

Measuring, Understanding and Acting on Patient Experience Insight

From Insight to Improvement

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15% group booking discount**

Thursday 25th November 2021

Virtual Conference



Chair and Speakers Include:

Cristina Serrao

Lived Experience Ambassador
NHS England and
Improvement

Clare Enston

Head of Insight & Feedback
NHS England and Improvement

David McNally

Head of Experience of Care
NHS England and
Improvement

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"Covid-19 has brought challenges we have never encountered and affected patients' experience of healthcare, particularly if they have not had the direct support of their loved ones. The NHS Friends and Family Test is likely to be seen as unnecessary and inappropriate at this time: when wards are full and patients critically ill, do they care if the service would be recommended? What feels like an ordinary day at work is often extraordinary for a patient. The idea that patient experience equates to customer satisfaction may look very different in the future. Health experience is based on individual expectations, perceptions and interactions; it is beyond any survey or question. Professionals could be accused of trivialising care: what feels like an ordinary day at work is often extraordinary for a patient. Ensuring patients' experiences are individual can feel impossible in a pandemic, but it is achievable by ensuring that every interaction matters and treating every procedure with care, compassion and respect... This crisis will pass but I hope the innovations borne out of it will lead to a recalibrated, personalised experience of NHS care. We should reflect on what patient experience work is really about and redefine it based on the core elements of: listening and connecting with others on a human level; valuing lived experience and individualised care; flexible and coordinated services; effective communication; and accessibility, dignity, respect and compassion."

Joanne McAllister Head of Patient and Service User Experience and nurse Northern Care Alliance NHS Group,
Nursing Times October 2020

This conference will focus on measuring, understanding and acting on patient experience insight, and demonstrating responsiveness to that insight to ensure Patient Feedback is translated into quality improvement and assurance. Through national updates and case study presentations the conference will support you to measure, monitor and improve patient experience in your service, and ensure that insight leads to quality improvement. Sessions will include learning from patients, improving patient experience during and beyond Covid-19, a national update, practical sessions focusing on delivering a patient experience based culture, measuring patient experience, using the NHS Improvement National Patient Experience Improvement Framework, demonstrating insight and responsiveness in real time, monitoring and improving staff experience, the role of human factors in improving quality, using patient experience to drive improvement, changing the way we think about patient experience, and learning from excellence in patient experience practice.

"Patient Experience experts are spending a lot of their time collecting feedback – we need to think about how we can spend more time on doing something about the feedback"

Dr Neil Churchill OBE, Director, Experience, Participation and Equalities Group, NHS England and Improvement

"People drive patient experience....patient experience drives performance"

Patient Experience Network

There is also a focus on improving patient experience in people from diverse Communities following the Patient Association findings in September 2020 that *"the Covid-19 pandemic did not create health inequalities, but it has drawn fresh attention to the extensive challenges and barriers faced by marginalised groups.. Recognise from the outset that the impact of the crisis will fall hardest on those who already face discrimination and inequality, including Black, Asian and other minority ethnic groups, disabled people, carers, women and gender minority populations and those living in areas of high deprivation, and that these inequalities will affect some people in combination."*

This conference will enable you to:

- Network with colleagues who are working to monitor and improve patient experience
- Learn from outstanding practice in developing systems to improve patient experience insight
- Reflect on a patient perspective
- Understand how patient experience measurement needs to adapt during and beyond the pandemic
- Ensuring patient experience feedback leads to changes in practice
- Learn how to use the National Patient Experience Improvement Framework in practice
- Understand the national context for patient experience
- Develop strategies for measuring and improving staff experience
- Understand how to work with staff to act on patient experience feedback in real time
- Reflect on how to improve patient experience feedback from diverse communities
- Use a Human Factors approach to deliver change and improvement based on patient experience insight
- Identify key strategies for developing a patient experience culture
- Develop your role demonstrating insight and responsiveness
- Self assess and expand your skills in analysing patients experience data

100% of delegates at our last Patient Experience Insight Conference would recommend the event to a colleague

10.00 Chair's Welcome & Introduction

Cristina Serrao *Lived Experience Ambassador NHS England and Improvement*

10.10 Patient Experience Insight: Learning from Lived Experience

Zahida Ramzan-Asghar

Senior Lawyer

The Government Legal Department; and

Person with Lived Experience of Cancer

- what is experience of care? My patient journey
- the little things that make a big difference
- meaningfully engaging and involving people, and developing peer support and the particular challenges of patients from diverse groups
- patient leadership in action: my experience

10.45 Measuring and Improving Experience of Care

Clare Enston

Head of Insight & Feedback

NHS England and Improvement

- a national update - starting with what matters to people using the service
- what is coproduction and what difference does it make?
- understanding the impact of Covid-19 on patient experience in your service
- key learning points for delivering and sustaining improvements

11.35 Comfort Break & Virtual Networking

11.45 Patient Centred Care During Covid-19 and Beyond: Keeping Patients & Loved Ones Connected

Rachel Lovesy

Patient Experience Lead Northampton General Hospital NHS Trust

and Member HOPE (Heds of Patient Experience) Network

- encouraging patient centred care during difficult and stressful times
- supporting high risk and vulnerable patients
- using technology to reduce isolation for inpatients – Virtual Visiting, Letter to Loved Ones, Connected Hearts and Property Drop off Services

12.20 EXTENDED SESSION: Co-produced Quality Improvement – why wouldn't you?

David McNally *Head of Experience of Care with*

Cristina Serrao *Lived Experience Ambassador and*

Helen Lee *Experience of Care Professional Lead*

NHS England and Improvement

- coproducing improvements together – based on what matters to people using services
- co production in practice including some examples, including the national Always Event® programme - see the difference it makes
- top tips on how to begin / continue your coproduction journey

13.00 Small Breakout Discussions

13.15 Lunch Break & Virtual Networking

13.45 Patient Experience Measurement

Chris Graham

Chief Executive

The Picker Institute

- what tools and techniques are available to establish how far patient experience is embedded in leadership, culture and operational processes
- methods for measuring, monitoring, and understanding people's experiences of care
- making measurement meaningful
- closing the patient experience loop – providing feedback to demonstrate responsiveness and continuous learning

14.15 Patient Experience Insight in Practice - The Award Winning #RehabLegend Programme

Kate Tantam BEM

Specialist Sister in Intensive Care

University Hospitals Plymouth NHS Trust with

Lou Gallie *Former Patient*

- the inspiration and rationale for the programme
- what was the impact on patients and staff, and its relevance more widely?
- key learning points – during and beyond Covid-19

14.40 Improving Patient Experience Through Staff Engagement

Sarah Todd *Patient Experience Manager with*

Dr Samantha Mills *Emergency Medicine Physician*

and Leadership Fellow and

Patient Experience Champion of the Year 2021

University Hospitals of Derby and Burton NHS Foundation Trust

- top down versus bottom up – tips for what works best for staff engagement
- patient experience champions – linking staff with the patient experience team
- successful staff engagement in patient experience initiatives - 'Ideas Café, workshops, social media and patient experience week – its become a movement!
- moving forwards – engagement framework, toolkit and patient leaders

15.10 Small Breakout Discussions

15.40 Comfort Break & Virtual Networking

16.00 Patients & machines: does technology help or hinder in measuring & monitoring of patient experience?

Melanie Martin

Clinical Advisor

NHSX

Topol Fellow and Physiotherapist

- new technologies and their potential for improving measuring and monitoring care, and the impact of Covid-19
- what are the possible impacts on patient experience, the 'human dimension' of healthcare?
- recommendations going forwards

16.30 Applying a human factors approach to improve the quality of patient experience

Fran Ives

Innovation Project Manager

West Midlands Academic Health Science Network

- how an understanding of human factors can support you to improve and change practice as a result of patient experience insight
- understands how a human factors approach could be embedded in your service
- enabling a person centred approach

17.00 Close

There will be time after each speaker session for Questions and Answers

Patient Experience Insight

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Please also ensure you complete your full postal address details for our records.

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Virtual Format

This conference will include access to a user friendly virtual format which will provide you with the full experience from your workplace or home.

Date

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Conference Fee

- ☐ £295 + VAT (£354.00) for NHS, Social care, private healthcare organisations and universities.
- ☐ £250 + VAT (£300.00) for voluntary sector / charities.
- ☐ £495 + VAT (£594.00) for commercial organisations.

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A discount of 15% is available to all but the first delegate from the same organisation, booked at the same time, for the same conference.

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Confirmation of Booking

All bookings will be confirmed by email, unless stated otherwise. Please contact us if you have not received confirmation 10 days after submitting your booking. The access code for the virtual portal will be sent in the week before the conference.

Exhibition

If you are interested in exhibiting at this event, please contact Carolyn Goodbody on 01932 429933, or email carolyn@hc-uk.org.uk

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