

Authority Paper

Strategic Delivery:	Setting standards <input type="checkbox"/>	Increasing and informing choice <input checked="" type="checkbox"/>	Demonstrating efficiency, economy and value <input type="checkbox"/>
Paper title	Information for Quality: consultation plans		
Agenda item	11		
Paper number	HFEA (17/09/2014) 734		
Meeting date	17 September 2014		
Author	Juliet Tizzard, Director of Strategy and Corporate Affairs		
For information or decision?	Decision		
Recommendation	<ul style="list-style-type: none"> • Endorse the proposed approach to consulting on proposals from the IfQ Advisory Group • Endorse the contents of the IfQ consultation materials, subject to drafting and layout changes 		
Resource implications	The consultation and analysis itself will require staff resources from the Policy and Communications departments. Implementing the findings through the Information for Quality (IfQ) programme will have significant costs associated which are tracked through that programme.		
Implementation	Decisions made following the consultation will be implemented through the IfQ programme in the 2015/16 business year.		
Communication	Consultation to be launched in 1 October with communications work to promote it and the workshops.		
Organisational risk	Medium		
Annexes	Draft consultation document (restricted distribution)		

1. Information for Quality

- 1.1. Information for Quality (IfQ) is an ambitious programme to transform the way we collect, use and publish information to benefit patients, the public and clinics. Through the programme, we will redevelop our data submission, analysis and publication systems and modernise how we provide information for patients, donors and donor-conceived people.

2. Stakeholder engagement to date

- 2.1. As members will know, the IfQ programme is being guided by a dedicated Advisory Group, as well as a set of subject-specific Expert Groups, which are made up of a varied group of professionals and patients. The Expert Groups have focussed on the following areas:
- What data we collect and how it is defined
 - How clinics submit data to us
 - Data reporting and success rate presentation
 - Publishing information for patients
- 2.2. The Expert Groups have spent the past six months developing proposals for change in their respective areas. Those proposals have been discussed by the Advisory Group and the consultation materials (attached) represent proposals from the Advisory Group as a whole.

3. User research

- 3.1. During the same period, we have commissioned a research project to understand our different users' needs. Carried out by a specialist user research agency, Fluent Interaction, the research focussed on our data submission tool (EDI), the password-protected website for clinic transactions (Clinic Portal), the HFEA website including Choose a Fertility Clinic and our general communications with clinics.
- 3.2. The findings from the user research have been incorporated into the consultation document.

4. The consultation process

- 4.1. The consultation will launch on 1 October and will consist of an online survey, supplemented by explanatory materials setting out our plans, proposals and questions. The materials and questions fall into three main areas:
- the information we collect – what the dataset should include and why
 - how clinics submit data to us – the system for submitting data and how we check data for publication
 - how we publish information – how success rates should be published on our website and what additional information – such as patient experience information – should be presented.

- 4.2. Although we expect professional audiences to be most interested in the consultation, we have tried to make the materials as accessible to lay audiences as possible.
- 4.3. Because of the focussed nature of the consultation, we will keep the survey open for six weeks, ending on 12 November. We will also supplement the online survey with two workshops (in London and Manchester) to allow more detailed discussions about the proposals.

5. Recommendations

- 5.1. The Authority is asked to:
 - Endorse the proposed approach to consulting on proposals from the IfQ Advisory Group
 - Endorse the contents of the IfQ consultation materials, subject to drafting and layout changes
- 5.2. The Executive will return to the Authority in January 2015 with recommendations about the questions asked during the consultation.