## 'Owl' we know what people feel about our service?

NHS **Ayrshire** & Arran

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## Rationale for encouraging feedback from patients and the public

There is growing evidence supporting the need to involve patients and the public at all points of planning and designing health care, however, it is important that the feedback is truly valued and used to improve services.

Feedback helps us to deliver the Quality Strategy, which "aims to deliver the highest quality healthcare to the people of Scotland to ensure that the NHS, Local Authorities and the Third Sector work together, and with patients, carers and the public, towards a shared goal of world-leading healthcare". It is the 'vehicle' towards the 2020 vision.

#### Aim

Review the feedback process for NHS Ayrshire and Arran in order to:

- give patients and the public easy means to feedback;
- encourages positive feedback (public appeared unsure how to give positive feedback);
- make it easier to hear and listen;
- increase awareness of how to give feedback (staff and the public);
- give routes for early resolution of concerns and issues;
- reduce the number of confusing ways to feedback experiences;
- make it easier to share and report on;
- improve the ease of logging the information;
- improve positive feedback sharing/ dissemination with teams and individual staff;
- make analysis easier to enable ease of learning, improving and sharing;
- increase staff knowledge and understanding of service users' views and feelings

# Public feedback

#### What we did

#### We:

- Carried out a 'needs analysis';
- explored feedback mechanisms in other areas;
- created a 'system' to enable feedback data to be managed;
- developed a plan;
- consulted extensively with staff and members of the public;
- had the proposal ratified by The Senior Management Team and Health Board;
- developed and implemented a communication strategy;
- developed resources;
- displayed poster boards and resources in prominent areas across the premises; and
- disseminated the resource throughout the organisation

An NHSAA process - developed and introduced in June 2017 underpinned by resources which included:

- posters;
- double-sided cards (postcard and business card size)
- feedback form, created for scanning into the new system (allows joining of data from web and paper)
- envelopes for returning the form (free-post and self-addressed)
- 'How to' feedback and complain guide

Many improvements

(long story). Many, many more.

• a 'Feedback Champion' Badge and certificate (awarded to named individuals who have provided exceptional care)

The resources offer details for all the options for giving feedback. This includes feedback direct to NHS AA and Care Opinion (CO). This 'joined-up' approach reduces cost and confusion for the public and the staff.

This ranges from signposting, improving communication,

supporting patients who 'just did not know who to contact',

improving service users' understanding, getting a patient back

to work earlier by 'expediting a patient's report to primary care,

health and mental health, which was elusive for many reasons

getting a patient the hip operation that was vital for her financial

Thanks – it's lovely

person and it is so nice for them

to hear. They tell us in

to take the time to fill the

form out.



#### NHS AA and Care Opinion marketed as Write, Type, Talk

- 1. Write (on forms);
- 2. Type (direct to the web form) by using the URL created for feedback- http//:bit.do/NHSAAfeedback or use the QR code created for smart phone direct access.\*
- 3. Talk to NHS AA and Care Opinion (independent feedback platform).

Responses are given to all feedback requiring or requesting one. Reports are shared with management and discussed at governance groups. Feedback of both a positive and negative nature is passed to staff as appropriate.

Positive experiences are fed back to staff in poster format which;

- contributes to improving patient outcomes;
- enhances staff experience;
- improves staff morale;
- gives evidence for PDP, PDR and revalidation

Well done! A consultant who received the 'Owl That's the 4th positive story in a row for the team. Huge congratulations. I will feedback to staff at morning handover today.

award said "You bet I am wearing it so everyone is jealous!"

Lovely feedback – it's always nice to be appreciated!

### Impact on the staff

All feedback is shared

Some examples of staff responses to positive experiences

Message from the Assistant Director Another lovely post on Care Opinion regarding the care received in the ED. Well done to you and the teams involved – a great reflection of the hard work undertaken in the ED. Please can you ensure that your teams are aware and pass on my personal thanks.

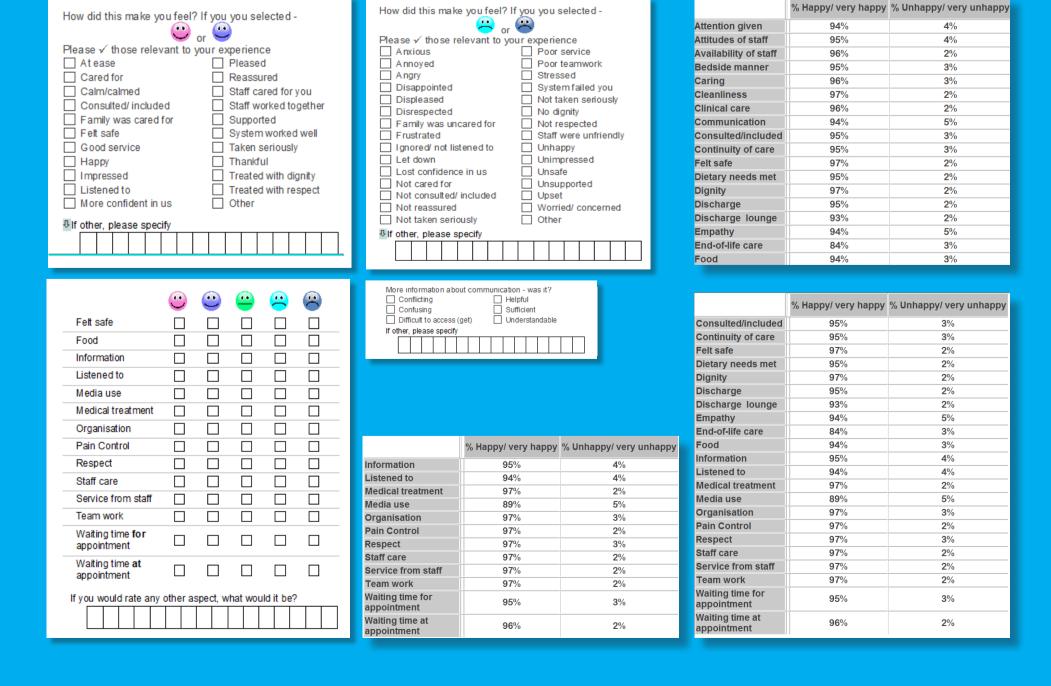
Many thanks John, Everyone is working so hard and it is lovely to see the positive impact on our patients.

#### Results

Since introduction of the new process in June 2017, there have been 646 from the 'owl' feedback, 512 paper forms and 134 via the electronic method, 892 stories on Care Opinion, viewed 328,451 times to date. Other feedback continues to be received via twitter, face book or by emailing direct.

It is encouraging that 69% of CO stories in this period were compliments and a further 22% were minimally or mildly critical, making a staggering 91% combined. However, 9% (78) are moderately or strongly critical.

NHSAA feedback, (chart below) shows themes people selected to grade from five 'smiley' faces representing very happy through to very unhappy. People can select any of the 30 categories to grade and are not required to select all of the categories. In practice, people only select the categories they wish to.



#### References

The Scottish Government (2010) The Healthcare Quality Strategy The Scottish Government (2011) 2020 Vision







