

Robust and reliable information for improving patient experience

“Knowledge of patient experience is essential for understanding how best to improve care”

Andrew Lansley, Department of Health



Patient experience services

- **CQC-approved** to manage your mandatory patient experience surveys
- unique experience in undertaking additional, **targeted patient experience programmes**
- **ISO quality accredited** for survey and research services and information security (ISO9001/2008 & 27001/2005)
- over **200 NHS clients**
- **multiple data collection tools** to secure the highest response rates from every group
- bespoke services **maximise value and cost effectiveness** for every organisation

Delivered through Capita Surveys and Research, we can now help you collect and evaluate patient experience information to inform healthcare provision to best meet the needs of your patients.

One of only five organisations approved by CQC to undertake the national, mandatory NHS patient survey, we also provide a range of additional services to provide a much richer source of continuous feedback from your patients. Whether you would like to understand seasonal changes in patient perceptions, target specific patient groups, obtain feedback on individual specialities or gather information within days of discharge while patient experiences are still current, we can help to maximise the effectiveness of your patient experience programme.

Maximising response rates and reaching every patient group

Different survey methods provide better response rates for different patient groups. This is where our expertise is invaluable. With over 20 years' experience, we understand what works and provide advice on the most appropriate survey methods. We have a range of approaches:

- postal surveys
- web surveys
- electronic hand-held data collection (eg. iPad)
- computer-assisted telephone interviews (CATI)
- multi-mode (using a combination of the above)

Postal surveys

A tried and tested approach, postal surveys reach almost every patient. Our fully managed service includes:

- checking and validating your patient data prior to the survey going live
- fulfilment of the survey (stationery, posting and receiving all survey returns and reminders)
- option for patients to complete their survey by telephone (using a freephone service)
- survey report which includes all your organisation results; a time series analysis; verbatim comments from your patients and a RAG (red, amber, green) report split by specialities/directorates for ease of comparison
- your results available to download from our secure, online client portal.

CQC mandatory NHS patient survey programme

As a CQC-accredited provider of patient and staff surveys, we already work in partnership with over 200 NHS organisations. The NHS patient survey programme is a mandatory, annual postal survey and our fully managed service follows the CQC's strict guidelines, maximises response rates and gathers the information you need to support service developments.

Web surveys and electronic handheld data collection

Providing continuous, real-time feedback to allow you to assess responses and address issues as they occur, these forms of data collection allow you to survey outpatients and A&E attendances, as well as inpatients on discharge, to maximise response rates and to obtain instant feedback.

Web surveys

Our web survey package includes:

- a secure web-based survey, branded for your trust, which can be linked to your website and made accessible through all browsers
- your choice of up to 12 tried and tested questions from 296 patient benchmark questions or use of your own approved questions
- the ability to change your questions four times a year
- two 'free text' boxes to collect detailed information on what patients find good and what they think should be improved
- a weekly report published through our client portal
- a web survey which can be used with our Patient-Eye system, so there is only one set up cost.

Hand-held data collection: Patient-Eye package

Our Patient-Eye data collection system allows you to collect your patients' experiences using the best of modern technology on site – with an iPad. The iPad simply links to your tailored web survey using Wi-Fi and allows your patients to complete the questionnaire. If you prefer, we can set up a specific secure web survey just for use with Patient-Eye.

The Patient-Eye system is similar to our web survey package with some additional features:

- an easy to use and easy clean lightweight device with a touch screen
- good contrast and display for visually impaired patients
- data is saved directly on our secure web server as the survey is completed – no need to do any downloading of data
- data is not saved on the device, so there are no security risks
- reports which can be provided daily and/or weekly through our secure, online client portal
- a straightforward approach that requires little training.

Computer assisted telephone interviews (CATI)

CATI tap into your individual patients' willingness to talk about their care resulting in high participation, more responses from hard to reach groups and a depth of understanding that is not available from any other methodology.

Use CATI to target your chosen specialities or to supplement other data collection methods through a multi-mode approach.

We contact patients by telephone within 3-5 days of discharge. Patients are asked for their consent to be contacted as part of the admission process (if an admission is planned) or as part of their discharge from hospital for non-elective admissions. You provide us with the list of who to call – and we contact them. Most calls will take around 10 minutes, we attempt to contact each patient three times and will rearrange calls to suit their lifestyle.

Patient CATI research includes:

- your choice of up to 12 tried and tested questions from 296 patient benchmark questions; or the opportunity to use your own approved questions
- the ability to change the questions to match the specialty or type of patient
- a semi-structured interview process which allows us to ask a patient or carer why they might not be happy or satisfied with care provision
- two qualitative questions asking the patient what they found good about their care as well as what they would like to see improved
- an 8am to 7pm research window for patients to give their feedback
- experienced researchers who meet the CQC's quality standards for engaging with patients
- a weekly report published through our client portal, including verbatim comments.

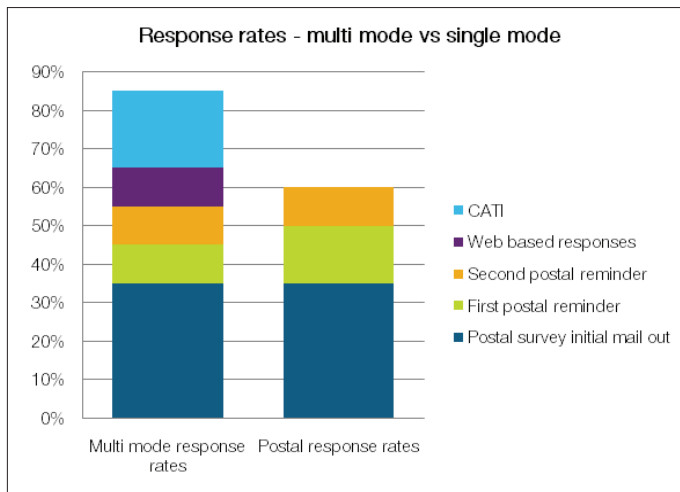


The benefits of using a CATI approach:

- a high participation rate of around 85%
- improved participation from hard to reach groups
- a mix of quantitative and qualitative analysis with a better understanding of why your patients are satisfied or dissatisfied with their recent experience
- use CATI to supplement other methods of data collection as part of a multi-mode approach, target particular specialties requiring improvement, or to test the impact of initiatives through your patients' feedback.

A multi-mode approach

Every patient has their own preferred way of giving their views. By using more than one survey method, you can improve participation leading to more reliable and robust information, as well as reducing respondent/researcher bias which naturally occurs when employing a single method. Using a multi-mode approach can improve response rates by up to 45% as well as reduce your postage and administration costs.



A multi-mode approach may include web, postal and CATI, but other methods such as data collection via handheld devices, discovery interviews and focus groups can also be used.

Typically a multi-mode patient experience project would include:

- an initial postal questionnaire distributed to patients which give, also details of how to complete the survey online or by telephone if preferred
- a secure web-based survey for patients to complete online
- a reminder regime which includes a new survey pack sent out at an agreed period of time;
- A CATI (computer assisted telephone interview) used to contact patients who have not responded after the first three weeks.

A tailored service

Every organisation we work with is unique and our packages are designed to reflect this. Your package might also include:

- variations in questionnaires for different specialties, wards, departments or patients to make the results more relevant to the people working in those areas

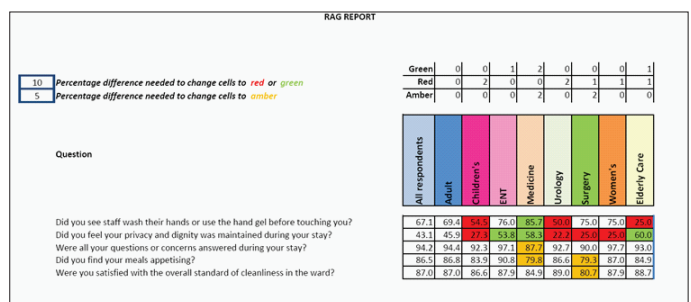
- questionnaires in different languages
- dynamic intuitive questioning, to give a greater depth of information
- a range of different reporting options for all results or extracts for specialties, departments, a particular time period, internal benchmarking ('RAG' report (red, amber, green) or a 'dashboard' style report) for performance monitoring against quality standards.

Reporting options

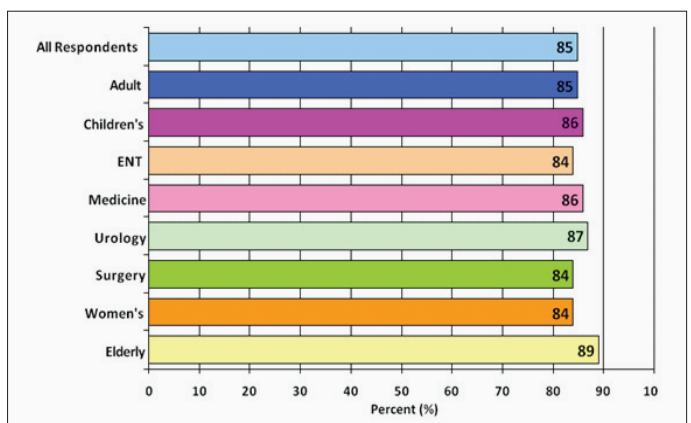
A range of different reporting options is available for all results and extracts (e.g for specialties or departments) showing:

- specific time periods
- time series analysis
- internal benchmarking
- dashboard reports for performance monitoring against quality standards

An example 'RAG' report (red, amber, green):



Patient experience responses by specialty:



To find out more

Please contact us on +44 (0)1789 761600, e-mail: information@chks.co.uk or visit www.chks.co.uk.