

A photograph of four healthcare professionals standing in a hospital corridor. From left to right: a man in a light blue short-sleeved shirt and dark trousers; a woman in a light purple short-sleeved top and dark trousers; a woman in a dark blue short-sleeved top and dark trousers, wearing glasses and a colorful lanyard; and a woman in a teal short-sleeved dress, wearing glasses and a lanyard. The background shows a hospital environment with a clock on the wall and some medical equipment.

# PROUD TO

# CARE

**Patient Experience and  
Involvement Strategy  
2017 – 2020**

# Introduction



Our hospitals are renowned for being a place of compassionate care and this is something that is very important to us all. Patients and relatives are positive about how our staff treat them with dignity, respect and kindness. The many patients I speak to say they feel emotionally supported and that our staff spend time with them to explain their care and treatment in a positive and compassionate way.

It is important our staff are attentive and caring and that they take time to ensure that dignity and privacy is respected and preserved at all times. In fact, the way our staff communicate with patients and relatives in a way that ensures they understand their care and treatment is paramount to deliver a high standard of care. I have always believed that you need to listen to a person's concerns and provide additional support where needed. Patients need to feel involved in decisions about their care – and we strive for this, including giving them sufficient time to come to terms with their condition and support them through it.

Continuing to achieve all of this is the main aim of this strategy. We are building a culture throughout the Trust that places the quality of patient and carer experience at the heart of everything we do. This means always striving to exceed expectations, with the belief that 'good enough' can always be improved on. The strategy will ensure that patients and carers are provided with the best possible experience whilst using our services. We will continue to put the needs of others first, listening to and actively involving our patients, service users and their carers and families in the development, delivery and evaluation of the services we provide. And, we will improve care by

working with the communities we serve, our partners and our members to design the services that will best serve their needs.

At the centre of our approach is being 'Proud to Care'. By this we mean that "a patient is the most important person in our hospital. They are not an interruption to our work; they are the purpose of it. They are not an outsider in our hospital, they are part of it. We are not doing them a favour by serving them; they are doing us a favour by giving us an opportunity to do so". This is something I see in our hospitals in every bay of every ward and I'm proud that here in the North Midlands we are 'Proud to Care'.

Liz Rix  
Chief Nurse

*We love our values*



# Involving you

## What is Patient and Public Involvement?

We recognise that to achieve our Trust values we need to deliver an organisational culture around patient involvement, engagement and experience. Involvement is a strategy to develop a long-term relationship that puts the people who use our services at the centre of decision making to improve the quality of services we deliver.

There are five key groups of activity/involvement:

- Involving people in decisions about their own care and treatment
- Actively listening and responding to patient feedback
- Involving people in on-going service delivery
- Involving people in making changes to services or re-designing care pathways
- Involving people in organisational decision making

Undertaken properly Involvement is flexible and wide ranging. It includes patients and service users, carers, relatives and friends, people living in the community we serve, patient groups and voluntary sector organisations. Involvement can happen on many levels, as individuals or as a group, involving people or working in partnership.

## Why Involve People?

Involvement helps us to ensure the services we provide are meeting the needs of the population we serve. On an individual basis our patients have told us that they feel involved with their care when they feel they are listened to and properly informed. It makes them feel valued and that their views and wishes are respected.



# What does this mean to you as a patient?

- Services will be designed and delivered to meet patients' needs and expectations.
- Patients will be supported to proactively engage and contribute to decisions that impact on their care.
- Our focused attention on what matters most to patients will deliver a more responsive service, with high quality, safe, effective personalised care.
- Improved patient experiences and health outcomes
- Greater trust and confidence both in our organisation and the wider NHS.
- Better care pathways, designed in partnership with patients, improving the effectiveness of their care.
- Patients will be more empowered and take greater ownership of their health, their care and their treatment.

**You said:** You were profoundly deaf so communication with the hospital via the phone was impossible without relying on others.

**We did:** We have introduced a texting phone for conversation with the relevant departments and wards via PALS and a no reply secure email account available throughout the Trust to enable patients/ relatives and carers to be contacted via text message



**We're Here To Help**

University Hospitals of North Midlands 

## Welcome to University Hospitals of North Midlands

Please let us know if you have any communication or mobility needs.

We are here to make your visit as comfortable as possible



**You said:** You needed help when you attended for your appointment and didn't feel able to ask.

**We did:** A poster has been designed to encourage patients to ask at reception if they require help whilst attending their appointment.

**You said:** You didn't always understand what the doctor was telling you.

**We did:** To improve the way we communicate we have introduced "It's ok to ask" to encourage patients to ask questions and let us know if they don't understand what is going to happen or what they need to do next.



**You said:** you wanted to understand what was the matter with you and be more involved in the decisions about your care.

**We did:** To improve the way we communicate, we have introduced “It’s OK to Ask” to encourage patients to ask the questions that matters to them, be prepared before their consultation and have the confidence to say if they do not understand the information they are they are being given.

**It is important that you understand information about your health to help you get better and stay well.**

Use the questions on the back of this postcard to help you to remember what you need to do.

Use it to keep notes, reminders and pictures for later.

<p><b>1</b> What is my main problem?</p>	<p><b>2</b> What do I need to do?</p>	<p><b>3</b> Why is it important I do this?</p>
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**It is important that you understand the information you are given to help you get better and stay well**

It’s OK to ask:

- 1** What is my main problem?
- 2** What do I need to do?
- 3** Why is it important I do this?

Asking questions can help you to:

- Take care of your health
- Prepare for medical tests
- Take your medicines in the right way

**Tips for clear health communication**

It’s ok to ask again if you don’t understand something  
 Don’t feel rushed or embarrassed

It’s ok to bring a friend or someone from your family  
 It’s ok for them to ask questions and to help you

It’s ok to make a list of things you want to talk about

It’s ok to make a list of the medicines you are taking, and take it with you  
 It’s hard to remember all the names

It’s ok to ask at the pharmacy too  
 They are there to help you

We know that the success of this depends upon us speaking to you in a way that you can understand as medical language can be confusing. We also know that there are a number of reasons why our patients are reluctant to ask questions:

- they do not want to take up busy professionals time
- they do not want to appear difficult
- they are embarrassed to tell us they do not understand

**To spread the word**, we have shared “It’s OK to ask” with the local commissioners and Stoke on Trent city Council who have introduced “It’s OK to ask” into GP surgeries, community pharmacies and local libraries.

# What does this mean to the Trust?

## For the staff:

- They will have a better understanding of what their patients want, so they can focus on what matters to them
- They will have a better understanding of our diverse community
- By helping their patients to understand their condition and treatment
- Increased staff satisfaction – partnership working will reduce complaints
- It will give staff a measure of the quality of the services they are providing
- They will have a better understanding of the importance of gaining feedback and the importance of sharing

## For the Hospitals:

- The Trust is a part of the community it serves
- There will be an increased trust and confidence amongst local stakeholders e.g. General Practitioners
- Higher profile and improved reputation with local Stakeholders e.g. Clinical Commissioning groups
- Greater working relationship with voluntary organisations e.g. Healthwatch
- By helping patients to understand their condition and treatment, they are more likely to Survive and recover, take their medication, attend for appointments and diagnostic tests, have fewer long-term conditions, be less limited by their long-term conditions and engage with disease prevention such as cancer screening and immunisation.



**You said:** you were having problems getting through to the Cancer Centre on the telephone when you needed advice

**We did:** The emergency assessment line is now manned by two members of staff during day. One picks up the calls via the land line and the other carries a mobile phone to ensure the calls are picked up even when the desk isn't manned. If the call is missed and the number is available it will be returned as soon as possible.

**You said:** You had difficulty attending for three separate visits to the hospital with your new born baby to have tests for hip dysplasia

**We did:** the Paediatric Orthopaedic Team at UHNM have introduced a one stop shop to speed up the diagnostic process making it a much more convenient for the parents and reduce the need for surgical intervention

# Engaging is everyone's responsibility

## Engaging with patients, relatives and visitors to the Trust is everyone's responsibility – regardless of their role within the organisation

Feedback through national surveys plays a crucial part in informing trusts what it really feels like to be a patient in their hospital. Over recent years the University Hospitals of North Midlands inpatient, maternity, cancer, end of life and emergency care surveys have informed us that we need to improve our communication with our patients and their relatives/carers. The feedback received informs us that our patients want more involvement in their care and receive better information to support this.

The majority of our staff speak with patients, relatives and visitors to the Trust every day and often, without realising it, are receiving important information and feedback on how our services are operating and the experiences people are having. It is important that:



- Everyone is responsible for encouraging people to be engaged in decisions about their care and treatment, through providing information, listening and responding to concerns
- Everyone should seek people's views about services, respond to feedback and actively involve people to find solutions to meet expectations wherever possible
- Everyone should take part and promote Trust wide activity, such as completing local patient surveys and acting on results and working to deliver the actions to improve performance in the National Patient Survey Programme
- Everyone should note feedback received from patients and share this with their teams. Information can be shared and displayed on "You said, We did" boards.
- Everyone should be able to assist patients who may have concerns about their care and treatment and help them access the services of our Patients Advice & Liaison Team (PALS) if required



We will know we are successful when we see:

- We are in the top 20% of all National Patient Survey Results
- The number of formal complaints reduce each year
- 95% of complaints are acknowledged in three working days
- 80% of complaints are responded to within 40 working days
- We are in the top 10% for Friends and Family response rate
- 95% of our patients tell us they are Extremely Likely or Likely to recommend us to their friends and family should they need similar care of treatment

### What does good involvement look like?

- A culture where all staff make sure that there is a genuine intention to encourage questions, listen and respond to people
- Co-ordination across the whole trust, with feedback being used to influence decisions at directorate, divisional and Board level

- Making sure our staff are supported to really listen and learn to what our patients and their relatives tell us
- People are involved through a range of mechanisms but within a co-ordinated framework
- Providing opportunities to ensure that different voices are heard across all the communities we serve
- Making sure we consult with people who don't currently use our services but who may do so in the future
- Making sure we recognise and acknowledge the contributions people are making, including reimbursing them for their time and input
- Being clear about the purpose of people's involvement, what are we going to do, what change is possible and what people can make a difference
- Being clear about providing feedback when people have shared their feedback, demonstrating how what people tell us makes a difference to the care and services we provide.

# Our focus for the next 3 years

We assessed ourselves against other Trusts by completing the NHS Improvement Patient Experience Framework Self Assessment Tool. The gaps identified enabled us to develop an action plan focussing on the following themes over the next 3 years

Together



## The way we do things here (Organisational Culture)

- » We will involve our patients, families, staff & partners
- » We will support to make informed choices
- » Our patients will influence service development

#hello my name is...



## Leadership

- » We will promote staff engagement with improved communication
- » We will encourage co-production and Health Literacy Training
- » We will introduce a Patient Leadership programme



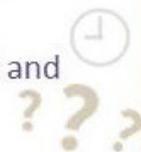
## Feedback

- » We will support everyone to have a voice so we can focus on what matters to them



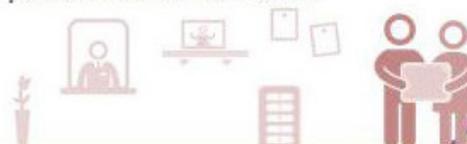
## Analysis & Learning

- » We will ensure continuous learning and improvement as a result of patient feedback
- » We will share what is good and what we will focus our improvements on



## Reporting

- » We will communicate clearly with up to date information for our patients and our staff



# Our focus for the next 12 months

We shared our top 15 actions with our patients to identify the topics that mattered most to them. This provided us with these 5 key areas as a focus for priority over the next 12 months:



**1**

**Listen to patients and their families and act upon the feedback received to support the development of our services**

**2**

**Encourage patients to ask questions about their care and support them to make informed choices**

**3**

**Provide care which takes into consideration patient choice and beliefs**

**4**

**Use patient feedback to make the changes that matter most to our patients**

**5**

**Provide services which are accessible to all**

**To find out more read:**

- [UHNM Five Year People Strategy 2014-19](#)
- [UHNM 2025 Vision: Proud to Care](#)