



ASCENTI

# Quality Account 2023/24

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# Part one

## Statement from our Executive Team

With more than 25 years' experience serving both the public and private sectors, Ascenti is a trusted partner to 14 NHS integrated care boards (ICBs) and over 400 private business. We help thousands of people to elevate their health and live active lives every day.

This Quality Account meets the requirements set out by the Health and Social Care Act 2012 and the Care Quality Commission (CQC). It reports on the quality of our services during 2023/24 and key areas of accountability, including: safety, effectiveness of treatment, clinical quality, safeguarding and patient experience.

This report details our achievements and actions over the last year, which included a comprehensive Quality Data Transformation initiative where we have invested in advanced MI tools to enhance our data collection and promote a data-driven culture throughout Ascenti. As well as this, we have continued to drive forward our Diversity, Equity and Inclusion Strategy, and have worked to enhance the mental health and wellbeing support that is available to our employees, in line with our quality improvement priorities set last year.

Whilst we are proud of what we have achieved for our patients over the year gone we do not intend to rest on our laurels. Over the next year our priorities include introducing a more tailored approach to clinical learning and development, recognising that our clinicians have different learning needs. We want to enhance our understanding of patient outcomes and patient experience by increasing the collection percentage of Patient Recorded Outcome and Experience Measures (PROMs and PREMs) and focus on improving the initial assessment to deliver stronger outcomes and a better overall patient experience. We will also continue to deliver our Diversity, Equity and Inclusion Strategy which is in place until 2025. We wish to 'be the best at getting better' in our field.


This Quality Account has been endorsed by our Executive Team and we confirm that the content reflects a balanced view of the quality of our services. We believe, to the best of our knowledge, that the information contained in this document is accurate and informative.

**Ian Thistlewood**  
CEO



We are Ascenti

Ascenti is the UK's most progressive and forward-thinking provider of musculoskeletal (MSK) physiotherapy, with the largest directly employed physio network outside of the NHS, and an extensive national clinical footprint.



With clinicians leading us at executive and management level, we help thousands of people to elevate their health and live active, fulfilled lives every day. Our amazing people make us who we are and our 800 strong team of clinicians and support staff go above and beyond to provide high quality healthcare services that deliver great results.

## Executive Team



**Ian Thistlewood**  
Chief Executive Officer



**Kevin Doyle**  
Chief Commercial Officer



**Adam Jarvis**  
Chief of Operations –  
Advo Health



**Dan Pemberton**  
Chief of Operations –  
Ascenti



**Sophie Harper**  
Chief People &  
Communications Officer

## Clinical Management Team



**Caitlin Miles**  
National Clinical Lead



**Stephanie Metcalf**  
National Service  
Transformation Lead



**Alexandra Stead**  
Learning & Clinical  
Development Lead

## Our values

Our core values shape the way we work and behave.



### Pioneering

We're a passionate bunch of people, who aren't afraid to innovate and try new ideas to raise the bar.



### United

We believe that unity lifts us above the competition, so we work together with partners, teams and communities.



### Caring

We care about what we do and want to achieve the highest standards for everyone we work with.



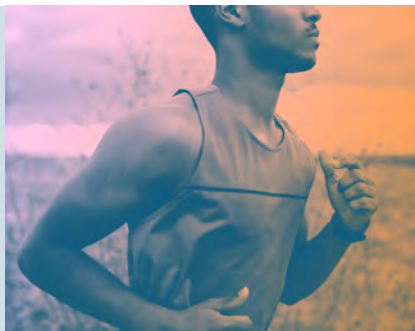
### Dependable

We deliver on our promises and provide accessible, reliable and effective treatments that are a cut above.

## Some headline statistics from 2023/24

91%

average patient rating of  
Therapist Satisfaction



95%

of urgent patients contacted  
within one working day of  
referral



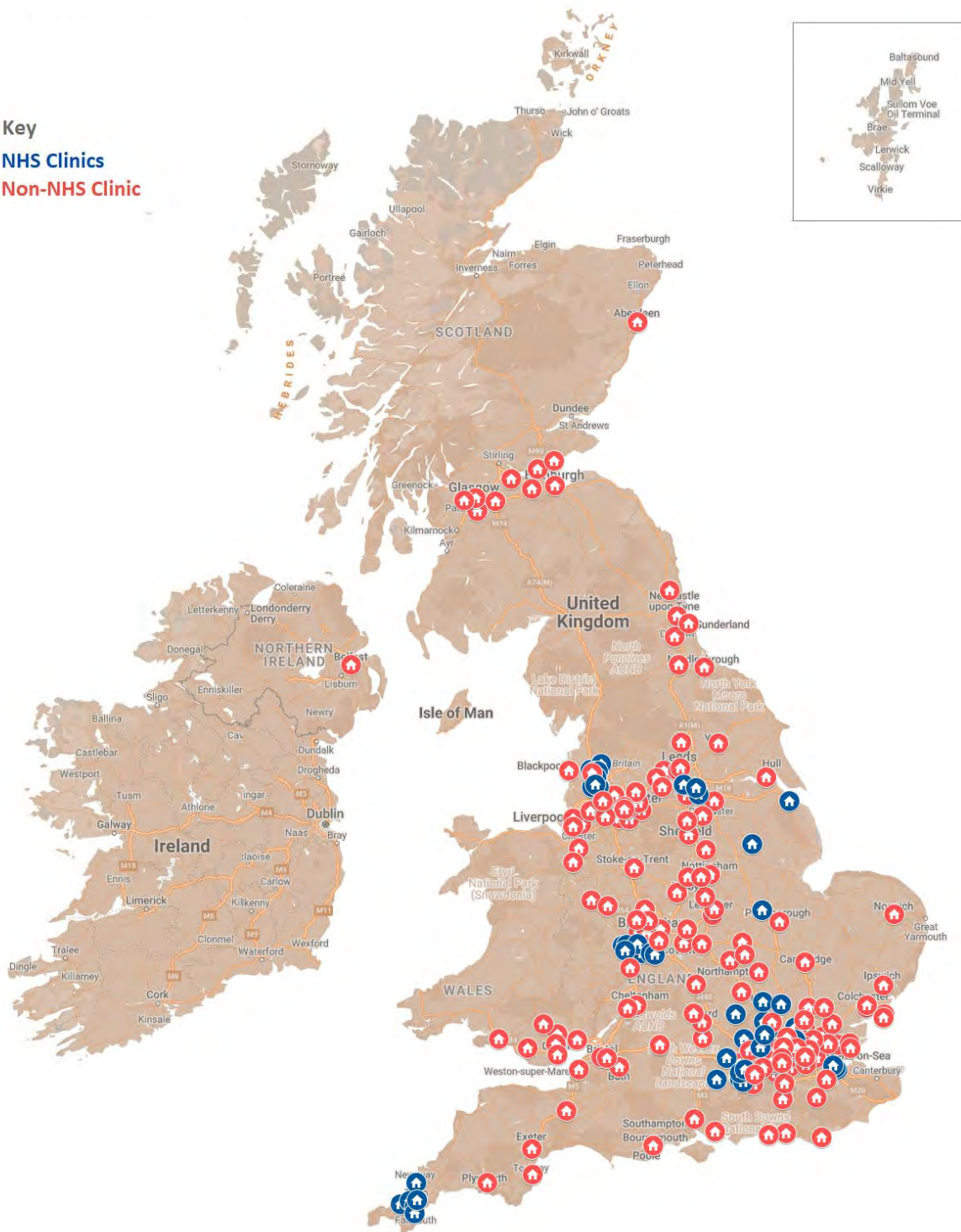
14

the number of integrated  
care boards we worked with  
in 2023/24



# Ascenti clinic locations

Key  
**NHS Clinics**  
**Non-NHS Clinic**



# Part two

## Quality improvement priorities 2024 / 25

Throughout the year, progress against our quality priorities will be monitored by Ascenti's Executive Team.

### Priority 1

#### Introduce a more tailored approach to Clinical Learning & Development

We recognise that not every clinician has the same learning needs. While a company-wide learning and development framework is essential to maintain the high standards we expect, this will be complemented by personalised guidance and access to tailored education.

Our objective is to ensure that clinicians maximise the time and resources provided to them. We believe this approach will drive more immediate improvements in the patient journey and enhance clinical outcomes, than a curriculum delivered over the course of the year.

By fostering a culture where learning and development are immediately applicable, we aim to ensure that all training can be seamlessly integrated into daily practice, promoting continuous professional growth and excellence in patient care.

Domain(s)	How we will achieve this	How we will measure this
Clinical OpEx Forum L&D	Learning needs analysis (LNA) tools	Improved PROMs and PREMs by clinician  Access and adherence to learning modules

### Priority 2

#### Enhance our understanding of patient outcomes and patient experience

Data is fundamental to comprehensively understanding both clinical outcomes and patient experience. Our objective is to significantly increase the collection percentage of Patient Recorded Outcomes Measures (PROMs) and Patient Recorded Experience Measures (PREMs), which are crucial metrics that enable us to be as well-informed as possible.

We intend to accomplish this through a variety of patient engagement initiatives and by refining our process for closing out patient files. The timely closure of these files is often the catalyst for sending out our requests for feedback, making it imperative that this occurs as close to the end of the last session as possible.

By harnessing this data, we aim to provide robust support for our clinicians in their ongoing education and to enhance our broader experiential dimensions, such as improving the ease of access to care.



Domain(s)	How we will achieve this	How we will measure this
Clinical OpEx	System development	Increase in % in survey results
Product Team	Patient engagement	Increase collection of PROMs
Customer Support Services	More effective system management	
L&D		

### Priority 3

#### Improve the Initial Assessment Experience

The first session with our patients is integral to gaining their buy-in and trust, which are pivotal to the outcomes clinicians can achieve. At Ascenti, we have historically delivered strong Initial Assessments, and in most cases, we are able to provide treatment and prescribe exercises during this session. However, during the first appointment the physiotherapist is required to conduct and record a detailed assessment including medical history, which consumes a significant portion of the session.

To address this, we are exploring how we can pre-collect data and pre-populate it in our system, allowing therapists to simply confirm rather than update the information. This approach will free up more time for our physios to interact with the patient, enhancing their overall experience and treatment outcomes.

Moreover, clinicians will spend less time writing up reports and more time focusing on what they are passionate about—delivering high-quality care to their patients.

Domain(s)	How we will achieve this	How we will measure this
Clinical OpEx	System development	Improved employee engagement results
IS		Improved clinical outcomes
		Improved PREMs

## Priority 4

### Diversity, Equity & Inclusion Strategy

We remain committed to fostering a culture of diversity, equity, and inclusion across our organisation. Building on our objective from last year, and continuing our work and achievements, we continue to strive to create an environment where everyone, regardless of their background or identity, feels valued, respected, and included.

By continuing our efforts to advance diversity, equity, and inclusion, we aim to enhance the quality of care we provide, create a supportive work environment for our staff, and contribute to our overall success, resilience and strategic aims.

Our Diversity, Equity & Inclusion Strategy is in place for 2022 to 2025, so next year we will begin planning a strategic approach to DEI for beyond 2025.

Domain(s)	How we will achieve this	How we will measure this
Workforce	Define objectives and action plans across our five DEI domains	Meetings with the five workstream groups.
Diversity, Equity & Inclusion	Refine our engagement and reporting framework	Action plans being agreed and progressed
	Agree a strategic approach for beyond 2025	Progress tracking against action plans
		Formally reporting against this strategy and communicating to staff

# Achievements against 2023 / 24 quality improvement objectives

## Priority 1

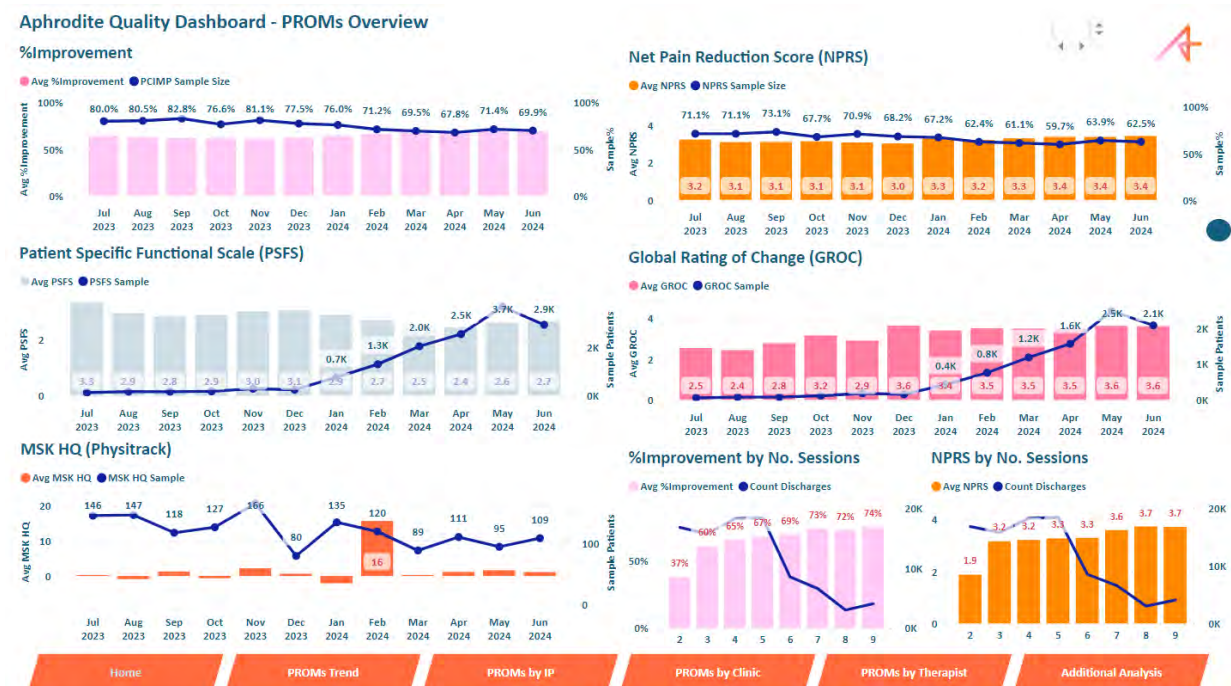
### Quality Data Transformation



At Ascenti, we are acutely aware of the importance of leveraging data to drive continuous improvement and enhance patient care, and during 2023 we delivered a transformation project within Data Analytics and Management Information.

One of our key project outputs has been the creation and implementation of an interactive toolkit for understanding and analysing our clinical data. To help drive this initiative, our MI Team engaged with our Clinical Management Team to ensure the toolkit met their needs, and that they could utilise it effectively to determine tangible actions that enable continuous improvement in patient outcomes and experience.

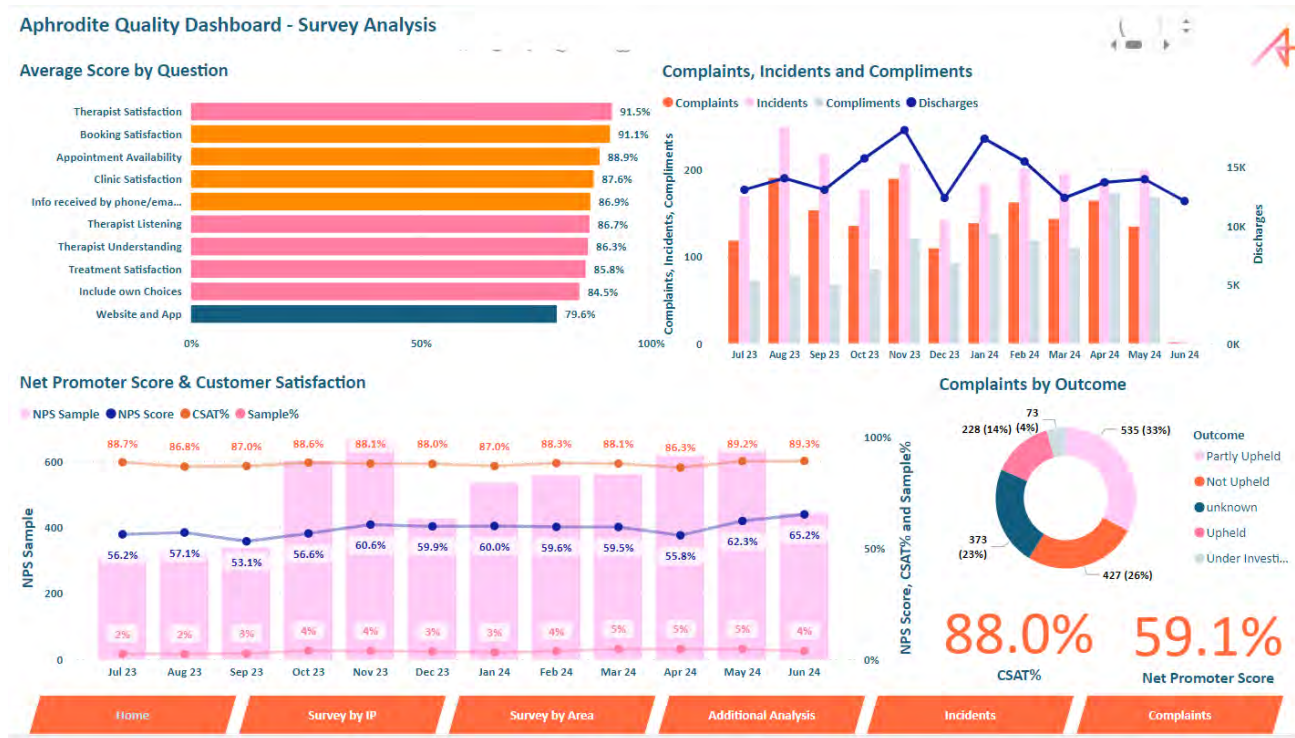
Leveraging our cloud-based data warehouse, we have been able to coalesce distinct datasets, including patient survey feedback, clinical Patient-Recorded Outcome Measures (PROMs) and physiotherapist feedback and clinical notes.



Example dashboard

The nature of our interactive toolkit encourages our Clinical Management Team to ‘drill-in’ and ‘drill-through’ the overarching metrics we publish, and fully understand individual physiotherapist performance, in order to identify areas of training and support. We are also able to look in greater depth at treatment frequency, treatment duration and the overall number of sessions we provide to help optimise our patients’ recovery from different injury types.

These innovative tools enable us to better understand the feedback of our patients via our survey dataset alongside our complaint and compliment data. We can better understand our patients' overall experience and identify areas of improvement in the end-to-end process of patient care. The ability to quickly identify trends and issues enables us to reach evidence-based conclusions and optimise the process for decision-making.



The rollout of the new interactive clinical dashboards has helped to ensure that Ascenti continues to embrace innovation and has contributed to the ongoing enhancement of our services and reinforced our commitment to providing the highest quality care for our patients.



*“The transformation project has enabled us to fully understand our patients’ journey with Ascenti, allowing us to use data to drive targeted and meaningful quality improvement throughout the network.*

*Through accessible and adaptable dashboards, this data is embedded into day-to-day workings – informing our learning and development strategies and facilitating continuous improvement for clinicians, areas and nationwide.”*

**Taylor Cooper**  
Clinical Quality and Audit Lead

## Quality Data Transformation

Domain(s)	Success measures	2023 / 24 progress	Status
Clinical Governance Data	Implementation of dashboards and effective utilisation of data into clinical governance systems	Interactive dashboards launched in summer 2023	Complete

## Priority 2

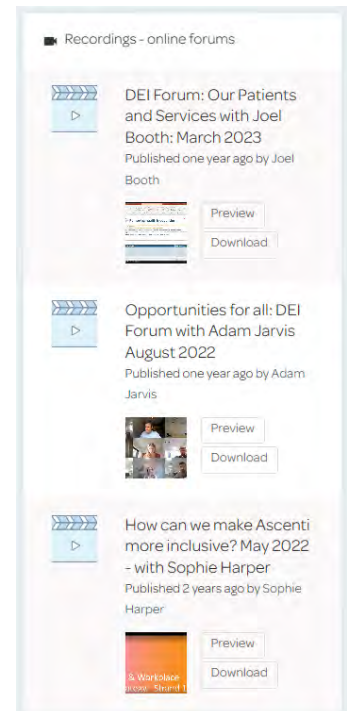


## Diversity, Equity and Inclusion Strategy

Ascenti is committed to fostering a culture of diversity, equity, and inclusion across our organisation. We launched our DEI Strategy in April 2022 which sets out five key areas of focus: People & workplace, Talent management, Patients & services, Data & systems, and Accountability. Each workstream is managed by a member of our Executive Team who drives the delivery of actions within it with support from senior leaders around the business.

Within each workstream we host an online forum for staff to discuss and feedback on issues relating to that strand of the strategy. Forum feedback is collated and reviewed by the executive sponsor, and used to create an action plan with clear objectives.

So far we have held three online forums which have seen hundreds of staff attend and share their thoughts and experiences. Due to changes to our Leadership Team we are preparing to set up the remaining online forums as part of our 2024/25 priority, and will be confirming new executive sponsors to continue to drive our DEI strategy.

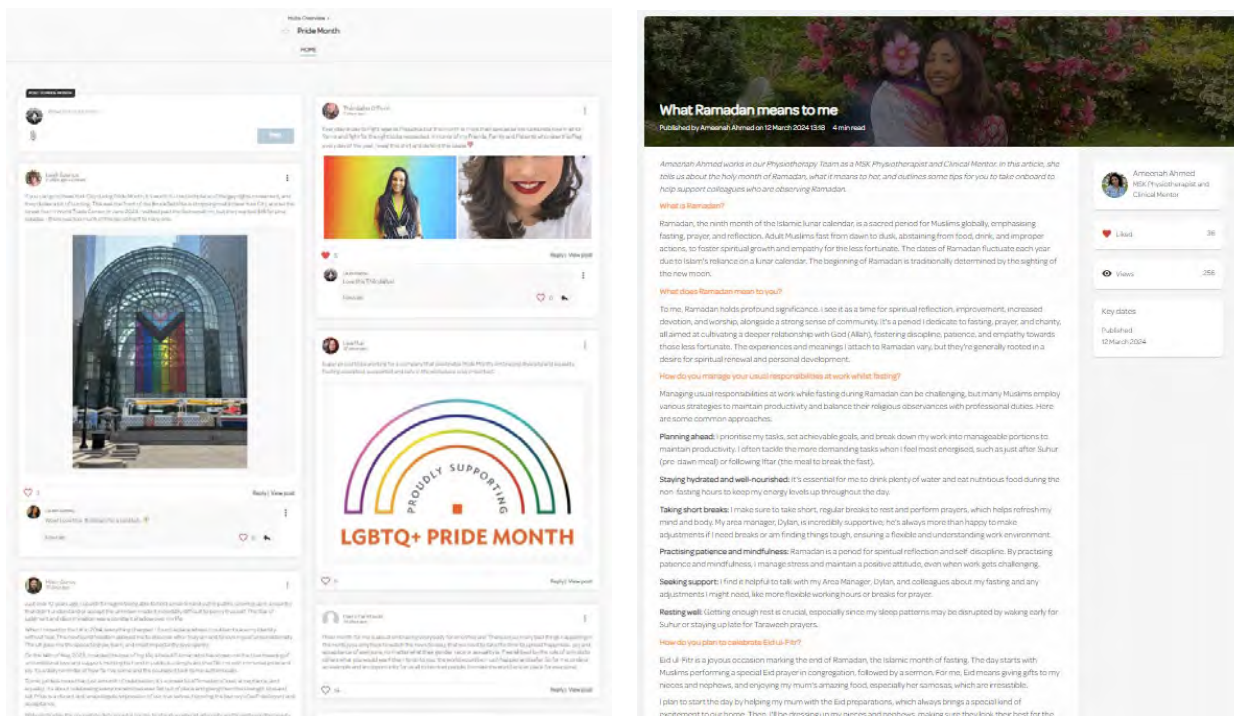


## Employee engagement

The ethos behind our strategy is that we want to ensure diversity, equity, and inclusion is part of everybody's everyday, rather than being the responsibility of one person or a small group of people. This is to ensure we create a supportive work environment for staff, where everyone, regardless of their background or identity, feels valued, respected, and included.

Our Communications Team run regular internal campaigns around key awareness days to engage with staff on DEI issues. This includes an annual Pride Month campaign where employees are

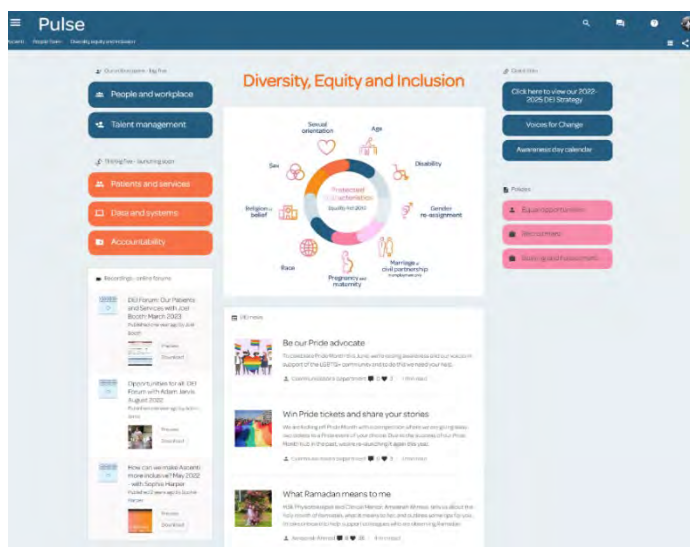
encouraged to share what Pride means to them on a company-wide intranet hub. We also encourage staff to lead discussions around diversity, equity, and inclusion with their peers, through internal blog posts and external social media takeovers.



Pride Hub and Ramadan blog on Pulse (staff intranet)

As an example, in March 2024 one of our physiotherapists, Ameenah, published a blog explaining what Ramadan meant to her. In the article she included information about the holy month, explained how she manages her usual work responsibilities while fasting, and shared advice to colleagues on how they could support their peers who were observing Ramadan. Ameenah also recorded a video which was shared to an external audience on Instagram.

We have launched a dedicated area for Diversity, Equity and Inclusion on our staff intranet, Pulse, which hosts online forum recordings, strategy documents, blog posts and relevant company policies.



Diversity, Equity and Inclusion page on Pulse (staff intranet)

**Continuing to deliver our Diversity, Equity and Inclusion Strategy**

Domain(s)	Success measures	2023 / 24 progress	Status
Workforce  Diversity, Equity & Inclusion	Breakdown our bigger ambitions for the future into specific measurable and achievable targets  Define objectives and action plans across our 5 DEI domains  Develop an engagement & reporting framework	We have continued to carry out three out of five action plans and will introduce two more as part of our 2024/25 quality objectives  Staff engagement activities including regular campaigns and employee blogs	Ongoing

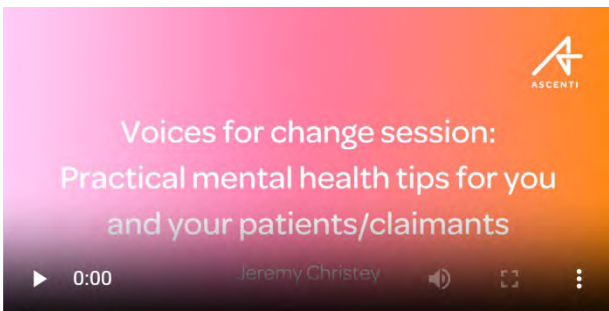
**Priority 3**



**Enhance mental health and well-being support for our employees – Mindful Employer**

As a healthcare provider, wellbeing and supporting our employees with mental health is a key priority for us. We believe in enabling our people to achieve their goals outside of work and a healthy balanced life overall.

Our offering includes progressive policies in respect of wellbeing, access to counselling services, financial wellbeing support and managers have also received training in relation to supporting employees, including with returning to work. Throughout 2023 we have successfully introduced several additional initiatives, including mental health first aid training and a number of campaigns that have received over 70% employee engagement.



*Voices for Change – employee webinar on mental health*

## Enhance mental health and well-being support for our employees

Domain(s)	Success measures	2023 / 24 progress	Status
People & Culture Well-being	Establish a Mindful Employer Charter	Action plans being agreed & progressed	Ongoing
	Promote our support services	Progress tracking against action plans	
	Run mental health awareness training and resources	Rolled out a range of campaigns along with mental health first-aid training	
	Create forums to encourage open dialogue	Successfully ran Voices for Change sessions covering wellbeing and mental health	
	Deliver initiatives targeting work-life balance	We now track data and insight into employee wellbeing through our Vitality at Work benefit alongside surveys	
	Measure workload and wellbeing		

Wellbeing calendar 2024					
January	February	March	April	May	June
<b>Themes and campaigns</b>					
Blue/brew Monday New year goal setting National obesity awareness week	Time to Talk Day World Cancer Day	World Sleep Day International Women's Day	Stress Awareness Month World Autism Awareness Day	National Walking Month Mental Health Awareness Week	World Blood Donor Day Bike Week
<b>Benefits - Click the links below to find out more</b>					
Employee Assistance Programme Vitality at Work	Headspace Employee Assistance Programme	Headspace Vitality at Work	Employee Assistance Programme Vitality at Work	Vitality at Work Wellbeing Days	Discounted Physio Cycle to Work Scheme My Healthy Advantage App
<b>What is happening at Ascenti - Keep an eye on InSight and Pulse</b>					
Win a spa weekend Brew Monday with your team Find out more about Mindful Chef	Exec to launch wellbeing calendar to business	Hear from our woman's health experts	The great outdoors: worth over £200 Hear from our in-house mental health experts (part of Voices for Change series)	The great outdoors: worth over £200 Battle of the regions and offices with our charity partner	Raising awareness of blood donation
<b>Extra resources - Click the links to access</b>					
Vitality live webinar: Small steps to success: Motivation and goal setting	Voices for Change recording: Masking mental health	Voices for Change recording: Sleep	Voices for Change recording: Neurodiversity in the workplace	Voices for Change recording: Mental health tips	Become a donor here

Ascenti wellbeing calendar



## Statement of assurance from our Executive Team

During 2023/24 Ascenti provided NHS Community Physiotherapy and Advanced Physiotherapy MSK assessment and treatment services to 14 NHS integrated care boards. Ascenti has reviewed all available data regarding the quality of the NHS services we have delivered.



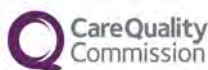
### Participation in clinical audits and confidential enquiries

During the reporting period 2023/24, no national clinical audits and no confidential enquiries covered the NHS services that Ascenti provides.



### Participation in clinical research

Participation in clinical research demonstrates Ascenti's commitment to improving the quality of care we offer and to making our contribution to wider health improvement. Ascenti has supported staff with research as part of Masters and Advanced Practice Degree Apprenticeships. We have also worked collaboratively with Birmingham University to support clinical research projects and publications.



### Care Quality Commission

Ascenti is registered with the Care Quality Commission (CQC) for the regulated activity of 'treatment of disease, disorder or injury'. Ascenti has no conditions placed on its registration and there have been no inspections to report on. The CQC has not taken any enforcement action against Ascenti during 2023/24. Ascenti has not participated in any special reviews or investigations by the CQC during the reporting period. During 2023/2024 we provided all assurances to the CQC as part of the transitional monitoring approach.



### Secondary uses services

During 2023/24, Ascenti did not submit records to the 'Secondary Uses Service' for inclusion in the Hospital Episode Statistics.



### Payment by results

Ascenti was not subject to the payment by results clinical coding audit during 2023/24 by the Audit Commission.



## Commissioning for quality and innovation payment framework (CQUIN)

A proportion of Ascenti's income in 2023/24 was conditional on achieving quality improvement and innovation goals agreed between Ascenti and contracts incorporating the CQUIN framework. These schemes include:

- Friends and Family survey targets
- Staff friends and family survey targets
- Shared decision making
- GP education
- Sharing learning from practice
- Patient education



## Duty of candour

Our Duty of Candour and Whistleblowing policies are available to all staff and are aligned with CQC regulation 20. We aim for the highest ethical standards by encouraging a culture of openness, transparency and candour throughout our organisation. To support this, we have developed specific duty of candour training for our induction and mandatory training programme. We have also integrated duty of candour triggers into our risk-based complaint and incident pathways within our Datix Cloud IQ system and established dashboard reporting to have greater oversight of compliance.



## Freedom to speak up

Freedom to Speak Up Guardians support workers to speak up when they feel that they are unable to do so by other routes. They ensure that people who speak up are thanked, that the issues they raise are responded to, and make sure that the person speaking up receives feedback on the actions taken. Guardians also work proactively to support their organisation to tackle barriers to speaking up. Ascenti have an appointed a Freedom to Speak Up Guardian, however the principles of Freedom to Speak Up are actively promoted by our Governance Team, whilst our Freedom to Speak up Guardian confirms the policy and process for all staff within the organisation.



## Data quality

Ascenti operates management systems that ensure the quality and integrity of our data. Good quality information is essential for effective patient care and quality, through being able to measure, monitor and report upon our data.

We have a dedicated Data Analytics function within our Ascenti Digital team who have exceptional attention to detail and analytical skills. Quality is assured via a number of procedures and ensuring all SQL queries and codes used for data retrieval from our bespoke database are peer reviewed.



### Data Security and Protection Toolkit

For 2023/24, Ascenti completed our Data Security and Protection Toolkit submission and are compliant with the National Data Guardian’s Data Security Standards, meeting statutory obligations on data protection and data security. This includes our compliance with the National Data Opt-Out.

We continue our commitment to maintain both an effective ISO 27001 management system and our quarterly meetings that focus on ensuring the quality, integrity and security of our data. We also engaged a third-party organisation to work with us on our Data Protection activities, auditing and ensuring our ongoing compliance.



### Safeguarding

Safeguarding is a fundamental aspect of our commitment to providing high-quality care and protecting the well-being of our patients. We believe that everyone has the right to live a life free from harm, abuse, and neglect, and our policies, procedures, and practices reflect this conviction.

As part of our ongoing dedication to safeguarding, we conduct an annual Section 11 audit to assess and ensure our compliance with the safeguarding requirements outlined in the Children Act 2004.

This comprehensive audit evaluates our processes, training, and governance structures, enabling us to identify areas for improvement and ensure we maintain the highest standards in safeguarding practices.

By consistently reviewing and updating our safeguarding measures, we not only ensure compliance with legal obligations, but also create a safe and supportive environment for our patients, staff, and visitors. Our commitment to safeguarding is unwavering, and we will continue to prioritise the well-being and safety of all those who engage with our services.

## CQC Registered Manager statement of assurance

Ascenti continues to be a registered provider with the Care Quality Commission (CQC) under the Health and Social Care Act 2008. Ascenti Physio is registered for the regulated activity 'treatment of disease, disorder or injury (TDDI)'. Ascenti does not have any conditions placed on its services and the Care Quality Commission has not taken enforcement action against us during the reporting period to year ending 31/03/2024.

Ascenti has not been subject to any special reviews or investigations by the CQC during the reporting period. Over the previous year, we have taken part in provider engagement meetings to report on the performance of the MSK injection therapy service. This has been useful to provide main updates to the CQC as well as assurances that we are providing a safe service for our patients and staff. We continue to engage with the CQC by keeping up to date with news and information on their participation platform, alongside attending webinar events. We will continue to engage with the CQC as part of their new regulatory approach which was launched in January 2024. We have yet to receive a formal CQC inspection.

Activities during the previous year within Ascenti, has included:

- A newly appointed Pharmacist Consultant to provide their expertise in Medicines Management at Ascenti.
- Introduction of the Delivery of MSK Injection Therapy Standard Operating Procedure (SOP). Which includes opening of new sites with our updated injection therapy clinic inspection form plus onboarding new injection therapists. As part of onboarding and induction the Active Injection Therapist Checklist process provides assurances on the appropriate training of the staff member. Freedom to Speak Up Policy in draft format.
- An injection therapy study day was organised by our Consultant Physiotherapist. This was available for all injection therapists to attend.
- Continue to support the clinical development of the injection therapists with weekly clinical sessions with our Consultant Physiotherapist.
- Regular audits have taken place of treatment notes and Central Electronic Medicines Register (CEMR) where actions have taken place to improve the service and share learning.

In 2024/25, we look forward to further enhancing our services and systems, some of these areas for improvement will include:

- Promotion and internal campaign to raise awareness of Freedom to Speak Up.
- The Pharmacist Consultant will work in collaboration with our injection therapists to lead on a medicines management training module.
- Revision of our Medicines Management Policy
- Development of a new Patient Group Direction (PGD) policy
- Introduce Quality and Patient Safety Walkabout framework and complete visits for the injection therapy clinics.
- By maintaining our development, we will ensure our regulated services are continually challenged and benchmarked for quality improvement and together with our wider governance systems, ensure we deliver services that are safe, caring, effective, responsive, and well-led.

**Tara Tolan**

**CQC Registered Manager**

## Infection Prevention Control statement of assurance

At Ascenti we have implemented a comprehensive infection prevention and control (IPC) framework which focuses on the requirements of the Health and Social Care Act 2008: Code of practice (the code) on the prevention and control of infections, the National infection prevention and control manual for England 2022 and the National Standards for Cleanliness 2021.

We have an Infection Control Lead who has completed an accredited Royal College of Nursing IPC Lead course, they attend regular IPC refresher training to ensure we are familiar with new directives, legislation, and evidence. Our healthcare staff are required to complete mandatory IPC training.

We have an overarching Standard Infection Control Precautions policy which links into additional IPC key policies including Hand hygiene & dermatitis policy, Safe management of Sharps policy and a cleaning policy. We have an IPC page on our Intranet which provides Staff with easy access to IPC policies and IPC information.

To support Staff to comply with IPC we provide equipment, products and guidance which facilitates IPC activities which includes effective hand hygiene and effective cleaning of equipment.

To promote and raise awareness of IPC, the IPC lead collaborates with the communications team and assurances manager to provide information on IPC topics which include World Hand Hygiene Day, World Sepsis Day, Influenza, Living with respiratory infections, glove use, other infections such as Measles. The IPC Lead is an integral member of the Governance team and collaborates with Health & Safety, Facilities & Estates and the CQC Manager.

Our healthcare staff take part in an annual hand hygiene audit, results are used to formulate action plans and learning is shared through our communication channels which includes our e-newsletter and our Intranet.

We encourage all staff to report any IPC incidents through our incident reporting system. This has enabled us to investigate incidents promptly, take appropriate corrective actions to prevent recurrence, learn and improve.

The IPC Lead provides an annual report to the Executive Leadership team, providing assurances on ongoing IPC activities and progress in delivering the infection control framework.

We remain committed to continuous improvement in IPC measures to provide a safe environment for everyone who accesses our services.



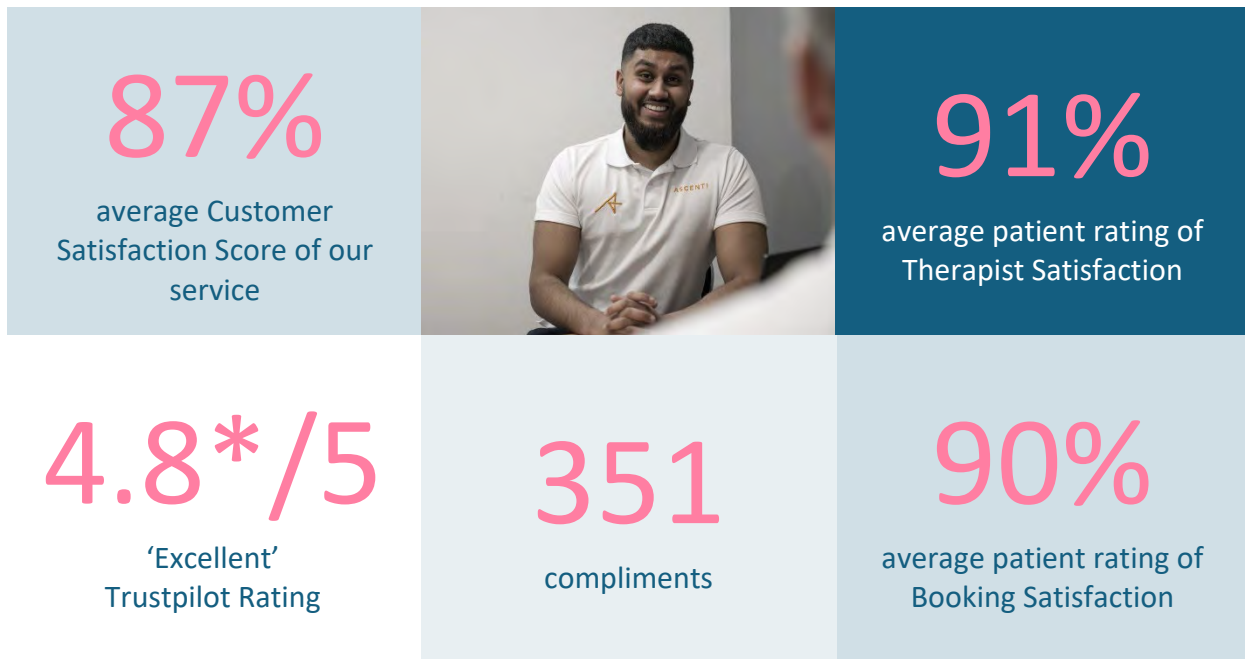
**Carole Sealey** RGN  
**Senior Clinical Governance & IPC Lead**

# Part three

## Positive patient experience

At Ascenti we aspire to achieve high standards in all we do. Understanding the experience of our patients is essential to ensure we continually meet the standards of excellent care we strive to achieve.

### Patient feedback



*“Gerry was very kind and patient. He demonstrated the exercises and repeated them when he felt I needed more help. I always felt Gerry took an interest in how I was doing and asked what was going well and what I was struggling with. Gerry was knowledgeable and always polite. I had been nervous when I started but I didn't need to be as Gerry always gained consent and never made me feel uncomfortable.”*

**NHS patient**

## NHS profile feedback

### They do the job

★★★★★

*"I had terrible headaches for over 12 months trouble sleeping as the pain was worse when my head touched the pillow. My doctor referred me to Ascenti and on my consultation I was given a body inspection and was given various exercises. I did these religiously as I would have done anything to relieve the pain. I really thought it was going to be a waste of time. How wrong was I.*

*It took almost 3 weeks for the pain to completely disappear and no headaches since. I do the exercises not as often but still do them as I don't want to lie in bed awake with a headache. Who would have thought a trapped nerve in the shoulder could cause so much pain somewhere else in your body. Thank goodness I went to Ascenti. I can't thank them enough."*

by Ronald Howarth - Posted on 16 January 2024  
Visited December 2023

### Superb physiotherapy service

★★★★★

*"I have had treatment in Preston for about 4 months for very painful trigger thumb. Followed the exercise plan carefully and able to be discharged today. My Physio was professional, communicative and so understanding. Reassured to make contact if future problems. What a superb easy to access NHS service. Thank you."*

by Heather Ainsworth - Posted on 23 January 2024  
Visited January 2024

### Amazing

★★★★★

*"I attended six appointments with a consultant at Ascenti. The experience from start to finish was really excellent. The consultant listened to what I had to say and tailored a course of treatment uniquely for me. By the end of the course my shoulders were so much better than they had been and I have so much more movement and so much less pain. This was a great experience, thank you so much."*

by Paul Ella - Posted on 11 October 2023  
Visited September 2023

### Excellent treatment

★★★★★

*"From the beginning this experience has been of the highest standard and helped me to recover mobility. I am continuing with the exercises because they are doing so much good."*

by Brian Preston - Posted on 18 February 2024  
Visited November 2023

## Service performance



95%

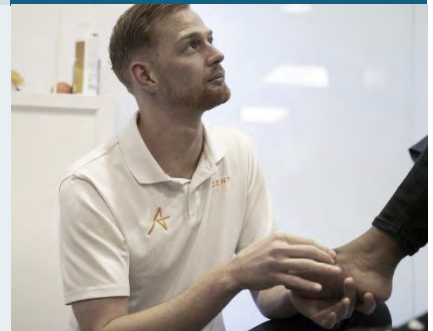
of urgent referrals contacted within one working day

91%

discharge reports sent within five working days

94%

of routine referrals contacted within two working days



*"Excellent service & treatment throughout my sessions.*

*Sam was extremely helpful, patient & understanding of my symptoms.*

*Would definitely recommend Ascenti to anyone."*

**NHS patient**





## Trustpilot feedback

Ascenti is rated 4.8/5 on Trustpilot, based on 3,000+ reviews, as of April 2024. Below is a selection of five-star reviews left by NHS patients.

*Well supported to overcome back pain*

*Last year I pulled a muscle in my back which was affecting sleep and how long I could sit and work. My doctor signposted me to Ascenti.*

*I was starting to feel less pain in a couple of weeks of exercises and progress over the next couple of months and regular check ups and new exercises to build up - I was not expecting so many but feel better for it. Although I can still get some pain in the back (stress / sitting at a desk) I feel more able to manage it.*

Michael, June 2023

*I have just had a second appointment with Joanne. Consummate professional. Excellent advice and very clear communicator. These people are a credit to the NHS.*

Ian, April 2024

*I was referred by my GP for a NHS Ascenti appointment at Hume Street Medical Centre and I was seen by Yash who did some manual therapy on my knee. He was 10/10, it has eased my symptoms and I can walk a lot better now. Thank you Ascenti!*

Brenda, August 2023

*After 5 years of treatments and physio with different health professionals, I still had chronic pain in my back. My doctor referred me to Ascenti and I went to my first appointment with Disha at the Preston clinic.*

*She was very professional and explained how we can put an exercise plan together to eliminate the pain. I had an appointment today (3 months later) and the pain has reduced massively.*

Linny, January 2024

*I was referred to Ascenti and Nikita G through my GP after a shoulder injury. Nikita is a physio wizard with a party trick that makes you gulp but the relief it gave my shoulder pain was amazing and made the time between each session bearable to the point it's barely there now. She has magic hands!*

*Nikita is professional, friendly and put me at ease straight away confirming there is an end in sight and she'll get me there. She doesn't beat around the bush and has given me the tools to carry on my exercises when I need them after my sessions have finished. Nikita is a great asset to Ascenti. Thank you Nikita!*

Charlotte, July 2023



## Complaints

**0.05%**

Concerns as a percentage of appointments

**0**

Ombudsman referrals

**0.1%**

Complaints as a percentage of appointments

**35%**

of complaints not upheld

## Enhancing patient safety



### Incidents

We promote incident reporting and cultivate a positive safety culture. Robust reporting levels are essential for recognising learning opportunities and improving safety and satisfaction.

Incidents, which may not always result in harm, represent deviations from expected processes and can pertain to procedures, policies, and systems. Incorporating human factors principles into our incident reporting and investigation systems enhances the depth of analysis and learning opportunities.

We remain dedicated to prioritising patient safety and providing high-quality care for our patients. Our PSIRF Policy and Patient Safety Incident Response Plan was implemented last year. Our approach to incident reporting, investigation, and learning from patient safety incidents is systematic and consistent. By adopting best practices and promoting openness and transparency, we strive to recognise risks and mitigate potential harm to our patients.

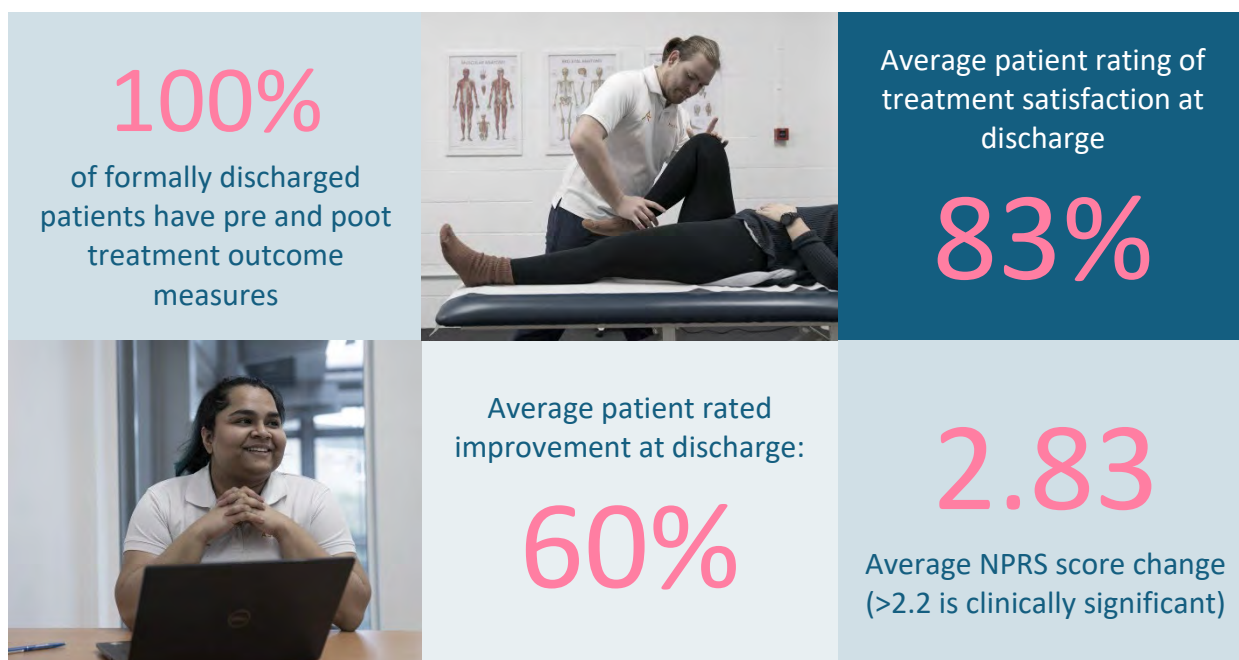
We view high incident reporting as evidence that our reporting systems are effective. In the reporting period, we documented incidents representing 0.52% of appointments. This includes reporting unexpected clinical findings (46%), such as red flags and masqueraders. This positive reporting behaviour demonstrates that our staff consistently identify signs and symptoms of potential serious pathology and respond appropriately.



### Safety alerts

Between April 2023 and March 2024 there were no safety alerts relevant to our service.

## Elevating clinical effectiveness



The above statistics represent patient recovery at the point of discharge. Our patients are discharged from our service at the point of being able to continue their onward recovery independently through self-management.

### Staff development

Ascenti is proud to provide clinicians with both internal and external opportunities for development.

Over the last year we have established a partnership with the University of Birmingham which has enabled some of our staff to undertake funded MSc modules. We host CPD webinars every three months where external speakers are invited to deliver a session to our physios covering various topics related to their clinical practice.

Ascenti physiotherapists also benefit from an In-house learning management system with a wide range of courses, and a £1,000 training fund to access external courses.

On 15 August 2023, Ascenti was honoured to be named among the recipients of the Princess Royal Training Award. This prestigious awards programme is held every year to recognise employers who have created outstanding training and skills development programmes which have resulted in exceptional benefits. The awards are delivered by the City & Guilds Foundation and are supported by their President, HRH The Princess Royal.





*Learning & Clinical Development Lead at Ascenti, Alexandra Stead, receiving the award from HRH Princess Anne*

*“The Princess Royal Training Award is such a prestigious award to receive and really reflects the training and development Ascenti puts into its staff.*

*This achievement recognises all the hard-working Physiotherapists, Clinical Mentors, Physiotherapy Development Leads and the L&D team who deliver our training week in and week out.”*

**Alexandra Stead**  
**Learning & Clinical Development Lead**

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