

Managing patient feedback, concerns and complaints including social media

Paul Jebb

Experience of Care
Professional Lead

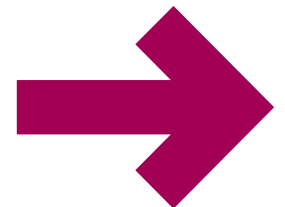
NHS England

@pauljebb1



Objectives

- Managing feedback, concerns and complaints in real time
- Embracing and encouraging feedback through social media including Twitter
- My experience and moving forward

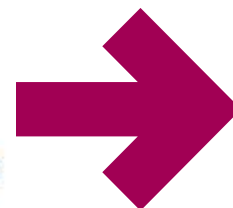




Which is your Dept?



Complaint Handling



What is patient experience?

The sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.

**T H E B E R Y L
I N S T I T U T E**

What makes a good experience?

- I am involved as an **active partner in my care**.
 - I am treated as an **individual** – my needs, values and preferences are respected.
 - There is a recognition that I am the **expert on me**.
 - I am able to access services when I need them, and my care is **coordinated**.
 - I am asked about my **communication** preferences so that communication is tailored to me.
 - I have access to the **information** I need, which is presented in a way that is right for me.
 - I have access to the **support** I need and is right for me, including emotional and practical support, and I am able to involve my loved ones in decisions about me.
 - The **environment** in which I receive my care is clean and comfortable and makes me feel dignified.
- Abridged from:
<http://www2.warwick.ac.uk/fac/med/research/hscience/sssh/publications/warwick.pdf>

NHS England Headlines about contact types 2013/14

- **General enquiries**

- 103,499 general enquiries were received in the year
- 85% of enquiries were resolved within 3 working days

- **Freedom of Information (FOI) requests**

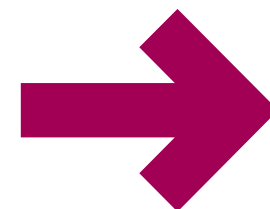
- 2,581 Freedom of Information requests were received
- 78% of requests were responded to within 20 working days
- The average response time for all FOI requests was 19 working days
- Our performance in this area got better through the year and by quarter 4, 95% of freedom of information requests were being responded to in 20 working days

- **Complaints**

- 15,227 complaints were received in the year. During the initial period of operation some enquiries and 'concerns' were logged as complaints
 - **9,134** were complaints recorded in the KO41b return
 - **1,873** complaints were upheld
- The average handling time for a complaint was 39 working days
- Continued progress has been made on clearing the circa 900 legacy complaints received from PCTs. There remained 45 still in progress at the end of Q4.

Managing feedback in real time

- All feedback is valuable
- Need to give staff dealing with people the skills to get feedback and resolve issues
- Empower patients to raise concerns – give them permission



There are three lines of defence

1st Line

Frontline professionals

both clinical and managerial, who deal directly with patients, carers and the public and are responsible for their own professional conduct and competence and for the quality of care that they provide

2nd Line

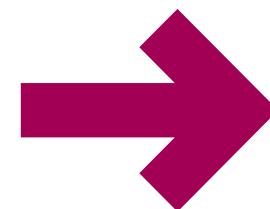
The board and leaders of healthcare providers

responsible for ensuring the quality of care being delivered by their organisations. They are ultimately accountable when things go wrong

3rd Line

External structures and systems

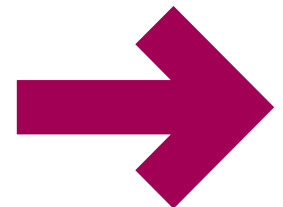
such as contractual oversight and regulation, for assuring patients and the public about the quality of care



Complaints at the point of service

Increased emphasis on front line resolution.

- Staff document all verbal complaints they receive on the [e-complaint referral form](#)
- All forms are submitted to the Patient Relations Team to be logged on the Ulysses Safeguard Customer Service database.



Give People Permission to Raise Issues

- Educate staff – communication and compassion in dealing with situations key.
- No defensive behaviours
- Inform those who wish to give feedback – who, how



PALS

Patient Advice and Liaison Service

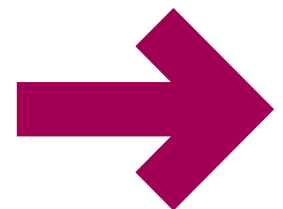


www.england.nhs.uk



Getting feedback in real time

- Face to face – give people information on how and who
- A person centred service, one point of access, return phone calls
- Social media – a great source of getting feedback, very immediate and spreads wide
- On line – Trust site, do people know about it? Access to a PC?
- Patient opinion – everyone can hear the story



Give Information

Please tell us about your experience using the space below.

Empty space for providing feedback.

Options available

If you'd like a large print, audio, Braille or a translated version of this leaflet then please call: 01253 955588

The Patient Relations Team

The Patient Relations Team are located up the escalators in the main entrance foyer of Blackpool Victoria Hospital. They are open from 10 am to 4 pm excluding weekends and bank holidays and operate a drop-in service so no appointment is necessary. Please ring the bell and a member of the team will speak to you.



If the office is closed there is a messaging service available on 01253 955588/89.

Travelling to our sites

For the best way to plan your journey to any of the local sites visit our travel website: www.bfwhospitals.nhs.uk/departments/travel/

Useful contact details

Hospital Switchboard: 01253 300000

References

This leaflet is evidence based wherever the appropriate evidence is available, and represents an accumulation of expert opinion and professional interpretation.

Details of the references used in writing this leaflet are available on request from: Policy Co-ordinator/Archivist 01253 953397



Blackpool Teaching Hospitals NHS Foundation Trust



We want to hear what you think of our services

The Patient Relations Team on The Team offer impartial advice on concerns or complaints the Trust. Contact details are overleaf.

For more information contact the Patient Relations Team, Trust Headquarters, Victoria Hospital, Whinney Road, Blackpool, FY3 8NR. If you are writing please list the areas of concern and how you want to be supported.

For more information contact your Patient Relations Team. For further information call 01253 56374.



Feedback - You can complete a short survey before you leave one of our services. We would recommend our services if you can also fill in this survey on our website as long as it is within 48 hours of your visit.

Feedback - You can complete a short survey before you leave one of our services. We would recommend our services if you can also fill in this survey on our website as long as it is within 48 hours of your visit.

Please complete details on this side and your comments overleaf. Detach this section and post it in a comment box in the area you are in or post it to: **The Patient Experience Team, First Floor, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NR.**

Name: _____

Address: _____

Postcode: _____

Tel. Number: _____

Email address: _____

Date of visit: _____

Area attended: _____

Are you a: Patient Carer/relative Visitor Staff

We respect your privacy and any details given will be stored electronically in accordance with the Data Protection Act 2008 and the the NHS Code of Confidentiality 2005.

Blackpool Teaching Hospitals NHS Foundation Trust

NHS Choices: www.nhs.uk

Patient Opinion: www.patientopinion.org.uk

• Via e-mail: send your thoughts to patient.relations@bfwhospitals.nhs.uk

Feedback - You can complete a short survey before you leave one of our services. We would recommend our services if you can also fill in this survey on our website as long as it is within 48 hours of your visit.

- Via staff: Request to speak to the practice manager if you have concerns about your community care, or the ward manager or matron if you are in hospital. For out of hours concerns please call your GP practice or the hospital switchboard on 01253 300000 and ask for the out of hours Matron.



Raising a concern

What should I do if I have a concern?

Speak to staff

If you have a concern you should request to speak to the person in charge of where you, a friend or relative is being seen or treated. They will try to solve the problem straight away, and would want to know if something is worrying you or a loved one.

If the person in charge is not available or if your concern arises out of hours in hospital, you can contact the hospital switchboard on **01253 300 000** and ask for the matron on duty. If your concern relates to a community practice, please contact the practice directly or Health Watch on **03000 683 000**.

Approach the Patient Relations Team

If you are not happy speaking to staff about your concern, you can speak to the Patient Relations Team. They will liaise with the health professionals on your behalf and work with you to resolve your issue, even supporting you in meetings with staff if required.

The team are located in the main entrance foyer of Blackpool Victoria Hospital and are



open from 10am to 4pm excluding weekends and bank holidays. They operate a drop in service so no

appointment is necessary. Please ring the bell and a member of the team will speak with you.

They can also be reached by telephone on **01253 955 588/89** or e-mail: patient.relations@bfwhospitals.nhs.uk

Our Four Values:



Raising a complaint

How do I register a complaint?

To register a formal complaint about the Trust, you must put it in writing to the Chief Executive within 12 months of the event occurring. You should bullet point the main issues you wish us to investigate and what you want to happen as a result of your complaint.

Your complaint should be e-mailed to: complaints@bfwhospitals.nhs.uk

Or posted to: **The Chief Executive, Blackpool Teaching Hospitals NHS Foundation Trust, Trust Headquarters, Whinney Heys Road, Blackpool Victoria Hospital, Blackpool, FY3 8NR.**

Please note if you are not the patient written consent will be required from the patient. If the patient is deceased proof of representation is required i.e. a copy of a will.

How can I get help with my complaint?

If you require assistance and support with your complaint you can contact your local advocacy support service. If you are a Blackpool resident please contact Empowerment on **01253 477 959**. For other areas please contact the N-Compass Advocacy Service on **03450 138 208**.

References

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Clinical Improvement (CA)
03/12/2014
PL/790 (v2)
Eleanor Walsh
01/12/2015

Our Four Values:



What will happen after my complaint is sent?

Once the Trust receives your complaint it will be acknowledged within 3 working days. You will be given the option of how you want your complaint responded to, either in person with senior members of staff or in writing.

If you choose a written response the Chief Executive will write to you once the investigation is completed. This is usually within 25 working days but may be extended to 35 working days depending on the complexity of your complaint.

Who can I speak to about my complaint?

You can contact the Patient Relations Team if you have any questions about the complaint process or for an update on your complaint investigation on **01253 955 588/89**.

What if I'm not happy with my complaint response?

If you feel the Trust has not resolved the complaint to your satisfaction, you can write back to the Chief Executive listing the issues you require further clarification on.

Or if you feel that the Trust has exhausted all possibilities of assisting you in this matter, you have the right to refer your complaint to the Parliamentary and Health Service Ombudsman who are independent of the NHS. You can contact the Ombudsman on **0345 015 4033** or e-mail: phso.enquiries@ombudsman.org.uk

I don't want to complain, but...

We appreciate that being in hospital can be a stressful time, not only for you but for your family too, so we aim to make your stay as comfortable as possible.

If you are concerned about your care, or any of the services provided, please speak to a member of staff on the ward or department immediately so that your problem can be resolved as quickly as possible.

If you are not happy with the support you have received on the ward, you can contact the Trust's Patient Relations Department on 01253 655588, 655589, 655140.



Ward Manager or Sister

The Ward Manager or Sister for this Ward is:



Matron

The Matron for this Ward is:



Staff Nurse



Health Care Assistant



Housekeeper



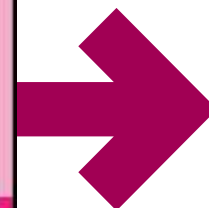
Domestic Practitioner



Assistant Practitioner

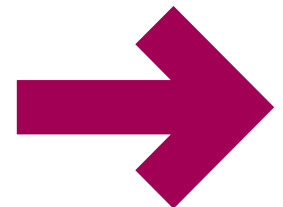


Ward Clerk

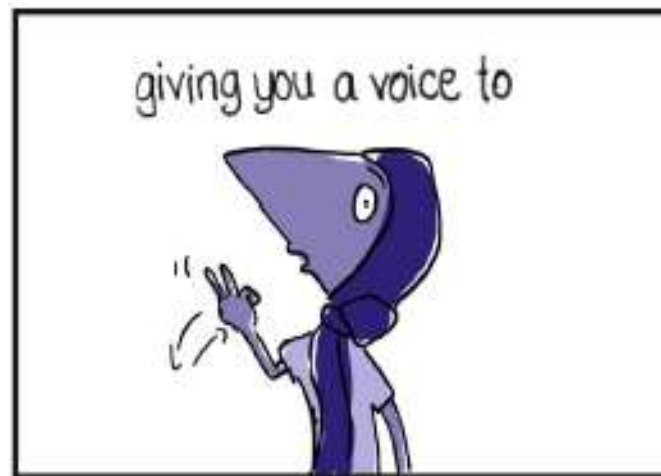


Responding to Feedback in Real time

- Respond accordingly – sensitively, honestly,
- Responding to social media may need a name and contact person
- Personal responses – listen to the concern and respond according to the issues, not a generic response
- Sincere apology – people want an apology and learning to be implemented to make the service even better

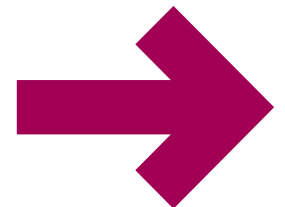


Making sure everyone has a voice...



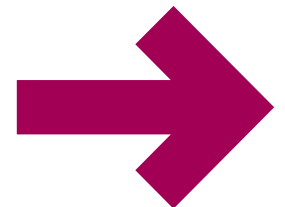
Developing Blackpool's Process

- 'Relational model' in responding to complaints
- A revised procedure which sets out clearly everybody's role in handling and monitoring complaints
- A monthly Complaint Review Panel which scrutinises past complaints
- Response times extended to 35 days for complex complaints



The Complaint Review Panel

- Developed at Blackpool in Jan 2014
- Scrutinise selected divisions partially upheld and upheld complaints on a monthly basis.
- Cases are selected at random by a Non Executive Director.
- Complainants are informed their case was selected and receive the panels findings.
- 30 cases have been examined since the panel was introduced in January 2014.



ALWAYS EVENTS®



**Any
Questions?**

