Outcomes that matter:
person-led approaches to transforming health and social care services

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"We believe that transforming our health and social care system so it is fit for the 21st century will require a focus on both system redesign and continuous improvement."

Diana Hekerem

Head of Transformational Redesign
Healthcare Improvement Scotland

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Participation ladder

*Adapted from Arnstein's participation ladder, 1969

Participation ladder

Co-producing	Doing with
Co-designing	
Engaging	Doing for
Consulting	
Informing	
Educating	Doing to
Coercing	

*Adapted from Arnstein's participation ladder, 1969

Community at the Heart
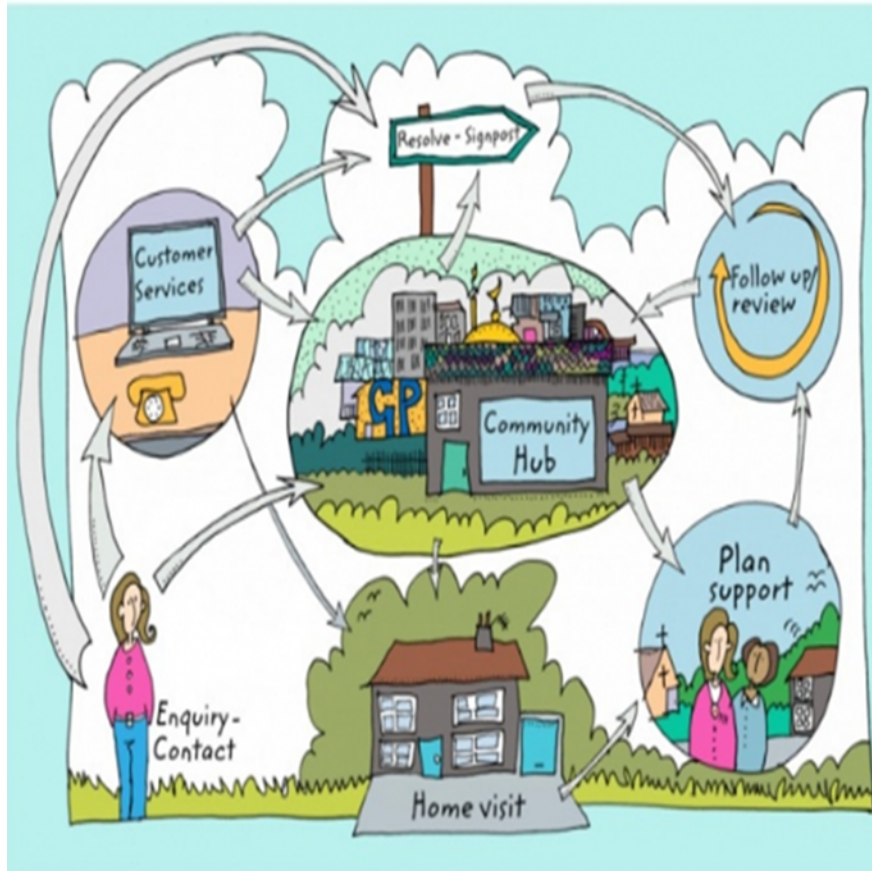
Community Led Support (CLS) seeks to change the culture and practice of community health and social work delivery so that it becomes more clearly values-driven, community focused in achieving outcomes, empowering of staff and a true partnership with local people.

CLS in Scotland

- East Renfrewshire

- South Ayrshire

- Scottish Borders

- Fife

- Orkney

- Western Isles

- Falkirk

- South Lanarkshire

CLS Values

- **Co-production brings people and organisations together around a shared vision**
- **There is a focus on communities and each will be different**
- People can get support and advice when they need it so that crises are prevented
- The culture becomes based on trust and empowerment
- People are treated as equals, their strengths and gifts built on
- Bureaucracy is the absolute minimum it has to be
- The system is responsive, proportionate and delivers good outcomes

What matters and building on strengths
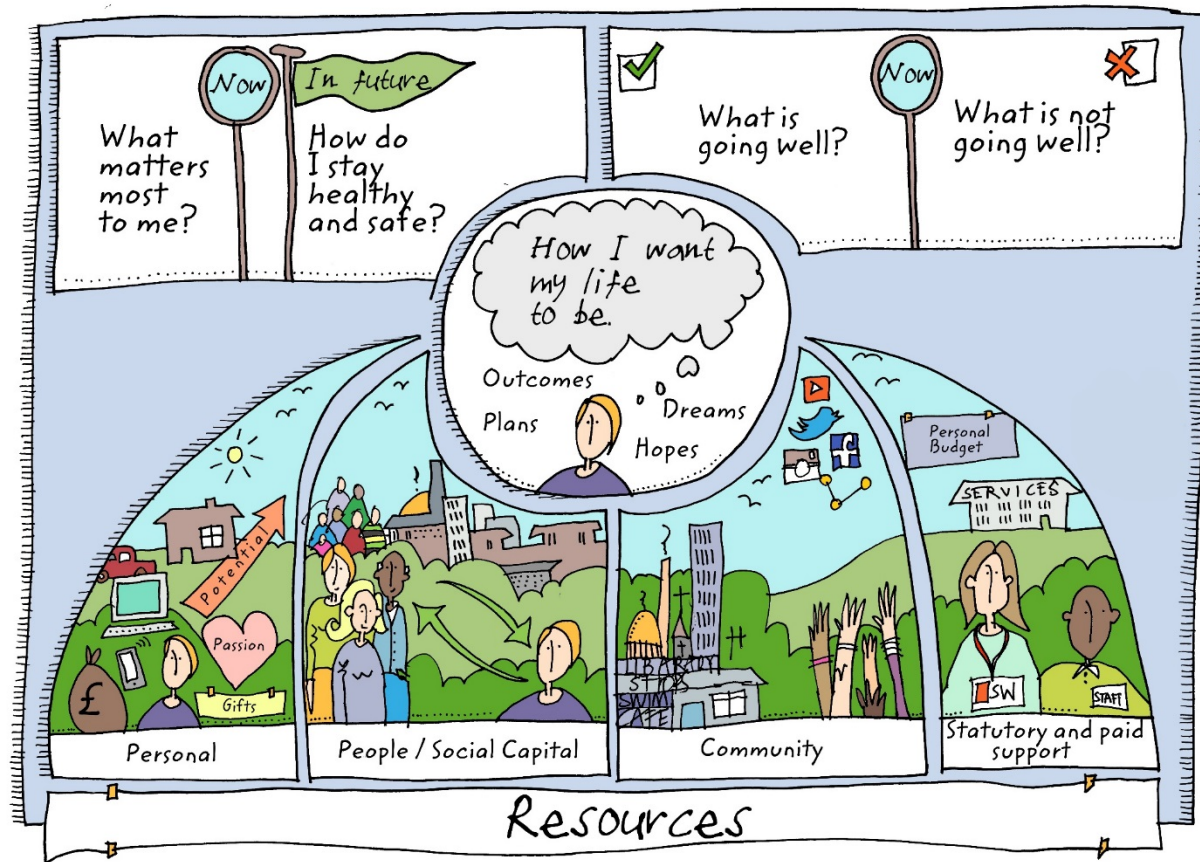
Community Led Support

A Borders Perspective
Elaine Torrance

In line with Key Principles Supported By the Partnership

- **Locality Working**

- **Early Intervention and Prevention**

- **Asset Focused Assessment**

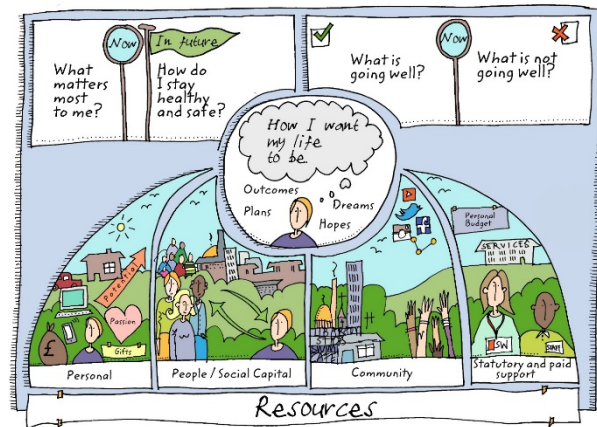- **Reduced Bureaucracy**

- **Co-Production**

Community Led Support Resource Wheel

In pairs read the example persona, and consider how you might help the person achieve their outcomes using the CLS resource wheel

Participation ladder

| Co-producing | Doing with |
Co-designing	
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What is co-design?

- An approach that allows a wide range of people to work together to identify and solve a problem.

- Everyone works as 'equal partners' to resolve a particular challenge.

- Uses a collaborative design process to develop solutions that build on the expertise of service users, non-users and professionals.

Experience based co-design (EBCD)
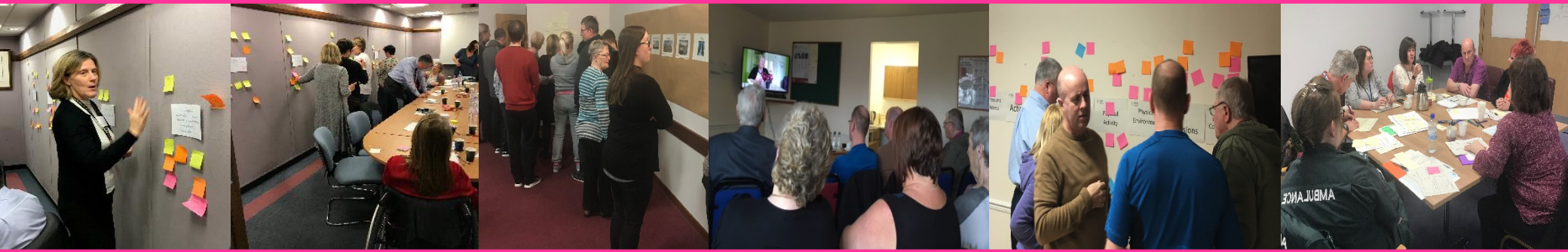
'A participatory quality improvement approach that uses ethnographic methods such as in-depth interviews and participant observation to help collect and understand experience and collaborative methods to identify and make improvement.'

The Point of Care Foundation EBCD toolkit:
https://www.pointofcarefoundation.org.uk/resource/experience-based-co-design-ebcd-toolkit/

@ebcd_scotland

EBCD process steps

1. Set up

2. User research data capture and analysis

   - Person-centred observation

   - Interviews with staff

   - Interviews with service users, families and/or carers

   - Creation of a trigger film

3. Agree and co-design of improvement priorities individually as staff/service user groups

4. Co-design improvement priorities together

5. Work together to prototype and test ideas that tackle the improvement priorities

6. Celebrate

The Point of Care Foundation EBCD toolkit:
https://www.pointofcarefoundation.org.uk/resource/experience-based-co-design-ebcd-toolkit/

Why listening to patients matters; a collaborative approach to service improvement

Nadine Hare

Highly Specialist Speech and Language Therapist

NHS Lothian

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Why?

"Could you just email me?"

- Increasing awareness that our current service did not meet the needs of our service users

Collaborative Aim

Improve the Speech and Language Therapy service and patient journey for Laryngectomy patients in collaboration with patients and families.

Improvement Priorities, Ideas and Achievements

Patient Information
- Update handouts
- Appt checklists
- Support directory

Communication
- Lary Buddy
- Email and Text
- Emergency care video

Sharing with others
- Psychological support
- Electronic notes
- HNA tool & joint clinic with CNS

In development

- Business case for psychological support to be embedded in Head and Neck multi-disciplinary team

- Out of hours care flowchart update

- Explore options for patient held record or treatment summary

Lessons Learned

- True value of collaboration and partnership

- Staff and patient engagement; don't create barriers

- Remain patient-centred

- Evolving nature

- Ask for help

- Challenging but hugely worthwhile and has resulted in a shift in team mindset and approach going forward
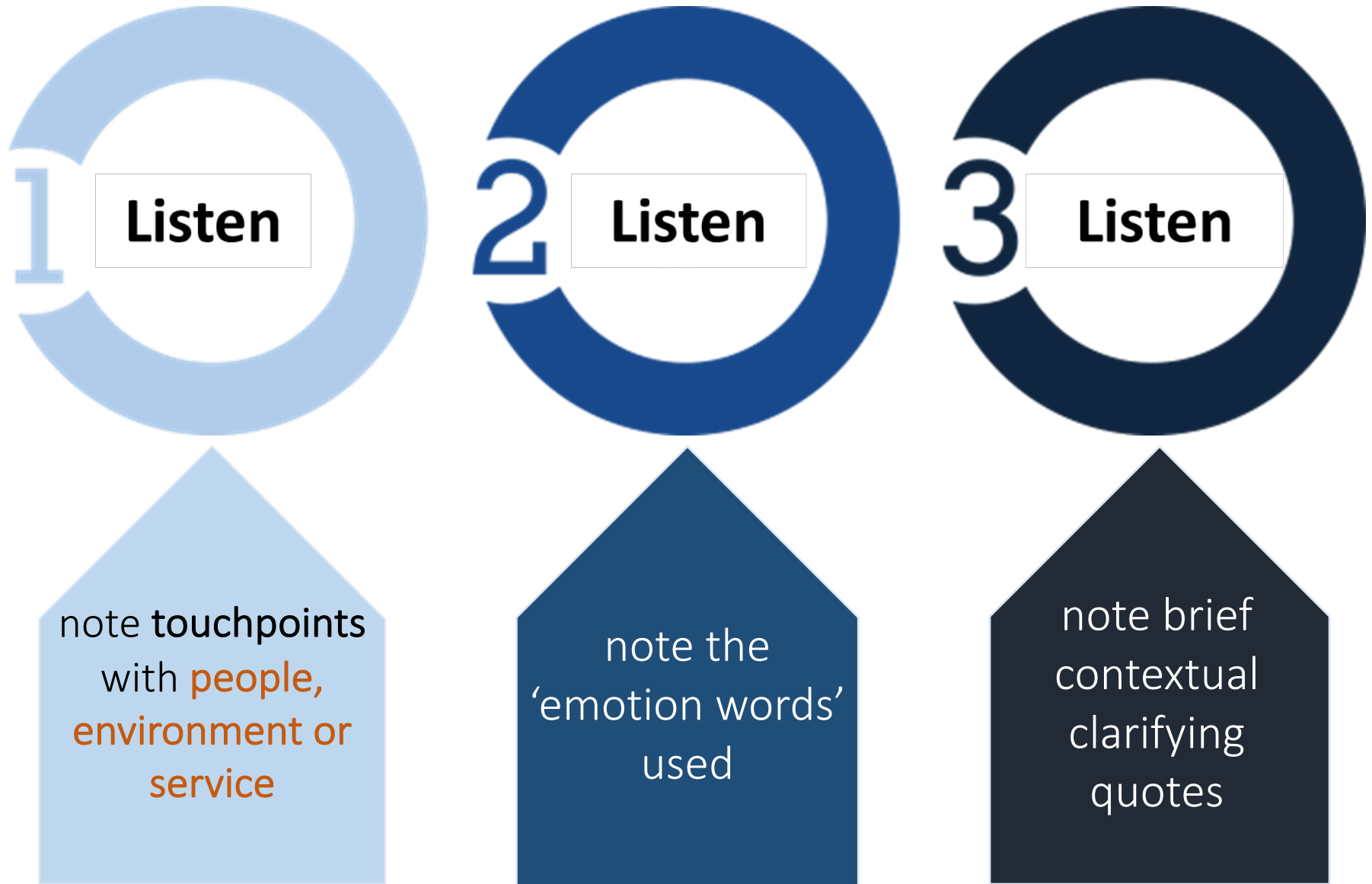
Experience journey mapping taster

Experience journey maps can help to ...

- Surface experience issues, barriers and positives across a care journey.

- Illustrate and visualise the care journey 'as is'.

- bring a focus to 'the problem' you are trying to solve with your improvement activity.

- easily share care experience stories with a project team in a written single page format.

3 step non-participatory mapping

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1 **Listen**

2 **Listen**

3 **Listen**

note **touchpoints** with people, environment or service

note the 'emotion words' used

note brief contextual clarifying quotes

What is a Journey touchpoint?
a GP visit example

1. Phoning for an appointment and navigating the automated call handler.

2. Arriving at the GP surgery.

3. Booking in with the receptionist.

4. Sitting in the waiting room.

5. Consultation with GP.

6. Transferred to the practice nurse.

7. Waiting in a treatment room.

8. Follow up appointment letter.

Journey touchpoints
a GP visit example

1. **Phoning** for an appointment and navigating the automated call handler. ← service

2. Arriving at the **GP surgery.** ← environment

3. **Booking in** with the **receptionist.** ← service ← people

4. Sitting in the **waiting room.** ← environment

5. Consultation with a new **GP**. ← people

6. Transferred to the **practice nurse.** ← people

7. Waiting in a **treatment room** as she follows. ← environment

8. Follow up **appointment letter**. ← service

Mapping the journey touchpoints

| Phoning surgery | Receptionist | Booking in | Waiting room | Locum GP | Practice Nurse | Treatment room | Follow-up |

Experience journey mapping

In pairs, use the template provided to note:
touchpoints with people, environment or service

Patient Story

3 mins

Person reported touchpoints
'moments of engagement'

GP	**Waiting room**
A&E	**Treatment area** (taken through)
Nurse	**Doctor** (big doctor)
Triage room (wee room)	

Experience journey mapping

Map the journey touchpoints in the order they happened (left to right) on the template provided to create a pathway
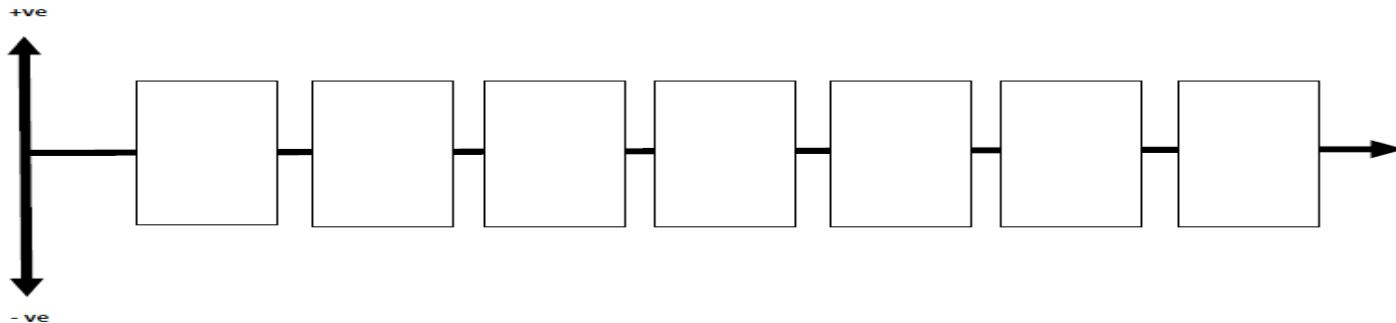
2 min

Chart touchpoints
'patient reported pathway'

+ve

GP → A&E → Nurse → Triage room → Waiting Room → Treatment Area → Doctor →

- ve

Experience journey mapping

In pairs:

Person 1 note:
emotion words used at each touchpoint

Person 2 note:
quotes clarifying context

Patient Story

3 mins

Identify emotion words
'Do not have to be pure emotion words'

"the **annoying** thing"

Nice and Kind

Irritated

"I was **fine** after that"

Annoyed

Relaxed

Showing concern

Emotion quotes
'Clarifying quotes, emotions and memories'

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"it was busy"

"they take you into a wee room"

"then put you back out in the waiting room"

"I'd never seen a doctor"

"People who came after me being taken through to see the doctor"

"I understand the pressure they're under"

"we had a blether"

"talking me through things"

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Map emotion words

Showing concern

nice and kind

"I was **fine** after that"

Relaxed

+ve

| GP | A&E | Nurse | Triage room | Waiting Room | Treatment Area | Doctor |

- ve

"the **annoying** thing "

Annoyed

Irritated

Emotional journey map

"talking me through things"

Showing concern

nice and kind

"I was **fine** after that"

"we had a blether"

Relaxed

"I understand the pressure they're under"

+ve

| GP | A&E | Nurse | Triage room | Waiting Room | Treatment Area | Doctor |

- ve

"it was busy"

"they take you into a wee room"

"then they put you out in the waiting room"

"the **annoying** thing "

"I'd never seen a doctor"

Annoyed

Irritated

"People who came after me being taken through to see the doctor"

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Emotional journey map
Hot spots

+ve

- ve

GP	A&E	Nurse	Triage room	Waiting Room	Treatment Area	Doctor

"I understand the pressure their under"

"Showing concern"

"talking me through things"

nice and kind

"I was **fine** after that"

"we had a blether"

Relaxed

"it was busy"

"they take you into a wee room"

"then they put you out in the waiting room"

"the **annoying** thing "

Annoyed

Irritated

"I'd never seen a doctor"

"People who came after me being taken through to see the doctor"

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Take home messages

- Co-production and co-design are at the top of the participation ladder and genuinely support shifting the power to make decisions to citizens and communities.

- Focusing on 'What matters to people' helps to deliver outcomes focused services that align with national policy such as: Realistic Medicine, Health and Social Care Standards, Healthcare Quality Strategy, and Self-directed Support.

Thank you

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