The public, the NHS and the future

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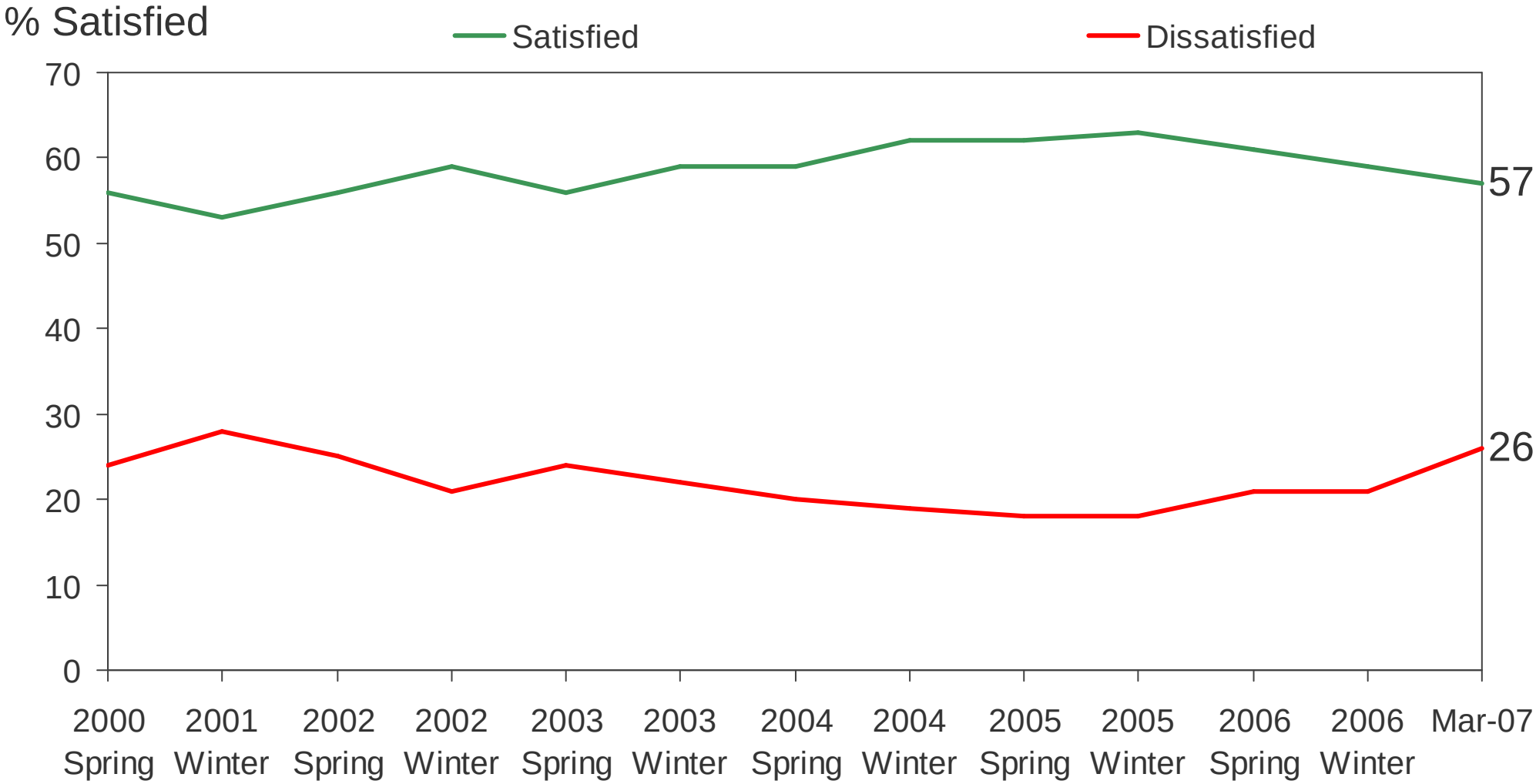
Public Perceptions

Overall satisfaction with the NHS

Q1 Overall, how satisfied or dissatisfied are you with the running of the National Health Service nowadays?



Base: English adults age 16+ (c.1,000 per wave)

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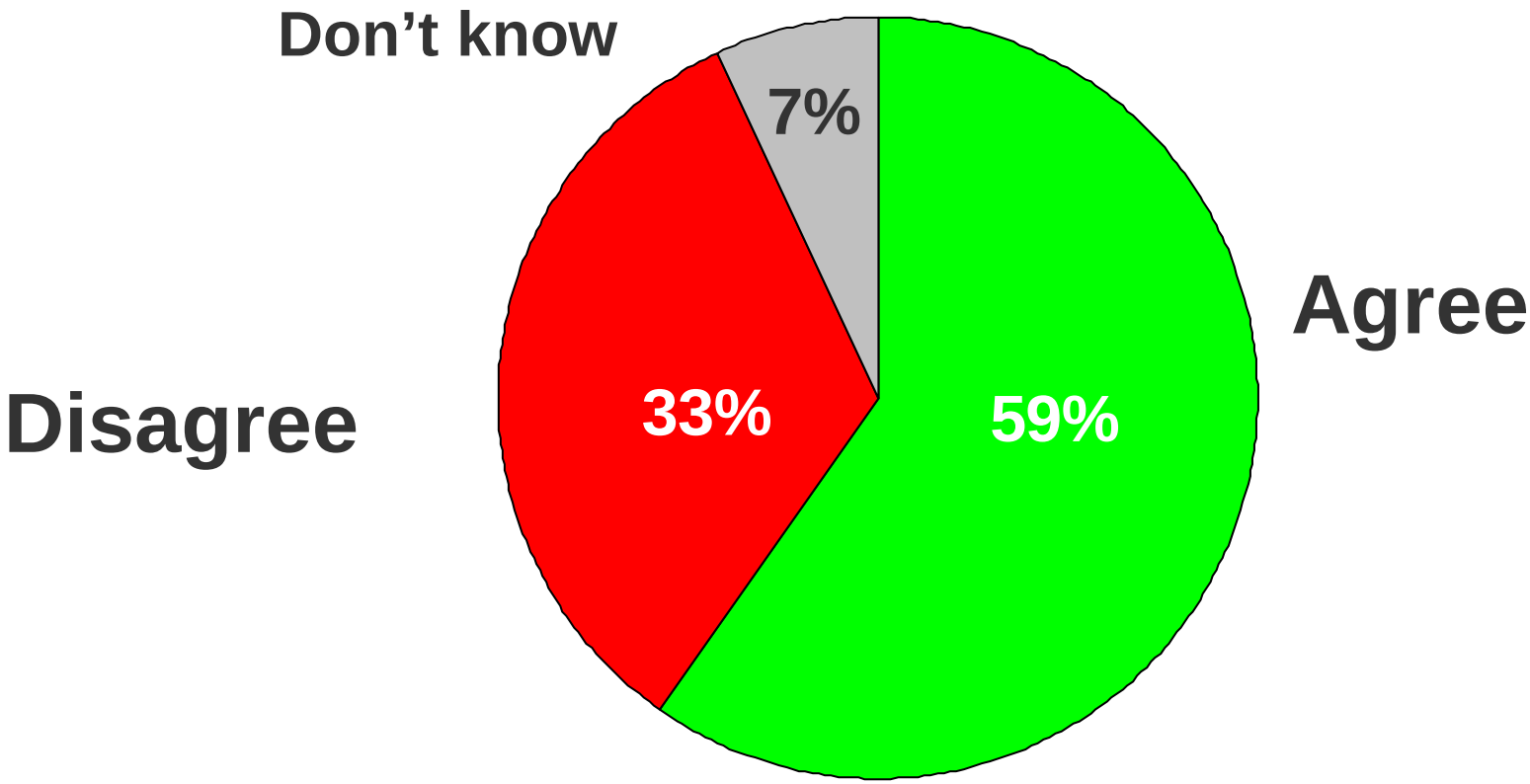
Real affection for the brand idea

"Britain's National Health Service is one of the best in the world "

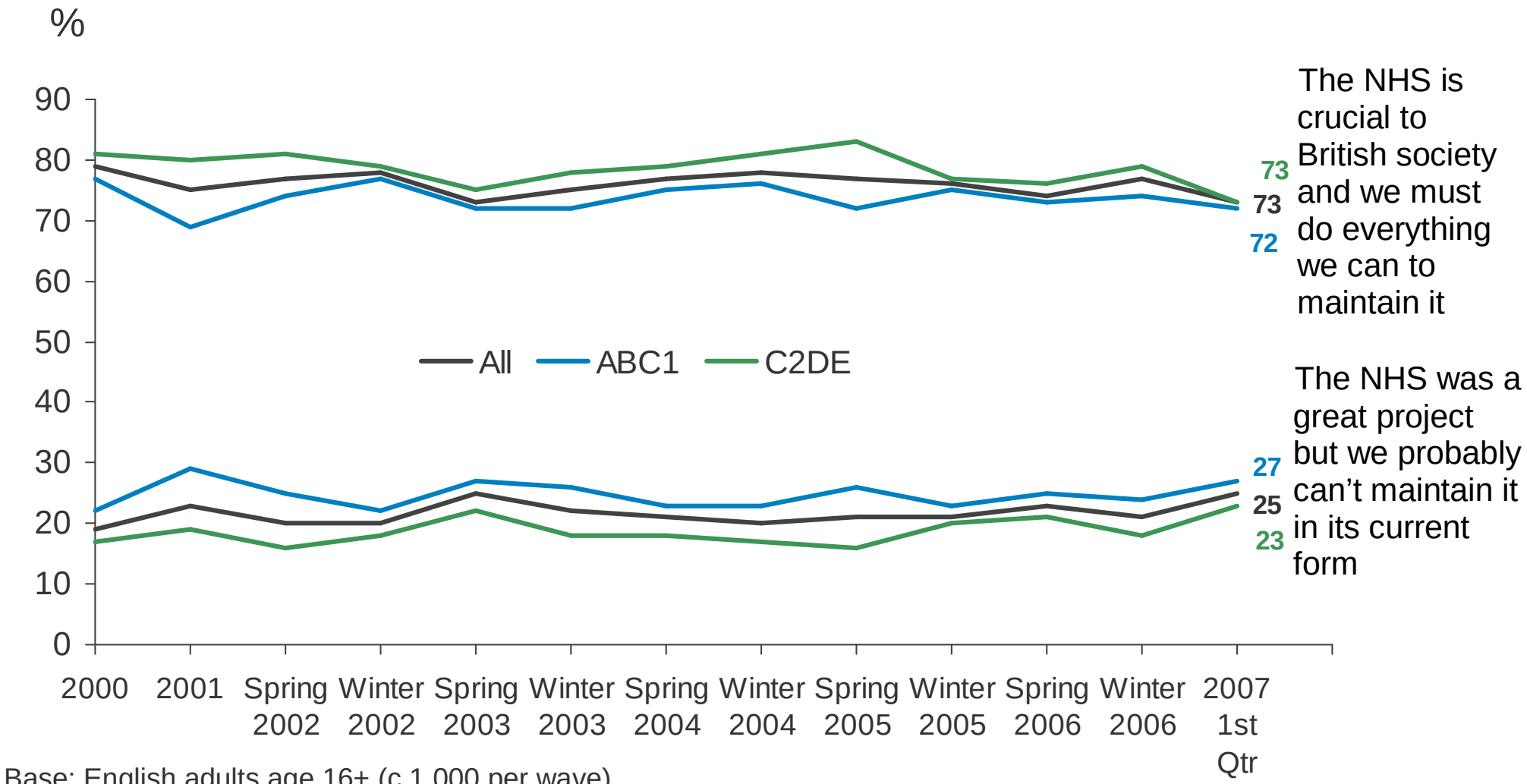


Base: British public, 18+ (1,001) 12-17 January 2006

Source: Ipsos MORI

The role of the NHS – views similar across classes

Q10 Which of the following statements best reflects your thinking about the NHS?



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Pride in the NHS

"If its private, you've got to pay till the day you die, which is where we sort of win out with the National Health Service"

Female, 60+, ABC1

"What are we complaining about really?"

Male, 60+, ABC1

"[NHS is] One of the great things this country has got"

Male, 45-60, ABC1

"Certain sections of people (in America, for example) can't get access to healthcare or get second or third rate care"

Male, 45-60, ABC1

Despite the government's current problems, satisfaction with the NHS is at one of its highest recorded levels...

And 56% believe it is in crisis

Provision of services locally and nationally

Q To what extent, if at all, do you agree or disagree with the following statements?

	% Disagree	% Agree	%± Net	%± Net change since winter 06
The government has the right policies for the NHS	-49%	25%	-24	-5
The NHS is providing a good service nationally	-31%	45%	+14	-9
My local NHS is providing me with a good service	-19%	63%	+44	-8
I was satisfied with my last visit to **hospital****	-15%	79%	+64	-4
I was satisfied with my last visit to **my GP****	-10%	87%	+77	-1

Base: 1,013 English adults age 16+, March 2007

*Ipsos MORI Political Monitor Apr 07 (1,039 18+) **base is users only; hospital (551) GP (692)

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Most important drivers of satisfaction with the running of the NHS at the national level

Greatest drivers of overall satisfaction

Support for the Government

Age: 35-54 year-olds are most negative

Staff bad-mouthing

Poor experiences of A&E services

Media coverage

Gender – women are most negative

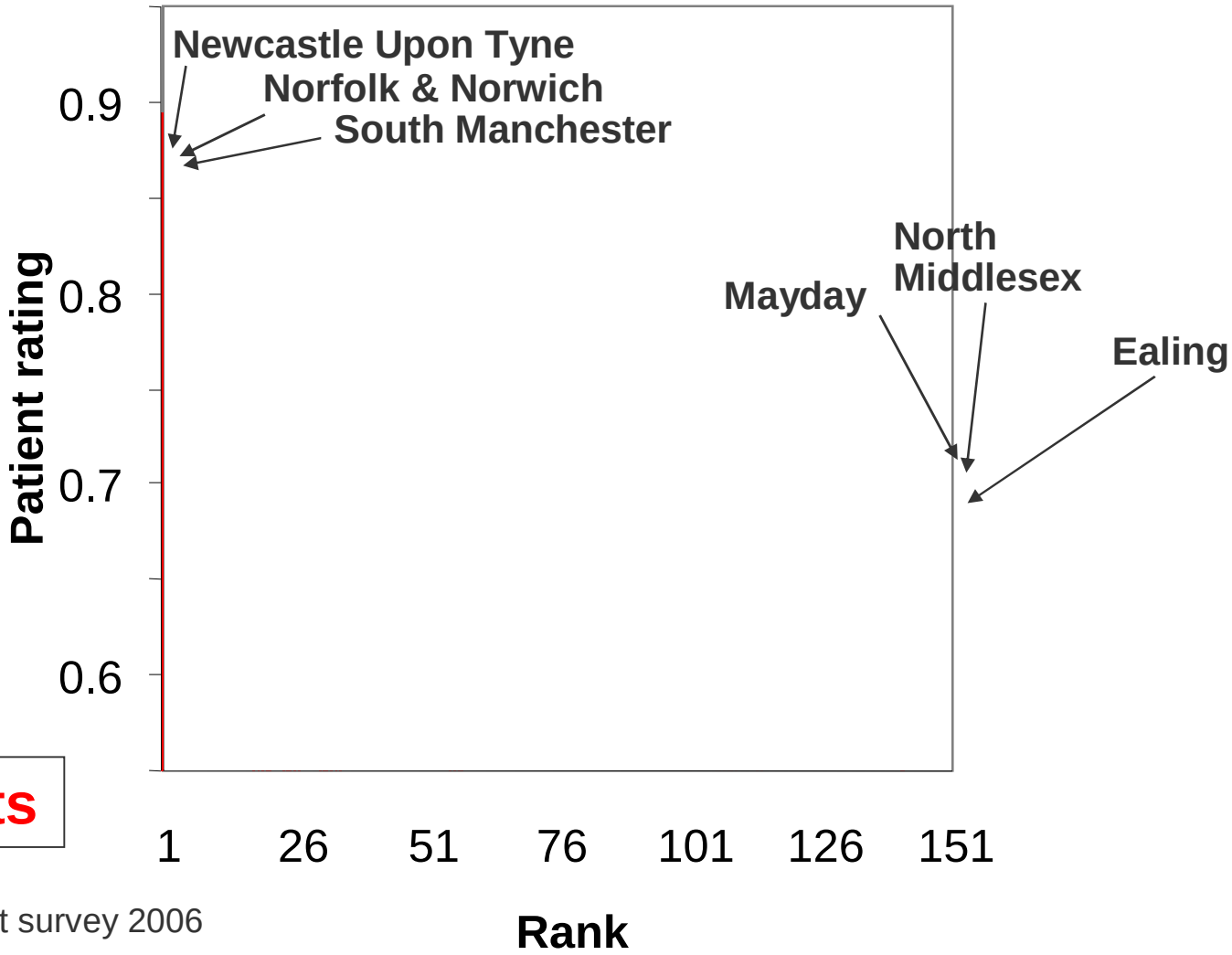
Positive experiences of inpatient services

Weaker drivers of overall satisfaction

So what distinguishes the best?

A wide range of performance.....

Overall, how would you rate the care you received?



Acute Trusts

Source: NHS Inpatient survey 2006

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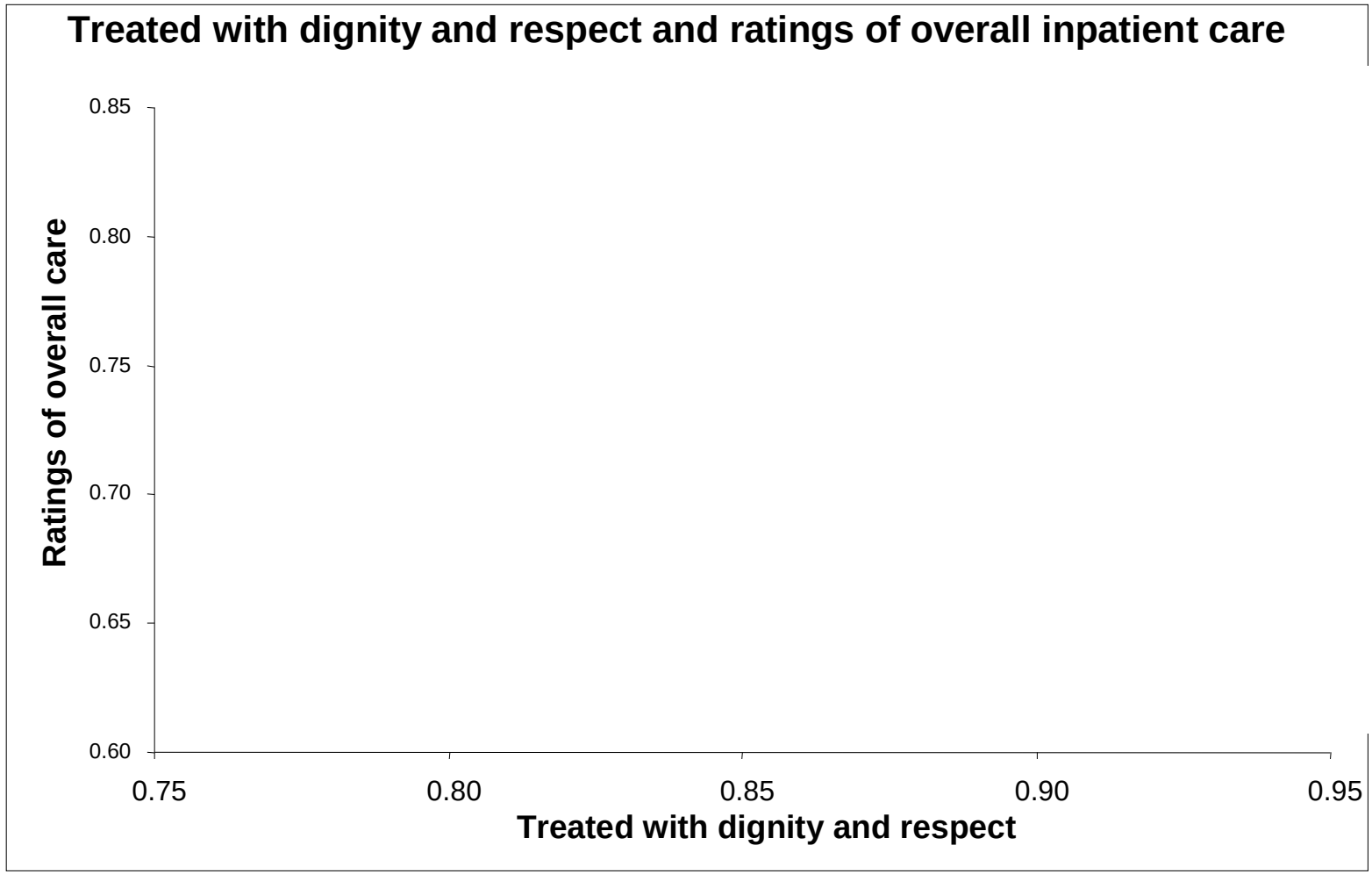
A number of service and communication factors stand out when looking at patient satisfaction

Treating patients with dignity and respect



Acutes

Source: NHS inpatient survey 2006

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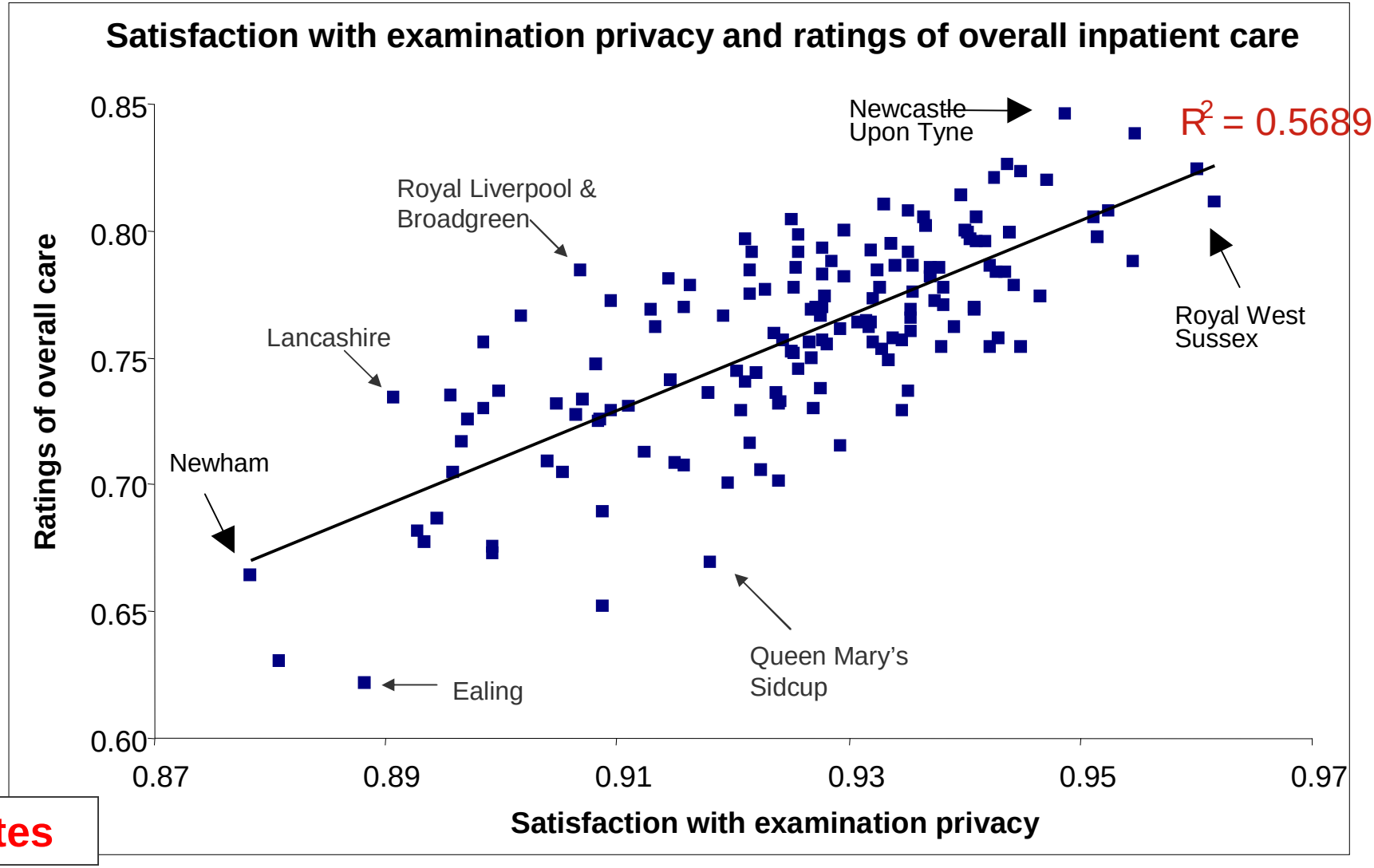
Giving them examinations in private



Acutes

Source: NHS inpatient survey 2006

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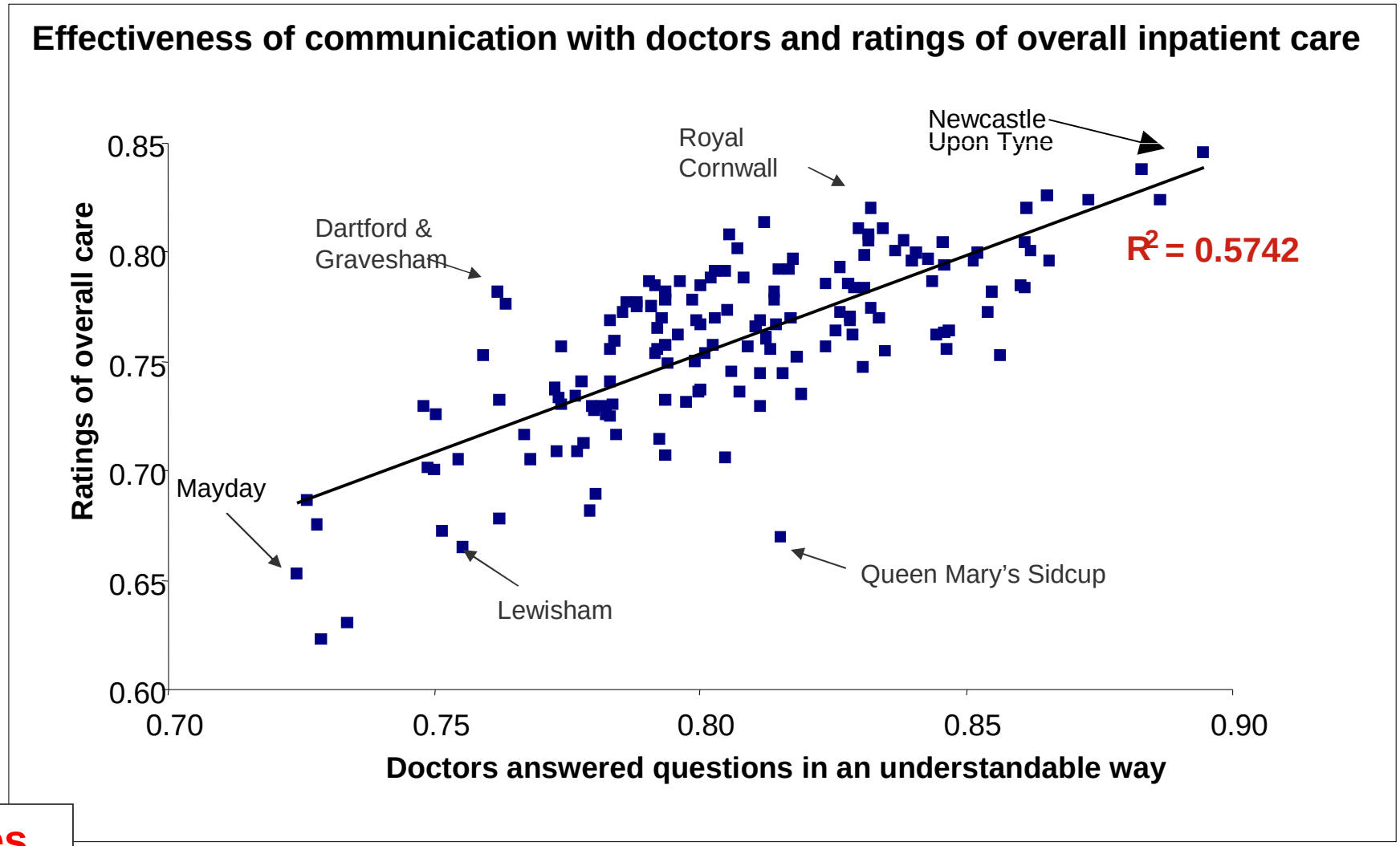
Good communications from the doctor



Acutes

Source: NHS inpatient survey 2006

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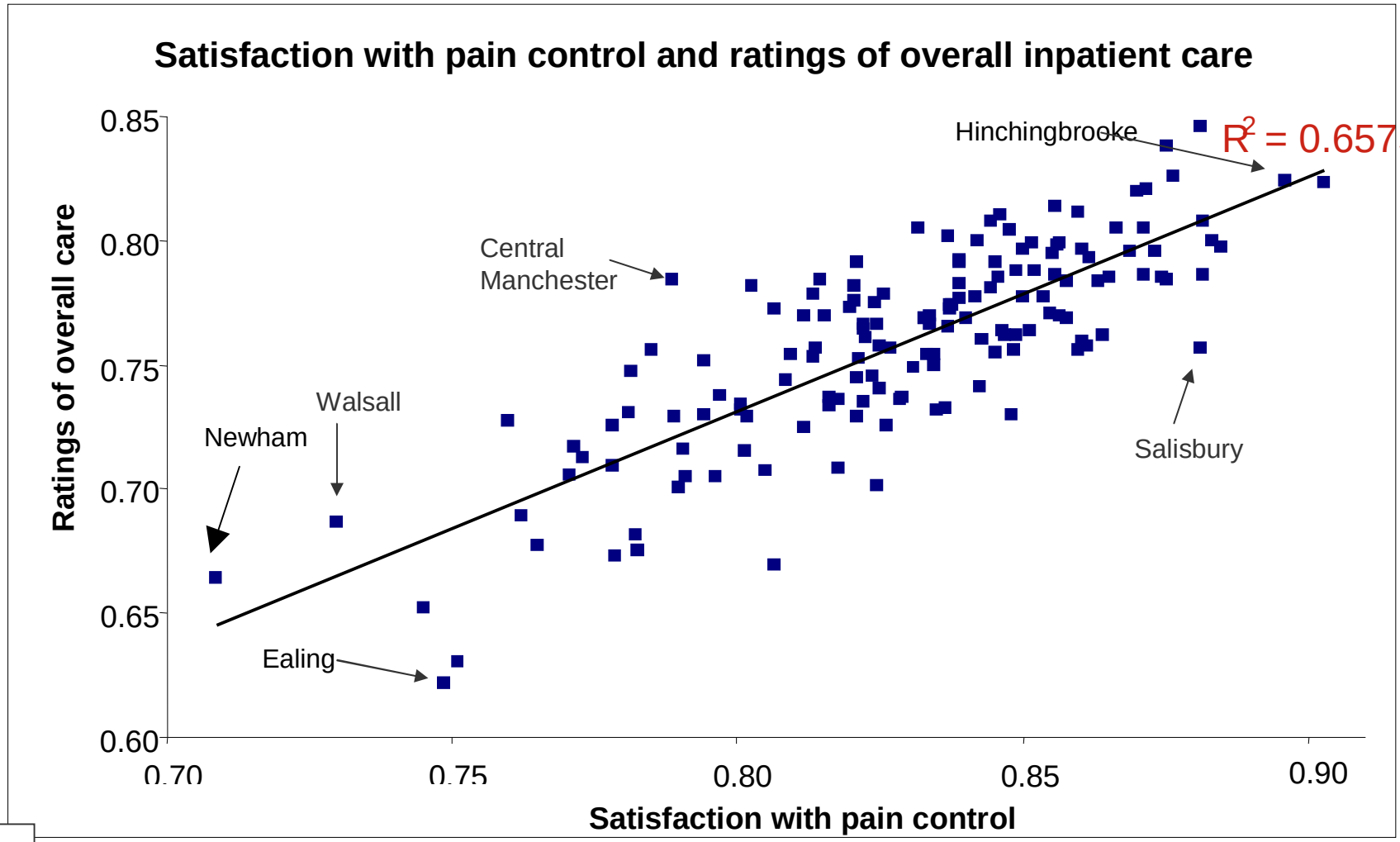
Manage their pain effectively



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Source: NHS inpatient survey 2006

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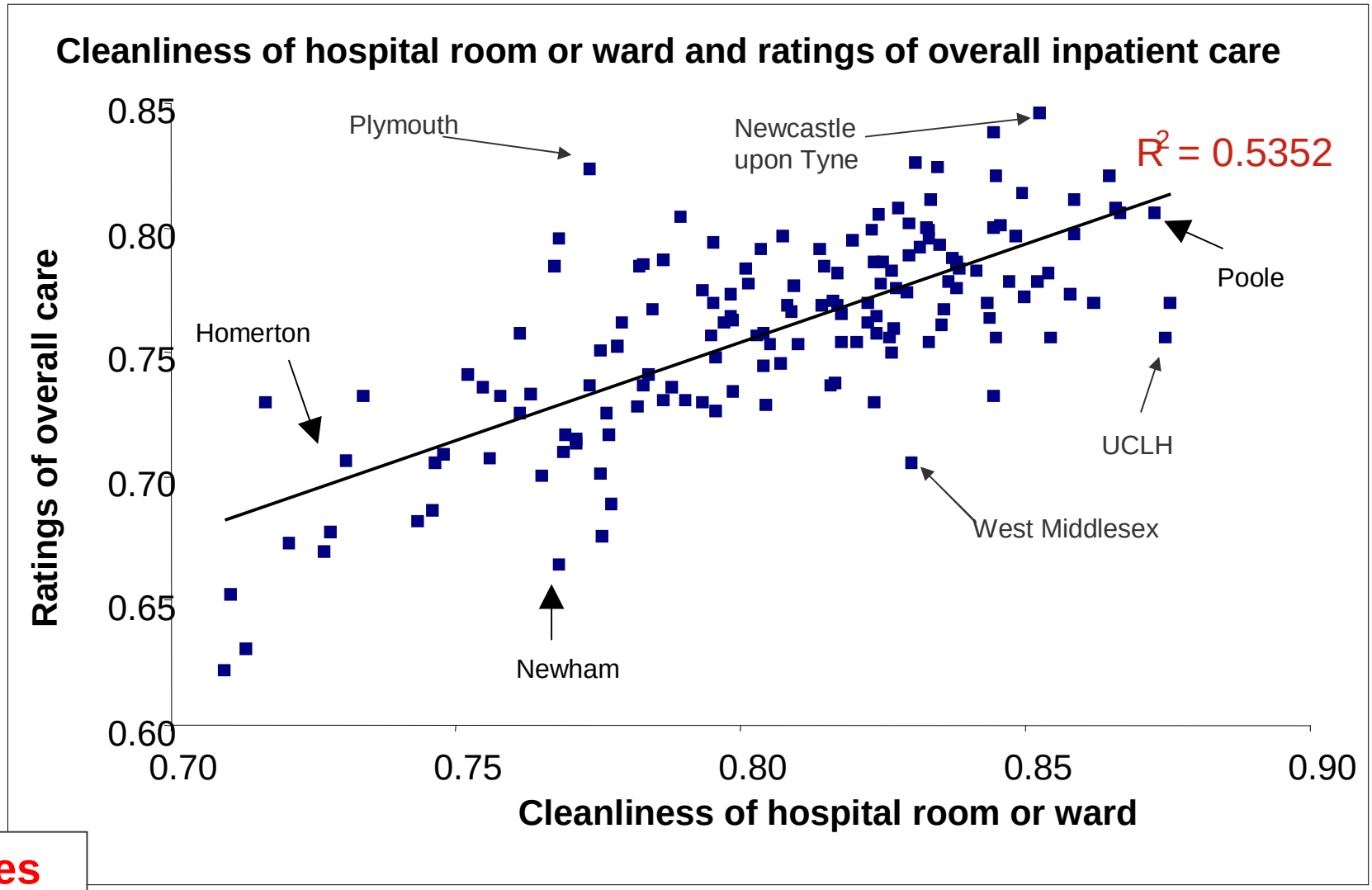
Keep the hospital clean



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Source: NHS inpatient survey 2006

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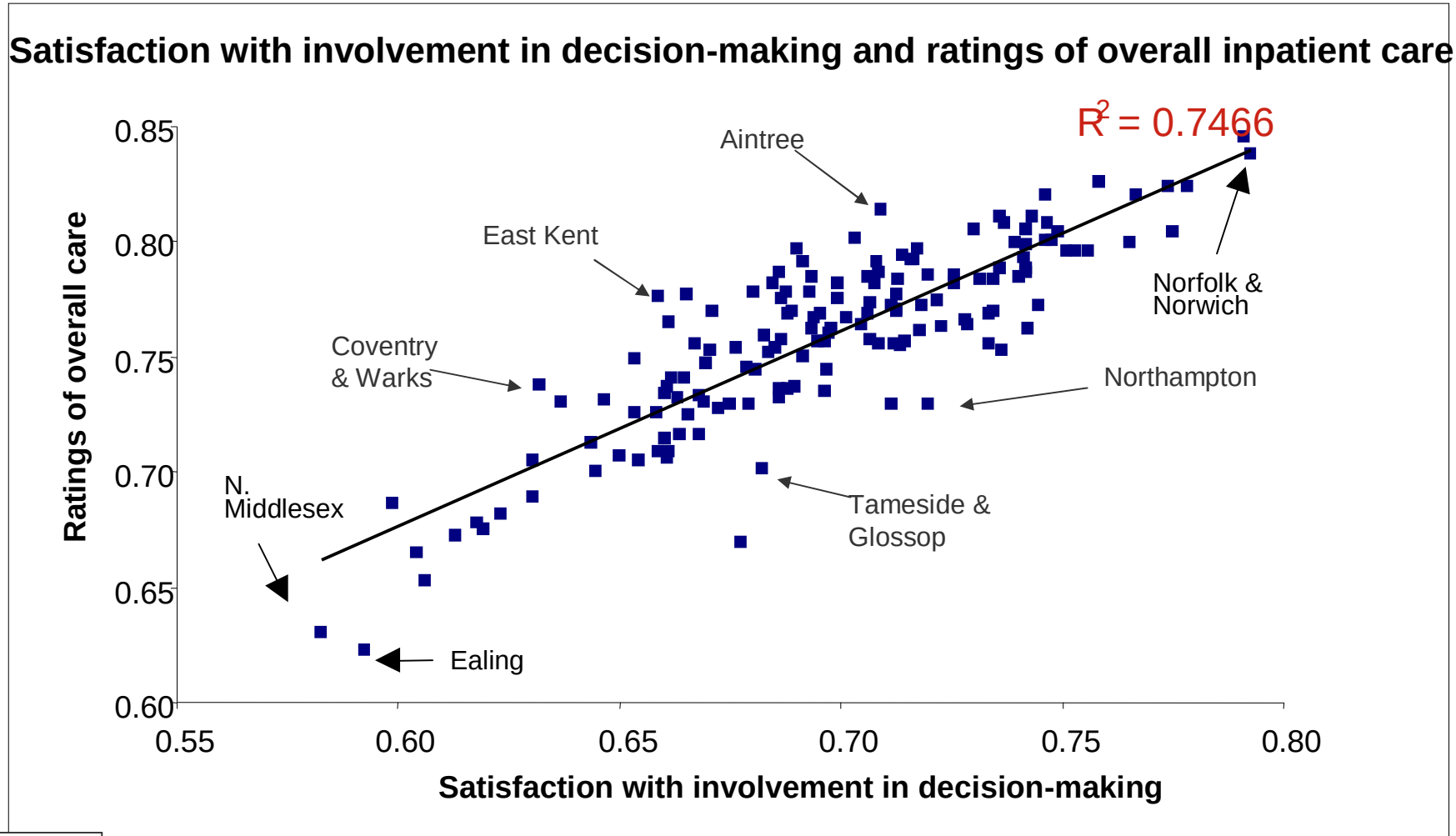
Involve patients in decision making



Acutes

Source: NHS inpatient survey 2006

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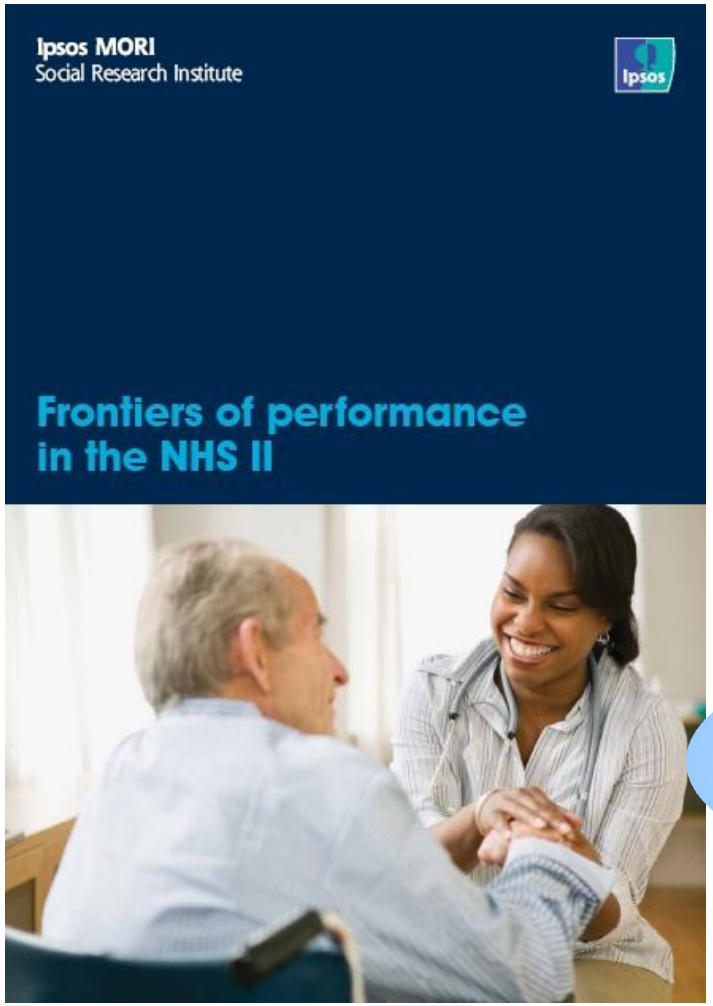
What can Acute Trusts do to give patients the best experience?



Strong Correlates of high patient AND PUBLIC ratings

- Dignity & Respect
- Good communication
- Involve in decisions
- Pain control
- Cleanliness
- Private examinations

Listening to the public

Involving the patients

Nicholson: "stop looking up to the department - start looking out to your local populations and patients"

Johnson: NHS "genuinely led by the needs of patients"

Darzi: change needs to be "animated by the needs and preferences of patients"

Brown: a "personalised health service" of "patient power, patients engaged and taking greater control "

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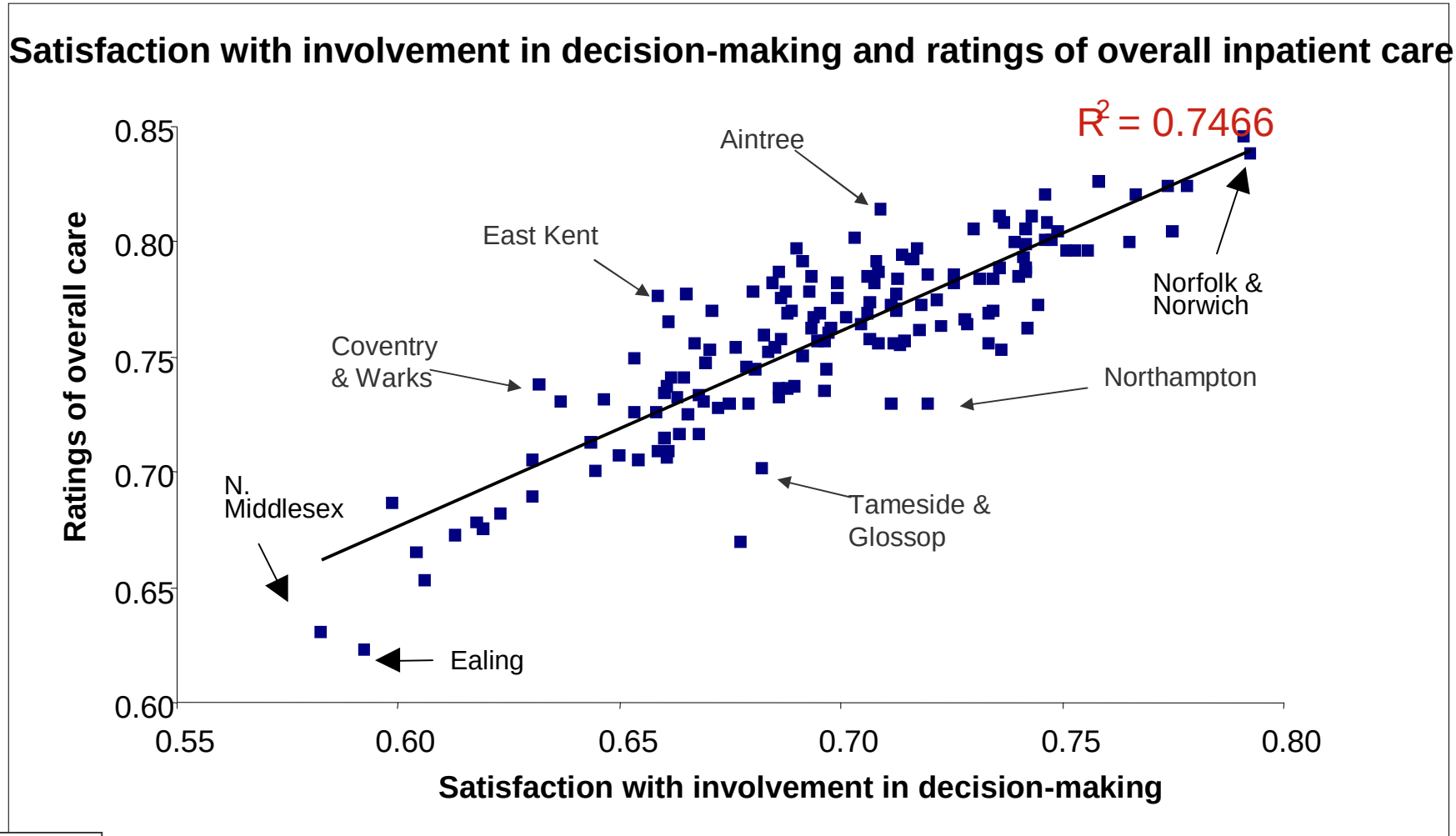
Involve patients in decision making



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Source: NHS inpatient survey 2006

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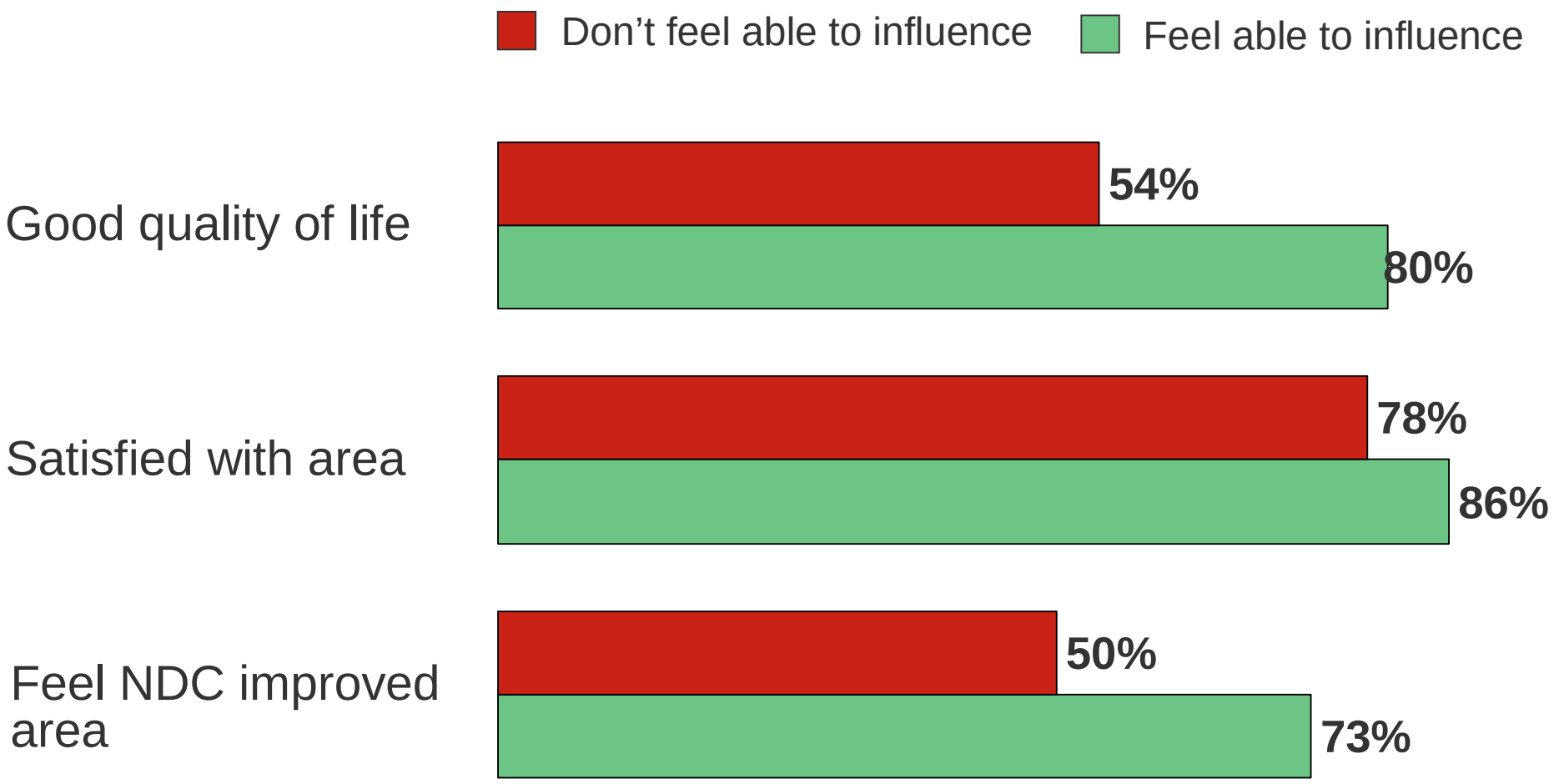
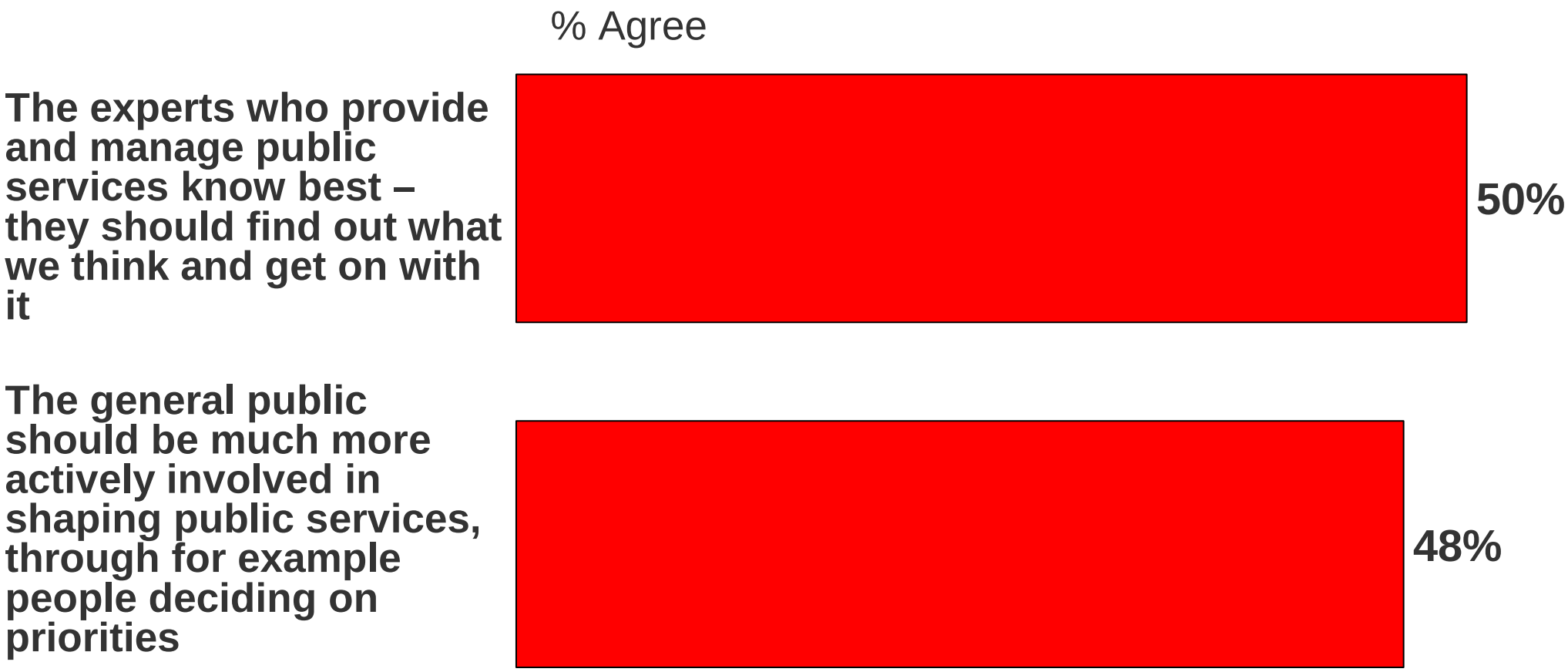
Influence vs. contentment with local area



Split on level of empowerment

Q Which of these two statements is closest to your own view?



How should we ask the public what they want?

Potential problems when asking the public about health

- Asymmetry of information
  - Specialised knowledge
- Difference between want and need
  - Most expensive drugs for all
- Differences between therapy areas
  - Choice in oncology will not be the same as choice in urgent care
- Social desirability bias
  - Individual need versus societal good
- Raising expectations
  - Better not to ask than ask and ignore?

Doing it right...

The right words: research can ensure that you and the public are talking about the same thing

Definition of needs: For example, can help you understand whether people want more or better/different services

A balanced opinion: Hear the voices of a carefully selected, random, representative / reflective sample, not just those shouting the loudest

Customer

Focused, purposive interpretation of opinions / attitudes: what are the key drivers of satisfaction? Which factors are correlated? For example, what is the relative importance of friendly staff and fast treatment?

Meaningful questions: Research and research professionals can help you to put meaningful, relevant questions to the public

Segmentation / categorisation: find out who is angry, who is mildly concerned, and who is feeling fine

The Blackburn example – danger of not asking first

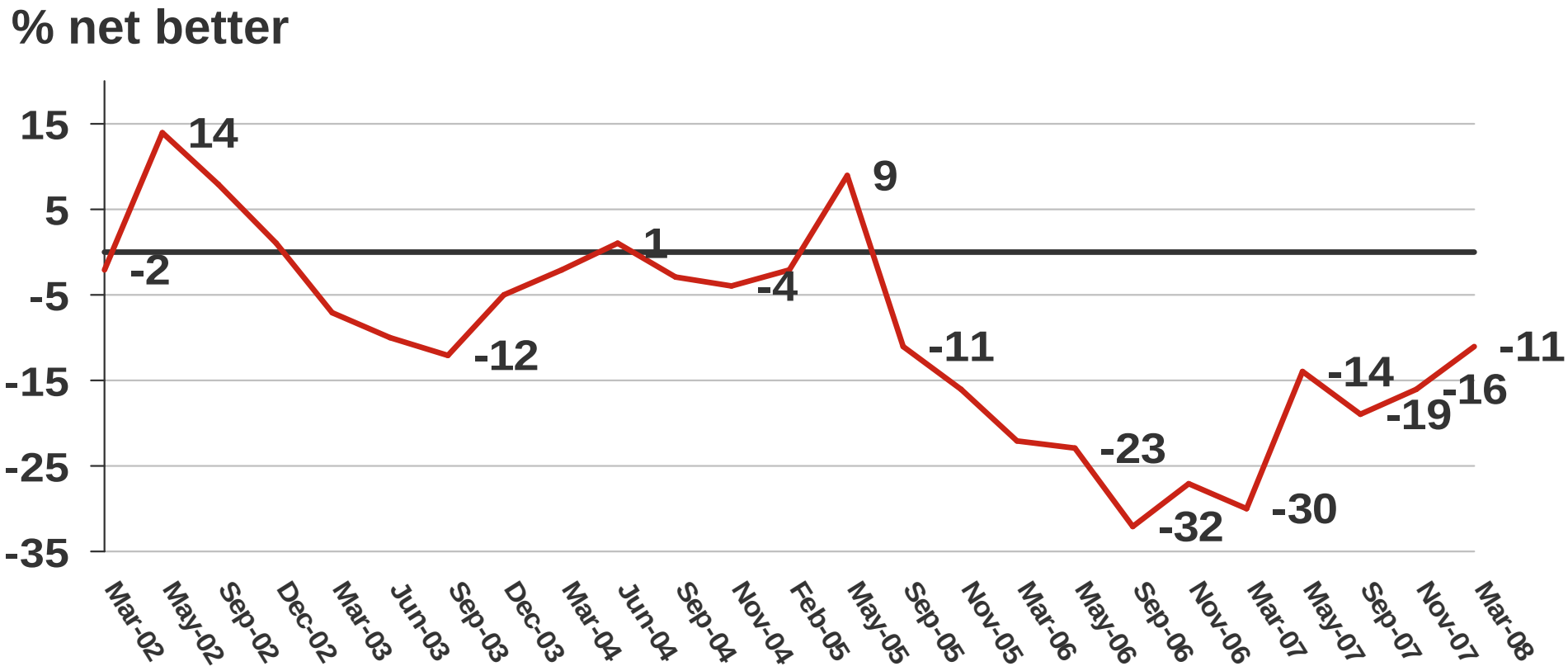
You'll die **8** years younger here than in the rest of the country….

"Doesn't bother me…it's shit here"

Male, 60+

Where will it go next?

Q Thinking about the NHS over the next few years do you expect it to get better/worse?



Thank you

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