

NHS Ayrshire & Arran



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| Meeting: | Ayrshire and Arran NHS Board |
| Meeting date: | Monday 3 February 2020 |
| Title: | Patient Experience: Patient Stories to Inspire |
| Responsible Director: | Joanne Edwards, Director of Acute Services |
| Report Author: | Laura Harvey, Quality Improvement Lead – Staff, Person Centred & Customer Care |

1. Purpose

This is presented to the Board for:

- Discussion

This paper relates to:

- Government policy/directive
as per Scottish Government's wishes that a patient story be heard at all NHS Board Meetings

This aligns to the following NHSScotland quality ambition(s):

- Effective
- Person Centred

2. Report summary

2.1 Situation

A husband and wife using NHS Ayrshire & Arran facilities reported on their excellent customer care experience and their story will now be used to inspire staff and reinforce the power of a kind word, or friendly smile for people using our services.

2.2 Background

This family had previously encountered a very poor experience of care, which eventually resulted in attendance at a tribunal about the episode. (Not with regard to NHS Ayrshire and Arran). The 'saga' started 34 years previously and has impacted on this intelligent and professional couple so badly, that they have been wary of each subsequent health care experience. They agreed that if they had received an acknowledgement of what went wrong initially (34 years ago), an apology and a plan of action regarding the event, it would not have been the issue that it subsequently became and it is unlikely to have haunted them since.

2.3 Assessment

Being wary of any health care experience and sensitive to the way in which they have previously been treated, this couple were so pleased and impressed by their experience at University Hospital Ayr that they gave glowing feedback and agreed to give their time to record this story to share.

This story will be used to promote positive customer care behaviours. Our behaviour in each encounter, irrespective of grade or role, has a lasting impact on people using our service. It can be used during staff training to demonstrate how the apparently 'little' things that we all do, can collectively have a massive impact on the overall experience of the individual's feelings about their care and treatment.

2.3.1 Quality/patient care and workforce

Using this story for training purposes will improve staff understanding of the impact of their attitudes and behaviour, and set the appropriate 'tone' for the interfaces they have with the public. As a result, each interface with patients and the public should be improved. Patients and visitors will feel respected and cared for, thereby promoting NHS Ayrshire & Arran values.

The story will also be used to update our current Learn-pro module in customer care to highlight the importance and value of every interface with the public. Promoting the understanding to staff that they should never underestimate the impact of 'small' things on the overall experience of visitors and users of our service whether excellent, very poor, or somewhere in the middle. This story demonstrates the impact of good customer care and the impact that can have on patient experience.

2.3.2 Workforce

No implications for workforce, other than the learning described above.

2.3.3 Financial

There are no financial implications to taking forward the learning described above.

2.3.4 Risk assessment/management

None required.

2.3.5 Equality and diversity, including health inequalities

No impact assessment required as this has the potential to impact positively regardless of any protected characteristic or inequality.

2.3.6 Other impacts

This story highlights the impact of good customer care practice on value, quality, and performance and fully complies with corporate objectives.

2.3.7 Communication, involvement, engagement and consultation

There is no duty for public involvement from sharing the learning from this story.

2.3.8 Route to the meeting

This is the first time this story has been shared

2.4 Recommendation

Members are asked to listen to this story and discuss points of interest.