

**Cardiac Health
Diagnostics Ltd**

Statement of Purpose

Cardiac Health Diagnostics Limited

This document sets out the Statement of Purpose of Cardiac Health Diagnostics Limited. It aims to meet all requirements in compliance with the Care Standards Act (2000), the Independent Healthcare (Wales) Regulations 2011 and the National Minimum Standards which govern the Healthcare Inspectorate Wales registration for independent healthcare providers. Specifically, this document will outline how Cardiac Health Diagnostics Limited will fulfil our duties and responsibilities with regard to our organisation, our services, and the communities in which we serve.

Aims and Objectives of the Organisation

Cardiac Health Diagnostics Limited is an independent medical agency and a Swansea University spin out company, which is managed and delivered by credible, professional and experienced staff governed by professionally accredited bodies such as the General Medical Council and the British Medical Council.

We offer a mobile heart screening service to adults and children from 5 years of age. Understanding the vast amount of people who die each year from an undiagnosed heart condition, such as Sudden Death Syndrome /Sudden Cardiac Death, our overall aim of the organisation is to raise awareness of this issue to make a significant contribution to the health and wellbeing of people in Wales by providing frequent and easily accessible screening sessions run by the highest quality of staff.

In consideration of this aim, the objectives we wish to achieve include the following;

- (1) To provide a heart screening service at least once per month in Wales to children and adults, performing an ECG test on at least 100 people per session.
- (2) To carry out a service user satisfaction survey at every heart screening session to the people undertaking an ECG test, to review results and make the necessary improvements based on feedback.
- (3) To carry out heart screening services in all parts of the country, from North to South Wales to ensure all communities in Wales have a chance to attend the screening.

Registered Provider

Name of Service:	Cardiac Health Diagnostics Limited
Address:	Room 508, Institute of Life Sciences 2, Swansea University, Singleton Campus, Swansea, SA2 8PP
Email Address:	referrals@chd.clinic
Main Telephone:	01792 874 777

Relevant Qualifications

With 5 directors from all different backgrounds we have a variety of different qualifications relevant to this organisation. 3 directors of Cardiac Health Diagnostics have particular qualifications in Medical Physics through undertaking BSc, MSc and PhDs in this area, as well as directors with BSc accreditations in business and marketing.

Relevant Experience

Two of our five directors at Cardiac Health Diagnostics work within Swansea University, as a senior lecturer and as a professor, where they have 20+ years' experience in teaching, learning and researching within the areas of medical physics, sport science and cardiovascular testing. Additionally, we also have directors with over 20+ years' experience of running their own businesses, as well as working within the education sector.

Accreditations and Memberships

Collectively, the relevant memberships and accreditations each member of the organisation holds is as follows;

- Chartered Physicist
- Chartered Scientist
- Member of the Institute of Physics (IOP)
- Member of the Institute of Physics and Engineering and Medicine (IPEM)
- Fellow of the Royal College of Physician of London
- Member of the Chartered Institute of Marketing
- School of Health Science Research Ethics Committee
- Fellow of the European Society of Cardiology (FESC)

Relevant Research

Our directors who have key roles within Swansea University and the NHS, have invested in research relevant to our aims and objectives of this organisation. This includes;

- Application of physics and engineering to medicine and healthcare
- Non-invasive physiological assessment and monitoring of the cardiovascular, haedynamic and autonomic nervous systems in health and disease
- Investigation of foetal heart rate control using a superconducting quantum interference device (SQUID) magnetometer
- Clinical research projects within Hywel-Dda Health Board, including assessment of the cardiovascular and haemodynamic pathophysiology associated with chronic obstructive pulmonary disease sleep disordered breathing and smoking
- Projects in collaboration with Abertawe Bro Morgannwg University Health Board including the investigation of the influences of bariatric (weight-reduction) surgery on SwanSTEM physiology, as well as the relative influences thereon of laparoscopic and open surgical techniques.
- Development of new fetal monitoring techniques on magnetocardiographic measurements and investigating the clinical applications of these emerging techniques, including a new quantitative model of heart rate variability which can be used not only in fetal monitoring but also in neonates and adults.

Registered Manager

Name	Miss Shannon Stevens
Address	Room 508, Institute of Life Sciences 2, Swansea University, Singleton Campus, Swansea, SA2 8PP
Email	s.stevens@chd.clinic
Main Telephone	01792 874 777

Shannon is a graduate of BSc (Hons) Business Management, as well as holding a PgC in Business Mentoring for Entrepreneurial Practice, a Professional Development Award in Marketing and is currently working on her MSc in Strategic Marketing. Shannon has been involved in Cardiac Health Diagnostics Limited right from the outset and before the company

was formally set up. Shannon has been involved in the planning and decision making of this company right from the beginning.

To date, Shannon's responsibilities have included;

- Undertaking market research to develop an understanding of the current market and its key competitors
- Developing a business plan and financial forecasts to determine the forecasted profitability and to undergo break even analysis
- To liaise directly with Swansea University and ABMU with regard to legislation and regulations regarding Cardiac Health Diagnostics Limited
- Writing company policies all complying with the National Minimum Standards
- Written procedures for the implementation of company policies
- Completing HIW registration
- Continually liaise with all directors informing them of the latest progress
- Seeking out and meeting with potential clients to identify future contracts

Previous to this role, Shannon undertook a 3 month university placement in a business development and marketing consultancy where her role was a training development consultant, which involved setting up a new training company as a branch out from the consultancy business.

Shannon has also undertaken a voluntary summer placement as a marketing manager in 2015, whereby she was responsible for marketing and developing a newly established business involved children's events.

Shannon has now been acting as the registered manager for CHD 6th May, 2016.

Responsible Individual

Name	Mr Chris James
Address	Room 508, Institute of Life Sciences 2, Swansea University, Singleton Campus, Swansea, SA2 8PP
Email	c.james@chd.clinic
Main Telephone	01792 874 777
Role and responsibility within the organisation:	Director

Following a B.Sc. Industrial Chemistry (University of Wales) in 1974-77, Chris completed a diploma of management studies in 1980-1982. Between 1985-1986 Chris also achieved his diploma of marketing. European Foundation for Quality Management (EFQM) followed in 1999-2000. In 2004-2005 Chris completed a Chartered Institute of Marketing Professional Diploma and the Technology Means Business Accreditation (TMB). Chris is also a registered IIP Practitioner (since 2006) and an accredited BELBIN™ trainer (2008). In 2008-2009 Chris was a judge for the National Training Awards and in 2009 achieved UK SFEDI Accreditation.

Chris is currently a director and a senior business consultant at CIOTEK Limited with more than 25 years consultancy experience. During this time Chris has worked with academic institutions, development agencies and a wide range of companies including more than 300 SMEs in Wales on business development and support programmes and projects. Chris has excellent interpersonal and communication skills and is accomplished in both one to one mentoring and group presentations and is comfortable in a role of team leader or team member. Chris is a skilled diagnostician and has designed and developed business positioning processes and procedures. He is a skilled report author producing succinct findings, recommendations and practical courses of action to effect change. He is efficient in operation; adept at working under his own initiative and takes pride in meeting defined timescales.

Chris has delivered EPSRC funded projects for the Department of Research and Innovation at Swansea University and master classes for the LEAD programme in Wales. Chris has expertise in the development of Business Plans, Marketing Strategies and Market Development and also team building and management supports.

Chris is more than equipped with the skills, experience and knowledge needed to be the responsible individual for Cardiac Health Diagnostics Limited. He is also one of the directors of the organisation, and a support mechanism to the registered manager. Chris bases his business administration next door, in the same building to the administration offices of Cardiac Health Diagnostics. This way, Chris is available to provide support to the registered manager and the organisation as and when needed.

Chris takes on a practical role within Cardiac Health Diagnostics, taking responsibility for the accounts and finances of the organisation, as well as playing an active role in seeking out business opportunities and shaping the strategic direction of the company. As a support mechanism, Chris supports the registered manager in attending business meetings and establishing, developing and maintaining relationships valuable to the organisation through his long established network of contacts.

Staff Details

As an organisation, we have three additional directors to the registered manager and responsible individual, who all participate and support the registered manager and the organisation. The relevant qualifications and expertise of the registered manager and responsible individual have been outlined in the previous section.

Professor Michael Lewis, *Director*

Professor Michael Lewis, Professor of Cardiovascular Diagnostic Technology is a full time member of staff at Swansea University and director at Cardiac Health Diagnostics Limited. The majority of his research career has focused on non-invasive physiological assessment and monitoring of the cardiovascular, haemodynamic and autonomic nervous systems in health and disease. Dr Lewis has gained extensive experience in physiological measurement for clinical diagnosis, evaluation and monitoring. This includes competency in assessing cardiac electrical activity and other non-invasive cardiovascular parameters.

Mike is a professionally accredited Chartered Physicist and Chartered Scientist, and member of the Institute of Physics (IOP) and the Institute of Physics in Engineering and Medicine (IPEM). In 2007 he was elected as a Fellow of the European Society of Cardiology (FESC).

Mike takes on a very active role as Director, being in constant contact with the registered manager and the responsible individual to establish business opportunities and build relationships with external partners valuable to the organisation. Already based on the Swansea University campus, Mike meets with Shannon and Chris at least once per week to discuss progress and offer advice and support where needed. Shannon and Mike also liaise daily when necessary via. Email.

Dr Dareyoush Rassi, *Director*

An additional Director of Cardiac Health Diagnostics Limited is Dr. Rassi, a senior lecturer at Swansea University and a physicist. A major part of his research effort has been focused on the interface between physics, medicine and biology.

Dr. Rassi has numerous national and international research links, he has served on the Medical Engineering College of the Engineering and Physical Sciences Research Council and held a two-year appointment as a Royal Society Industry Fellow. He holds External Examiner appointments at the University of the West Indies, and at King's College London.

Dr. Rassi has founded two start-up companies registered and based in Wales both of which are active in leading-edge industrial research and development in different areas of the oil &

gas sector. Both companies have received a number of awards in recognition of their innovative achievements. Dr. Rassi is regularly asked to give presentations and workshops on various aspects of innovation and entrepreneurship.

With a unique combination of knowledge and expertise, Dareyoush is able to support the organisation and the registered manager by offering advice and contacts through his wide, long established network. Dareyoush is also based on the Swansea University campus so is able to be called upon for support as and when needed.

Dr Andrew Short, *Director*

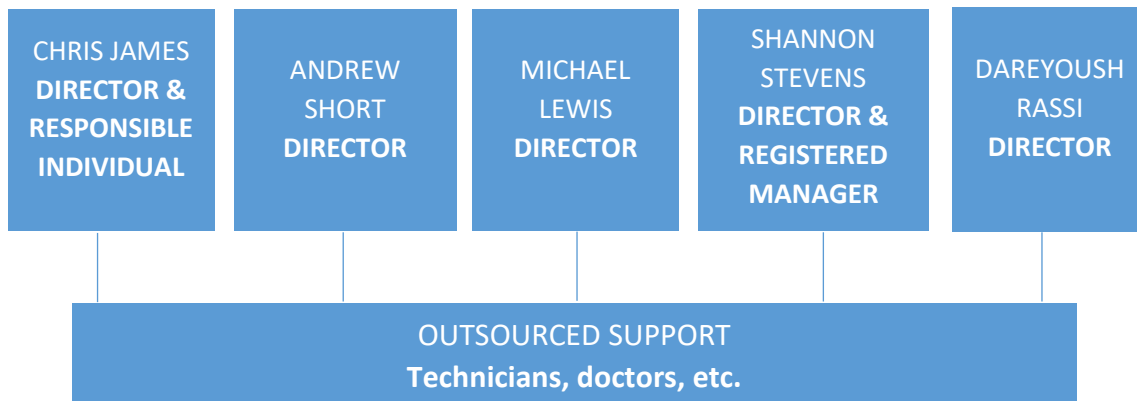
Andrew completed his studies in Swansea University, where he studied BSc Physics with Medical Physics, MSc Medical Radiation Physics and PhD Physiological Time-series Investigation of Cardiovascular Regulation. This is where he initially become interested in cardiac screening and testing, and worked alongside Professor Michael Lewis with research relating to cardiac health and screening.

Since graduating, he came a head teacher of a British international school in Moscow, where he played a key role in the strategic direction of both the school and the education sector. At present, Andrew is an operations director at a firm called IQE in Birmingham, a capital investment firm.

Between Andrews cardiac medical research qualifications combined with his vast experience in business and the education sector, he is a valuable asset to the team offering both knowledge and experience in business and cardiac health, aligned with the goals of our organisation. Andrew is involved with shaping the direction and strategy of the organisation and contributes through sharing our company within the networks he operates in to gain future business. Andrew is readily available to contact through telephone and email, and is in frequent contact with the registered manager to give advice and support as and when needed.

Organisational Structure

The organisational structure of Cardiac Health Diagnostics is illustrated in the diagram below.



At present, Cardiac Health Diagnostics have 5 directors at the organisation. All 5 directors have full time jobs outside of Cardiac Health Diagnostics and undertake their duties and responsibilities to their director's position outside of their full time positions.

The registered manager at the organisation works at CHD on an as and when needed basis, who is currently managing the day to day administrative duties although administrative support will be appointed when demand for our services increase. Outsourced support, including technicians and doctors will be appointed on a private basis as and when needed.

Services and Facilities

The Service

The service we provide is a mobile ECG screening service undertaken throughout a variety of locations within Wales. The ECG test is conducted by a qualified technician placing small stickers (electrodes) on individuals' body which are connected to wires, connecting to an ECG machine. Cardiac Health Diagnostics use the supplier GE Medical Systems. The ECG machine prints out the hearts electrical activity which is then passed onto the cardiologist who explains the result to the individual. The test takes approximately 5-10 minutes to perform, is non-invasive, risk free and painless.

Both adults and children from 5 years of age can participate in this screening service. Persons should especially seek to participate in heart screening include the following;

- Persons which have a family history of heart conditions and/or defects
- Persons who consider to be, or are aiming to become elite athletes (incl. professional sports persons)
- Persons who wish to undertake heart screening as a preventive measure

In screening such people, we are hoping to develop an increased awareness for and reduce the risk of Sudden Death Syndrome and Sudden Cardiac Death in children and adults.

The location and facilities

As a mobile service, the ECG screening is undertaken throughout Wales, including venues such as hotels, leisure centres, colleges and universities depending on the booking arrangements within that month/date. All screening and consultations with the cardiologists is undertaken in private cubicles to respect the privacy and dignity of service users.

Cardiac Health Diagnostics use an appropriate sized vehicle from reputable medical couriers to safely transport all the relevant equipment to the designated location. Cardiac Health Diagnostics also have an office which is situated in Swansea University, which is solely used for administrative duties.

Arrangements for seeking patient/service user views

Patient satisfaction surveys are undertaken at the end of each screening session with individuals who participated. This questionnaire gives the individual service user (or individual acting on their behalf) the opportunity to express their views, share their experiences and views of the screening service and the staff at Cardiac Health Diagnostics, including technicians and cardiologists present. This will allow Cardiac Health Diagnostics to conduct an informed review on the quality and standard of care for the service users at the screening events to determine any issues, changes and improvements which could be made.

We also welcome any feedback to our members of staff available at each session, as well as emailed in at referrals@chd.clinic.

Arrangements for visiting

As an independent medical agency offering a mobile screening service we have no inpatients at any time and therefore no dedicated visiting times. However, when persons visit our service areas, we will ensure parking facilities are at a reasonable distance from the screening location, and also provides disabled access. Cardiac Health Diagnostics also ensures that the screening sessions are clearly signposted and within the building which the screening is held.

Upon arrival, individuals should give the completed forms (which were given to each individual by Cardiac Health Diagnostics prior to the screening session), to the staff at the entrance of the screening and then take a seat at the designated waiting area. Individuals will then be called upon by an ECG technician accordingly. It is important to note that any person under 16 who want to be screened must have the consent of an adult prior to the screening appointment and must be accompanied by an adult to their screening appointment. In addition, if individuals feel uncomfortable in attending their screening appointment on their own, we encourage them to bring a chaperone and will make provision for this.

Individuals who have booked onto the screening event will be given an allocated appointment time. They will also be given the times that Cardiac Health Diagnostics will be at the screening location to ensure individuals are aware of our full operational times.

Dealing with Complaints

CHD want to assure service users that their concerns will be listened to and acted on in the most appropriate way, and all complaints are fully investigated. Persons will receive the acknowledgement/explanation/apology they deserve when necessary.

If an individual wishes to raise an issue with Cardiac Health Diagnostics within a screening session, there will be staff available at each session to discuss this issue with. Alternatively, formal complaints can be made through a written statement which can be posted to our registered address or emailed to us at referrals@chd.clinic.

Complaints will be acknowledged within one working week and definitive responses and remedial actions taken will be made within four weeks. All complaint records are maintained within the administration offices at CHD including the detail of investigations, outcomes and actions taken where necessary to improve the quality of the service. This information, along with a more comprehensive explanation of our complaints procedure can be found within our 'Dealing with Concerns and Managing Incidents Policy'. A written copy of this procedure will be supplied to service users, persons acting on behalf of service users and persons who are considering to use the service upon request.

Any complaints that cannot be resolved between the complainant and Cardiac Health Diagnostics, including those complaints regarding compliance with regulation and the national minimum standards, should be reported to;

Healthcare Inspectorate of Wales

Welsh Government

Rhydycar Business Park

Merthyr Tydfil,

CF48 1UZ

0300 062 8163

Privacy and Dignity

We are committed to ensuring that all people involved with the organisation, being service users, staff and partners, are treated equally as individuals with privacy, dignity and respect.

Our administration offices at Swansea University are only accessible through a programmed key card, only to those which are authorised. Our office is secured with keys only accessible to the staff at Cardiac Health Diagnostics, and is completely segregated from the reception and service areas so no telephone calls can be overheard. Additionally, any information on individuals that needs to be saved is saved on a company server which is password protected.

With regard to screening days, separate, individual cubicles are set up for the ECG screening which is segregated from the waiting area and other areas, and only accessible to the individual being screened and the technician undertaking the screening on a one to one basis. The doctor's cubicle is also a separate cubicle away from the other cubicles to ensure any results shared or communication between the individual and the doctor is private and cannot be overheard.

Great respect is given to the dignity of each patient. Cardiac Health Diagnostics respect the requirements and wishes of each individual attending the screening event and will make any reasonable adjustments to elements of the screening process where necessary to reflect the individual's needs. No person will ever be screened or examined with Cardiac Health Diagnostics unless given full consent, and we understand that any person has the right to refuse or take back consent at any point, including during appointments. Additionally, bringing a chaperone to attend the ECG screening is welcomed if the individual wishes this.

Cardiac Health Diagnostics have a zero tolerance policy against discrimination of any kind. We believe all individuals have the right to be treated equally. We value and respect diversity, understanding the importance of creating a fair and just environment. We are committed to building a reputation for demonstrating best practice in relation to employment relations and service delivery, and will ensure equality, diversity and human rights principles are fully embedded throughout the organisation. For further information regarding privacy and dignity, please see our Equality and Diversity Policy, Safeguarding Children and Vulnerable Adults Policy, Disability Statement, and Privacy and Dignity Statement.

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Created By:	Shannon Stevens
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Reviewed By:	Shannon Stevens