through my role on the Diabetes UK Lived Experience Advisory Panel, in the hope that more people stay with the programme and benefit from it as much as I have."

"I'm so grateful for the support I've received throughout the programme. The experience has taught me the importance of looking after myself, and I'll keep monitoring my health, goals, weight, diet, blood pressure and glucose levels."

#### Diabetes Support Education

"Oviva has really motivated me to make positive changes. The lessons are clear, easy to follow, and have helped me start losing weight – I'm determined to keep going."

"When I was diagnosed with diabetes, I felt overwhelmed – but Oviva helped me realise that with lifestyle changes, I could take control. I've lost 8.7kg through lessons on diet and exercise, and now fully manage my condition."

#### Tier 2 Weight Management

"The app has been really helpful for tracking my progress and understanding my eating patterns. My blood sugar has dropped from 70 to 60, and while there's still a way to go, I'm continuing to work on portion sizes and building a healthier relationship with food."

"I'm really enjoying trying new foods – some I'll keep, others not so much! I'm building up my walking with my trolley, taking small steps with support from my husband, and I'm hopeful I'll be walking around the block soon."

## 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:

- Oviva was shortlisted for two awards at the 2024 **LaingBuisson Awards**:
  - **Public Private Partnership** – Recognising our partnership with Norfolk and Waveney ICB, where we successfully delivered our digital Tier 3 Weight Management service, increasing accessibility and breaking down barriers to care for hard-to-reach populations.
  - **Health Tech Product of the Year** – Our Oviva app was acknowledged for its innovative, digitally enabled approach to weight management and patient experience. Supporting the NHS, the app uses leading AI technology and empowers patients to develop sustainable behaviour change with the guidance of Oviva's clinical team.
- CQC overall rating of "Good" for our Tier 3 weight management service (2022)

- DTAC certification, ensuring compliance with standards for clinical safety, data protection, technical security, interoperability, usability, and accessibility.

### Feedback from Oviva partners

Feedback from Oviva's healthcare partners is collated to aid service improvement. For example:

- "Oviva's multi-disciplinary approach - bringing together dietitians, psychologists, and exercise specialists - offers a truly holistic way to support patients. I've recently referred patients to Oviva and look forward to hearing their experiences. For many, the shorter waiting time for support has been a key motivator in choosing a service. With the referral process, the form is simple and quick to complete. With obesity driving so many chronic conditions, early intervention is vital. Providing patients with the right tools and support now will help reduce the need for more costly interventions across the NHS in the future." - Dr Benjamin Vere, South East London ICB.

### Oviva staff feedback

The Oviva employee engagement survey results were compared to the most recent 2024 survey. The results showed the following:

- 83.9% of employees still wanted to be working at Oviva in the following 12 months, this saw an increase from 78.5% in 2023
- 83.2% 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 2023 survey results where 78.2% 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), 83.6% 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.

### Andrew from Sheffield is on our Tier 3 Weight Management Programme

South Yorkshire ICB



Medical goal achieved: Andy needed to lose weight to qualify for a knee replacement operation after struggling to lose weight on his own, leading his GP to refer him to the Oviva programme.



Simple, effective treatment: Using Wegovy weekly injections with tiny, painless needles every Sunday morning, plus the Oviva app to track meals, mood, and receive personalised nutrition feedback on carbs, fibre, and fats.



Life-changing mobility improvements: Went from sometimes missing football matches due to mobility issues to attending every home game and walking independently up terrace steps without needing help from friends.



Dramatic confidence transformation: No longer afraid to go to beaches or pools, feels confident about his appearance, and receives consistent compliments from family and friends about his "extreme weight loss".



Strong commitment to maintaining results: Extremely proud of his achievement, vows never to return to his previous weight, and highly recommends the programme to others, crediting Oviva with completely changing his life and benefiting his entire support network.

[Andrew Full Video Story](#)



## How to Provide Feedback on this Quality Account

If you have any queries about the content of Oviva's Quality Account, please contact our Director of Clinical Quality - Owen Marples (owen.marples@oviva.com).

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