



Associate Director of Quality

Candidate information pack

April 2025

About CARE ADHD

Care ADHD was born out of a simple but powerful idea: to make ADHD assessment and treatment more accessible, compassionate, and effective.

Since launching in April 2024, we have rapidly expanded across the UK, delivering thousands of clinics in partnership with both the NHS and private patients. From day one, we have focused on patient-centred care, driven by innovation and a deep belief in doing things differently.

As our pace of growth accelerates, so too does our responsibility. With hundreds of clinics held every month and a growing workforce of clinicians and support staff, we recognise that scaling care services is not simply a matter of logistics – it is a matter of quality and safety.

We've taken time to reflect on what it means to grow well. The challenges of scaling in healthcare are well-documented, and we've learnt from organisations who have gone before us.

Today, we are proud to be a trusted partner of the NHS, delivering high-quality ADHD assessment and treatment services across the country. Our model combines clinical excellence with digital innovation, helping us meet demand at pace while maintaining a deeply human, relationship-based approach.

Our journey is driven by people, those who use our services, and those who deliver them. We are building a service we would want for our own families: responsive, kind, clinically robust, and grounded in a genuine desire to help people thrive. As we continue to grow, we are committed to doing so with integrity. We are developing the systems, culture and infrastructure that will ensure Care ADHD remains not just a fast-growing service, but a deeply trusted one.

National guidance has highlighted that some services have struggled with oversight, risk management and consistent care delivery. These insights reaffirm our commitment to building a resilient governance structure that prioritises patient safety, clear oversight and continuous improvement.



The CARE ADHD Mission

It all began with an idea. An idea to revolutionise private ADHD care formed by a belief that gold-standard healthcare doesn't need to come with a hefty price-tag that excludes the masses.

The highest standards of clinical excellence

At CARE ADHD, we are dedicated to delivering the highest standards of clinical excellence in ADHD care. Under the leadership of Professor Tim Kendall, who developed the NICE guidelines for ADHD, our team adheres to gold-standard practices. Our focus on clinical excellence ensures that every patient receives top-quality care tailored to their individual needs.

By being efficient, we save the NHS money

By operating efficiently, CARE ADHD offers cost-effective ADHD care, saving the NHS money. We are committed to providing the lowest possible prices without compromising quality. Our team of industry-leading experts focuses on streamlining processes to maintain low costs and high standards of care, avoiding the high margins that other ADHD service providers might seek.

Happy colleagues, means happy clients

We believe that a happy team leads to happy clients. At CARE ADHD, we aim to create a positive work environment that attracts and retains the best clinicians. Our team is not only skilled but also shares values of compassion and empathy. This ensures that our patients receive high-quality care from professionals who are genuinely invested in their well-being.

To help the NHS with long waiting lists

We understand the distress that long waiting times can cause. That's why we actively work to reduce NHS waiting lists. We continually model our capacity to ensure short waiting times and offer our innovative 'waiting well' service app. Our goal is to help every person in need as quickly and effectively as possible.

Patient-centred care is our driving force

Our commitment to patient experience drives everything we do. Our board has personal, family and professional experiences of ADHD. We strive to provide care that meets the standards we would want for our own loved ones.



Meet Our Team

We are really excited by the senior team we have put together at CARE ADHD. Our backgrounds include clinical, operational, managerial, commercial and lived experience in the mental healthcare sector.

But more important than the Board are our world-class team of clinicians. We are a Consultant-led, multi-disciplinary team of ADHD experts. We train all our clinicians to a high standard, then we do everything we can to make it a happy working environment so they stay with us.



Prof. Tim Kendall
CHAIR

Tim is a Consultant Psychiatrist who has been practising for over 40 years. He was National Clinical Director for NHS England until 2024, and developed the first ever national clinical guideline for ADHD.



Mark Pattison
CEO

Mark has been an NHS Service Director of over 5 years in South London and Suffolk, managing NHS mental health budgets in excess of £60m and 1000+ people.



Bobby Pratap
DEPUTY CEO

Bobby has 20 years of local and national experience in the healthcare sector. He was Head of Mental Health for NHS England and recently a Director at South London and Maudsley NHS FT.



Tsana Simmonds
CLINICAL DIRECTOR

Tsana Simmonds is a highly qualified pharmacist with over a decade of experience in the healthcare industry.



Dr. Rhodri David
MEDICAL DIRECTOR

Dr Rhodri David is a Consultant Psychiatrist who has worked in both the NHS and private sector.



Aradhana Rana
PMO & PERFORMANCE LEAD

Aradhana has 7 years of experience working in the national mental health policy and delivery at NHS England.



Kat Frize
COO

Kat brings nearly 20 years' experience in the digital sector, successfully leading globally distributed remote teams of up to 500 people.

About the Quality and Safety Department

Overview

We believe in being proactive. That's why we are establishing a dedicated Quality and Safety Department to support the delivery of consistently excellent, safe and compassionate ADHD assessment and treatment across the UK.

This new department will lead the quality governance, safety and quality improvement systems required to sustain high standards of care in a fast-growing digital health organisation.

By launching a Quality and Safety Department now, we are creating the conditions for long-term clinical integrity, regulatory confidence, and patient trust.

Our decision to establish this department has been shaped by:

- The scale and speed of our national expansion
- Learning from the CQC's thematic report on ADHD services (November 2023)
- Broader insights across the sector highlighting the importance of robust governance frameworks

We believe this department will future-proof our organisation by embedding a culture of clinical accountability, transparency, and continuous improvement. The Quality and Safety Department will underpin our continued growth with the values and structures needed to keep patients safe and ensure Care ADHD remains a trusted, high-performing healthcare provider. We are recruiting additional roles to lead this work:

Associate Director of Quality

Strategic lead for quality governance and regulatory compliance. Will develop and implement Care ADHD's quality strategy, liaise with the CQC, lead governance meetings, oversee incidents and complaints, and support duty of candour processes. Will also act as the named professional for child and adult safeguarding. Will lead policy, training, case management and external safeguarding partnerships

Head of Clinical Audit

Responsible for developing and delivering an audit programme, including monitoring adherence to NICE guidelines, identifying trends in clinical practice and outcomes, and overseeing quality improvement initiatives.



Department Objectives

This department will embed a culture of quality governance, safety, safeguarding, continuous learning, and quality improvement into everything we do. It will provide the checks and balances necessary for a modern, high-growth healthtech organisation, ensuring we remain compliant, responsive, and safe as we scale.

The department will:

- Report into the Chief Operating Officer with a clinical line to the Medical Director
- Establish and maintain clear governance systems across all clinical pathways
- Lead on the development and delivery of clinical audit and quality improvement programmes
- Provide strategic oversight and escalation of safety and safeguarding concerns
- Ensure compliance with CQC and other national standards
- Embed a learning culture that encourages openness, reflection and improvement
- Support CQC inspection readiness and post-inspection action planning
- Report quality and safety data to the Senior Management Team and Board

It will lead on:

- Quality governance structures and oversight
- Clinical audit and quality improvement cycles
- Safeguarding frameworks and escalation pathways
- Risk identification, mitigation and learning
- Incident investigation and duty of candour
- Policy development aligned with NICE, CQC and GMC/NMC standards

We may in future expand the department to include:

- A Quality Improvement Analyst to support data-led decision-making
- A Patient Safety and Risk Lead to coordinate learning from incidents and risk assessments – Will be carried out by Clinical Director
- A Quality Governance Coordinator to provide administrative and operational support



Why work with us?

We offer a unique opportunity to be part of an ambitious, values-led organisation that is making a meaningful impact on the ADHD care landscape.

At CARE ADHD, collaboration and innovation drive everything we do. We value creativity and open idea-sharing in a dynamic, multidisciplinary environment. Join us to develop holistic care strategies, challenge the status quo, and contribute to our culture of continuous improvement.

In addition to competitive pay and flexible remote working, you'll be joining a team that puts people first – our patients and our staff.

We offer:

- £1,000 home working allowance
- Health & wellbeing support, including Employee Assistance Programme
- Generous leave, family-friendly policies, and volunteering opportunities
- Opportunities for professional development
- A values-led, inclusive culture focused on learning and improvement

Our Recruitment Process

We're committed to inclusive recruitment. If you require adjustments at any stage, we will support you to ensure a fair and positive experience.

Our process includes:

- Application & profile review
- Initial conversation with a member of our team
- Competency-based interview
- Final stage values and culture fit discussion

If you want a career where you can make a real difference, grow in a supportive environment, and help transform ADHD care, CARE is for you. This isn't just a job – it's a journey to be supported, challenged, and inspired while shaping the future of ADHD care.

If you're passionate about clinical governance and ready to shape the future of ADHD care, we'd love to hear from you.



Role Description: Associate Director of Quality

Location:	Remote (UK-based)
Reporting to:	COO/Medical Director
Remuneration:	Competitive, dependent on experience
Contract Type:	Full-time, Permanent (40 hours per week)

The Role

We are seeking an Associate Director of Quality to provide strategic and operational leadership across all aspects of quality governance. Reporting to the Medical Director and Managing Director and working closely with our Clinical and Operational Leads, this role is pivotal in embedding governance excellence across our organisation.

The postholder will lead the development of systems, processes, and a culture that ensures high-quality care, learning from incidents, robust risk management, and compliance with all regulatory standards. You'll be the primary liaison with the CQC for governance matters and will help shape the next phase of our quality journey.

Key Responsibilities

- Develop and lead a comprehensive quality governance framework aligned with CQC, NHS, and national standards
- Provide expert advice to the Senior Management Team on governance, patient safety, risk, clinical policy, and regulatory compliance
- Champion a culture of learning, transparency, and continuous improvement
- Oversee governance meetings, and quality dashboards
- Manage organisational response to incidents and risks with compassion and rigour
- Lead on CQC compliance, inspection readiness, and evidence gathering in collaboration with our Head of Clinical Audit
- Ensure safe implementation of Duty of Candour and learning from patient safety incidents
- Line manage governance and quality and safety staff and support their professional development
- Monitor risk registers and escalate concerns appropriately
- Develop policies and procedures that are clear, accessible, and regularly updated
- Produce regular reports for the Senior Management Team and Board on safety, risk, quality, and learning

As the Designated Lead for Safeguarding you will:

- **Lead and Oversee Safeguarding Initiatives:** Act as the organizational lead for safeguarding children and adults at risk, oversee the development and implementation of safeguarding strategy, policy, and governance, and ensure compliance with statutory responsibilities and national safeguarding guidance.
- **Support and Supervise Staff:** Provide specialist advice, supervision, and support to staff managing safeguarding concerns, lead safeguarding investigations, referrals, and escalations, and design and deliver safeguarding training programs for clinicians and non-clinical staff.
- **Collaborate and Monitor:** Chair safeguarding meetings, contribute to internal governance forums, build relationships with local authority safeguarding partners and multi-agency forums, and monitor safeguarding data, trends, and themes, reporting risks and learning to the Senior Management Team and Board.

What We're Looking For

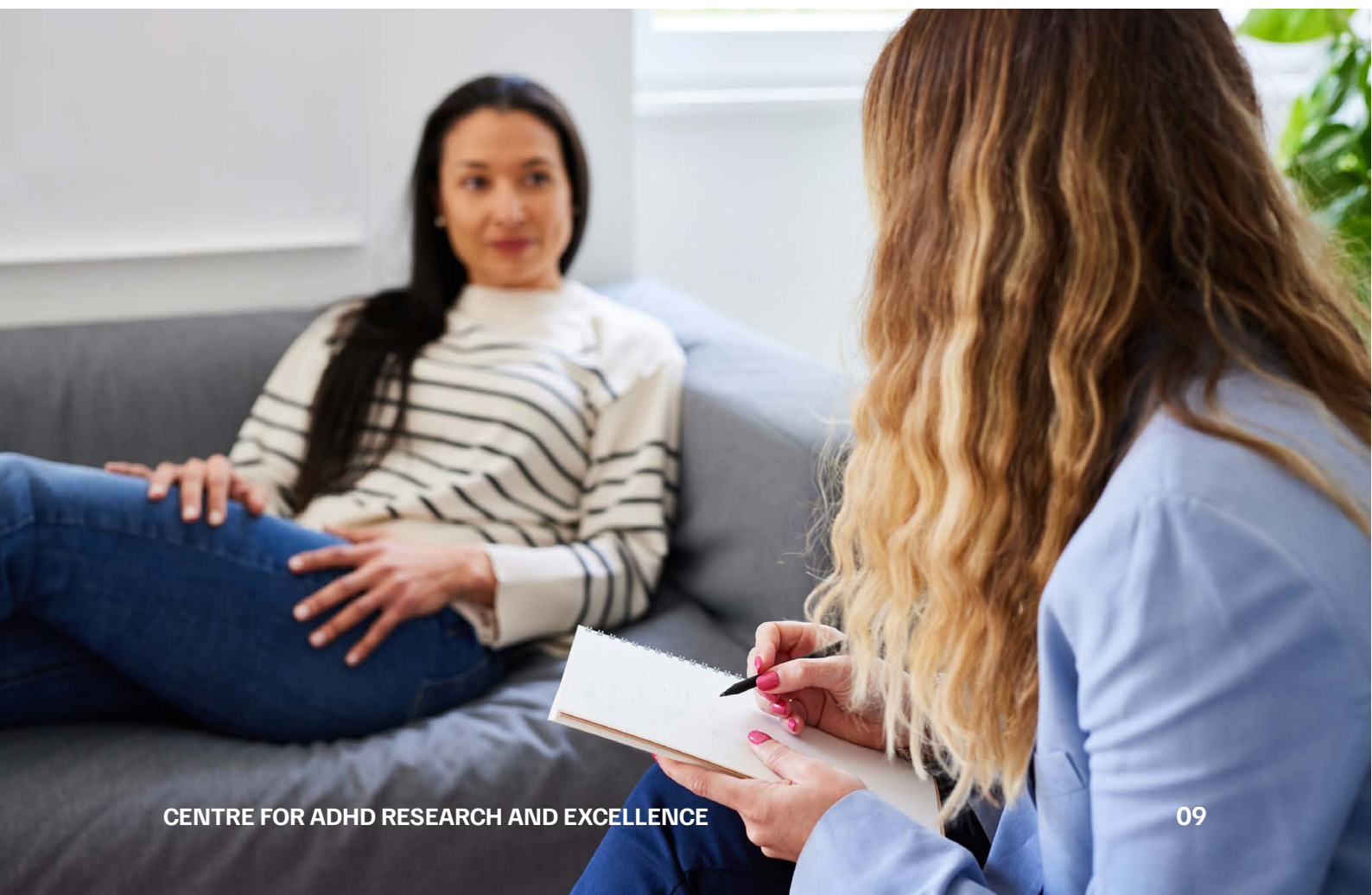
We're looking for someone who shares our passion for patient-centred, digitally enabled care and who understands the demands and opportunities of scaling a national service. You'll bring a strong background in governance leadership and a desire to make a tangible difference in mental health.

Essential:

- Master's degree in healthcare management, risk, governance, or equivalent experience
- Significant experience in a senior governance or patient safety leadership role
- Strong understanding of regulatory frameworks including CQC, NICE, GMC/NMC guidance
- Experience working in safeguarding at a senior level in health, social care or education
- Proven experience of leading governance functions in health or care settings
- Experience of engaging clinical teams in service improvement
- Excellent communication, analytical and organisational skills
- Demonstrated commitment to reflective practice and continuous improvement

Desirable:

- Formal qualification in Clinical Governance, Risk, or Patient Safety
- Leadership training or professional development in quality improvement
- Experience in a digitally enabled or virtual healthcare environment
- Understanding of ADHD or neurodevelopmental services



How to Apply

The closing date for applications is **18 May 2025**.

Applications should be made by submitting:

- A full and up-to-date CV, which includes your contact details and email address.
- A personal statement of no more than two sides of A4, which should explain why you are interested in applying for the role and what you believe you will be bringing to it.
- Contact details for three referees (who will not be contacted without your permission).
- A completed **Diversity Monitoring Form** and **Fit and Proper Person Monitoring Form**.

All applications should be sent to: **apply@hunter-healthcare.com**. All applications will be acknowledged.

For an informal conversation about the post, please contact **Finn McNulty** at our recruitment partners, Hunter Healthcare by email: **fmcnulty@hunter-healthcare.com** or phone: **07966006091**

KEY DATES:

Application Deadline	18 May 2025
Shortlisting	TBC
Interview	TBC





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