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		Title: Quality Policy 2026	

The Herts & Essex Fertility Centre aim to remain within the top performing centres for the provision of successful fertility treatment in the UK; central to this is that every patient who walks out of the Centre feels a deep sense of quality and personal touch in the level of care that they have received irrespective of the outcome.

We will:

- identify and meet the requirements of all patients to the best of our ability
- ensure that the center’s staff, systems, policies and procedures comply with current equality legislation and guidance to include age, disability, ethnicity or race, gender, religion or belief and sexual identity.
- maintain a programme of continual improvement
- meet, or exceed the requirements of legislation and agreed standards
- train and involve staff to achieve this purpose
- adhere to the quality system to achieve agreed standards
- ensure the safety of patients at all times
- ensure the privacy and dignity of patients at all times
- support patients and staff through our well-being programme

The Centre has adopted and will implement the following quality policy for all activities within the clinic. **We will:**

- Comply with all relevant statutory and regulatory requirements
- Set annual objectives designed to ensure continual improvements and effectiveness in its quality and Centre performance. These objectives are aligned with the strategic direction of the organisation and are reviewed at the Annual Management Quality Review Meeting
- Ensure that all staff are kept aware of this policy, and their individual responsibilities within it. An appropriate programme of training in maintaining these and be committed to a programme of continual service improvement and customer satisfaction
- Ensure that all staff are given areas of responsibility to ensure ownership of our quality programme.
- Seek continual improvement throughout our business operations to lessen our impact on the local and global environment and evaluate an impact on climate changes.
- Promote a culture of openness, learning, and accountability, where quality, safety, and patient-centered care are the responsibility of all staff.

To achieve these objectives, it is the policy of the Centre to establish and maintain an effective Quality Management System based on the requirements of BS EN ISO 9001:2015.

This policy will be reviewed annually for suitability displayed in the Centre and will be available to the general public on application.

Signed:
David Ogutu, Medical Director, Person Responsible

Date: 29.01.2026