

Case study: Merged patient reminder and FFT surveys

One solution reduces DNA's by 25% and achieves over 30% FFT response rates

As current users of our Appointment Management solution, Salford Royal asked how we could help implement The Friends and Family Test.

BACKGROUND

- Since 2012 Salford Royal successfully reduced their DNA rate by 25% using the Appointment Management service.

- Salford Royal is a leader in its field for innovation and was one of the first Trusts in the UK to go live with the Friends and Family Test (FFT).
- They chose us as they felt we were a proven and value for money supplier with agile development capabilities to deliver FFT with bespoke state-of-the-art features and real time analytics matched to their requirements.
- The fact that we were already their incumbent appointment reminder supplier eased the delivery of FFT as an extended service and ensured overall benefits were delivered to the Trust.

“ The team at Healthcare Communications has been fantastic from the start. The fact that they were already our incumbent appointment reminder provider facilitated the implementation even more and we have been delighted with our FFT response rates which have been averaging at 31.4%. ”

Fiona Morris Acting Assistant Director of Nursing
– Corporate Services at Salford Royal NHS Trust Foundation



OBJECTIVES

When implementing the Friends and Family Test, Salford Royal were keen to satisfy the following objectives:

- To utilise the existing Appointment Management framework to help facilitate the rollout of FFT thereby quickly fulfilling FFT requirements and ultimately hitting the CQUIN target
- To implement the solution quickly and smoothly in both Accident and Emergency and Inpatients
- To reduce internal administration
- To have clear visibility of real time response rates and feedback.

THE PLAN

To quickly implement our simple FFT 4 step process in order to provide Salford Royal with valuable insight into their patient experience and to support improvement in their overall service.

The end solution worked so well in A&E and Inpatients that it was followed up with the rollout in to Outpatients and Day Surgery.

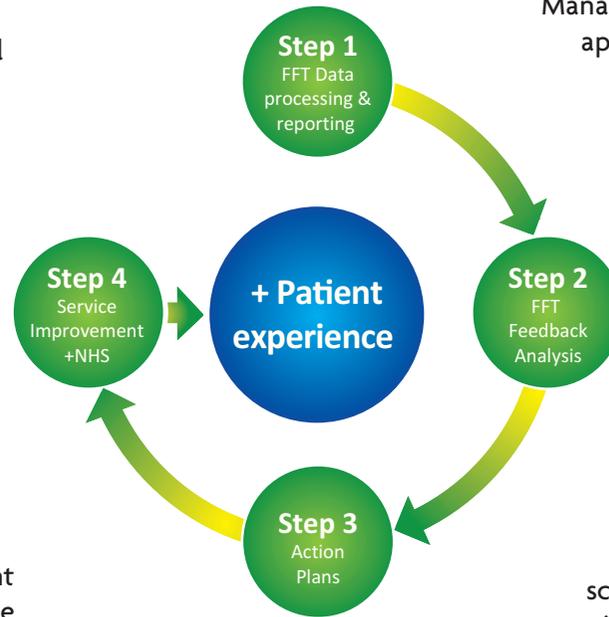
BENEFITS TO THE TRUST

Benefits to the Trust were immediately realised:

- Fast and easy implementation due to the utilisation of existing Appointment

“ We were happy to work with Healthcare Communications as the chosen supplier for our FFT. The Appointment Management service has performed well with the FFT module and has been easy to add with minimum resource required from the Trust. ”

Joseph Frost, Data Warehouse Manager at Salford Royal NHS Trust Foundation



Management channels combined with our agile and flexible approach

- High average FFT scores of 31.4% over a 13 month period rising from 13.2% since implementation in April 2013
- Response rates of 97% above average using a combination of text messaging and IVM
- Reduced administration saving hours of data input every day
- Quick action planning in response to negative feedback
- In depth understanding of scoring and visibility of monthly scores on internal boards.

BENEFITS TO THE PATIENT

By identifying areas of feedback, Salford Royal has been able to implement some quick wins and also work on some larger scale improvement areas where more time and effort have been required. Examples include:

- Doubling the number of car parking spaces available to patients and visitors to 1,000 by opening two new car parks
- Improvements made to the Inpatients department ensuring a patient can feel confident that their care is safely handed over to another clinician at the end of a shift.

WORKING TOGETHER IN PARTNERSHIP

We work with over 100 Trusts and our solution is designed exclusively for the NHS with direct input from frontline staff using it!

To find out how we can support with your Appointment Management and Patient Experience solutions, get in touch on 0845 9000 890 or email enquiries@healthcommuk

Calls to this number cost 7p per minute plus your phone company's access charge.