

**Ratchford, Daniel**

Daniel is Chief Executive of Quality Health Limited ([www.quality-health.co.uk](http://www.quality-health.co.uk)), a UK-based health and social care research organisation.

Quality Health is the UK's largest patient survey organisation - working in every NHS hospital in England, Scotland, Wales and Northern Ireland, as well as the majority of private sector healthcare providers. They have a significant presence in Europe and internationally, particularly in the measurement of cancer patient experience.

Quality Health has been working with All.Can ([www.all-can.org](http://www.all-can.org)) over the last twelve months to develop and run the international All.Can patient survey - gathering patient perspectives on waste and inefficiency in cancer care.

Prior to joining Quality Health six years ago, Daniel held a variety of director-level positions in the National Health Service and local government in the UK; and has a background working in central government and management consultancy.

Daniel has an undergraduate degree in Philosophy; a Master's degree in Politics; and an MBA. He lives in South East London.

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