

Collecting Patient Experience Data



Surveys

Patient experience surveys ask people to report on what happened to them during their care.

Surveys can be great for capturing what representative groups have to say, including people who might not otherwise volunteer their views.



Online Commentary & Feedback

Alongside blogs and social media, online feedback includes more dedicated patient feedback sites, such as **NHS Choices**, **Patient Opinion** and **iWantGreatCare**.

This online material is a rich but often under-used source of patient experience data.



Patient Narratives

Patient narratives, or stories, are told in a patient's own words. They show how patients are affected by the issues that are important to them.

Narratives can be a powerful way of understanding people's experiences and stimulating change.



Local Feedback

Local feedback, which includes the Friends and Family Test, real-time feedback and complaints, highlights the good and bad things patients and their families have experienced.

Local feedback can also be a good way of determining the health priorities of the local population or communities.



Observation & Shadowing

Observations and shadowing (e.g. following a patient for a day) can help us understand what things look like from the patient perspective.

Observations, for example of doctor-patient consultations, have shown that both staff and patients can hold very different views of what happened.

Approaches for Improving Quality



Facilitated Survey Feedback

Written survey feedback alone has been shown to have little effect in driving improvements.

However, using survey findings as the basis for a facilitated discussion has been shown to have an impact, helping to drive improvements.



Experience Based Co-design (EBCD)

EBCD is a participatory action research approach to quality improvement.

It uses narrative video interviews with patients, staff interviews and observations of care to start a discussion between patients and staff about how to improve care. Patients work with staff to implement change.



15 Steps

"I can tell what kind of care my daughter is going to get within 15 steps of walking on to a ward."

This comment from a mother sparked the development of "The 15 Steps Challenge", a toolkit to help look at hospital care through the eyes of patients and relatives, and get a sense of what good quality care looks and feels like.



Plan, Do, Study, Act

Front line staff play a role in identifying problems and ideas for solutions, as well as in monitoring the impact of change.

Plan – planning the change to be tested or implemented.

Do – implementing the change.

Study – compare the situation before and after the change and reflect on what was learned.

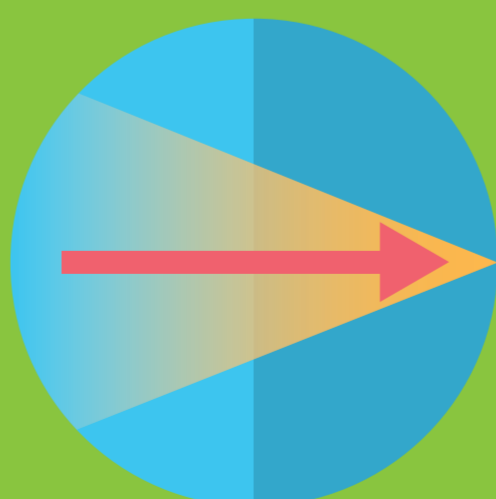
Act – act on the information and plan the next PDSA cycle.



Patient and Family Centred Care (PFCC)

PFCC approaches improvement through the lens of patients' experiences of care, using shadowing, observations and other patient experience data.

It aims to change the perspective of staff delivering care, reconnecting them with their values and motivations for working in healthcare.



Lean

Lean is one of a number of approaches from the manufacturing sector which are now being applied to healthcare. Lean uses a range of tools to identify core processes and develop them to allow the system to run more efficiently.

In a healthcare setting, Lean aims to improve processes, outcomes, and patient and staff experiences while minimising waste.