

# Patient Experience Strategy 2021 - 2023



The Dudley Group  
NHS Foundation Trust





## **PATIENT EXPERIENCE STRATEGY 2021 -2023**

### **1. INTRODUCTION**

The Patient Experience strategy 2021-2023 is a two-year plan which builds on the work we have been undertaking with our patients, their relatives, and carers. We are committed to actively engaging and involving patients, their relatives, and carers to listen and act on the information we receive. This strategy will promote working together and will set out how we will do this to ensure maximum involvement and engagement.

This strategy was developed to embrace the aims and objectives set out in the Trust's Quality Priorities and The Dudley Group NHS Foundation Trust Strategy to deliver 'excellent health care, improved health for all'. The aim of the strategy is to ensure that all patients, relatives, carers and visitors have a positive experience in our care, ensuring their emotional and physical needs and expectations are met. The Trust's values (care, respect, and responsibility) underpin everything we do, and we expect our staff to work to these values in the delivery of safe, consistent, and high-quality patient care.

### **2. DEVELOPMENT OF OUR OBJECTIVES**

Our Trust's patient experience strategic objectives for 2021/2023 are to:

1. Improve communication between our staff and patients
2. Build innovative partnerships for better health outcomes for our patients
3. Enhance our listening and responding to what people say

Our feedback is received via a number of mechanisms that have been designed to enhance the patient experience and improve learning, including complaints, PALS, national and local surveys, focus groups and listening into action events, and the friends and family test. A thematic review of our patient feedback shows that communication is a continuous recurring concern identified by our patients, for all departments and teams and consequently demonstrates an area for improvement. Our strategic objectives have been developed to ensure that all patients receive care in a way that respects what is important to them and that patients are informed and involved in decisions affecting their future and that of the Trust. Experience of care, clinical effectiveness and patient safety together make the three key components of quality in the NHS. We aim to create a culture of learning and improvement to deliver quality services that are patient and staff driven and aligned to the Trust's vision and goals.

The patient experience strategy sets out the Trust's commitment to continuously improve the patient's experience of our services. We want to listen to our patients, families, and carers to understand what is important to them, to value their ideas and learn from and act on the feedback we receive. We want to work in partnership with our communities when reviewing our services and ensure that patients as the 'experts' are instrumental in redesigning and shaping future services. Our 2021-2023 strategy focusses on increased engagement activity for the next year through partnership working with our stakeholders, local Healthwatch and voluntary and community groups and organisations.



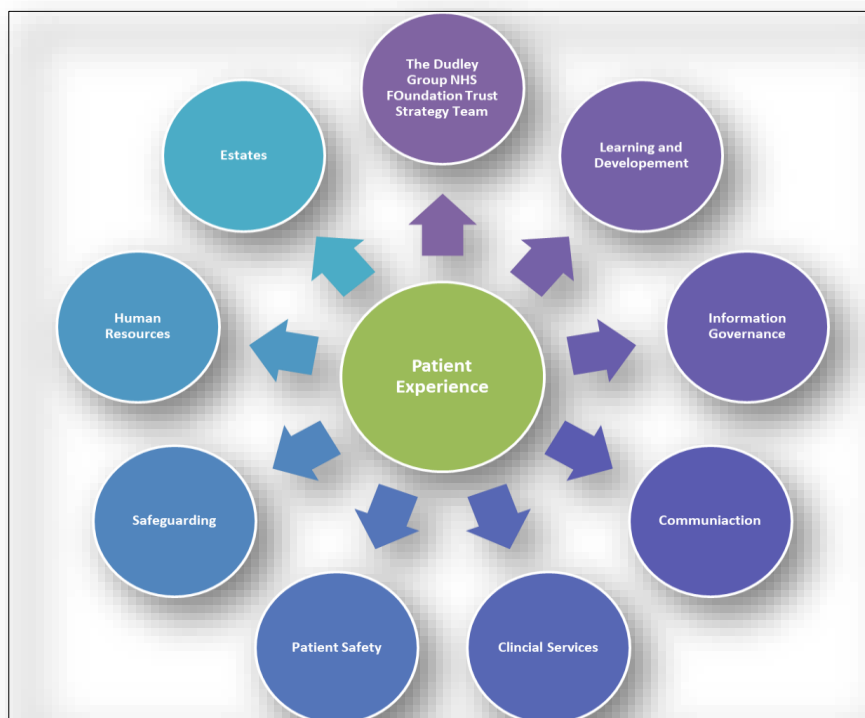
The Trust's focus for 'excellent health care, improved health for all' is reflected in our objectives through building relationships, improving communication, listening, learning, and putting patients, families, and communities at the centre of healthcare. The strategy encourages people to speak up about what is important to them and for staff to listen, learn, and respond to what our patients are saying to enable them to have better understanding of what matters to them. The strategy aims to ensure that patients feel involved and included, and more in control of their own healthcare.

*"Experience is improved when people have more control over their care and the ability to make informed choices about their treatment"*

(NHS England 2013)".

An increased focus on partnership working and improving communication between staff and patients intends to create a system in which our staff feel motivated and valued through sharing good practice and promoting lessons learned to improve services and further enhance the patient experience.

The patient experience strategy is intrinsically linked to various other strategies within the Trust who all work together to promote the services we provide and to meet the needs of the communities we serve:





The strategy is supported by a strong organisational philosophy that promotes a culture of putting the experience of patients and staff at the forefront of everything we do to achieve the Trust’s vision to deliver ‘excellent health care, improved health for all’.

### 3. MEASURING SUCCESS

We will monitor our progress against delivering the objectives in this strategy through the measures identified in the table below:

Key Performance Indicators		
Measure	KPI	Target
Patient experience scores are increasing	<ul style="list-style-type: none"> <li>• % Very good/good FFT scores are increasing</li> <li>• Increase in national survey OPES score</li> </ul>	Above the national average
Respond to and learn from patient feedback	<ul style="list-style-type: none"> <li>• Reduction in the number of complaints</li> <li>• Percentage of complaints resolved within 30 working days</li> <li>• Trust can demonstrate that learning from complaints has been implemented</li> <li>• Trend in compliments received</li> <li>• Increase evidence of patients involved in service redesign</li> </ul>	<p>Less than 20/21</p> <p>Increase from 20/21</p> <p>Increase from 20/21</p>

We will know we are successful when we have evidence that our processes for improving patient experience and engagement are reliable and are making an impact on outcomes for patients demonstrated by increased patient experience scores.



Patient experience activity is presented through divisional updates at the quarterly Patient Experience Group meeting and the monthly patient experience report to the Quality and Safety Committee for assurance of recommendations having been completed and improvements made.

#### **4. IMPLEMENTING OUR STRATEGY**

The strategy will be disseminated to staff, via the Trust's intranet and internal communication channels and to patients, the public, Governors and members via the public website and our quarterly patient panel. We will present the strategy to the Patient Experience Group. Divisions and departments will be required to provide an update aligned to the objectives of the strategy to highlight improvements, recommendations, and action taken to improve the patient experience.

#### **5. CONCLUSION**

This strategy provides a framework for a consistent approach to experience and engagement. It sets out the Trust's commitment to conduct meaningful engagement with our patients, staff and the public to shape services and improve experience. We believe that every member of staff is responsible for ensuring that our patients, relatives, and carers have an excellent experience. We aim to ensure that all our staff are equipped with the essential skills, knowledge, compassion, and caring attitude to deliver a truly excellent service.





## Patient Experience Strategy 2021-2022

Trust Vision: Excellent health care, improved health for all

Aim: 'Deliver a great patient experience'



**CARE**

**RESPECT**

**RESPONSIBILITY**

Communicating information and plans so that patients are better able to understand the decisions that may affect their own care, the services they use and the future direction for the Trust.

Providing information to patients about their own health condition and ensuring that they understand and can ask questions, and any communication needs are supported.

Making sure that relevant information about patients is shared among those who need to know.

Providing more information about plans to change services and about the future of our hospital.

To support our staff and our patients to work together to achieve a quality patient experience. Improve health outcomes for everyone who uses our services.

Engaging and consulting with a wide range of stakeholders and audiences to communicate key messages and involving in our engagement activity.

To work in partnership with our patients, families, and carers in co-designing services.

Asking patients what matters to them.  
Making sure every department encourages feedback from all their patients.

Raise the visibility of the PALS service.

Responding more quickly to issues raised by PALS and complaints and promoting the lessons learned.

Sharing good practice.

Routinely engaging with people during and after they have experienced our services.



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