



Patient Experience Strategy 2023-2025

Our mission is clear: help local people live longer, healthier lives by providing safe, personal, coordinated care for the community we serve.

This document sets out Whittington Health's strategy for ensuring that patients are at the heart of everything we do to achieve this.

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Why This Matters

Ensuring optimum patient and carer experience is one of the core values of the NHS.

To achieve this, we need to actively encourage and listen to feedback from the people that use Whittington Health NHS Trust services. This feedback will help us to continuously improve the quality of care we provide.

Listening to patient and carers is key to ensure we provide equitable services for all our communities. We strive to ensure that our services do not discriminate and that they accurately reflect and represent the diverse needs of the communities we serve.

This work is dependent on everyone who works for Whittington Health NHS Trust, demonstrating our values whilst we work with our communities, gathering and responding to feedback to work together to provide the best care and experience possible.

To ensure the community's voice is heard and responded to, we have developed three ambitions that will continue to drive forward positive change in patient experience and engagement.

These ambitions were developed through consultation with a range of stakeholders who identified priorities for improvements to work towards over the next three years.

The patient experience team will work in partnership with corporate services, clinical services, patients, carers and families to support the success of these ambitions.



What have we achieved?

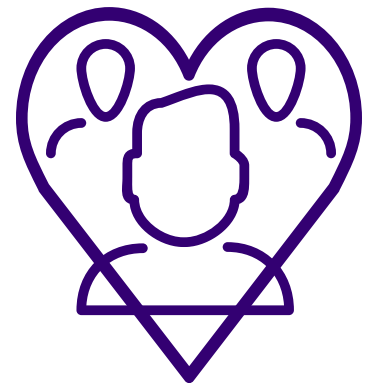
Our previous patient experience strategy included objectives to ensure that we listen and learn from patient and carer feedback and implement service improvement based on this feedback.

There have been many successes since, and this new strategy looks to build on those successes and strive to achieve further over the next 3 years.

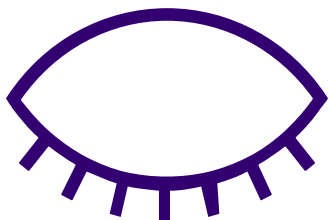
Successes include:

“Hello my name is...” campaign

We introduce ourselves by our first name to patients and carers when we meet them so we are more patient-friendly and inclusive. The use of the badges has been rolled out across the Trust and further expanded with the inclusion of pronouns and pronunciations available.



Helped our patients get a good night's sleep



The Sleep Well Initiative promoted better sleep for patients in hospital at night, providing patients with eye masks and ear plugs to reduce disturbance overnight.

Supported people with dementia and their carers

Promotion of campaigns to support those with dementia and their carers including John's campaign and What Matters to Me, as well as specialist training provided to staff working with dementia to better understand and support their needs



Continued leading with patient stories



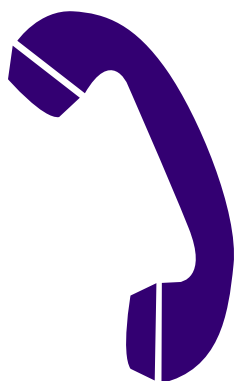
Patient's stories continue to be presented at Trust Board, continuing to run through virtual presentations and attendance during Covid restrictions. Stories presented cover a range of services, age and the population that we serve. These stories are well received by the Board, providing thought provoking sessions and ensuring that patient voices are heard by the leadership of our Trust

Took our communication skills sky high

During Covid, aviation staff worked with Whittington Health whilst they were grounded. This led to a co-design and delivery of customer service training for staff modelled on the good practices of aviation customer service



Kept the lines open



Whilst visiting was restricted during the pandemic, the 'Stay Connected' Family Liaison programme was implemented. This provided families with different ways of accessing communicating with loved ones who were in hospital, such as video calling, sending postcard messages and sending voice notes that were delivered to patients that were unable to have face to face visiting.

Survey Success



Inpatient Survey results for 2021 showed that 98% of our patients felt they received help from staff when they needed attention, improving from our 2020 score of 95%.



Our Maternity Survey results for 2022 showed that 91% of those who completed the survey reported that their partners were able to stay with them for as long as they wanted after the birth



97% of people who completed the Friends and Family Test in December 2022 said that they would recommend our community services.



A young boy with short brown hair and a slight smile is sitting on a concrete step. He is wearing a red t-shirt and dark grey shorts. His right arm is in a grey cast and is supported by a white fabric sling. The background is a plain, light-colored wall.

Growing Our Ambition

At Whittington Health NHS Trust, we are committed to providing patients with the best possible experience of care. The ambitions outlined below set out how we will strive to achieve this.

Ambition 1:

We will work closely with patients and carers to improve patient experience

Patient and carer feedback is key for us to understand how we can improve. To help us hear this feedback, we want to ensure that Family and Friends Test (FFT) questions are accessible to as many patients and carers as possible, getting responses that reflect the diversity of our community.

Whittington Health NHS Trust recognises the need for a structured approach to ensure the patient voice is not only heard but that patients and carers are active participants in improving care.

We see that this has been done very well in some areas of the Trust, where the local population have been engaged with and their feedback acted upon.



We will achieve this by:

- Increasing ways that feedback can be received, using a variety of mechanisms, such as text messaging, paper postcards, online surveys, QR codes and making electronic devices available to enable completion.
- Increasing the range of languages available when completing feedback surveys to accurately reflect our patient population.
- Recruiting Patient Safety Partners to be involved in responding to incidences and making recommendations for improvement.
- Inviting patient and carer representatives to attend patient forums and meetings, valuing their contribution, feedback, and recommendations.
- We will ensure that recruitment of patient representatives is representative of the diverse population we serve, including different ethnicities, people with disabilities, people who are homeless, LGBTQ+, patients and carers of different ages including young carers

We will measure our success by:

- Measuring our Friends and Family Test (FFT) response rate, aiming to return to baseline response rates that we had prior to the Covid pandemic, aiming to increase by 3% in year 2.
- Measuring the attendance and access that patient representatives have to various forums across the Trust.
- Demonstrating successful recruitment of Patient Safety Partners, and ensuring their involvement in incident responses and improvement recommendations.
- We will demonstrate our response to patient feedback through utilisation of “You Said, We Did” campaigns, making this available on our web pages.
- Establishment of a patient forum which accurately reflects our diverse population, which will feed into the Trust’s Patient Experience Group in order to actively identify areas for change and drive improvement projects.
- Demonstrating evidence of patient and carer co-design in improvement work across Trust services

Ambition 2:

We will support and empower our staff to improve patient experience

Our staff play an integral role in a patient's experience in our hospital or in one of our community centres.

To support our staff to improve patient experience, we need to ensure they are provided the necessary information and tools for how we can hear the patient voice, and how to engage patients and carers.



We will achieve this by:

- Creating a standardised dashboard report for each integrated clinical service unit that will be updated every quarter.
- Creating a toolkit for staff about how to engage with patients and carers with advice out different forms of engagement.
- Implementing patient experience and engagement representatives within integrated clinical service units who can teach others about engagement tools.

How will we measure success?

- Services feeding back on the usefulness of the dashboard report and toolkits
- Demonstrating the uptake of the dashboard report within Trust meetings
- Monitoring staff confidence in the use of engagement tools.
- Monitoring our Friends and Family Test (FFT) response rates and scoring being reflective of a proactive approach from staff in patient engagement.



Ambition 3:

**We will work
closely alongside
our local partners
to improve
patient
experience**

Our mission is to help local people live healthy lives.

We aim to work alongside other local organisations to continue to improve population health and develop mechanisms to support others in caring for local people.

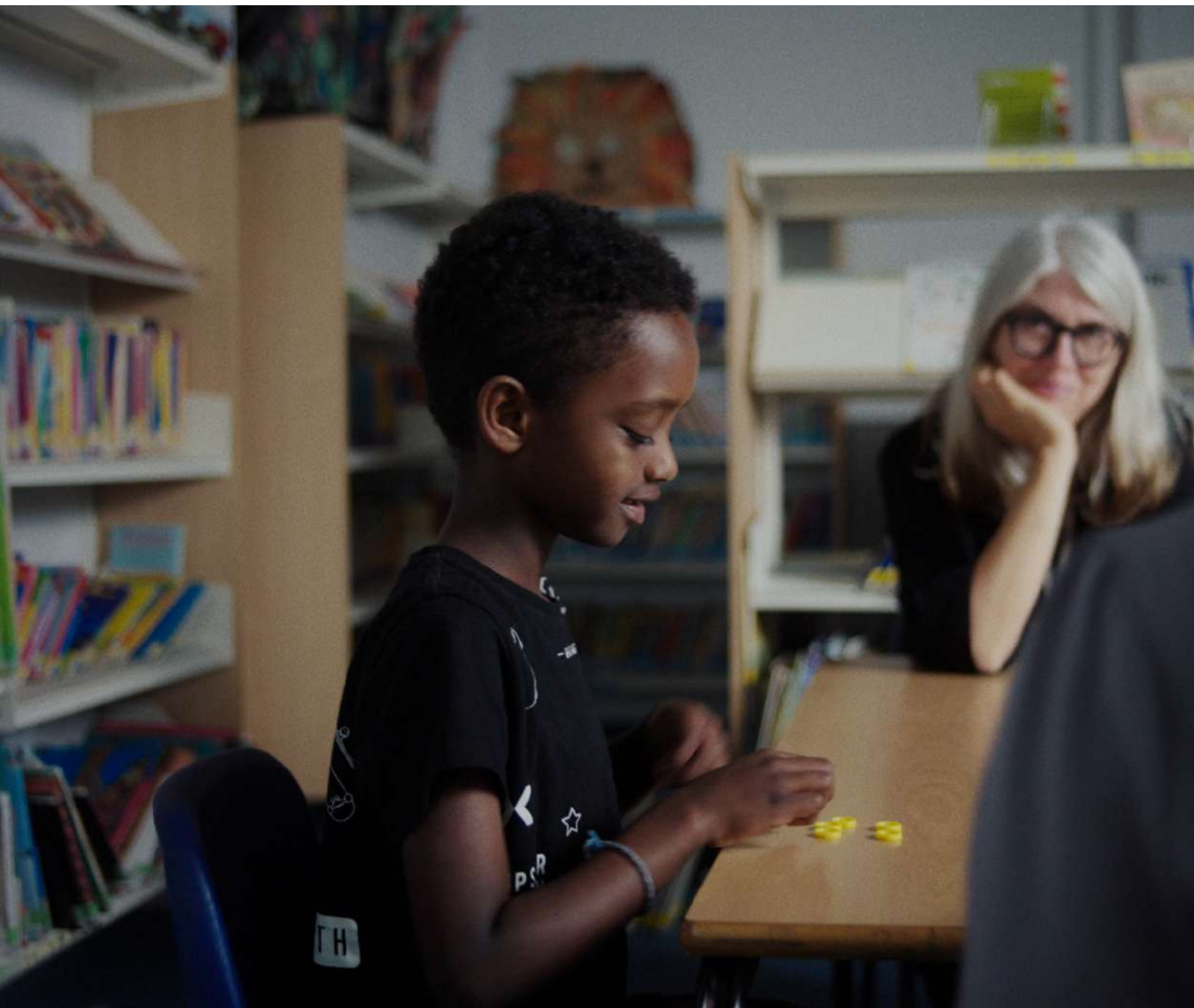


We will achieve this by:

- Regularly engaging and getting involved with the work our Healthwatch partners do, and share learning about engagement and patient and carer experience.

How will we measure success?

- Demonstrating the joint working achieved with Healthwatch and other community partners.
- Increase the number of partnerships we had with local community representatives, including charities, organisations, and social enterprises.



Monitoring Our Progress

The Patient Experience team will develop an annual action plan to support implementation and monitoring of the strategy ambitions. Progress will be reported on a quarterly basis to the Patient Experience Group and Quality Committees as part of the Patient Experience report.

Services presenting updates to the Patient Experience Group will be required to structure this in line with the ambitions and share local action plans.

Annual updates will also be produced in conjunction with the Trust's Communications team to highlight key achievements to staff, patients, families, and carers.



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