



Healthcare Communications  
is now part of Webex

## Patient Experience platform enables improved Trust-wide analytics and excellent staff engagement strategy

With 4,325 valuable pieces of FFT  
feedback to drive transformation  
received in just 3 months!

Case study



Lancashire &  
South Cumbria  
NHS Foundation Trust



Lancashire Care was established in 2002 and in 2019, acquired Cumbria Partnership Foundation Trust to become Lancashire & South Cumbria NHS Foundation Trust (LSCFT). They provide health and wellbeing services for around 1.8 million people in the region and employ over 6000 staff across more than 400 sites.

Their staff are committed to providing the best care possible and FFT provides a valuable insight into the experiences of those using their services, helping to shape improvements across the organisation.

## Challenge

- Requirement for versatility regarding feedback analysis and drilling down to more specific topics.
- Free text analysis is a time consuming, manual process and qualitative responses are hard to quantify.
- Creation of 'You said, we did' posters is a manual method involving data and information from different platforms. This requires being typing up by hand which is time consuming for the member of staff.
- NHS England reporting previously involved running report, manually converting to numbers and working out the percentages to fit into the template, also taking one staff member half a day to complete.
- Frequently needing to replace QR codes that were being set up with a range of providers once the links would stop working without warning.
- Lacking in admin staff time availability to input data from paper copies of FFT cards as this is also a long process by hand.



“Getting feedback can be low down the priority list when our staff have such busy jobs.

But it is important. If you don't know what you are doing well, and you aren't told, then there is a chance you won't continue doing it, so we really encourage our staff to look at the feedback they are receiving.

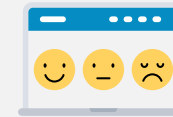
Some wards go through the feedback every day at the end of the day and so real time feedback is very useful.”

Lesley Whittaker  
Senior Enhancing Experience Matron,  
Nursing, Experience and Engagement

# Smart Solution

Healthcare Communications Envoy software delivers real time patient feedback with the latest analytics enabling staff to focus on engagement rather than the manual burden of response collection and interpretation.

- LSCFT are now sharing their **digital surveys with patients via QR codes** presented in many locations and formats around the Trust to increase patient engagement, such as on posters, letterheads.
- Within Envoy, staff can produce QR code easily and quickly **at the touch of a button**, removing the stress of previous complicated processes.
- The FFT question is **built into their video consultations** platform so that people are automatically presented with the chance to leave feedback at the end of the call, which is then reported back to Envoy guaranteeing all appointment modes are covered.
- 12 months ago, the Trust started to offer a paper postcard option for those who can't or don't want to engage digitally, while still including the QR code to give patients the option to begin **building their digital confidence**, to ensure their survey strategy is accessible for all.
- Pre-paid envelopes are supplied for patients to post back their cards if they want to, **avoiding any bias** and ensuring patients are comfortable providing feedback.
- Staff have ownership of feedback related to their teams via their **role-based user accounts**, and team leaders can use filters in Envoy software to drill down by specialty and department and receive automated reports at the start of the month.
- Visual graphs and reports are **'meeting ready' with the click of a button** and the Trust can easily request new reports through their dedicated Healthcare Communications account manager.



**Avoid survey bias with automated digital channels**



**Deep dive into details through automated reporting**



**Boost team morale with personalised feedback**



**Quickly and easily communicate shared learnings**



**Implement change with filtered qualitative feedback**

# Key features

Healthcare Communications FFT solution was rolled out trust wide across their 400+ services, enabling staff to benefit from the following features:



**'Patients first'  
survey channels**



**Interactive dashboard  
and auto reporting**



**Big picture view or drill  
down into details**



**Real time alerts to  
flag critical issues**



**Inclusive to every  
patient group**



**Access feedback specific  
to ward or department**

# Benefits

**100%**

Response rate

**96.52%**

Positive ratings

**1.25%**

Negative ratings

- **4,325 pieces** received in Quarter 3 through digital multi-channel surveys.
- Envoy's intuitive functionality informs the LSCFT's efforts to create actions from their valuable patient feedback, as well as **dramatically saving time** previously spent on inefficient data collection and analysis.
- NHS England reports can now be pulled instantly from Envoy to be copied and pasted directly into the NHS England template. This **saves half a day's work** for staff and enables reliable data reporting for essential statistics.
- The Trust have set their automated reports up with extra formatting including breakdowns of comments and the applicable service information, enabling **a deep dive into data** and significant time saved by pinpointing relevant comments out of large quantities of data.
- **'You said, we did' posters** can be generated instantly as the software pulls in all necessary data from the system, making it a much quicker and easier process for staff to display their wins around the hospital, and further encouraging patients to give feedback.
- Online surveys can be **easily converted to one of 102 languages** at the click of a button. This clever tool gives the option to hear the questions read out aloud or converts them to the patient's chosen language, ensuring every patient can leave feedback on their care.



"The Healthcare Communications Envoy platform is so versatile.

We love the dashboard word clouds, which allows us to click on any word within the cloud and instantly see all the related responses. This means feedback is not lost in the system, as it's easy to pull information out and share in team meetings for learning purposes.

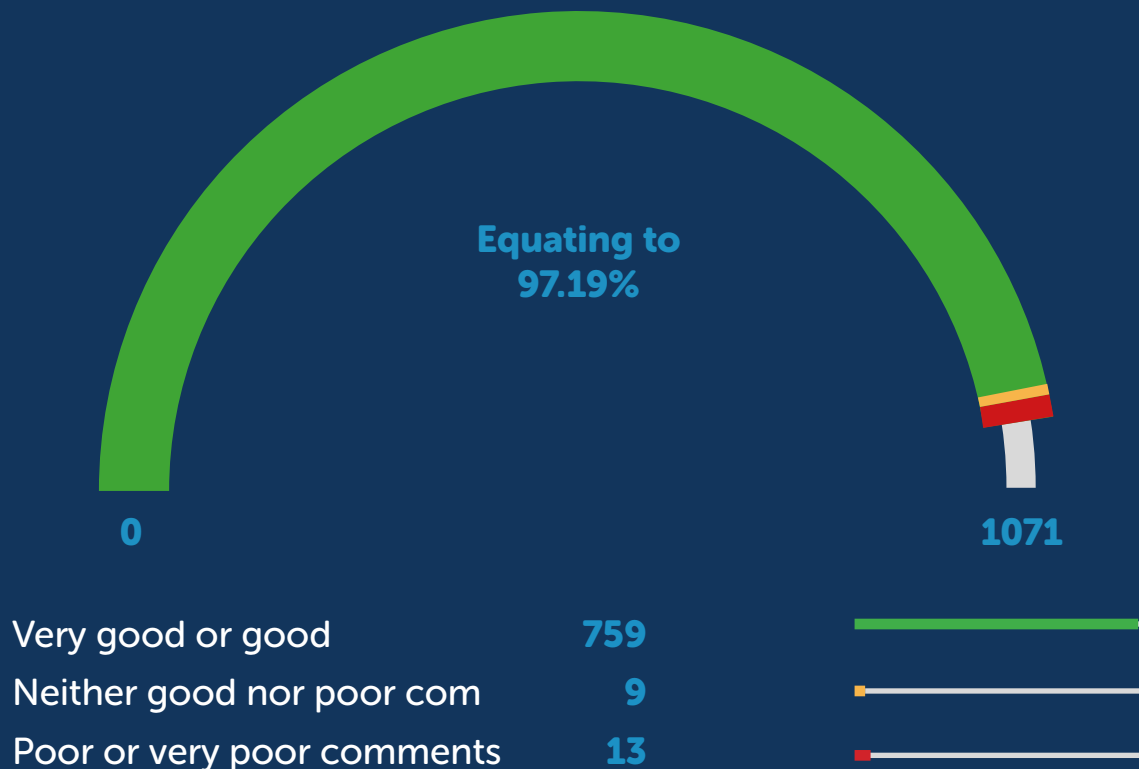
It's also a great morale boost to highlight positive patient feedback for staff!"

Pauline Brown  
Experience Manager, Experience and Engagement, Nursing and Quality Directorate

# Reporting - January 2022

## Trust wide data RAG rating

1,071 FFT feedbacks received:



“The versatile Envoy database has enabled LSCFT to do ‘deeper dives’ into patient, carer and family feedback and provides rich information that will feed into changes and improvements for the patient experience along with positive motivational comments that we have received for staff who prove they do an excellent job.

The database has given us far more scope to be able to action and evidence in line with Trust and CQC expectations.”

Pauline Brown  
Experience Manager, Experience and Engagement, Nursing and Quality Directorate

# Reporting - January 2022

## Top 10 themes

### Positive

Staff attitude	592
Implementation of care	322
Patient Mood/Feeling	191
Communication	152
Environment	137
Clinical Treatment	70
Admission	59
Waiting Time	46
Catering	14
Staffing Levels	9

### Negative

Staff attitude	15
Patient Mood/ Feeling	10
Implementation of care	9
Communication	8
Environment	8
Admission	4
Waiting Time	3
Clinical Treatment	3
Staffing Levels	3



## Positive Words used more than 25 times:

nurses understanding  
needed brilliant kind  
treatment kind  
support feel better great  
excellent good thank time  
friendly caring care happy  
service staff well improve  
supportive nurse  
everything professional  
advice helpful  
lovely helpful

# You said, We did

## Q2



**“Podiatry was excellent but room temperature was very hot”**

Site visit undertaken with Estates to identify better room usage and options for Air conditioning system. Room temperature added to Risk Register for further monitoring and action .



**“Couldn’t get an appointment when needed”**

Target to have the overall number of clinics return to pre-Covid levels by the end of 2021, including reintroduction of evening clinics, and weekend clinics to continue through the winter where this is possible.



**“Computer system was down. Unable to continue with the appointment ”**

LSCFT is continuing with a programme of investment to improve digital working and systems, including opportunities to increase patient choice brought about the Coronavirus pandemic.

## Q3



**“We were positive in our approach to you which you valued”**

We want to do this more often and we will continue to embed the safer wards work across all 10 wards at the Harbour.



**“You have shared with us frustrations about meetings and their purpose”**

We are endeavouring to ensure staff communicate the reasons for the meeting you are attending and give you plenty of time to prepare your thoughts in advance.



**“You have told us that there are too frequent changes to your care coordinator or your consultant”**

We are now looking at this in detail to identify how we can positively make changes that mean that your care is not interrupted.

# Staff Engagement in Patient Feedback Initiatives

The Experience and Engagement team at LSCFT are passionate about their staff engagement strategies. Their support for staff is second to none, and through healthy competition, best practice training, and recognition awards they successfully incentivise and encourage staff to get involved and collaborate.

- The team hold **monthly 'Ask a question' drop in** and training sessions for all staff, as well as providing pre-recorded training for instant access to support at any time.
- Competition **winning teams make short videos** giving an overview of how they won, what is working well and other advice to share with other teams.
- Managers are also proactive at monitoring scores and feedback and **constantly communicate positive feedback** with their teams in their daily morning meetings.
- Response rates of patient surveys tripled through their **staff engagement programme**, where teams compete to see who can generate the highest response rate for the month, with the winning team receiving a prize of cream tea.
- The patient voice is something that LSCFT has **harnessed with their 'patient stories'** - videos, animations or storyboards of patients sharing their experience of services. The videos are used during staff training and inductions to ensure that the patient experience remains front of mind.
- LSCFT are also **incredibly active on social media**, with great content showcasing their staffs hard work, which you can find at @WeAreLSCFT and @ExperienceLSCFT on Twitter.



“They sit together and go through the fantastic feedback over a coffee and slice of cake and give themselves a pat on the back.

The value of this in terms of boosting staff morale and also learning what patients value so as to further improve their experience should not be underestimated”

Lesley Whittaker, Senior Enhancing Experience Matron, Nursing, Experience and Engagement

## LSCft FFT Winners



# Next Steps

- LSCFT are currently in the process of scoping the logistics for distributing surveys via SMS using the Healthcare Communications platform
- The team plan to explore the Sentiment Analysis tool further, where AI analytics uncover and report on positive and negative phrases within a patient comment, dramatically saving staff time normally spent on qualitative analysis.
- The Team are starting a new incentive for feedback by providing a trophy and 'selfie' frame, a set for each of the 5 Networks. The service winner in each Network will receive the trophy and 'selfie' frame and photo-record their achievement, to promote further by showcasing through Twitter and cascade in the Communications emails to staff Trust wide.

Get in touch with someone from our experienced team to learn more about how we can support transformation at your Trust.

Call 0845 9000 890 or email us at [enquiries@healthcomm.uk](mailto:enquiries@healthcomm.uk).



**“We know that there is a link between good NHS experience and better health outcomes, which is why at LSCFT we are committed to understanding the patient and carers experience.**

By listening to the people who use our services every day, we can help to shape our services.

Maria Nelligan,  
Chief Nurse and Quality Officer  
(DIPC)