



Quality Account

01 April 2025 to 31 March 2026

TFP Oxford Fertility

Contents

Welcome to TFP Oxford Fertility 3

Statement on Quality 4

Accountability Statement 4

TFP Oxford Fertility Quality Policy 5

Review of Quality Priorities 2025/2026 7

Statements of Assurance 10

Priorities for Quality Improvement 01 April 2026-31 March 2027 14

Other Quality Indicators 17

What Others Say About TFP Oxford Fertility 18

Welcome to TFP Oxford Fertility

For over 30 years TFP Oxford Fertility have been helping couples to become parents through science, skill and experience in assisted conception.

The Human Fertilisation & Embryology Authority (HFEA) are the regulatory body for TFP Oxford Fertility. The HFEA now also cover the regulatory requirements previously under the Care Quality Commission (CQC) therefore TFP Oxford Fertility are no longer registered with the CQC.

Located close to Oxford city we offer 16 services to both NHS funded and self-funded patients. We provide approximately 2200 cycles of treatment each year.

Facilities

- Patient Reception Areas
- Consulting Rooms
- IVF Laboratory
- Ultrasound Scanning Rooms
- Theatre & Recovery Area
- Embryo Transfer Rooms
- Production Rooms
- Free on-site parking
- Satellite monitoring for ease and convenience

TFP Oxford Fertility is part of The Fertility Partnership, a group of national and international clinics specialising in assisted reproductive technology (ART). The Fertility Partnership is a large provider of IVF in the UK and has some of the highest success rates in Europe. TFP Oxford Fertility is the largest clinic within The Fertility Partnership.

The Fertility Partnership Values

We show that we **Care**

We are specialists our patients can **Trust**

We lead our industry with our **Expertise**

We have a drive to **Innovate**

We make purpose our **Passion**

Statement on Quality

Our Quality Account aims to provide an objective indication on what has been achieved over the last year (01 April 2025 to 31 March 2026) and to identify where we want to make improvements during 01 April 2026 to 31 March 2027. Our commitment to quality is evidenced by our high-quality performance and aspiration to continually improve both the outcomes and the experience for our patients.

We have a focus on listening to and acting on all feedback from our patients in order that we share best practice or improvements across the teams within TFP Oxford Fertility. We encourage openness and honesty from all our staff which helps us ensure that we learn from those times when things might go wrong to reduce the risk of avoidable issues.

The delivery of a high-quality service has always been at the heart of TFP Oxford Fertility, and we have confidence that we will provide the best care for all our patients.

The aim of TFP Oxford Fertility is to provide safe, effective and personalised care to every patient. To do this, quality improvement is a key priority for TFP Oxford Fertility through an established Quality Management System ensuring continuous monitoring and review of procedures and processes against expected outcomes.

Our association with the University of Oxford enables us to be involved in research and development in the field of assisted reproductive technologies (ART). We continually review best practice and hold regular planned review of achievement to quality goals.

Our self-funded and NHS-funded patients receive the same standards of care. NHS funded patients must satisfy the eligibility criteria set out by their ICB.

Accountability Statement

This Quality Account covers the reported year 01 April 2025 to 31 March 2026.

NHS / Healthcare providers are required to produce an annual Quality Account.

TFP Oxford Fertility Quality Policy

TFP Fertility Limited aims to ensure that its products and services always meet the needs of its customers in accordance with contractual requirements, its policies and procedures.

This quality policy provides a framework for setting, monitoring, reviewing and achieving our objectives, programmes and targets.

Key points:

Our quality policy puts patients at the centre of everything we do. We are fully licenced by the [Human Fertilisation and Embryology Authority \(HFEA\)](#) & [RQIA \(Regulation and Quality Improvement Authority\)](#). We aim:

- To provide patient-centred treatment that is rational, efficient and effective, and which is delivered in a compassionate manner to all our patients in accordance with UK regulatory requirements.
- To be committed to good professional practice that meets professional Codes of Conduct and demonstrates competence.
- To be committed to providing diagnostic tests and treatments that are fit for the intended purpose.
- To audit the workflow, including documentation, and optimise outcomes in patient management.
- To set and review quality objectives resulting in continuous improvement of our processes
- To provide a supportive learning environment which encourages the professional development of all staff.

Patients, Donors and their Partners

In our pursuit of excellence, we are committed to giving you personalised, evidence-based approach leading to the highest standards of care before, during and after your treatment. We will respect your need for confidentiality, privacy and individuality whilst maintaining a balance between the needs of the clients and the welfare of any potential child. We will listen to your comments about our service and respond by constantly striving to improve it. We promote learning culture that is based on openness and honesty.

Colleagues, referring hospital consultants, General Practitioners & Integrated Care Board(s) (ICB)

We will work in partnership with you to offer your patients an excellent service. We will provide continuous feedback on their progress (with the consent of your patients). We understand that it is important to listen to your needs and comments to improve the service we give to you.

TFP Fertility Limited (TFP)

We will work with our TFP colleagues to ensure the strategic vision of TFP is met by demonstrating the core values of Care, Expertise, Passion, Trust and Innovation to our patients through our behaviours, communication and practices every day.

Staff

We will aim to provide the best possible working environment to enable you to deliver the highest standards of care to our patients. We are committed to supporting you in continual professional development and continuing education and training. It is important to us to value you, to listen to you and give consideration to your needs. We value diversity of the people who work for the clinic, and we work towards an inclusive and fair culture by improving equality and equity for our staff.

Suppliers

We will keep to the terms of our agreement with you in return for efficient delivery of cost effective and quality services that will complement our efforts to always give high quality care to our clients.

Society

We will practice in a responsible, professional and ethical manner to promote the confidence of the wider society. We aim to maintain and increase our pregnancy rates in a responsible manner and conduct ourselves in a manner befitting a reproductive health global leader.

Regulators

We will comply with all your statutory requirements and values and continually strive to improve our Quality Management System in order to be seen by you as a Centre of Excellence. We will ensure the health, safety and welfare of all staff and visitors to the clinic.

To the best of my knowledge the information contained within this report is accurate and a true account of the quality of our services.



Dr Justin Chu
Medical Director & HFEA Person Responsible, TFP Oxford Fertility

Review of Quality Priorities 2025/2026

This section reviews our progress with the key quality priorities we identified in last year's Quality Account.

Reduction in Multiple Birth Rate

Why we chose this priority	<p>For reasons of safety for the mother and baby it remains a priority to further reduce the multiple birth rate to sustain the HFEA target of not more than 10% of all pregnancies.</p> <p>The effectiveness of our eSET (elective single embryo transfer) policy is reviewed annually.</p> <p>A decrease can only be achieved by a reduction in the number of 'two embryo transfers' that are carried out.</p>	
Quality domains	Clinical effectiveness, patient safety	
Work it builds on	Ongoing programme to meet HFEA guidelines	
Our key partners	<ul style="list-style-type: none"> ▪ Our staff ▪ Our patients ▪ HFEA 	
What we said we would do	What we achieved	
<ul style="list-style-type: none"> ▪ Reduce or maintain a multiple birth rate in line with the HFEA target <10% 	2024: Reduction from 5.8% (2023) to 3.9%	

Progress

Our eSET (elective single embryo transfer) policy is effective in managing the overall multiple pregnancy rate which has shown in our multiple birth rate reduction from 5.8% in 2023 to 3.9% in 2024. This shows a sustained reduction from 9.2% for live births in 2020 and 6.6% in 2022.

TFP Oxford Fertility has a continued commitment to balancing the risks of multiple pregnancies for both the mother and the children born from them with the patient choices for their treatment cycle and continually monitors the application of the policy to maintain a balance.

What we intend to do now

This is an ongoing key HFEA requirement for all fertility clinics, therefore this remains an ongoing priority for 2026/27.

Unification of TFP Patient Information

Why we chose this priority	Each TFP Fertility clinic has a range of Patient Information Sheets. Through unification of the available information we can improve the information provided, ensure it is consistent across all clinics and also reduce the number of documents that are available and required to be reviewed by staff i.e. remove duplication within our staff resources. Across 8 clinics there are c651 information sheets available with duplication across multiple clinics. Unification in clinic protocols will support this programme.	
Quality domains	Patient Experience, clinical effectiveness, patient safety	
Work it builds on	New programme	
Our key partners	<ul style="list-style-type: none"> ▪ Our staff ▪ The TFP Fertility Group 	
What we said we will do	What we achieved	
<ul style="list-style-type: none"> ▪ Publication of unified TFP Patient Information Sheets ▪ Reduction in local Patient Information Sheets. 	24% reduction	

Progress

Each TFP clinic has supported TFP unification of patient information sheets to improve the information provided to ensure consistency across clinics and reduce the number of documents available and required to be reviewed by staff. To date a 24% reduction has been achieved (495 vs 651 information sheets).

What we intend to do now

The scope of the project has widened to a Group project focusing on the general reduction and unification of both patient and internal facing documents including consents/H&S documents etc. Progress to date shows a 22% reduction in documents for the period 30 June 2025-31 March 2026. TFP Oxford has a continued commitment to support this project over the coming year.

e-Consent for Satellite Patients

Why we chose this priority	<p>It is a regulatory requirement that all patients are provided with information about their treatment, and understand what they are consenting to, prior to providing consent. Currently patients undergoing IVF with TFP Oxford Fertility choose to use our satellite service to complete their consent forms in a paper format. TFP Oxford Fertility patients can use our e-consenting platform which allows patients to access digital education materials at home on PCs, tablet / laptop to watch video or view written information to ensure fully informed consent is provided. Additional benefits to the clinic are automated compliance checks within the system to remove the risk of consent forms being completed incorrectly and improved patient confidentiality with secure data transfer and removal of paper forms.</p> <p>Training and software installation had occurred at one satellite (Wiltshire Fertility, Swindon) during 2023/24</p>
Quality domains	Patient Experience, Consent
Work it builds on	2019-20 priority – e-Consent implementation
Our key partners	<ul style="list-style-type: none"> ▪ Our Patients ▪ Our Satellite clinic staff
What we said we will do	What we achieved
<ul style="list-style-type: none"> ▪ Satellite patients will move to using e-Consent 	<ul style="list-style-type: none"> ▪ Agreement in principle remains for change of process to implement and use Fertility Consent Software at Cotswold Fertility (Cheltenham) ▪ e-consent being used for Worcester Fertility satellite patients ▪ e-consent targeted for Jun 26 for Swindon satellite patients.

Progress

The planned implementation continues to be significantly delayed. The delay in Cheltenham satellite clinic continues due to ongoing discussions within the NHS. The agreement in principle remains in place, so we hope to move to e-consent soon. The patients within our Worcester satellite are using e-consent. Swindon satellite will be staffed from within Oxford, targeted from June 2026 and will therefore be following the e-consent process.

What we intend to do now

We will continue to progress the implementation for both locations over 2026/27 as this is key to improving information provision prior to consent and reduction of risk of consent errors.

Statements of Assurance

Board Assurance

Review of NHS Services Provided 2025-26

During April 2025- March 2026 TFP Oxford Fertility provided 16 fertility services to the NHS funded patients under the terms of a number of ICB contracts. TFP Oxford Fertility provides fertility services for 8 ICBs, and NHS England funded patients for the armed services together with PGT-M (Preimplantation Genetic Testing for monogenic disorders).

TFP Oxford Fertility has reviewed the data available to them on the quality of care in all 16 of these services.

The income generated by the NHS services reviewed in 2025-26 represents approximately 38% of the total income generated from the provision of services by TFP Oxford Fertility for 2025-26.

Services provided:

IVF

IVF with ICSI

Frozen Embryo Replacement Cycle

IUI

Egg Recipient Cycle

Egg Recipient Cycle with ICSI

Donor Insemination

Donor Sperm IVF

Surgical Sperm Retrieval

Sperm Freeze

Sperm Storage

Embryo Storage

Embryo Freezing

GP Semen Analysis

PGT-M

Fertility Preservation – oncology

National Audit

TFP Oxford Fertility did not participate in National Clinical Audits.

Local Audit

TFP Oxford Fertility have a planned programme of local internal audits in line with the requirements of our regulator, the HFEA. Audits may take place more frequently than planned due to issues raised or dependent on past compliance i.e. a risk-based approach.

20 internal audits were performed between April 2025-March 2026.

All audit reports are discussed at local Quality meetings to highlight any areas of non-compliance, actions being taken and good practice. Completion of actions are monitored by the clinic Quality Manager.

Local Audits April 2025 – March 2026	
Gamete / Embryo Transport - UK	Non-controlled Drugs
Witnessing	Infection Control
Supplier Evaluation against TPA	Discharge Summaries
Welfare of the Child	Medicines Management
Gamete / Embryo Transport – Non-UK	Consent to Disclosure
Controlled Drugs Register	Equipment and Materials
Legal Parenthood	Obligations and Reporting Requirements
Adverse Incidents	Lab Processes
Donor Embryo, & Stored Donated Material frozen prior to 01Apr2005	Document Control
Cryo Consent	Confidentiality and Privacy

External Audit	
None during this reporting period	
<ul style="list-style-type: none">Last HFEA Licence Interim Inspection	February 2025

Statements from the Human Fertilisation and Embryology Authority (HFEA)

The Human Fertilisation and Embryology Authority (HFEA) regulate all UK fertility clinics. To ensure patients receive high quality care throughout their fertility journey the HFEA set regulatory standards, inspect, and licence fertility clinics.

Patients can find out what the HFEA say about TFP Oxford Fertility and access our inspection reports by visiting [Clinic profile for TFP Oxford Fertility | HFEA](#)

Data Quality

TFP Oxford Fertility did not submit records during April 2025 - March 2026 to the Secondary Users service for inclusion in the Hospital Episode Statistics: this is not a relevant requirement for this service.

Information Governance

Information governance ensures necessary safeguards for, and appropriate use of, patient and personal information. We ensure that our Information Governance policies inform our standards and support our procedures. Comprehensive information governance training is given to all new staff at induction with annual refresher training. There is also an ongoing awareness programme within the clinic.

The information governance toolkit is the way we demonstrate our compliance with information governance standards.

The Fertility Partnership performance report states that the 2024/25 standards were met on 20 June 2025.

Clinical Coding Quality

TFP Oxford Fertility was not subject to the Payment by Results clinical coding audit between April 2025 - March 2026 by the Audit Commission.

Infection Prevention and Control (IPC)

A clean and safe environment is important to our patients. TFP Oxford Fertility follow a specific Infection Prevention and Control policy for the TFP Group to maintain an effective clinic wide prevention of clinic-acquired infection and to ensure effective mitigation of the risk of transmission from patients, staff, or visitors to the clinic.

TFP Oxford Fertility has two dedicated IPC leads within the clinic. We continue to provide education to all staff through a mandatory training programme and obtain feedback on the cleanliness of our facilities through patient feedback surveys.

IPC audits demonstrated full compliance to standards.

Safeguarding Adults and Children

Due to the nature of the organisation, safeguarding is important for TFP Oxford Fertility staff.

- We ensure staff are appropriately trained in safeguarding:
 - All staff are trained to Level 2 Safeguarding Adults and Children
 - Staff who are Safeguarding Leads undertake Level 3 training
- We have effective policies and procedures in place which are disseminated to staff
- Implement the principles of the Mental Capacities Act (2005)
- Have safe recruitment processes
- Staff can recognise and report safeguarding concerns.

Priorities for Quality Improvement 01 April 2026-31 March 2027

Priorities for improvement are agreed by the TFP Oxford Fertility Management Team. The following priorities have been identified for quality improvement:

Reduction in Multiple Birth Rate

Why we chose this priority	<p>For reasons of safety for the mother and baby it remains a priority to reduce / maintain the multiple birth rate to meet the HFEA target of no more than 10% of all pregnancies. The HFEA are considering reducing this target further, so it is important for TFP Oxford Fertility to continue to focus on the effectiveness of our multiple birth minimisation strategy in order to meet or maintain our rates against any revised target.</p> <p>The effectiveness of our eSET (elective single embryo transfer) policy is reviewed annually.</p> <p>A decrease can only be achieved by a reduction in the number of 'two embryo transfers' that are carried out.</p>	
Quality domains	Clinical effectiveness and Patient Safety	
Work it builds on	Ongoing programme to meet HFEA guidelines	
Our key partners	<ul style="list-style-type: none"> ▪ Our staff ▪ Our patients ▪ The HFEA 	
How we will measure / evaluate our progress and success	What we aim to achieve	
Continue to monitor compliance to the eSET criteria and record the live birth outcomes	Maintain a multiple birth rate in line with HFEA target <10%	

Document Reduction and Unification

Why we chose this priority	Each TFP Fertility clinic has a range of patient and internal facing documents. Through unification of the available information, we can improve the information provided to both patients and staff, ensure it is consistent across all clinics and reduce the number of documents that are available and required to be reviewed and completed by patients and staff i.e. remove duplication.
Quality domains	Patient Experience, clinical effectiveness, patient safety
Work it builds on	New programme
Our key partners	<ul style="list-style-type: none"> ▪ Our patients ▪ Our staff ▪ The TFP Fertility Group
How we will measure / evaluate our progress and success	What we aim to achieve
Continue to monitor progress of reduction in, and unification of local patient facing and internal documents	In line with rest of the Group, Oxford targeted to have <250 documents

e-Consent for Satellite Patients

Why we chose this priority	It is a regulatory requirement that all patients are provided with information about their treatment, and understand what they are consenting to, prior to providing consent. Currently patients undergoing IVF with TFP Oxford Fertility choose to use our satellite service to complete their consent forms in a paper format. TFP Oxford Fertility patients can use our e-consenting platform which allows patients to access digital education materials at home on PCs, tablet / laptop to watch video or view written information to ensure fully informed consent is provided. Additional benefits to the clinic are automated compliance checks within the system to remove the risk of consent forms being completed incorrectly and improved patient confidentiality with secure data transfer and removal of paper forms.	
Quality domains	Patient Experience, Consent	
Work it builds on	2019-20 priority – e-Consent implementation	
Our key partners	<ul style="list-style-type: none"> ▪ Our Patients ▪ Our Satellite clinic staff 	
How we will measure / evaluate our progress and success	What we aim to achieve	
Continue to monitor progress of implementation of e-consent platform through 2026/27	Satellite patients to move to using e-Consent: e-consent platform implementation for patients at Cotswold Fertility (Cheltenham) and Swindon satellite	

Other Quality Indicators

Complaints

While TFP Oxford Fertility strives to provide consistent excellent care there are occasions when patients are dissatisfied with our service. A complaint is considered a valuable source of feedback and information on how we can improve. All complaints are fully investigated and any opportunities for learning or improvement are acted upon.

<i>Indicator</i>	<i>2023-2024</i>	<i>2024-2025</i>	<i>2025-2026</i>
<i>Number of Complaints*</i>	27	18	28

2025-2026 Complaints ratio is against patient treatment cycle. KPI is 2.5% - Oxford is 1.1%

** Total of combined NHS-funded and self-funded complaints*

TFP Oxford Fertility takes every opportunity to make changes following feedback and complaints to improve the care or services received by patients.

As soon as a complaint or feedback is received at the clinic via the General Manager, or any clinic staff member, any immediate or remedial action(s) should be taken – prior to any investigation – in the interest of safeguarding, safety and quality. All complaints are shared with the department / individual / Head of Department named to ensure full investigation / learning / remedial actions can be put in place as appropriate.

Complaint reports may be reviewed at the weekly Management Team meeting in order that they are constructively discussed which encourages the sharing of lessons that are learned and an improved understanding of the impact the experience has had on individual patients.

Changes and improvements have been made throughout the year in response to issues raised by complaints and these included:

❖ **Policy /Process changes**

- Policy reviewed and improvements implemented for traceability of samples and clarifications of costings.
- Improvements made within patient documentation terminology relating to transgender treatment options.

TFP Oxford Fertility has a culture of openness and, after discussion in relevant meetings, actions and learning are cascaded to all staff at the monthly staff meeting. The sharing of learning helps to improve communication and understanding of why improvements and changes are required and to prevent further complaints.

Incident Reporting

In addition to learning from patient complaints TFP Oxford Fertility also capture information internally from incident reports.

Incident reporting is encouraged within the clinic as these either provide us with opportunities to correct practices or develop new ways of working and establish new best practice.

<i>Indicator</i>	<i>2025-2026</i>
<i>Number of reportable incident reports</i>	20
<i>Number of corrective actions</i>	17

<i>Action Category</i>	<i>2024-2025</i>
<i>Staff training / feedback or discussion</i>	11
<i>Process or documentation Update</i>	6

2025-2026 Reportable incident ratio is against patient treatment cycle. KPI is 1.0% - Oxford is 0.8%

Any deviance from current practice or unexpected outcome of our procedures (clinical or non-clinical) will prompt an incident report.

Incidents reported through this system are generally identified proactively by the clinic but could have potential to impact patients had they not been reported and corrected. Incident reports are reviewed by the department lead, or full management team if required, and any actions taken forward. This is a valuable source for our continual improvement programme.

Incident reports have informed changes to our documentation and process revisions.

Incidents will usually involve discussion and retraining of staff, particularly where individual process steps may not have been performed in accordance with documented procedure.

What Others Say About TFP Oxford Fertility

HFEA

TFP Oxford Fertility is licenced by the HFEA and has been licenced since 1992. Last inspection by the HFEA was February 2025 and the current inspection rating is 5/5. Full details of this inspection are available from the HFEA at:

<https://www.hfea.gov.uk/choose-a-clinic/>

The HFEA now inspect surgical procedures carried out in connection with activities licensed by them which means TFP Oxford Fertility are no longer required to be independently registered with the CQC.

Statement from NHS Bath and North-East Somerset, Swindon and Wiltshire Integrated Care Board (BSW ICB), on the TFP Oxford Fertility Quality Account for April 2025/March 2026

NHS Bath and North-East Somerset, Swindon, and Wiltshire Integrated Care Board (ICB) welcomes the opportunity to review and comment on the TFP Oxford Fertility Quality Account for 2025/2026. Insofar as the ICB has been able to check the factual details, the view is that the Quality Account is materially accurate, in line with information presented to the ICB through contractual monitoring processes and aligns with NHS England Quality Account requirements.

BSW ICB notes the comprehensive overview of the provider's achievements, challenges, and future priorities, aimed at supporting the continued delivery of highquality care. It is the view of the ICB that the Quality Account reflects TFP Oxford Fertility's ongoing commitment to continuous improvement in patient care and safety and recognises the provider's key achievements in the following areas:

- Continued reduction in the multiple birth rate, decreasing further to 3.9% in 2024 from 5.8% in the previous year, demonstrating sustained improvement and performance well below the Human Fertilisation and Embryology Authority target of less than 10%, and a strong focus on minimising risk for both mothers and babies.
- Strong and consistently positive patient experience, with a Net Promoter Score of 76.2, maintaining performance above the organisational target and comparable with the previous year, alongside a clear commitment to acting on patient feedback to drive quality improvement.
- Growth in service activity and responsiveness, with approximately 2,200 treatment cycles delivered annually compared to 1,800 in the previous year, reflecting increased demand and the provider's ability to expand capacity while maintaining quality and patient outcomes.

The ICB recognises the continued delivery of quality improvement priorities and notes evidence of progress in embedding existing programmes, including:

- Continued reduction and unification of patient information, supporting greater consistency and an improved patient experience across services.
- Ongoing implementation of electronic consent for satellite patients, acknowledging progress to date while recognising this remains an area requiring continued focus due to ongoing delays.

The ICB acknowledges the provider's priorities for 2026/27, which include:

- Continued focus on maintaining and further reducing multiple birth rates.
- Progression of document unification across the wider TFP group to support standardisation and quality improvement.
- Further implementation of electronic consent across satellite sites to enhance efficiency and patient experience.

It is recognised that these priorities build on existing work and support continued improvement in patient safety, patient experience, and service efficiency.

We look forward to seeing progress against the quality priorities identified in this Quality Account, alongside the continued maturity of the Patient Safety Incident Response Framework (PSIRF) and the provider's contribution to system-wide learning and improvement.

NHS Bath and North-East Somerset, Swindon, and Wiltshire ICB is committed to sustaining strong working relationships with TFP Oxford Fertility and, together with our wider stakeholders, will continue to work collaboratively to achieve our shared priorities as an Integrated Care System in 2026/27.

A handwritten signature in black ink, reading "Shelagh Meldrum". The signature is fluid and cursive, with a period at the end.

Shelagh Meldrum
Cluster Chief Nursing Officer

Patient Satisfaction

We are committed to listening to the views of our patients and making continual improvements based on what they have said. Gathering and reflecting on people's views is an integral part of our service delivery to our patients.

Feedback from patients experiencing a clinic interaction or appointment is gathered in real-time via the AskNicely customer experience software. The software allows the patients to tell us about their experience and ensures they get a speedy response from the clinic. Each patient will receive a maximum of two surveys throughout their fertility journey. The data gathered allows the clinic to understand any area where improvements should be focussed. Results are shared with all staff at the clinic staff meeting.

We are pleased that we maintain a high level of satisfaction across our patients with a good level of responses using the software.

April 2025-March 2026 Results:

- **10,533** surveys were sent out
- 1,476 responses were received - response rate **14%**
- Net Promoter Score achieved: **76.2** (target NPS 75)

What did people say? 2025/2026 Feedback

'We attended the open evening at TFP Oxford. We were so impressed from start to finish. The host was incredibly welcoming and very informative, we felt so fortunate to be able to ask questions and receive a tour of the facilities which were immaculate' – April 2025

'Honestly, couldn't have had a better experience. Everyone who works there are amazing, kind and clearly passionate about what they do. Would highly recommend to anyone!' – June 2025

'We are at the start of our journey, but we are so grateful for the care and professionalism we have been shown so far' - September 2025

'The midwives I have spoken to for both my planning appointment and when I got in touch to go over my meds again were so lovely and kind' - September 2025

'Excellent, compassionate care from the whole team – I appreciate it so much, thank you' – October 2025

'TFP Oxford have been great, very communicative and supportive throughout the process. I don't feel like I'm bothering them and I'm confident that they'll be on the other end of the phone if I have any questions about my treatment' – December 2025

'My entire experience with the clinic has always been excellent. From my very first appointment to my embryo transfer appointment - I have always felt welcomed, listened to, fully informed and supported. I would recommend the clinic to everyone. Thank you for all you have done for me' -March 2026

'Everyone was so kind and warm. Made me feel at ease and explained what they were doing at every step. Such a lovely group of people' - March 2026

What we could do better?

Patients are also asked what could be improved, or to provide further information when scoring was lower than satisfactory.

Below are the results against the target Net Promoter Score (NPS) which gives an indication of areas where improvements could be made from survey responses collected between 01 April 2025 and 31 March 2026.

Survey Touchpoint	NPS	Vs Target NPS of 75
Prospective Patient*	41.0	-34.0
Initial Enquiry*	76.7	+1.7
Patient Information Evening	72.7	-2.3
Diagnostic Appointment pre-treatment	84.0	+9.0
First Time Consultation	72.3	-2.7
Treatment Planning Consent	75.7	+0.7
Follow up Consultation	65.2	-9.8
Returning Patient Consultation	55.6	-19.4
Egg Collection	87.6	+12.6
Embryo Transfer	83.4	+8.4

**Prospective Patient and initial enquiries are not handled in-clinic*

Action from Survey Feedback

All 'detractor' responses (those scoring 0-6) are acted upon and patient responded to within 24hrs of receipt from Ask Nicely.

Patient Information Evening

Much improvement in scoring seen from last year (72.7 vs 60.4) based on offering the opportunity for open evenings both in clinic and online. All attendees are followed up in person and the feedback both verbally and received through the patient feedback platform is very positive.

Follow Up Consultation

This has improved significantly from last year (65.2 vs 44.9) following focused changes to support satisfaction at this consultation, however, remains a key area to further improve on. Patients attending these appointments have been unsuccessful in their treatment.

Returning Patient Consultation

This area has seen a drop in scoring this year (55.6 vs 71.8). This group of patients have likely had unsuccessful treatment and likely be dissatisfied due to the outcome after embryo transfer. These patients do appear to be motivated to continue with treatment at Oxford as many return for further fresh and frozen cycles.

HFEA Patient Rating

Patient feedback is also collected by the HFEA who invite current and former patients to rate the clinic based on their experience.

TFP Oxford Fertility have a rating of 5/5

May 2026

TFP Oxford Fertility has been licensed by us since 1992 and offers all fertility treatments, including embryo testing.



Inspection rating ⓘ



5 / 5

[View inspection rating](#)

Patient rating ⓘ



5 / 5 based on 36 ratings

[Rate this clinic](#)

[View patient rating](#)

IVF Birth Rate

[View birth statistics](#)

Thank you for taking the time to read our Quality Account.

Your comments are always welcome, and we would be pleased to hear from you if you have any questions or wish to provide feedback

Email us on:

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Call us on:

01865 782800

www.tfp-fertility.com/en-gb/TFP-Oxford-Fertility



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