

# DMC HEALTHCARE QUALITY REPORT

Trusted Integrated Clinical Services partner to the NHS and Independent Providers

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## 2024/25

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# EXECUTIVE SUMMARY

## WELCOME TO THE DMC HEALTHCARE QUALITY ACCOUNT.

Welcome to DMC Healthcare's Quality Account for 2024/25.


This report outlines DMC Healthcare's ongoing commitment to providing high-quality healthcare, highlighting our achievements, identifying areas for improvement, and outlining our priorities for the future. As a trusted provider of NHS services, we continue to deliver essential care across our core service lines, supporting the communities we serve and working to improve patient outcomes.

DMC Healthcare has been a trusted provider of clinically led services to the NHS for over 50 years. Originally founded as a family-run GP practice, we remain family-owned and clinically driven. Over the years, we have grown into a leading national provider of primary care, community-based clinical services, and secondary care in-reach services, remaining focused on ensuring that the care we provide is both effective and compassionate, meeting the needs of patients and supporting the NHS.

Our mission is to create a frictionless patient experience of the highest quality, wherever needed. This core principle drives everything we do, ensuring that our services are designed to provide seamless, efficient, and compassionate care for all patients. We believe that healthcare should be accessible, convenient, and delivered with excellence, and we work tirelessly to achieve this vision every day.

At DMC Healthcare, high-quality patient care is at the heart of our operations. We place great emphasis on investing in people and technology to ensure that all services are clinically led, safe, and efficient. Our range of services, including Dermatology, Endoscopy, and a newly launched Audiology, are designed to meet the needs of patients across the UK, by helping alleviate pressure on the NHS, providing timely access to services and ensuring optimal outcomes for patients.

As we look ahead, our focus will be on further enhancing the patient experience through continuous quality improvement. We are committed to refining our clinical governance frameworks, enhancing the skills of our workforce, and integrating innovative technologies to improve the patient journey. By continually improving our services, we aim to ensure that every patient receives the highest quality of care and a positive, seamless experience throughout their healthcare journey.

A handwritten signature in black ink, reading "Anil Gupta".

**Anil Gupta**

Group Managing Director

A handwritten signature in black ink, reading "Dr Ravi Gupta".

**Dr Ravi Gupta**

Group Medical Director

# OUR COMMITMENT

DMC Healthcare is deeply committed to delivering high-quality, patient-centred care while continuously evolving our services to meet the diverse needs of our patients, staff, and the communities we serve. We take great pride in our partnership with the NHS, recognising the significant role we play in alleviating pressure on public healthcare services. Our commitment to excellence, guided by our TRUST values, is at the core of everything we do, from the way we deliver patient care to the operational and strategic decisions we make.

Our TRUST values are at the heart of our organisation, co-produced by our team to reflect our shared commitment to excellence:

- ▶ **Team:** We are family-oriented, fostering collaboration and opportunities for career growth to empower our staff. By working cohesively, we ensure that patient care is our shared priority, enhancing high-quality service delivery.
- ▶ **Respect:** Respect for patients, families, and colleagues is paramount. We embrace diversity, treating everyone with dignity, which fosters trust and confidence in the care we provide.
- ▶ **Understanding:** We actively listen to the needs of patients, staff, and partners, delivering tailored solutions that meet individual needs and ensure a positive experience for all.
- ▶ **Supportive:** Our culture of care is evident in the support we provide to patients and colleagues alike, whether through clear communication or ensuring staff have the resources to excel.
- ▶ **Together:** We believe in strong partnerships and collaborative innovation, working with Trusts and stakeholders to offer responsive solutions that meet the unique needs of the communities we serve.

At the heart of our quality commitment is a dedication to continuous improvement, clinical excellence, and safety, supported by our structured governance framework. Built around the seven governance pillars, this framework enables us to uphold rigorous standards, assess risks, and continually enhance service quality and patient safety.

Furthermore, in full alignment with the NHS Duty of Candour, DMC Healthcare ensures transparency and openness in all communications. We are committed to informing patients and families with empathy and honesty, to maintain trust and support in every circumstance. Additionally, we uphold strict safeguarding protocols to protect all patients, especially vulnerable groups, through ongoing staff training that ensures a safe and supportive environment.

To ensure we are meeting—and exceeding—the expectations of the communities we serve, we rigorously monitor our services through regular audits, patient feedback, and quality assurance processes. These mechanisms allow us to identify areas for improvement, ensure patient safety, and maintain the highest standards of care. We are committed to being a learning organisation that actively listens to patient feedback, embraces change, and uses these insights to drive improvements across all levels of our service delivery.



# OUR SERVICES

DMC Healthcare delivers a broad spectrum of healthcare services across the UK, working closely with the NHS to provide high-quality, community-based care. Our core services include Dermatology, Endoscopy, and our newly launched Audiology service, all of which are clinically driven and delivered by highly skilled teams of specialists.

## EAR, NOSE, AND THROAT & AUDIOLOGY

We are excited to introduce our **new Insourced Audiology Service**, designed to address the growing demand for audiology care. Our service operates every Saturday and Sunday, in a PTL management model that incorporates experienced audiologists and HCAs at each site, along with booking administration support. We are delivering **up to 150 appointments per weekend**, to effectively address the current backlog of approximately 3,225 patients in the ENT service, with a specific focus on 600 audiology patients and an additional 2,625 from ENT.

The audiology team consists of five dedicated Audiologists per weekend, supported by two Coordinating HCAs and a full administrative support service. All Audiologists have a minimum of 12 months substantive experience and are HCPC registered.

## DERMATOLOGY

DMC Healthcare is a leading provider of **consultant-led Dermatology Services** to the NHS, with a well-established reputation and strong connections to the British Association of Dermatology, the Primary Care Dermatology Society, and consultant dermatologists with national acclaim. Our dermatology services support NHS ICBs and Trusts across the country, addressing the needs of both primary and secondary care patients, including those who fall between these levels of care.

DMC Dermatology provides both insourcing and outsourcing options, tailored to support NHS Trusts in reducing patient backlogs and facilitating timely access to dermatology services. Our **7-day-a-week** service has been essential to elective recovery in numerous Trusts and ICBs, ensuring that patients receive quality care without unnecessary delay.

Key aspects of our dermatology service include:

- ▶ Serving **5 ICBs** with a dedicated team of **100 clinicians and support staff**
- ▶ Treating **35,000 new patients each year**, with **8-10%** requiring secondary care referrals
- ▶ Operating **16 accessible community clinics** nationwide, delivering the full range of dermatology services up to **Level 3**

Our service makes efficient use of vacant or underused hospital facilities and GP surgeries, operating flexibly within Trust sites, outside of core hours or over weekends as needed. DMC Dermatology is experienced in rapidly mobilising to integrate seamlessly into local NHS facilities, providing both continuity of care and convenience for patients.

## GASTRO & ENDOSCOPY

DMC Healthcare offers a **consultant-led, Insourced Endoscopy Service** designed to help NHS Trusts manage the increasing demand for endoscopy procedures. Led by a clinical lead who is a consultant gastroenterologist and former JAG accreditor from King's College Hospital London, our service aligns with **RCP insource JAG standards** and adheres to quality targets set by the Trusts.

Our endoscopy services operate within NHS endoscopy suites, ensuring seamless quality and continuity of care within each Trust. Our **15 Consultant Gastroenterologists** and skilled endoscopy teamwork alongside the Trust's staff, supported by an endoscopy nurse coordinator who oversees service logistics and workflow.

Key features of our endoscopy service include:

- ▶ **Governance and Quality Monitoring** - Our structured governance framework supports regular assessments of activity, risk, and compliance, with monthly quality and governance reports provided to each Trust.
- ▶ **Experienced Clinical Teams** - Our clinicians, including nurses and technicians, are experienced in JAG-accredited environments, maintaining high-quality standards across all procedures.
- ▶ **Convenient and Cost-Effective Care** - Patients receive care within their Trust, avoiding transfers to external facilities. Our service model reduces Trust overheads by offering sub-tariff pricing and flexible, bespoke options tailored to meet each Trust's unique needs.
- ▶ **Efficient, Patient-Focused Operations** - We operate over weekends and across multiple sites and rooms, allowing for flexible scheduling that minimizes wait times and improves patient access.
- ▶ **Respect for Facilities** - Our teams ensure that NHS endoscopy departments are left fully operational and prepared for the Trust's own use on the next working day.

# OUR PRIORITIES

For the year 2024/25, DMC Healthcare has set priorities that align with our mission to deliver high-quality patient care and reflect our ongoing efforts to improve service delivery, patient outcomes, and the satisfaction of both patients and staff.

## QUALITY MANAGEMENT

Quality Management: is at the heart of everything we do at DMC Healthcare. We are committed to ensuring that all of our services meet the highest standards of clinical excellence, safety, and efficiency. We focus on improving clinical governance frameworks to ensure compliance with regulatory standards, enhance safety, and improve patient outcomes.

## PATIENT EXPERIENCE

Patient Experience: we recognise that a positive patient experience is integral to the success of our services. Enhancing patient experience is a key priority for us, and we aim to improve access, communication, and care coordination throughout the patient journey. Enhancing patient satisfaction remains a priority in every aspect of our service delivery.

## CLINICAL EFFECTIVENESS

Clinical Effectiveness: improving clinical effectiveness is essential for achieving the best possible outcomes for patients. DMC Healthcare is committed to ensuring that all our services are evidence-based, clinically sound, and aligned with current best practices. By continually reviewing and refining our clinical pathways, we aim to optimise patient outcomes and enhance the overall quality of care delivered across all service lines.

## STAFF WELLBEING AND ENGAGEMENT

Staff Wellbeing and Engagement: a motivated, supported, and engaged workforce is critical to delivering high-quality care. We understand that the health and well-being of our staff directly impact the quality of care we provide to our patients. We continue to prioritise staff well-being, ensuring that our teams feel supported, valued, and equipped to deliver their best work.

# OUR PERFORMANCE

DMC Healthcare has made significant progress in service delivery over the year, with notable achievements across our service areas. Our commitment to quality care, patient satisfaction, and clinical effectiveness is reflected in the outcomes and feedback we have received.

DERMATOLOGY  
PATIENTS TREATMENT

**43,000+**

Dermatology Patients  
Treated

ENDOSCOPY PROCEDURES

**2,500+**

Endoscopy Procedures  
Delivered

**WEEKEND  
OPERATIONS**

to reduce backlogs

SERVICE MOBILISATION

**2 WEEKS**

mobilisation completed to  
implement a new  
Audiology Service

**HIGH  
PATIENT  
SATISFACTION**

## PATIENT FEEDBACK

In our commitment to understanding patient needs and improving our services, we conducted patient surveys in our services. We are pleased to report high levels of patient satisfaction across our services.

Dermatology survey results:

- ▶ Recommendation likelihood: 78.9% of patients would likely recommend the doctor/team to a friend or colleague.
- ▶ Trust in the doctor/team: 79.9% of patients trusted the doctor/team providing their care.
- ▶ Overall experience: 87.5% of patients reported a positive overall experience with the service, rating 4 to 5 stars.

Gastro & Endoscopy survey results:

- ▶ Recommendation likelihood: 96.4% of patients would likely recommend the service to a friend or colleague.
- ▶ Patient involvement: 87.5% felt sufficiently involved in decisions about their care.
- ▶ Timely information: 86.5% of patients indicated that they received timely information regarding their care and treatment.
- ▶ Kindness and compassion: A remarkable 99.2% stated they were treated with kindness and compassion by the staff.

Patient comments:

"I would recommend this team to anyone as they are a pleasure to deal with and I always leave feeling confident to know what to do next."

"Very happy with the kindness and helpfulness of the doctor on my appointment and the staff."

"Excellent staff who were exceptional in putting patients at ease. Really good atmosphere with good balance of professionalism and reassurance."

"Consultant listened to my issues and gave me clear and helpful information and advice. I feel he has helped me and given me more information in 15 minutes than I have received in 15 years!"

"Nice friendly and very professional service from start to finish all of my questions were answered very professionally"

"I am delighted to have been seen by this team. Thank you for delivering an excellent service. Thank you to the nurses for making us feel comfortable as I have been anxious with my appointment, and the doctor who was very kind and caring."

“Very professional and thorough with explanations about tests to be carried out. Was made to feel extremely comfortable throughout. Thank you!!”

## AUDIT PROGRAMME

We are dedicated to high-quality care delivery through a comprehensive audit programme, which is integral to our ongoing performance monitoring. Our Audit Schedule supports this commitment by ensuring compliance with regulatory standards, upholding clinical excellence, and optimising operational efficiencies across all services.

Key areas of focus within our audit programme include:

- ▶ Infection Prevention and Control (IPC)
- ▶ Hand Hygiene
- ▶ Consent
- ▶ Patient feedback outcomes
- ▶ Decontamination
- ▶ Endoscopy Service Specific Audits: JAG Clinical Audit, Documentation
- ▶ Dermatology Service Specific Audits: Isotretinoin Management, Secondary Care Referrals, 2WW Referrals, Methotrexate Monitoring.

Each of these audits is carefully scheduled across quarterly intervals to maintain a robust and consistent review cycle. The findings from these audits are regularly assessed by our governance team to identify any opportunities for improvement and ensure that our practices continue to meet the high standards of clinical care expected by our patients and regulatory bodies.



# OUR WORKFORCE

At DMC Healthcare, we believe our workforce is the foundation of our success. We are deeply committed to supporting our employees, ensuring they are equipped with the skills, knowledge, and support necessary to deliver the best possible care to our patients. By fostering a culture of engagement, development, and recognition, we ensure our team remains motivated and dedicated to our mission of delivering the highest quality of care to every person, every day.

We place a strong emphasis on employee engagement. One key element of this is our annual staff surveys, which provide valuable insights into employee satisfaction, identify areas for improvement, and help us make informed decisions about the future of our organisation. The feedback gathered from these surveys is essential for enhancing our organisational performance, improving the work environment, and ensuring that we retain talented individuals. By listening to our staff, we are able to continually refine our strategies and policies to better support their needs and maintain a positive, productive workplace culture.

In addition to regular feedback through surveys, we encourage a sense of community and connection within DMC Healthcare through initiatives such as our All-Staff Huddle. This is a company-wide virtual call where staff from all locations come together to receive updates, share achievements, and celebrate successes. During these sessions, we highlight employee recognition and offer shout-outs to teams and individuals who have gone above and beyond in their roles. This initiative not only fosters a sense of belonging but also reinforces our culture of appreciation and recognition, ensuring our employees feel valued and acknowledged for their contributions.

We also recognise the importance of staff well-being and invest heavily in our Staff Wellbeing Strategy. This includes providing access to wellness programmes, mental health support, and resources to promote physical and mental well-being. By ensuring our staff are supported both professionally and personally, we help to create a healthy, motivated, and resilient workforce.

At DMC Healthcare, we are committed to continuous professional development. We offer training and development opportunities, including workshops and access to industry events. By investing in our people, we ensure that our workforce is well-equipped to meet the evolving needs of our patients and to continue delivering the highest standard of care.

Diversity and inclusion are core values at DMC Healthcare, and we are committed to fostering a diverse and inclusive workforce that reflects the communities we serve. We actively promote equality in all aspects of recruitment, training, and career advancement, ensuring that all employees have equal opportunities to succeed and thrive within our organisation.

Through ongoing engagement, development, and recognition, DMC Healthcare ensures that our workforce is motivated, supported, and empowered to deliver exceptional care to patients across the UK. Our people are at the heart of everything we do, and we are dedicated to creating an environment where they can flourish and make a lasting impact.



# OUR ENVIRONMENT



As part of our commitment to sustainability, DMC Healthcare has continued to make significant progress in reducing its environmental impact. We are aligned with NHS goals for achieving Net Zero by 2050 and are implementing sustainable practices across all areas of our operation.

## Key Environmental Initiatives and Milestones:

- ▶ ISO 14001 Certification

Achieving ISO 14001 certification in May 2024 demonstrates our commitment to sustainable environmental practices and continuous improvement.



- ▶ Refurbished IT Equipment

Our IT equipment procurement is 98% refurbished, minimising electronic waste and reducing demand for new devices.

- ▶ Electric Fleet Transition

We are transitioning to a 100% electric vehicle fleet within two years, significantly reducing transportation emissions.

- ▶ Carbon Reduction Plan

We are in the process of developing a Carbon Reduction Plan that focuses on reducing our carbon emissions by improving transport and facility efficiency, optimising clinical equipment and consumables, minimising waste, enhancing recycling efforts, adopting sustainable procurement practices, and fostering community engagement.

# OUR ACHIEVEMENTS

In line with our commitment to continuous improvement in quality governance and patient care, we have made significant progress in several key areas over the year. These efforts have led to enhanced governance structures, improved clinical outcomes, and higher levels of patient satisfaction, reflecting our dedication to providing excellent care across all services.

As a Care Quality Commission (CQC) registered organisation, we adhere to the highest regulatory standards in all our services. We are proud to uphold internationally recognised standards across our operations, as demonstrated by the following accreditations:



**ISO 9001:** Reinforcing our focus on consistent quality and continuous improvement.

**ISO 27001:** Demonstrating our dedication to robust data protection.

**ISO 14001:** Reflecting our commitment to sustainable and responsible environmental practices.



Additionally, our Cyber Essentials and Cyber Essentials Plus certifications reinforce our stringent information security protocols, ensuring that patient data is protected at every level. Together, these certifications exemplify DMC Healthcare's dedication to quality, transparency, and safety for patients and partners.

The table summarises our specific achievements and progress in line with our priorities.

PRIORITY	SPECIFIC FOCUS	ACHIEVEMENTS
Quality Management		<p>Maintain ISO 9001 certification and improve operational processes</p> <p>Successful recertification of ISO 9001; Ongoing compliance with all relevant ISO standards, reinforcing our commitment to quality management</p>
Patient Experience	Improve patient satisfaction and enhance communication	<p>Dermatology and Endoscopy services achieved high satisfaction, with 87.5% of dermatology patients reporting a positive overall experience and 96.4% of endoscopy patients willing to recommend the service</p>
Clinical Effectiveness	Clinical audits for key services	<p>Clinical audits resulted in improved processes, compliance, and patient outcomes</p>
Staff Well-being and Engagement	Support staff engagement, mental health, and work-life balance	<p>Successful implementation of staff well-being initiatives and staff surveys</p>

# OUR FUTURE

Looking ahead, DMC Healthcare is focused on building on our current successes while continuing to innovate, improve, and expand the services we provide. As we move into 2025/26, our priorities will continue to focus around enhancing the quality of care, advancing our sustainability goals, and expanding our service offerings. Our vision for the future is guided by a commitment to patient-centred care, clinical excellence, and environmental sustainability, all while adapting to the evolving needs of the healthcare sector.

- ▶ **Expanding Services:** We aim to broaden our service offerings, bringing more healthcare closer to communities. This includes increasing access to Dermatology, Endoscopy, and Audiology services, and exploring new specialties.
- ▶ **Enhancing Clinical Governance and Quality:** Strengthening our clinical governance frameworks remains a priority, ensuring we provide safe, high-quality care. We will continue to invest in staff training, refine audit processes, and implement quality improvement initiatives to maintain the highest standards of care.
- ▶ **Sustainability:** As part of our commitment to environmental responsibility, we will focus on reducing our carbon footprint, advancing our Carbon Reduction Plan, and adopting sustainable practices across our operations, including waste reduction and energy efficiency.

By continuing to innovate, enhance care quality, and prioritise sustainability, DMC Healthcare will remain at the forefront of providing excellent, patient-centred care well into the future.

# YOUR FEEDBACK

We value your feedback and consider it essential to our continuous improvement process. If you have any comments or suggestions regarding our services, please contact us directly. Your insights help us enhance the quality of care we provide and ensure that we meet your needs effectively.





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[www.dmchealthcare.co.uk](http://www.dmchealthcare.co.uk)