To whom it may concern,

I am writing to complain about the BBC Panorama program ‘Panorama: Private Clinics Exposed’, which was broadcast on Monday 15th May 2023.

I am [have ADHD/live with ADHD/have lived experience of ADHD] and I was deeply concerned by the program's editorial approach. The program made a number of allegations about private ADHD clinics, including that they are:

* Performing assessments in too short a time.
* Offering unnecessary treatments.
* Failing to provide adequate care.

I believe that while these allegations are newsworthy, the editorial approach of the program, and the way in which the program compared private to NHS ADHD assessments was false and misleading. Although the producers were warned before the program aired that it would cause considerable damage to the ADHD community, the producers denied that this would happen. A survey undertaken by ADHDUK has shown that this is already the case: <https://adhduk.co.uk/panorama-adhd-uk-response/>.

I am particularly concerned at several issues that were not addressed in a balanced way in the program. These issues include:

[pick from list, edit, or add your own if needed]

* The program failed to protect a vulnerable group, adults with ADHD, which contravenes the BBC’s own Editorial Standards.
* The comparison between NHS and private diagnoses was unbalanced – the undercover reporter told the NHS psychiatrist before his assessment that he didn’t think he had ADHD, the same was not true with the private assessment.
* It is unusual for an ADHD assessment to take 3.5 hours and so this was an unfair comparison.
* Only short snippets of the private assessments that fit the narrative of the program were included, failing to show he detail of the assessments, especially the pre-assessment activity of assessing patient and informant symptom forms.
* The journalists approached people on social media saying they were making a program on ‘the rise in ADHD assessments’ but then disregarded responses from people who had reported positive experiences.
* The private clinicians filmed for the investigation were not informed, asked to give consent, or given a right to withdraw before their identities were revealed on a national platform.
* The programme made no effort to fully represent the private sector.
* The programme centred heavily on the statement “Almost everyone seen by these private clinics gets a diagnosis” without making a comparison to the rates of positive diagnoses within NHS services. Evidence from Canada in 2017 suggested that 94% of ADHD assessments lead to a positive diagnosis (<https://pubmed.ncbi.nlm.nih.gov/29317844/>) and a study in the UK suggested that childhood ADHD assessments see a positive rate of 78% (<https://bmjopenquality.bmj.com/content/8/4/e000653>)
* The approach that Panorama took has already had a real-world effect, with some people with ADHD now being denied medication by their GP after the program aired.

I would like to request that Ofcom investigate the BBC Panorama program Panorama: Private Clinics Exposed. I believe that the program has breached Ofcom's broadcasting guidelines (Section 2: Harm and offence, Section 5: due impartiality and due accuracy and Section 7: fairness), and I believe that it has caused significant harm to a vulnerable and marginalised group in society.

Thank you for your time and consideration.

Yours sincerely,

[Your name].