



3 November 2015 - Summary of the meeting

The focus of the third meeting of the HOPE network was ‘measurement for improvement’ in patient experience. Feedback from network members suggested that measuring patient experience was a common concern, so the network facilitators created an agenda aimed at giving members the tools to feel more confident about measurement.

The day began with a reminder of the origins of the network and its aspiration to bring together heads of patient experience from across the NHS to share best practice and improve the way patient feedback is used.

After a brief introduction session where members of the network explained their respective roles to others in groups, we moved on to the first presentation. Jo Mackintosh, Service Improvement Management Project Manager for Northumbria Healthcare NHS Foundation Trust, described how her team captures and publishes patient experience data in ‘real time’.

The service improvement team have truly brought the data to life. Interviews are conducted in the morning and ward managers have a report of the feedback in their hands by lunchtime. The live and specific data resonates strongly with staff, who can analyse a particular shift while it is still fresh in their minds.

The feedback is also segmented into either ‘transactional’ or ‘relational’, which means that staff know how patients feel about both the care they received and how it felt to receive that care. The programme has grown from covering just eight wards initially to now spanning forty-one wards in the Trust.

Jo’s presentation showed how patient experience teams, when given the necessary backing by senior management, drive cultural change in their organisation and make patient involvement so much more than just a tick box.

The second session offered network members the chance to ‘learn, borrow, steal’ from each other in the form of 5 minute elevator pitches, delivered by several members of the network.

It proved to be valuable and hugely popular, with 95% of delegates rating the session as good or excellent.

After lunch, Bev Fitzsimons, Head of Improvement at The Point of Care Foundation, led a session specifically focused on ‘measurement for improvement’. The session explained the difference between using measurement for accountability and for improvement as well as some of the characteristics of successful measurement strategies.

There was clear correlation between Bev’s criteria for ‘measurement for improvement’ and the example of Northumbria as shared by Jo in the morning session. The message was clear: data in itself will not drive improvement, it must be brought to life!

The final session of the day came from Catherine Thompson, Head of Patient Experience – Acute Services for NHS England. Catherine shared some new information about NHS England’s strategic priorities for patient experience, as well as asking for feedback from network members about how the national commissioning body could provide support to organisations on the ground.

It was a useful opportunity to share challenges and address some of the issues and misconceptions that frustrate both parties.

Actions from the meeting

We closed the day with a discussion about topics for future meetings of the network, as well as some of the practicalities around communication and organising meetings.

There was general consensus among members that LinkedIn is not a very helpful forum for communication, so we are reviewing how we can facilitate the sharing of ideas and questions between network members. We will update the network in the new year about how we propose to create an online platform for discussion that is safe and practical.

We are hopeful that funding for the network will be renewed beyond April 2016 but it is possible that further funding will not cover venue hire and catering. We asked members for their views on a range of alternative ways to fund meetings, including:

- NHS England offering a venue in London or Leeds
- Gaining sponsorship or support from other organisations in order to fund meetings
- Sharing hosting responsibilities between members of the network within their organisation
- Scaling back the catering and facilities in order to keep costs to a minimum

If you have a view about any of these options and how to make the network as effective as possible, please do get in contact by emailing Bex Wickens (rebeccawickens@pointofcarefoundation.org.uk).