

# **Patients and students using patient feedback data**

## What does insight mean?

- Using qualitative and quantitative data to inform what we do
- Using whatever data sources we have - not just surveys, but a whole range of market and social research techniques and the patient voice
- Answering the question: So What?

# Types of feedback

- Less descriptive
  - Surveys: GP Patient Survey, Bereaved Voices, Cancer Patient Experience Survey, NHS Staff Survey
  - Feedback tools: (kiosks, SMS, apps) Examples include: Hospedia Synapta Feedback apps, Social media listening
  - Public Meetings: NHS Trusts CCGs
- More descriptive
  - In depth interviews
  - Focus groups & patient forums: NHS Trusts, CCGs, Healthwatch, Patient organisations
  - Online reviews & ratings: NHS Choices, Patient Opinion, *IWantGreatCare*
  - Patient stories: *HealthTalkOnline*, Patient Voices

# Patient feedback data and data sources types

## Nature of the data:

- **Quantitative (e.g. GPPS )**
- Qualitative, narrative (FFT, reviews, complaints)

## Level of data collection and analysis

- **National (e.g. GPPS)**
- Regional
- Local ( Surveys, FFT)

## Contain of data source

Specific one data type (GPPS)

Integrated (NHS Choices, GP profiles)

## Format of the information is presented

Tables (GPPS tool)

Dashboards

Portal/sites (NHS Choices, GP profiles, GPPS site)

## Use

Individual ( e.g. Choice)

Collective (Improving services)

# Available sources of patient feedback data

## Specific patient feedback

- GPPS site

## Integrated data/information

- NHS Choices website
- GP profiles

# NHS Choices website

- Targets general public “helping you to make the best choices about your health and lifestyle, but also about making the most of NHS and social care services in England.”
- Produced by NHS England. Over 48 million visitors per month
- Comprehensive health information service: health articles, tools, service directories letting find, choose and compare health, support and social care services in England.
- Provision and collection GP practices patient feedback:
  - GPPS scores
  - Narrative: patients review and answers from practices
  - Practices rating
  - FFT in the future?
- Allows comparison between practices in the area by indicators which include key GPPS indicators
- Provide a summary of GPPS indicators allowing benchmarking
- Presents (and allows input of) reviews and star ratings from patients and responses from practices

# GP practice profiles

- Targets: GPs, CCGs and local authorities “to ensure that they are providing and commissioning effective and appropriate healthcare services for their local population”.
- Produced by Public Health England ([Link](#))
- Using a variety of graphical displays such as spine charts and population pyramids, the tool presents a range of practice-level indicators drawn from the latest available data, including:
  - Local demography
  - Quality and Outcomes Framework domains
  - Cancer Services
  - Child health
  - Patient experience (GPPS indicators) ([Link](#))
- Allows comparison between practices and CCGs as well as benchmarking

# GPPS site

- Targets general public presenting GPPS data
- GPPS is an independent survey run by Ipsos MORI on behalf of NHS England. The survey is sent out to over a million people across the UK.
- Presents results according:
  - What the practice does best and what have to improve
  - Questions scores and how patients answer questions(total patients and by groups)
  - Compares answers of practices with CCG and national average
  - Allows comparison with other practices



# GPPS tool

- Based on GPPS data integrating data about:
  - Demography :age bands, ethnicity, diversity and rurality (in process)
  - **Complaints**
- Allows comparison and benchmarking identifying key indicators improvements

# Challenges of provision and use of patient feedback information

- Different data/information needs:
  - different health needs and preferences/expectation
  - different data uses (individual choice, service improvement, engagement)
- Accessibility to data where data presentation is important
- Data interpretation capacity
- How to integrate/ triangulate national collected with local data (surveys and FFT)
- How to integrate/ triangulate quantitative and qualitative patient feedback data
- Building an insight imply having a space to reflect about the data
- How to feel gaps information needs using effectively information already available avoiding duplication

*Storytelling is the individual account of an event to create a memorable picture in the mind of the listener*

# Why storytelling is valuable to practice

Stories are used to educate, train, entertain and communicate messages. There is a lot written on the use of storytelling in healthcare (including mental health) and healthcare education contexts, to bring about positive change for patients, and promote best practice for professionals.

# Benefits of storytelling

- **Places the person at the centre**
- **Adds richer dimensions to understanding** ie needs of family and individual
- **Engenders empathy** ie can help to understanding cultural diversity.
- **Encourages reflection:** creates space for professionals to reflect on their own moral compass, and their personal values and practice in relation to other groups
- **Helps give voice to marginalised or excluded groups**, and provides opportunities to challenge or champion commonly held assumptions and beliefs
- **Stories are how we remember**, we tend to forget lists and bullet points

ALSO:

- **Storytelling is valuable to the storyteller**

# Engagement with PPGs

The Patients Association, in collaboration with NHS England, organised a small PPG Data workshop for 25 people with the aim to identify how patient groups could make better use of patient feedback data. The workshop took place on April 12<sup>th</sup>, 2016

## **Recommendation 1**

- Work towards a small set of information for use by PPGs to provide evidence of patient experience

## **Recommendation 2**

- Develop accessible guidance for professionals and patients about availability and use of data

## **Recommendation 3**

- Train PPG members on what data and information is currently available to collect and analyse patient feedback i.e. SurveyMonkey, so they may be self-sustaining in terms of data analysis, and not reliant on a third party.

## **Recommendation 4**

- Promote the collection and use of data by PPGs which is patient led, and specific to each practice. For example, surveys created by the PPG and distributed by the Practice.

## **Recommendation 5**

- Transparency between the PPG and practice, in terms of data availability, so PPGs can make better use of relevant information.

*Means nothing if nothing is  
done*