

# **Action Plan**

Service Name:	MedArt Aesthetica by Dr. Coates
Service number:	02397
Service Provider:	Oksana Coates
Address:	The Knoll, 1 Big Well Wynd, Melrose, TD6 9ED
Date Inspection Concluded:	05 November 2024

Requirements and Recommendations	Action Planned	Timescale	Responsible Person
Requirement 1: The provider must notify Healthcare Improvement Scotland of certain matters as detailed in our notifications guidance (see page 13).  Timescale – immediate	Completed on 24/12/2024.HIS website.	completed	Clinical Director

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Requirement 2: The provider must publish an annual duty of candour report (see page 13).	Published on clinic website	Completed	Clinical director
Timescale – immediate			

Requirements and Recommendation s	Action Planned	Timescal e	Responsibl e Person
Recommendation	1 The Guidance of Monitoring and evaluation Improvement of the MedArt Aesthetica	Complete	Clinical
a: The service	by.Dr.Coates clinic based on patient feedback produced.	d	Director
should monitor and evaluate	2. The aesthetic Satisfaction Scale questionnaire produced.		
improvements made as a result of	3. Analysis of feedback data template produced.		
patient feedback to determine whether	Guidance of Monitoring and Evaluating improvement of The MedArt		
actions taken have led to the intended	Aesthetica by Dr.Coates clinic based on patient feedback		
improvement (see page 10).	Monitoring and evaluating improvement in The MedArt Aesthetica by Dr.Coates based on patient feedback is crucial for maintaining high standards of care, ensuring patient satisfaction, and refining treatment protocols.		

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A structured approach to effectively monitor and evaluate patient feedback will be implemented in 2025. A structured approach to effectively monitor and evaluate patient feedback:

# **Questionnaire Development:**

Developed standardised questionnaires to assess patient satisfaction with both the process and results. Include questions about:

- Results of the treatment (Was the improvement as expected?)
- Clinic experience (comfort, communication, staff professionalism)
- Post-treatment care (effectiveness, ease of adherence)
- Side effects or complications (if any)

# **Collect Patient Feedback Regularly**

- **Post-Treatment Follow-Up:** After each treatment send patients a feedback form to understand their experience.(email or paper based)
- **Follow-Up Appointments:** During follow-up visits, inquire about their satisfaction with the results and whether their expectations were met.
- **Digital Tools:** Track patient feedback and analyse trends over time. This could include automated post-treatment surveys.(e-mail,text)
- **Direct Communication:** Encourage patients to provide real-time feedback during consultations or via phone, email, or messaging

#### **Monitor Treatment Outcomes**

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• **Before and After Photos:** Track progress through consistent before-and-after photos, which are useful for both visual assessment and patient comparison.

Clinical Evaluations: Based on the treatment type, monitor clinical improvements such as:

- o Reduction in fine lines or wrinkles
- Skin texture and tone
- o Patient-reported outcomes (improvement in appearance)

#### **Patient Self-Assessment:**

o A question regarding patient's aesthetic satisfaction has been included in the survey to ensure the MedArt Aesthetica by Dr.Coates understand patient's experience and continue to meet patient's expectation.

**Analyse Feedback Data:** Regularly review feedback to identify recurring themes or patterns.

- Are there consistent complaints or praises about certain treatments?
- Are patients satisfied with the clinic environment and customer service?

**Compare with Benchmarks:** Compare feedback trends against industry standards, The MedArt Aesthetica by Dr.Coates clinic past performance, or other similar treatments to identify areas for improvement.

o Adjust Treatment Protocols and Processes

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**Refine Techniques:** If feedback indicates dissatisfaction with the results of a particular treatment, consider refining or changing techniques, equipment, or products.

# **Communicate Changes and Improvements to Patients**

- **Transparency:** After making adjustments based on feedback, The MedArt Aesthetica by Dr.Coates will inform patients about the changes. This shows that their input is valued and actively influences clinic practices.
- Patient Education: If new treatments or protocols are introduced as a result of feedback, ensure patients are informed about the options and their potential benefits.
- **Patient Engagement:** Encourage patients to share updated feedback after changes are implemented to ensure the modifications lead to better satisfaction.

# **Monitor Operational and Service Improvements**

• **Clinic Environment:** Feedback questionnaire also covers the clinic's ambiance, waiting times, ease of appointment scheduling, and overall service quality.

# The Aesthetic Satisfaction Scale Questionnaire

## **For Results (Outcome of Treatment):**

- How satisfied are you with the final results of the treatment/procedure?
  - $\circ \quad Very \ dissatisfied \ / \ Dissatisfied \ / \ Neutral \ / \ Satisfied \ / \ Very \ satisfied$
- Did the treatment improve your appearance as expected?
  - Not at all / Slightly / Moderately / Very much / Exceeded expectations

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# 2. Clinic Experience (Comfort, Communication, Professionalism)

- How comfortable were you during your visit to the clinic/procedure?
  - Very uncomfortable / Uncomfortable / Neutral / Comfortable / Very comfortable
- How would you rate the communication with Dr.Coates (e.g., information about the procedure, expectations, costs, potential side effects, costs)?
  - o Very poor / Poor / Average / Good / Excellent
- How satisfied were you with the cleanliness and ambiance of the clinic?
  - o Very dissatisfied / Dissatisfied / Neutral / Satisfied / Very satisfied
- How satisfied were you with waiting times, ease of appointment scheduling, and overall service quality?
  - Very dissatisfied / Dissatisfied / Neutral / Satisfied / Very satisfied

#### 3. Post-Treatment Care

- How satisfied were you with the level of post-treatment support (e.g., follow-up calls, consultations)?
  - o Very dissatisfied / Dissatisfied / Neutral / Satisfied / Very satisfied

#### 4. Side Effects or Complications

• Did you experience any side effects or complications after the procedure?

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	<ul> <li>Yes / No (If yes, please describe)</li> <li>How satisfied were you with the management and resolution of any side effects or complications?</li> <li>Very dissatisfied / Dissatisfied / Neutral / Satisfied / Very satisfied</li> <li>Do you have any other comments/suggestions on how can I improve my service?</li> </ul>		
Recommendation b: The service should inform patients when changes or improvements are made based on patient feedback (see page 11).	The communication pathways for changes and improvements have been established and integrated into the Guidance of Monitoring and evaluation Improvement of the MedArt Aesthetica by.Dr.Coates clinic based on patient feedback.	Complete d	Clinical Director

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Recommendation c: The service should develop a cleaning schedule which includes details on cleaning products and processes to be used and keep a checklist to demonstrate cleaning has been carried out (see page 13).	Cleaning schedules for deep and daily cleaning have been produced and available on request.	Complete	Clinical Director
Recommendation d: The service should publish its complaints procedure on its website to make it easy for patients to find out how to make a complaint (see page 13).	Complaints Policy uploaded on clinic website.	Complete d	Clinical Director

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Recommendation

e: The service should develop a formal business continuity plan that sets out the arrangements for continuity of care for patients, in the event of the service closing for any reason (see page 14). Business continuity plan and Contingency Policy have been developed.

# Business continuity plan in the event of a closure –

ensures that the clinic's clients and operations are smoothly transitioned or absorbed into other services or businesses. The goal is to minimize disruption for clients, maintain goodwill, and secure any ongoing obligations. Below is a **continuity plan** for an aesthetic clinic in the event of its closure:

# **Key Components:**

# • Communication Strategy:

 Communicate clients about the closure date of the MedArt Aeshtetica by Dr.Coates clinic well in advance via email, phone calls, and in-person notices. Complete

Clinical

Director

- Provide clear information about the options for outstanding appointments, rescheduling or alternative arrangements.
- o Keep clients updated on the status of the clinic's reopening.

#### • Financial Resilience:

- The MedArt Aesthetica by Dr.Coates Limited does not required prepayment for any treatment and in the event of a closure, clients will not be financially disadvantaged.
- Emergency Care Protocol:

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0	Identify any clients who may require urgent care(e.g.post procedure
	follow-up or treatment complications)

- Provide contact information for emergencies and ensure that clients know how to reach a qualified professionals in case of issues.
  - 1.The Private Medical Room,679 Clarkston Road,Glasgow,G443SE Email:laura@privatemedicalrooms.co.uk
- Offer guidance on how to handle minor complications remotely, such as through video consultations or phone calls.
- The MedArt Aesthetica by Dr.Coates has established backup arrangements with two clinics in the event of a closure.
   (The Private Medical Room Ltd and The Peppermint Group Ltd)

# • Legal and Compliance Consideration:

 Ensure compliance with local regulations related to closure, such as taxes, insurances and Healthcare Improvement Scotland (HIS).

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f: The service should develop a programme of regular audits to cover key aspects of care and treatment. Audits should be documented, and improvement action plans implemented (see page 14). Audits programme developed.

# **Audits**

Conducting audits in the MedArt Aesthetica by .Dr.Coates is essential for maintaining high standards, ensuring patient safety, and continuously improving services. Below are key aspects that should be audited, followed by potential improvement plans for each:

Complete

Clinical

director

#### **Key Aspects to Audit:**

- 1. Clinical Standards and Procedures
  - **Audit Focus**: Ensure that procedures are performed following best practices and medical protocols.
  - o **Improvement Plan**:
    - Review and update clinical protocols to meet evolving safety standards.
- 2. Patient Records and Documentation
  - Audit Focus: Verify the completeness, accuracy, and confidentiality of patient records.
  - o Improvement Plan:
    - Invest in electronic health record (EHR) system such as Aesthetic Nurse Software.
    - Conduct regular audits to ensure all patient consent forms, medical histories, and treatment plans are documented properly.
- 3. Infection Control and Hygiene Practices

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_	Andit Haciic	Access the	clinic's	cleanliness	and intection	control measures.
0	Audit Focus.	Assess me	CHIHC 5	Cicaminicos	and infection	common incasures.

# o Improvement Plan:

- Create a routine for cleaning and sanitising all areas after each patient visit.
- Develop a cleaning schedule. Keep a checklist to demonstrate cleaning has been carried out.

### 4. Patient Satisfaction and Experience

 Audit Focus: Evaluate patient feedback, satisfaction surveys, and any complaints or issues raised.

# o **Improvement Plan**:

- Introduce patient surveys after each visit to gather feedback on experience.
- Implement a system for responding to complaints and ensuring corrective action is taken.
- Regularly assess patient interactions and the overall clinic ambiance.

# 5. Health and Safety Compliance

 Audit Focus: Ensure the clinic meets local health and safety regulations, including emergency protocols and equipment safety.

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# o Improvement Plan:

- Periodically check equipment and emergency kits to ensure they are in good working order.
- Keep updated on local health and safety regulations and ensure full compliance.

# 6. Training and Qualifications

- o Audit Focus: Regularly update knowledge and skills.
- o **Improvement Plan**:
  - Regularly attend workshops, webinars, or conferences related to aesthetics.

# 7. Treatment Outcomes and Follow-ups

- **Audit Focus**: Monitor patient outcomes post-treatment and ensure appropriate follow-up care is provided.
- o **Improvement Plan**:
  - Develop a structured follow-up plan for patients, ensuring they receive appropriate post-treatment care.
  - Regularly evaluate treatment results through patient feedback and clinical assessments.

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<ul> <li>Track and analyse any adverse events or complications and adjust protocols accordingly.</li> <li>Keep a record of symptoms, dates, treatments, and any other relevant information of an adverse effect.</li> <li>Report an adverse event to Health Improvement Scotland.</li> <li>Report to the Medicines and Healthcare products Regulatory Agency (MHRA) online via the Yellow Card Scheme</li> <li>Produce Duty of Candour Annual Report .Make the report available on the website.</li> </ul>
Overall Improvement Plan for the Aesthetic Clinic:  1. Conduct Regular Internal Audits:

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	<ul> <li>Invest in software that can help streamline patient scheduling, records, and follow-up systems. This can help in reducing errors and improving overall efficiency.</li> <li>Compliance with Regulations:         <ul> <li>Ensure compliance with local and international regulations related to aesthetic treatments, patient safety, and business operations.</li> </ul> </li> </ul>		
<b>Recommendation g</b> : The service	Quality Improvement Plan	Complete d	Clinical Director
should develop and	<ul> <li>1. Quality Improvement Goals</li> <li>Improving patient satisfaction with treatments and overall experience.</li> </ul>		
implement a quality improvement plan to formalise and	Enhancing clinical outcomes for aesthetic procedures.		
direct the way it drives and	• Ensuring safety and minimizing errors in treatments.		
measures improvement (see page 14).	<ul> <li>Maintaining personal and professional growth to stay up-to-date with trends and techniques.</li> </ul>		
,	2. Key Areas for Improvement Improvements covers both clinical and administrative functions:		
	Patient Communication: Ensuring clear communication throughout the treatment process.		

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- **Treatment Quality and Consistency**: Ensuring high clinical standards for every procedure.
- Hygiene and Safety Protocols: Maintaining strict infection control and safety measures.
- **Self-Development**: Staying current on the latest technologies and treatment techniques.
- 3. Data Collection and Key Performance Indicators (KPIs)
- a) Patient Satisfaction
  - **Patient Feedback**: Gather patient feedback through surveys after each treatment to assess satisfaction levels.
    - Measure: Average score on a 1-5 scale (e.g., 1 = Very Dissatisfied, 5 = Very Satisfied).
    - o *Target*: Average score of 4.5 or higher.

#### b) Clinical Outcomes

- **Before and After Assessments**: Document patient conditions before and after aesthetic treatments.
  - Measure: Percentage of successful outcomes based on before-and-after photos and patient feedback.
  - o Target: 90% of patients report positive outcomes.

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- **Post-Treatment Follow-Ups**: Monitor patients for complications or dissatisfaction after treatments.
  - Measure: Number of complications or negative feedback received posttreatment.
  - o *Target*: Zero complications or complaints, or fewer than 5% of patients experience issues.

# c) Hygiene and Safety Protocols

- **Infection Control**: Monitor adherence to hygiene standards in the clinic, including sterilization of tools, sanitation of treatment areas, and personal hygiene.
  - o *Measure*: Adherence rate to infection control protocols ( cleanliness audits).
  - o *Target*: 100% adherence to safety protocols.
- **Patient Safety**: Keep track of adverse reactions or complications related to treatments.
  - Measure: Number of safety incidents (e.g., allergic reactions, infections, treatment errors).
  - o *Target*: Zero adverse incidents or a clear plan for improvement if incidents occur.

# d) Self-Development

• **Training and Education**: Keep track of continuing education activities, such as workshops, courses, and certifications.

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- o Measure: Number of hours spent on professional development.
- o Target: At least 20 hours of training or professional development annually.

# 4. Develop an Action Plan

#### a) Patient Communication

- **Action**: Develop a clear pre-treatment consultation process that explains the procedure, expected results, risks, and aftercare.
- **Action**: Provide written or verbal aftercare instructions to ensure patients understand how to take care of themselves post-treatment.

#### b) Treatment Quality and Consistency

- Action: Standardize treatment protocols to ensure consistency across all procedures.
- **Action**: Set aside time for regular self-assessment the quality of the treatments.

#### c) Hygiene and Safety Protocols

• Action: Conduct monthly audits to ensure compliance with hygiene standards.

#### d) Self-Development

• **Action**: Schedule time for professional development, such as attending workshops or webinars on new aesthetic techniques.

# **5. Implement Changes**

- Starting to use new scheduling software.
- Setting specific dates for hygiene audits or reviews of clinical protocols.

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 Regularly assessing progress in personal development by enrolling in training programs.

# **6. Monitor and Evaluate Progress**

Regular monitoring is essential to ensure that the QI plan is working and to identify areas for further improvement.

- **Monthly or Quarterly Reviews**: Evaluate data from patient satisfaction surveys and clinical outcomes.
- **Patient Feedback**: Regularly collect and analyse patient feedback through post-treatment surveys.
- **Self-Reflection**: Conduct self-assessments and use feedback from patients to adjust practices.

# 7. Adjust and Refine

Based on the results of monitoring and evaluations, adjust the action plan where necessary:

- If patient satisfaction is not meeting targets, reassess the consultation process, communication, or aftercare instructions.
- If there are safety incidents, re-evaluate hygiene practices.

Quality Improvement Measures for The MedArt Aesthetica by Dr.Coates

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Area	Measure	Target	Frequency	Actual result	
Patient Satisfaction	Average score from patient surveys	4.5 or higher	Quarterly		
Treatment Outcomes	Success rate of treatments (before/after photos, average score from patient surveys)	90% positive outcomes	Quarterly		
Safety & Hygiene	Compliance with protocols	100% adherence	Quarterly		
Self- Development	Hours of professional development	20 hours per year	Annually		

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Recommendation h: The service should review and develop the patient care record templates, including the treatment recording template, to ensure all required information is consistently completed (see page 16).	1.Replace the traditional paper-based patient records with a more advanced digital system specifically designed for managing patient records in the aesthetic field.      2.Register with ICO.	January 2025	Clinical Director
Recommendation i: The service should ensure all parts of the patient care record are filed together in one location to provide a complete patient care record (see page 16).	replaced the traditional paper-based method with a more advanced digital system specifically designed for managing patient records in the aesthetic field.	January 2025	Clinical Diretor

Name	Dr.Oksana Coates
Designation Clinical Director	
	Log-

Signature



Dr.Oksana Coates	
Lea-	

26/12 / 2024

In signing this form, you are confirming that you have the authority to complete it on behalf of the service provider.

# Guidance on completing the action plan.

- **Action Planned**: This must be a relevant to the requirement or recommendation. It must be measurable and focussed with a well-defined description of how the requirement/recommendation will be (or has been) met. Including the tasks and steps required.
- **Timescales:** for some requirements can be immediate. If you identify a requirement/recommendation timescale that you feel needs to be extended, include the reason why.
- Person Responsible: Please do not name individuals or an easily identifiable person. Use Job Titles.
- Please do not name individuals in the document.
- If you have any questions about your inspection, the requirements/recommendations or how to complete this action plan, please contact the lead inspector for your inspection.

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