

**Patient, Family and Carer's  
Experience Strategy  
East Lancashire Hospitals NHS Trust  
2014/17**

<b>Date</b>	<b>Description</b>	<b>Author</b>	<b>Version</b>
19.06.14	Initial document writing	WStobbs	0.1
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## Foreword

At East Lancashire Hospitals NHS Trust we are passionate about our services. We care deeply about the quality of the care that our service users, their Carers and families receive from us. Whilst we know and accept that we don't always get it right, our plan for the future, with the implementation of this strategy, is to embark on a continuous cycle of listening, learning and service improvement; working together with our patients and partners in care, to ensure that feedback given through and from peoples' experience of our care is routinely captured, and used effectively.

Our overarching aim is to ensure that patients, their families and carers receive an experience that not only meets but exceeds their expectations of services at the Trust.

We want to demonstrate that the Trust is able to listen and respond to the views of patients, their families and the local community, using feedback constructively and innovatively to inform local service improvements. Whilst setting some key objectives, this strategy is not meant to be exhaustive or restrictive and the Trust also encourages new ideas and creativity from staff and stakeholders in terms of improving patient experience.

'Everyone working together listening to all, valuing input from all sources'

(Royal Blackburn Hospital, staff)

This strategy has been co-developed with a range of stakeholders and interested parties, who kindly engaged with us in three workshops based at our main hospital sites. We have used their comments and suggestions as the basis for the content of this strategy. Quotes used within this document, where not attributed to others, are from these engagement events.



Chris Pearson,  
Chief Nurse

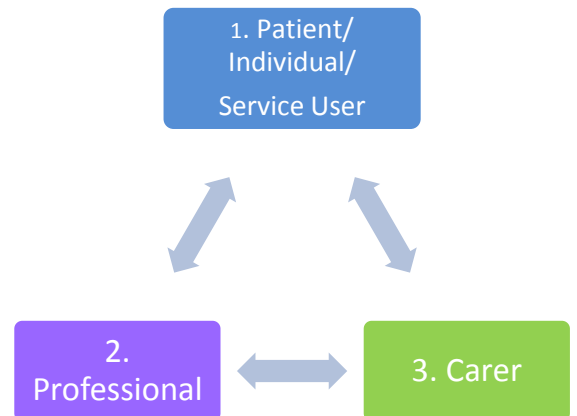


Kevin McGee,  
Chief Executive

# Introduction

Attending hospital or needing care through community services can be a time of worry, concern and stress for people. At these times their experience of care should be as positive as possible. This strategy for Patient Experience has at its heart the aim of delivering safe, personal and effective for every patient, their Carers and relatives. All comments within this document are from workshop events held with patients, carers, staff and other external agencies

## The 'Triangle of Care' Model (2009)



*The Triangle of Care. Carers Included: a guide to best practice in acute mental health care. The Princess Royal Trust for Carers and National Mental Health Development Unit, July 2010*

## 1. What is Patient Experience?

When we talk about making sure that people have a good patient experience we mean doing more than just meeting their physical needs, we need to meet their emotional needs too by:

- Providing high quality safe and effective care in a comfortable, caring environment, delivered in a calm, compassionate, timely and reliable way by professional staff
- Communicating effectively by giving people information so they are able to make choices, to feel confident and to feel in control of the care they receive

‘Feeling like you are valued, visible, heard and your opinions matter’ (Royal Blackburn Hospital, patient)

- Actively listening, and talking person to person as equal partners; treating patients, carers and relatives with openness, honesty, respect, and dignity

‘Having people always treat me as an individual with a view and not treated as the next in the queue’,  
(Royal Blackburn Hospital, patient)

- Engaging with relatives and carers to listen to their experiences and share their knowledge about patients to enhance our care to their loved ones.

‘Quality care delivered by compassionate staff with safety at its core’  
(Royal Blackburn Hospital, staff)

## 2. Why is patient experience important?

### National Context

Government policy places an emphasis on the importance of personalising services particularly within healthcare, where a good patient experience is recognised as an equal partner to safety and effectiveness in achieving quality. Simon Stevens, the new Chief Executive of NHS England, also recently commented on the need for more personalisation of care alongside an appreciation of reducing unnecessary waste in the NHS “ At all times our guiding principle will be: walk in the shoes of the people we serve. Think like a patient, act like a taxpayer.”

‘Quality care, and always feeling valued’  
(Clitheroe Community Hospital)

‘Create a culture of challenge and praise’ (Royal Blackburn Hospital, Staff)

‘Doing the best you can for every patient ‘  
(Clitheroe Community Hospital, Staff)

‘Clear communication between teams that affect my care’ (Burnley General Hospital, patient)

‘Taking ownership of patient’s needs if they are concerned ‘(Clitheroe Community Hospital, Staff)

### Local context

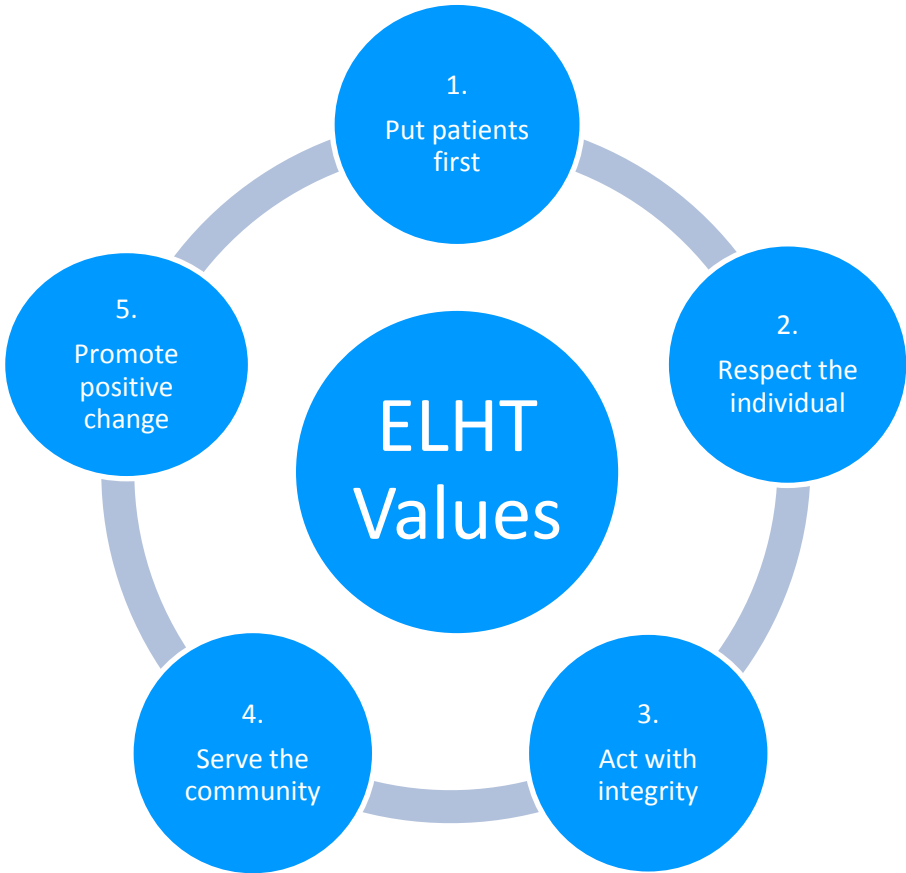
The Trust’s vision is to be widely recognised for providing safe, personal and effective care. The importance of Patient Experience and public involvement underpins the Trust’s guiding principles which are:

- Quality – we strive to improve quality and increase value
- Clinical leadership influences all our thinking
- Everything is delivered by and through our clinical divisions
- Support departments support patient care
- We deliver what we say we will deliver
- Compliance with standards and targets is a must. This helps us to secure our independence and influence.
- We understand the world we live in, deal with its difficulties and celebrate our successes.

### 3. Aim of the strategy

The aim of this strategy is to develop a culture throughout ELHT that places the quality of Patient Experience at the heart of all we do, where “seeing the person in the patient” is the norm and we are widely recognised for providing safe, personal and effective care. We will also seek to work on a whole systems approach, working in partnership with other health and social care partners to improve services and the patient journey. The flow chart for this engagement is shown in Appendix 4.

#### Our core values:



1.  
Put patients first

We will:-

- Take time to care for you
- Ensure our processes support personalised care e.g. minimising the number of transfers within the hospital
- Ensure safe staffing levels
- Identify and talk to any Carers/ relatives you wish us to about your care

2.  
Respect the individual

We will:

- Listen and act upon patient and Carer experience and feedback
- Provide personalised information for you to make shared decisions about your care
- Support self-care/ management whenever appropriate
- Support our staff through a structured Learning and Development timetable of training to ensure they deliver safe and competent practice.
- Support those accessing our services who may have additional needs e.g. Dementia, communication, disability and their Carers/ relatives

3.  
Act with integrity

We will:

- Be accountable and take ownership for all of our actions
- Say sorry if our services fall short of what you expect from us

- Provide an accessible and supportive complaints process if you need to talk to us about when things have not gone to plan
- Support our staff if they wish to highlight their concerns

4.  
Serve the community

We will:

- Engage with individuals, community and other external groups to influence the development and running of our services.
- Communicate clearly through various formats and methods about what our services can do for you
- Deliver safe, competent and quality services that have been identified as required by our commissioners
- Continuously improve our services based on the feedback we receive, working with health and social care partners to achieve this

5.  
Promote positive change

We will:

- Share stories of the experience of patients and their carers; identifying any learning and changes to practice we have made from these
- Build relationships with any groups/ individuals within the community who are interested in our work
- Develop approaches for engagement which work for patients, their Carers and relatives
- Celebrate our successes

**Appendix 1 of strategy: East Lancashire Hospitals Strategy documents underpinning the delivery of the Patient Experience Strategy. This will include overarching strategy documents and their related action plans for delivery. Examples of strategy documents are shown below.**

Carer's Strategy  
Communication and Engagement Strategy  
Dementia Strategy  
Foundation Trust Membership Strategy  
Quality Improvement Strategy  
Risk and Governance Strategy



# Family, Patient & Carer Experience Strategy Summary



Safe | Personal | Effective

[www.elht.nhs.uk](http://www.elht.nhs.uk)

Safe | Personal | Effective

## Introduction

A good patient experience means doing more than just meeting physical needs, we will meet emotional needs too by:

- Providing high quality safe and effective care in a comfortable, caring environment, delivered in a calm, compassionate, timely and reliable way by professional staff
- Communicating effectively by giving people information so they are able to make choices, to feel confident and to feel in control of the care they receive
- Actively listening, and talking with people as an equal; treating them with openness, honesty, respect, and with dignity
- Engaging with relatives and carers to listen to their experiences and share their knowledge about patients to enhance our care to their loved ones.

This strategy has been co-produced with a range of stakeholders and interested parties, who kindly took part in three workshops based at our main hospital sites. We have used their comments and suggestions as the basis for the content of this strategy. Quotes used within this document, where not attributed to others, are from these engagement events.



## Our Vision:

To be widely recognised for providing safe, personal and effective care



## Our Objectives:

Put safety and quality at the heart of everything we do  
Invest in and develop our workforce  
Work with key stakeholders to develop effective partnerships  
Encourage innovation and pathway reform, and deliver best practice  
Become a successful foundation trust

## Our Values:

- Put patients first
- Respect the individual
- Act with integrity
- Serve the community
- Promote positive change



## Our Operating Principles:

Quality is our organising principle.  
We strive to improve quality and increase value.  
Clinical leadership influences all our thinking  
Everything is delivered by and through our clinical divisions  
Support departments support patient care  
We deliver what we say we will deliver  
Compliance with standards and targets is a must.  
This helps secure our independence and influence.  
We understand the world we live in, deal with its difficulties  
and celebrate our successes.



## Our Improvement Priorities:

Reducing mortality  
Avoiding unnecessary admissions  
Enhancing communications and engagement  
Delivering reliable care  
Timeliness of care

### 1. Put Patients First

We will:

- Take time to care for you
- Ensure our processes support personalized care e.g. minimizing the number of transfers within the hospital
- Ensure safe staffing levels
- Identify and talk to any carers/ relatives you wish us to about your care.

*Having people always treat me as an individual with a view and not treated as a the next in the queue patient - Patient*

### 2. Respect the Individual

We will:

- Listen and act upon patient and carer experience and feedback
- Provide personalised information for you to make shared decisions about your care
- Support sel-care/ management whenever appropriate
- Support our staff through a structured Learning and Development timetable of training
- Support those accessing our services who may have additional needs e.g. dementia, communication, disability and their carers/ relatives.

*Taking ownership of patients needs if they are concerned - Staff*

### 3. Act with Integrity

We will:

- Be accountable and take ownership of all our actions
- Say sorry if our services fall short of what you expect from us
- Provide an accessible and supportive complaints process if you need to talk to us about when things have not gone to plan
- Support our staff if they wish to highlight their concerns.

*Clear communication between teams that affect my care - Patient*

#### 4. Promote Positive Change

We will:

- Share stories of the experience of patients and their carers; identifying any learning and changes to practice we have made as a result of these.
- Build relationships with any groups/ individuals within the community who are interested in our work
- Develop approaches for engagement which work for patients, their carers and relatives
- Celebrate our successes.

*Feeling like you are valued visible heard and your opinions matter - Staff*

#### 5. Serve the Community

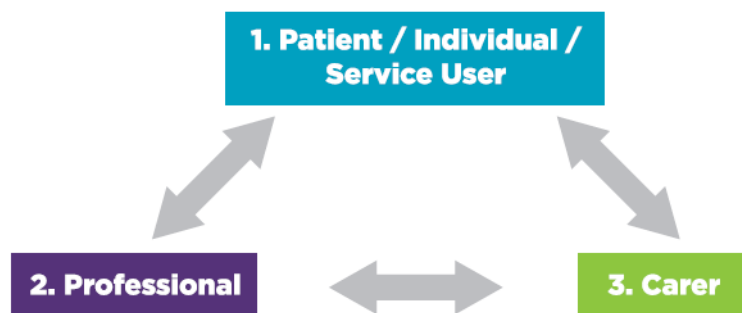
We will:

- Engage with individuals, community and other external groups to influence the development and running of our services.
- Communicate clearly through various formats and methods about what our services can do for you
- Deliver safe, competent and quality services which have been identified as required by our commissioners
- Continuously improve our services based on the feedback we receive, working with health and social care partners to achieve this.

*Create a culture of challenge and praise - Staff*

*Engaging with patients to find out where improvements need to be made - Staff*

#### The 'Triangle of Care' Model



*The Triangle of Care. Carers included: a guide to best practice in acute mental health care. The Princess Royal Trust for Carers and National Mental Health Development Unit, July 2010.*

**Safe, Personal, Effective Care**

Attending hospital or needing community care can be a time of worry, concern and stress for people. At these times the experience of care should be as positive as possible. This strategy for Patient Experience has at its heart the aim of delivering safe, personal and effective care for every patient, their carers and relatives.

We have a number of support systems to help you:

- Patient Advice and Liaison Service, (PALS) - HELPLINE: 0800 587 2586
- Patient Experience Team: 01254 733704
- Tell ELLIE: <http://www.tellellie.nhs.uk/>

**In our work we should all:**

- ‘Listen to the things that appear small, before they turn big...’
- ‘I want to feel valued and understood, and that someone cares...’
- ‘Be aware of the world, what else is out there, work together..’
- ‘Training, development, knowledge, investment, responsive to feedback..’
- ‘Open- do what we say we do..’
- ‘Poor practice is not accepted..’
- ‘Would I like this person to look after my relative?’
- ‘Smile!’



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### **Appendix 3 of strategy: NICE Quality Standards**

The NICE quality standard for patient experience in adult NHS services sets out how a high-quality service should be organised, so that the best care can be offered to people using NHS services in England. The quality standard for patient experience in adult NHS services is made up of 14 statements that describe high quality care for patients. These statements are about the best care you should receive and are summarised below.

1. Patients are treated with dignity, kindness, compassion, courtesy, respect, understanding and honesty.
2. Patients experience effective interactions with staff who have demonstrated competency in relevant communication skills.
3. Patients are introduced to all healthcare professionals involved in their care, and are made aware of the roles and responsibilities of the members of the healthcare team.
4. Patients have opportunities to discuss their health beliefs, concerns and preferences to inform their individualised care.
5. Patients are supported by healthcare professionals to understand relevant treatment options, including benefits, risks and potential consequences.
6. Patients are actively involved in shared decision making and supported by healthcare professionals to make fully informed choices about investigations, treatment and care that reflect what is important to them.
7. Patients are made aware that they have the right to choose, accept or decline treatment and these decisions are respected and supported.
8. Patients are made aware that they can ask for a second opinion.
9. Patients experience care that is tailored to their needs and personal preferences, taking into account their circumstances, their ability to access services and their co-existing conditions.
10. Patients have their physical and psychological needs regularly assessed and addressed, including nutrition, hydration, pain relief, personal hygiene and anxiety.
11. Patients experience continuity of care delivered, whenever possible, by the same healthcare professional or team throughout a single episode of care.
12. Patients experience coordinated care with clear and accurate information exchange between relevant health and social care professionals.
13. Patients' preferences for sharing information with their partner, family members and/or carers are established,

respected and reviewed throughout their care.

14 Patients are made aware of who to contact, how to contact them and when to make contact about their on-going healthcare needs.

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In the NHS, patients and healthcare professionals have rights and responsibilities as set out in 'The NHS Constitution' ([www.dh.gov.uk/en/DH\\_113613](http://www.dh.gov.uk/en/DH_113613)). All NICE quality standards are written to reflect these.

- You have the right to be involved in discussions and make informed decisions about your treatment and care with your healthcare team (Shared Decision Making).

- Your choices are important and healthcare professionals should support these wherever possible.
- You should be treated with dignity and respect.

### **Information from NICE about patient experience in adult NHS services**

The full quality standard for patient experience in adult NHS services, written for healthcare professionals, is available from [www.nice.org.uk](http://www.nice.org.uk), NICE also produces guidance (advice) for the NHS in England and Wales based on the best available evidence. NICE has produced guidance on patient experience in adult NHS services, available from [www.nice.org.uk/guidance/CG138](http://www.nice.org.uk/guidance/CG138). The quality standard was developed alongside this guidance and information for patients and carers about the care and treatment recommended in the NICE guidance is available from [www.nice.org.uk/guidance/CG138/publici](http://www.nice.org.uk/guidance/CG138/publici) info. It is written to help patients, their families and carers to understand the care that should be available in the NHS.



Appendix 4- Flow chart to map the reporting and monitoring structure of patient feedback from ward level to the Board

