

# NHS Ayrshire & Arran



**Meeting:** Ayrshire and Arran NHS Board

**Meeting date:** Monday 23 May 2022

**Title:** Patient Experience Themed: New Approaches to Feedback

**Responsible Director:** Jennifer Wilson, Nurse Director

**Report Author:** Laura Harvey, Quality Improvement Lead

## 1. Purpose

This is presented to the Board for:

- Discussion

This paper relates to:

- Government policy/directive

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

- Safe
- Effective
- Person Centred

## 2. Report summary

### 2.1 Situation

The Board is asked to discuss this report on organisational activity in relation to new approaches to feedback and securing patient experience at the point of care and beyond.

### 2.2 Background

This paper provides information on the progress made since the appointment of the new post of Patient Experience Facilitator in July 2021. The paper outlines the main projects that have been developed and progressed since appointment and the future plans to ensure patient experience and feedback is secured at all available opportunities.

### 2.3 Assessment

The paper highlights the following aspects of patient experience and feedback;

- National feedback via Care Opinion
- New feedback leaflets
- Patient experience surveys

- Our ability to respond to bespoke requests to capture patient experience and feedback
- The role of volunteers in securing patient feedback

### **2.3.1 Quality/patient care**

Capturing patient experience at the point of care is essential in evaluating the care experience of all our patients to ensure that appropriate learning and improvement can be progressed in the correct aspects of the patient journey.

It also provides helpful information in the evaluation of new services or improvements that have been introduced.

### **2.3.2 Workforce**

The Patient Experience Facilitator role and the new Patient Experience Volunteer provides new resource to capture feedback with no negative impact on the nursing workforce.

### **2.3.3 Financial**

There are no financial implications. Funding for the post was identified within existing budget allocation.

### **2.3.4 Risk assessment/management**

Failure to have in place and to maintain an appropriate feedback, comments, concerns and complaints process could have a significant impact upon NHS Ayrshire & Arran's ability to demonstrate that it firmly understands the risks associated with complaints and the requirement for organisational learning.

### **2.3.5 Equality and diversity, including health inequalities**

An impact assessment is not required as this is an internal document.

### **2.3.6 Other impacts**

This will support the requirements of the Patient Rights (Feedback, Comments, Concerns and Complaints) (Scotland) Directions 2012.

- Best value
  - Performance management
  - The delivery of an effective process for patient experience including feedback, comments, concerns and complaints will support the Board's commitment to safe, effective and person-centred care.
- Compliance with Corporate Objectives
  - Create compassionate partnerships between patients, their families and those delivering health and care services which respect individual needs and values; and result in the people using our services having a positive experience of care to get the outcome they expect.
- Local outcomes improvement plans, community planning
  - Effective feedback, comments, concerns and complaints handling supports the delivery of the Healthcare Quality Strategy.

### **2.3.7 Communication, involvement, engagement and consultation**

This is an internal report to update members on organisational activity in relation to patient, carer and family feedback. There was therefore no requirement to consult with stakeholders in relation to the formulation of this report.

### **2.3.8 Route to the meeting**

This paper was presented to Healthcare Governance Committee on 25 April 2022.

## **2.4 Recommendation**

For discussion. Board Members are asked to receive and discuss this report on organisational activity in relation to new approaches to feedback and securing patient experience at the point of care and beyond.

## **3. List of appendices**

Appendix No 1 – Patient Experience Themed: New approaches to Feedback

Appendix No 2 – Inpatient Patient Experience Survey

Appendix No 3 – Patient Experience Team Feedback Form

## Patient Experience Themed: New Approaches to Feedback

### 1. Introduction

Every organisation aims to provide a high quality, person centred service to their clients or customers. The science of customer care is committed to learning from when we get it wrong – developing a memory is important for any organisation on their journey to becoming a learning organisation.

This is especially important in any healthcare organisation. How patients experience our care and services is of fundamental importance, not only to their experience, but often as an important aspect of their recovery. Furthermore, in order to function as a learning organisation, it is important that we develop a memory and there is no better way to do that than to gather lived experience from patients using our services and using it to learn, make changes and evidence sustained improvement to the way we deliver care. In order to achieve this, a new post of Patient Experience Facilitator (PEF) was developed and introduced in July 2021.

This paper provides details of the new approaches to gathering patient experience currently being progressed across NHS Ayrshire & Arran (NHSAA) as a result of this new appointment, and it also sets out plans for future work in this area.

### 2. Current Approaches to Patient Experience and Feedback

A priority of the PEF on appointment was linking with colleagues, patient and families to explore the opportunities for gathering lived experience. A focus on person centred health and care was used to evidence the strong motivation that already existed for putting patient/family and staff experience at the heart of improvement work and to encourage shared learning and good practice.

The aim is to capture patient and family feedback at all stages of the patient journey to help inform change and improvement. In order to begin this work, the PEF has initiated a number of projects this year, details of which are provided below.

#### Patient Experience Surveys

The first project the PEF embarked on was to liaise with clinical colleagues to establish the best ways of securing patient feedback whilst they were still in our care. This is considered the gold standard for capturing experience and also provides an opportunity for quick and effective change and improvement in response to the patient feedback.

In conjunction with Senior Charge Nurses (SCN), an inpatient survey was developed and tested in a couple of acute wards before a final version was agreed and a schedule developed to ensure wards carry out this survey on a rolling basis.

An example of the survey can be found in **Appendix 2**.

Surveys for acute inpatient areas are already being collected on a rolling programme. Reports generated will be fed back to the SCN and the Clinical Nurse Managers (CNM) of the areas.

In addition to this, we are working with the SCNs and CNMs of the following areas to develop and implement survey;

- Emergency Departments
- Combined Assessment Units (CAU)
- Outpatients
- Day Care
- Dementia patients

As a further development and to ensure continuity (even at times of pressure across the healthcare system) a volunteer role was developed to collect patient experience.

### Introduction of Patient Experience Champions

In order to ensure we are maximising on all opportunities to capture and use patient experience, each clinical area has been asked to nominate a Patient Experience Champion. This person will link with the PEF to progress any specific patient experience work within their areas. They will also receive appropriate training and are responsible for sharing any learning in their ward areas. The Champions will be trained to respond to Care Opinion Posts to ensure a good response rate is maintained and that any local changes identified as a result of posts can be progressed.

Patient Experience Champions can be registered or non-registered staff.

### Introduction of Patient Experience Volunteers

Since remobilisation, the volunteer service has undergone a significant amount of change and a number of new roles have been developed to meet the needs of services. One of these roles is the Patient Experience Volunteer which has been developed to gather patient experience at the point of care and to help clinical staff and the PEF to carry out any bespoke projects that require patient feedback.

The PE Volunteers will be allocated a number of wards so they can build good working relations with teams. This will ensure surveys are carried out on a regular basis and reported back to SCNs and their teams.

To date, we have recruited 16 PE Volunteers.

### Patient Experience Feedback Forms

We have developed a new feedback form to replace the previous “owl themed” feedback material. This is a more cost effective option and a single form provides people with a variety of options to use to feedback, including the promotion of Care Opinion.

These new forms will be launched in May 2022. An example form is included at **Appendix 3**. All feedback will now be uploaded onto the same system as complaints which will allow accurate recording and reporting with the quarterly complaint reports.

### Discharge Improvement Work

As a result of the thematic analysis of complaints, discharge care has emerged as an area of practice that has presented some opportunities for improvement. In response to this, a discharge survey has been developed and tested for patients discharged directly from wards and a separate survey for patients that are discharged via the discharge lounge.

As a result of the information already gathered, some improvements are already in progress which include;

- Discharge Volunteers who can spend time with patients in the discharge lounge to provide a companion to chat with, play board games or other appropriate activities whilst they are in the lounge.
- A volunteer will also act as a point of contact for patients discharged from the lounge if they have any questions or issues post discharge. The volunteer can provide help where appropriate or pass the call onto the correct person that can help the caller.
- Review of discharge lounge information so people understand the function and the likelihood of waiting time.

### Care Opinion

The PEF has an oversight role for Care Opinion and is the Board's administrator for all NHS AA activity on the site. The site provides an anonymous forum for patient, relatives or carers to post anonymous feedback about a healthcare experience.

Since being in post the PEF has improved our response rate from 79% to the current rate of 95%. This indicates the majority of posts about NHS AA are answered within 72 hours.

A further priority is the roll out of training and responder permissions to all CNMs, SCNs and Patient Experience Champions.

The overall aim is to have staff of all levels answering care opinion feedback and owning any change or improvement opportunities that may arise from the feedback.

In addition to training for new responders, the PEF also delivers bespoke training as and when required, and provides monthly reports for Business Managers and CNMs as required.

### Bespoke Patient Experience Surveys and Projects

The PEF will also be available to support any patient experience projects being undertaken across the organisation. The following bespoke projects are currently in progress;

- An End of Life Survey for relatives of dying patients to feedback their experience of communication with medical and nursing staff and their experiences of their loved one's death. This project is being led by a Consultant Anaesthetist and the PEF has designed an online survey and will assist with data collection and analysis.
- Patient Journey Project – funding has been secured from primary care to conduct 16 week project to collect feedback on full patient journeys to identify areas for improvement. Patient experience from the start of the patient journey whether via a GP appointment, or Emergency department presentation through all contacts with NHS AA including referrals, investigations results, waiting times, outpatient appointments, inpatient care and follow up till the patient is fully discharged or at the end point of their care journey.

Three data collectors have been appointed for the 16 week project who will all report to the PEF and will be responsible for the design of data collection tools, data collection and analysis.

This project will begin in May 2022 and progress will be reported to the Board.

### Healthcare Stories

The PEF will also have responsibility for collecting healthcare stories (formerly known as patient stories) and ensuring they are utilised for awareness and improvement across the organisation. A new leaflet has been developed to encourage patients and staff to think about telling their story and a new framework has also been developed that will be presented to the Board in a future themed paper.

The framework will support the development of a stories database to ensure wide use of all stories as appropriate.

In addition to the projects highlighted above, the PEF can also provide advice and support to all staff embarking on a patient experience project or looking for ways to gather specific information related to patient experience. She also links regularly with the person centred Lead and the Engagement Team to ensure a collaborative approach to all aspects of patient experience is progressed.

Future projects and improvements will be reported to the Board on a regular basis.

### **3. Conclusion**

As demonstrated above, a significant amount of work has been progressed since the PEF came into post in July 2021 and already we are capturing important and useful feedback from patients using our services.

By capturing information at different parts of the patient journey we are already identifying opportunities for learning and improvement when we get it wrong, whilst also celebrating what we do well and sharing good practice across different areas to ensure spread of improvement as indicated.

The Board is asked to receive and discuss this report on organisational activity in relation to new approaches to feedback and securing patient experience at the point of care and beyond.

Appendix 2

Inpatient Patient Experience Survey



Which Ward were (are) you in.....

Which age bracket do you fall into?

18 - 30  31 - 50  51 - 70  71 or over

1. Were the **nursing** staff able to take account of the things that matter to you?

At All Times  Most of the time  Sometimes   
Rarely  Never

Were the **medical** staff able to take account of the things that matter to you?

At All Times  Most of the time  Sometimes   
Rarely  Never

2. Were the **nursing** staff able to listen to any concerns you may have had

At All Times  Most of the time  Sometimes   
Rarely  Never  Not Applicable

Were the **Medical** staff able to listen to any concerns you may have had

At All Times  Most of the time  Sometimes   
Rarely  Never  Not Applicable

3. Were you given regular updates about your care and treatment in a way that was easy to understand?

At All Times  Most of the time  Sometimes   
Rarely  Never  Not Applicable

4. Did you feel involved in making choices about your treatment and care?

At All Times  Most of the time  Sometimes   
Rarely  Never  Not Applicable



5. Did the staff looking after you on this ward treat you with kindness and compassion?

At All Times	<input type="checkbox"/>	Most of the time	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>
Rarely	<input type="checkbox"/>	Never	<input type="checkbox"/>		

6. How would you rate the cleanliness of the ward you were in?

Very Clean	<input type="checkbox"/>	Fairly clean	<input type="checkbox"/>
Not very clean	<input type="checkbox"/>	Not clean at all	<input type="checkbox"/>

7. Were you bothered by noise at night whilst in this ward?

At All Times	<input type="checkbox"/>	Most of the time	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>
Rarely	<input type="checkbox"/>	Never	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>

8. Were your family kept updated

At All Times	<input type="checkbox"/>	Most of the time	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>
Rarely	<input type="checkbox"/>	Never	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>

9. Were you happy with the choice of food/meals received during your stay in this ward?

At All Times	<input type="checkbox"/>	Most of the time	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>
Rarely	<input type="checkbox"/>	Never	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>

10. What would have made your hospital stay better?

(Please use the space below to tell us about your experience of our service)

**Thank you for taking the time to complete this survey**

Appendix 3

# Feedback Form

If you would like us to contact you to discuss your experience in more detail please complete this page.

Please tick -  Mr  Mrs  Miss  Ms  Dr  Other

Name:

Address:

Email:

Telephone:

Signature


Date




It is you who used our services?  Yes  No

Which service, clinic or hospital do you want to tell us about?


How would you like us to contact you? (please tick)

Phone  Email  Letter  Please do not contact





Business Reply Plus  
Licence Number  
RUCY-BUKC-ZTCX





Patient Experience Team  
NHS Ayrshire & Arran  
Eglington House  
Ailsa Hospital  
Dalmeilington Road  
AYR  
KA6 6AB



## Patient Experience Team



Please help us improve our services by completing this confidential Feedback Form.



Tell us about your experiences of health and care services within NHS Ayrshire & Arran. Your story can show services what they are doing right or how they can improve. Please identify the area you are providing feedback on to allow us to progress your feedback or share with the relevant staff.

**Just write (or draw!) your experience here...**

PROOF

**Your story will...**  
1. make a difference  
2. remain confidential unless you give consent by completing the section overleaf.

**What was good?**

**How did it make you feel?**

**What could have been better?**



You can also share your story  
[aa.patientexperienceteam@aapct.scot.nhs.uk](mailto:aa.patientexperienceteam@aapct.scot.nhs.uk)



Or tell us your story over the phone.  
**Call 01292 513942**



You can also leave anonymous feedback at [www.careopinion.org.uk](http://www.careopinion.org.uk)

Please note that this is not a complaints form, it is an opportunity for us to learn from your experience. If you would like to raise a formal complaint please contact us on [complaintsteam@aapct.scot.nhs.uk](mailto:complaintsteam@aapct.scot.nhs.uk) or call us on 01292 513680.

**We would like to thank you for taking the time to complete this feedback form**

Step 3 = Fold to close

Step 1 = Wet white border

Step 2 = Fold over