



# The Clinic Partnership

Working together to improve fairness, transparency and compassion across fertility care in the UK.

## Who We Are

The Fertility Alliance is a national, patient charity working to provide evidence-based information, improve fairness, transparency and compassion across fertility care in the UK. We bring together clinics, professionals, and lived experience voices to raise standards and strengthen trust.

## The Fertility Alliance Patient Charter

- Compassion & Respect
- Transparency & Trust
- Equity & Access
- Partnership & Collaboration
- Voice & Inclusion
- Accountability & Progress
- Hope & Community

## Why Partner With Us

- Patient centred care — empathy, dignity and respect
- Transparency — clear, honest information for patients

- Equity — reducing inequality in access and experience
- Collaboration — shared learning and continuous improvement

Partnership opportunities are open to clinics who share these values and want to demonstrate leadership in patient experience.

## Partnership Standards

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- Clear patient communication
- Commitment to ethical practice
- Active listening to patient voice
- Continuous improvement culture
- Willingness to collaborate
- Designed to support clinics, not burden them.

## What Clinics Receive

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- The Alliance Kitemark — a visible accreditation symbol for websites, reception areas, reports and digital materials.
- Inclusion in Campaigns — featuring your clinic in awareness campaigns, patient information drives and national conversations.
- Access to Insight & Policy Updates — briefings on emerging trends, patient voice insights and sector developments.
- Patient Charter Integration — support to embed the Charter into your clinic's culture and communications.
- Community of Practice — opportunities to share learning, challenges and innovation with peers.
- Educational Staff Training — the patient perspective.
- Support appropriate for your patients.

## What Clinics Gain

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- Reputation — visible commitment to quality and fairness
- Trust — patients value transparency and independent recognition
- Engagement — connection to national conversations shaping the future of fertility care
- Impact — ensuring your patients get the right support

## What The Fertility Alliance Gains

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- Stronger relationships with clinics
- Shared insight into patient experience and service delivery
- Greater reach for information resources
- A unified voice advocating for fair, consistent fertility care

## Kitemark Usage

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- Websites
- Clinic reception areas
- Patient information packs
- Social media
- Marketing materials

## Next Steps for Clinics

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- To find out more register your interest - [gwenda@thefertilityalliance.org.uk](mailto:gwenda@thefertilityalliance.org.uk)
- Introductory meeting to explore alignment
- Partnership agreement and kitemark onboarding
- Launch announcement across both organisations
- Annual review and renewal

**Together we can create more compassionate, transparent and equitable fertility care for all.**