

Case study

FFT Response Rates Increase from 1% to 30% in 1 month and Highlight Feedback Themes!

The Countess of Chester NHS Trust provides a range of medical services to 445,000 patients in North West England. The trust achieved The Friends and Family test rollout targets by introducing paper and online surveys to capture patient feedback trust wide.

However, only 68 (<1%) Outpatient FFT responses were received throughout 2015, ranking Chester the lowest in its peer league group. Results drew the attention of NHS England and local commissioners demanded a rapid turnaround strategy to increase feedback.

Such a low response rate undermines the purpose of FFT for several reasons:

- It's incredibly hard to extract improvement suggestions from such a small sample size for evidence based decision making
- Patients who don't feel comfortable giving feedback in the provider's environment, have no option to provide feedback any other way
- Limited survey channels means responses are mainly received from patients with preference to that mode. This is not inclusive to every demographic and integrity is compromised

THE PLAN

The Countess already partnered with Healthcare Communications to survey A&E patients by SMS 24 hours after discharge. So to capture a higher volume of OP responses, Healthcare Communications added SMS and IVM channels to survey patients. Responses then automatically feed in to Envoy software for 'live analysis' and immediate results. Paper surveys remained, but now patients also had the option to respond 48 hours after their visit.

Resource pressures also reduce with automation. The dashboard displays high level results so management are no longer required to manually collate, analyse and



report on responses and instead can focus on feedback led improvement initiatives.

Craig Brothwood, the FFT Project Manager comments 'Having the data so freely available to all staff means real time monitoring can take place and feedback to staff almost immediately after the patient has been discharged.'

THE PHENOMENAL TURNAROUND

Within 1 month, 29% more patients returned feedback; OP responses jumped to 5511! A space was also created between the hospital and patient for truly impartial feedback. Chester could now access accurate, meaningful results to support service change and highlight good practise. Indeed, 91% of respondents would recommend the service in January 2016. Staff efforts were now reflected in critical mass feedback, boosting morale to see their hard work appreciated.

Craig agrees, 'Perhaps more importantly we can use the vast amount of feedback at our disposal to both celebrate and learn, giving staff a sense of satisfaction and achievement.'

“ **The implementation of FFT texts and IVMs into the wider organisation has been simple. The Healthcare Communications team worked closely with our internal IM&T and operational teams to ensure we built upon the success of ED work at the next level. Nothing was too much trouble, from helping create posters to custom designed suggestion boxes to promote FFT.** ”

Craig Brothwood, FFT Implementation Project Manager

STAFF TRAINING BASED ON FEEDBACK

Envoy software automatically ranks 'trending' free text themes on the dashboard. With one click, every patient comment relating to the keyword is made available. Chester can, for example, understand where service is 'excellent' and why 'communication' may need work.

Now that areas for concern can be easily identified, the Learning and Development team are using the categorised themes to create targeted training initiatives for staff groups including clinical, non-clinical and patient facing roles.

IVM PATIENT VOICES

Advancements in IVM technology now gives Trusts the capacity to gather real life patient voices on care received. Patients who are not comfortable with SMS technology or prefer to talk about their experience, can leave a 2-minute voice recording.

Craig highlights the benefits: 'Having feedback in a recorded form has proved hugely valuable; listening to the true patient's voice has stopped people in their tracks and helps us further appreciate there is a patient at the end of everything we do.'

We'll be using these recordings in our monthly board report replacing some of the patient story elements as well as using them with a wide group of people including patient groups, governors and staff to learn from our mistakes and feedback praise where applicable.'

EMBEDDING A PATIENT CENTRED CULTURE

Critical to success was the commitment from all stakeholders to make patient feedback the start of improving care, not the endpoint. Collaboration was key and included:

- Reception teams focused on improving data quality by checking patient mobile and landline numbers. The by product has been a significant improvement in accurate data for the Trust reminder service

- Decentralisation of feedback ownership and response rates to a very local level
- Healthcare Communications worked with Countess of Chester to create eye catching FFT feedback boxes and posters to encourage patient feedback. Incidentally this increased staff awareness to find out more



- Staff buy in has sparked innovative ways to gather feedback from every patient group. A competition to 'Name the Monkey' that features in FFT Paediatrics marketing starts in April 2016. The Communications team will use social media to engage patients as well as an internal campaign with the aim to increase improvement ideas from the younger demographic. Community stakeholders and Healthcare Communications are involved too, contributing prizes and helping with promotion to increase exposure.

IN JUST 2 MONTHS...

- Feedback has led to training workshops specific to reception and nursing staff to celebrate positive comments and develop improvement action plans
- Rollout of SMS and IVM to discharged inpatients to capture more feedback from this cohort
- Consistently achieving 30% response rates in OPD and the new target is now 35% trust wide

THE FUTURE IS BRIGHT...

The once struggling trust is fast becoming a leader in patient centric care and innovation. Chester is in a completely different position and patient experience continues to permeate through every department.

NEXT STEPS INCLUDE:

- Introduce SMS and IVM to Maternity services at each touchpoint
- A 'live stream' of patient feedback from the Envoy real time dashboard to the trust website
- A training program based on 'You Said, We Did' to compliment the packs already created by the L&D team.

WORKING TOGETHER IN PARTNERSHIP

We set ourselves apart by the way we work as a partnership with all our Trusts and will always move and adapt with their changing needs. The number of Trusts now coming to us for our innovative solution, track record of success and our easy way of working continues to increase.

If you would like to find out more on how we can support you with your Friends and Family Test and/or your Appointment Management solution, please call 0845 9000 890 or email enquiries@healthcomm.co.uk