

# **Minding the gap between service provision and user experience**

Developing a culture that puts the engagement and experience of service users first

# Understanding what matters



Patients – what ever the service - have told us that they want an NHS that:

Gets the basics right

Fits services around my life

Treats me as an individual, not a set of symptoms

Works with me as a partner

In Maternity high maternity service users-satisfaction is associated with:

- ▶ Women-centred care and fewer interventions **but also**
- ▶ Getting the pain relief wanted
- ▶ Being cared for by fewer midwives women have met before
- ▶ Being spoken to in a way women could understand
- ▶ Being treated with kindness
- ▶ Being given the information and explanations women needed.

# Women's views of care during pregnancy, childbirth and postnatally



Most mothers do describe their maternity care positively **but** *Towards Better Births* found:

- ▶ Significant differences existed between trusts
  - ▶ In most favoured trust 88% rate care as excellent or good
  - ▶ In least favoured trust 30% rate care as excellent or good
- ▶ Significant differences between different points of the care pathway
- ▶ The two aspects of care that received the least favourable ratings were about “providing information and explanations” and “involvement in decisions”

# Measuring quality



*The quality of midwifery care is ultimately measured by the experiences of the women who use our services and the clinical outcomes for mother and baby.*

*A high quality maternity service should...demonstrate that we understand and can meet the needs and expectations of women, by offering the best possible personalised care and the highest standards of clinical safety.*

**Delivering High  
Quality Midwifery  
Care 2009**

# The vision for the NHS



Our vision is for patients and the public to drive the design and delivery of high- quality services. To achieve this, every day, everyone working in the NHS needs to engage patients and the public in making decisions.

# Why is PPE so important now

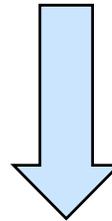
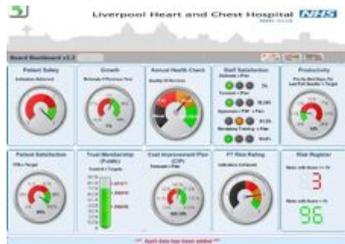


- ▶ Policy direction: Building Britain's Future states,  
***“The key relationship in the next decade will be...between the empowered service user and the public service professional”***
- ▶ NHS faces challenges it needs help to meet:
  - ▶ Cost of keeping pace with modern technology and medicine
  - ▶ Responding quickly to changing demographics and patterns of disease
  - ▶ New need to release £15 - £20 billion in efficiency savings through increased productivity and quality
  - ▶ Higher public expectations. Consumers demand services that understand and respond to their individual needs

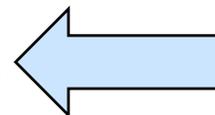
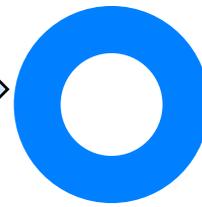
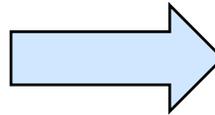
# The future landscape



Empowered service users



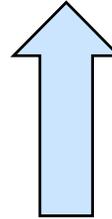
Empowered staff



Accountable services

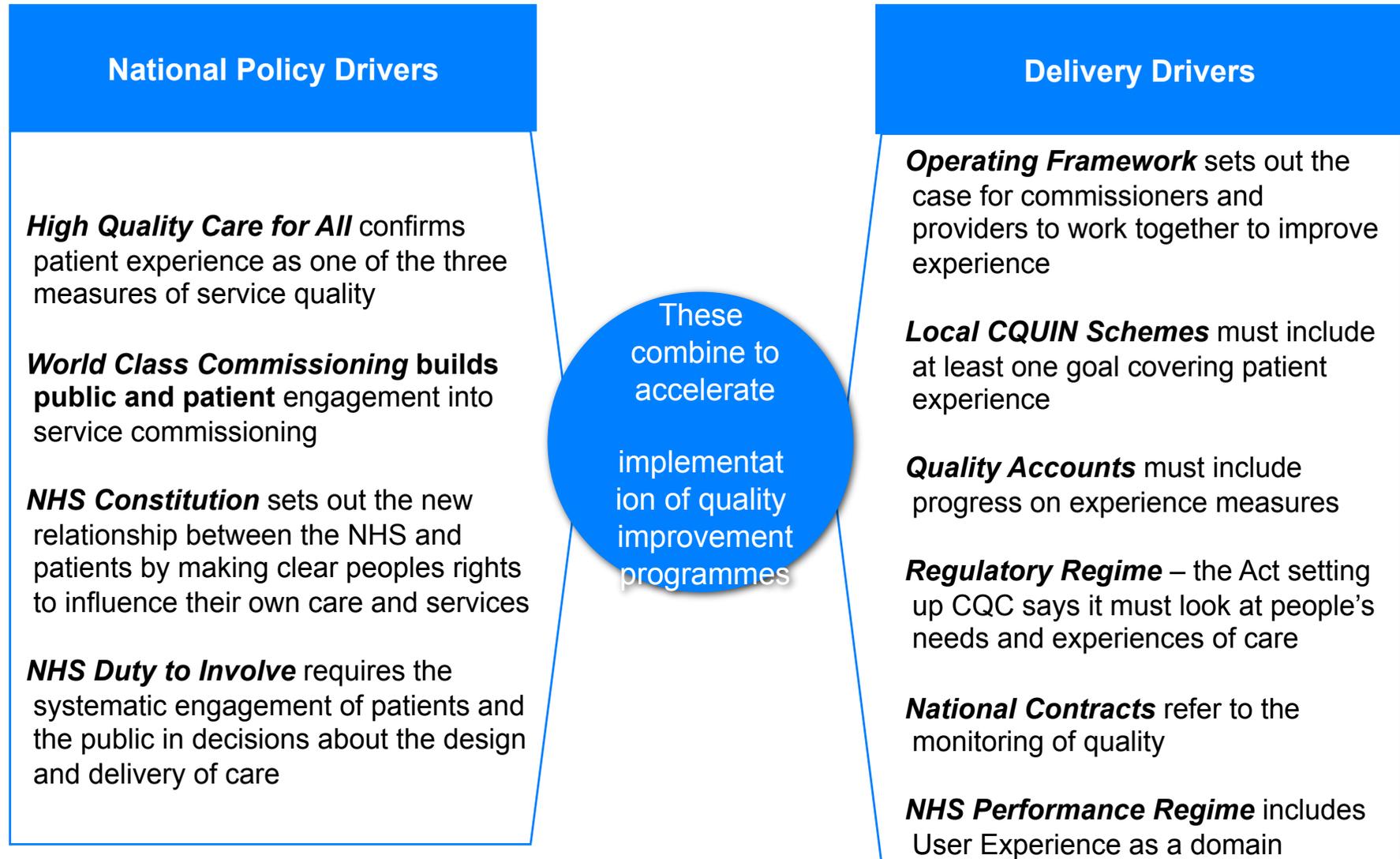


Informed service users

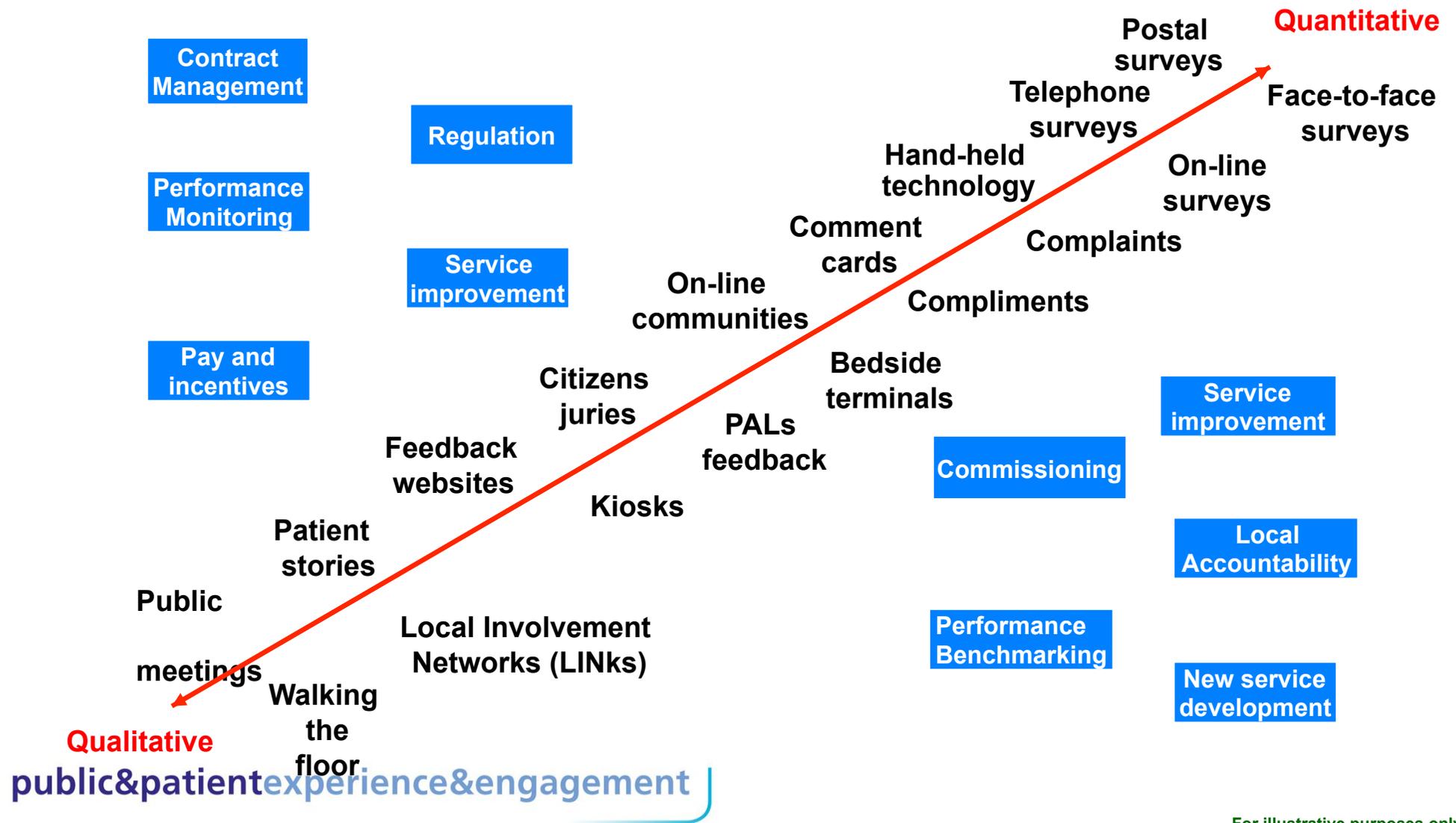


# Getting there

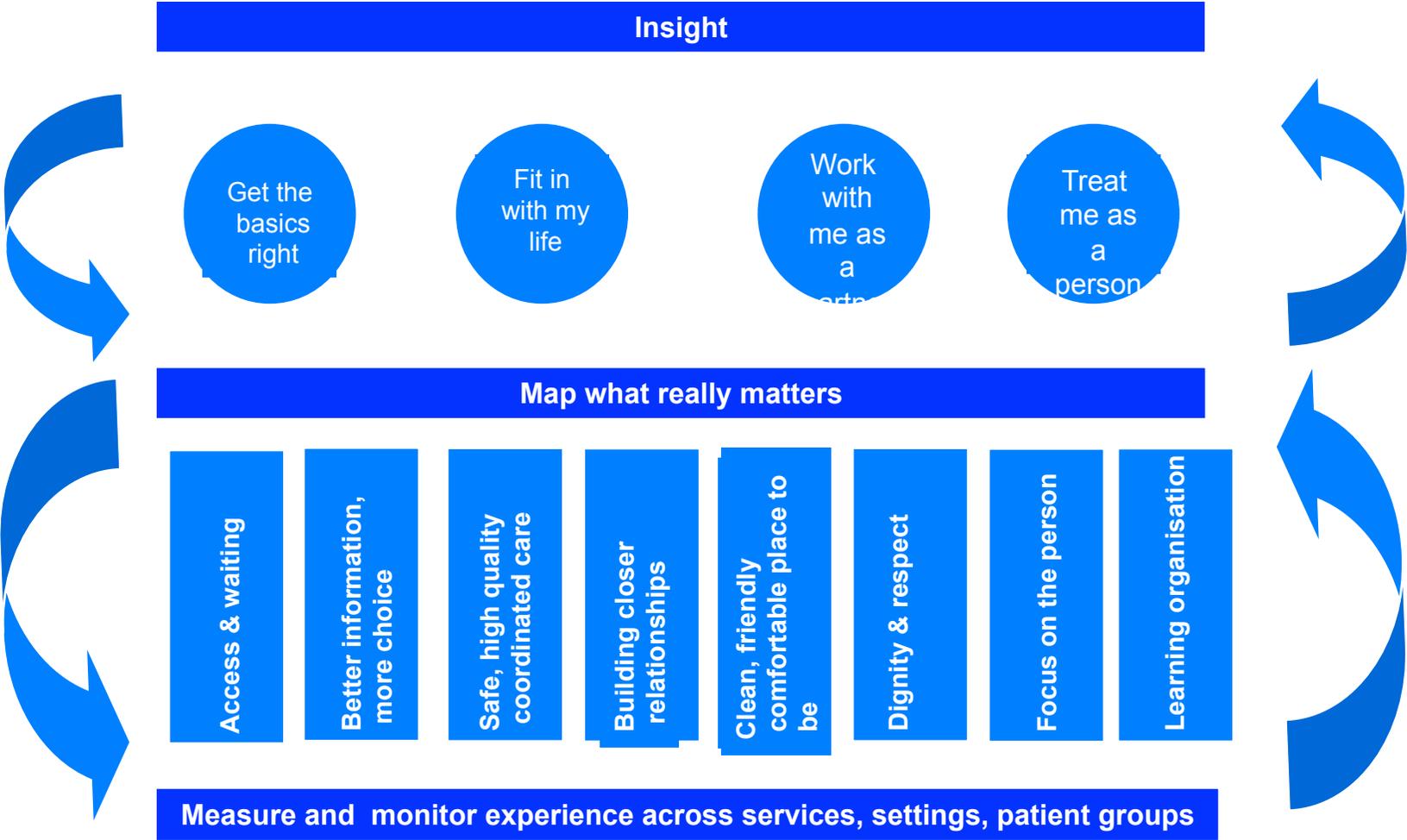
# PPE part of the fabric of NHS reform



# Listen: systematically gather feedback



# Understand: what really matters

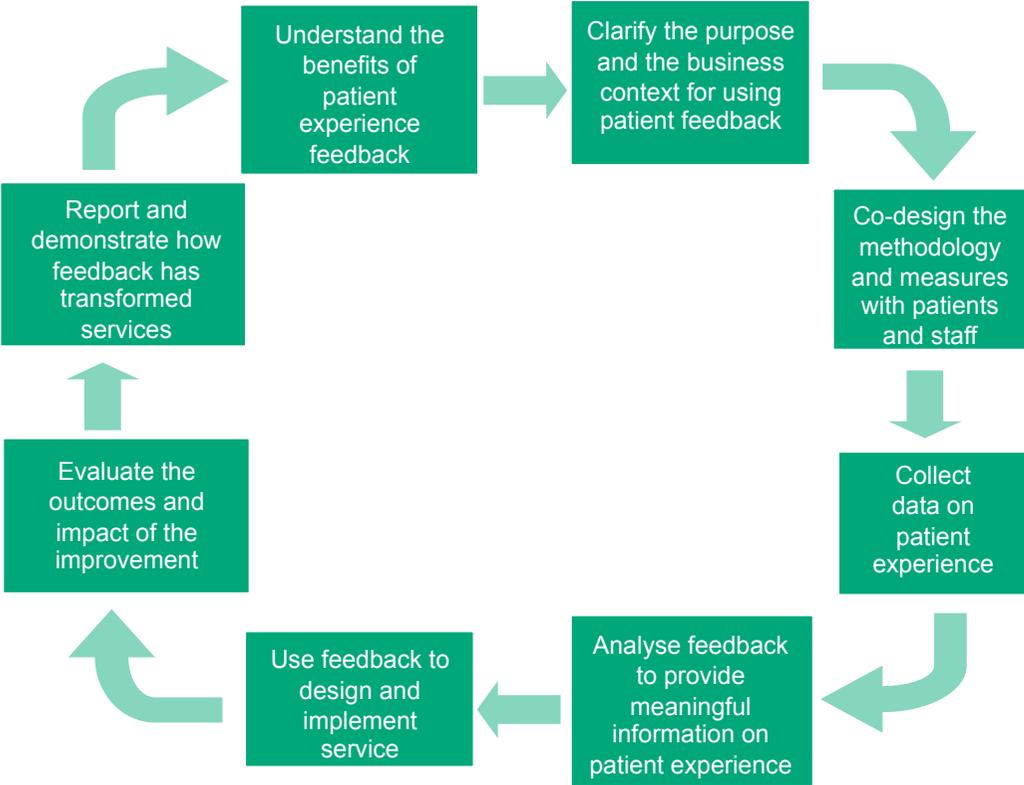


# Respond: to both patients and communities



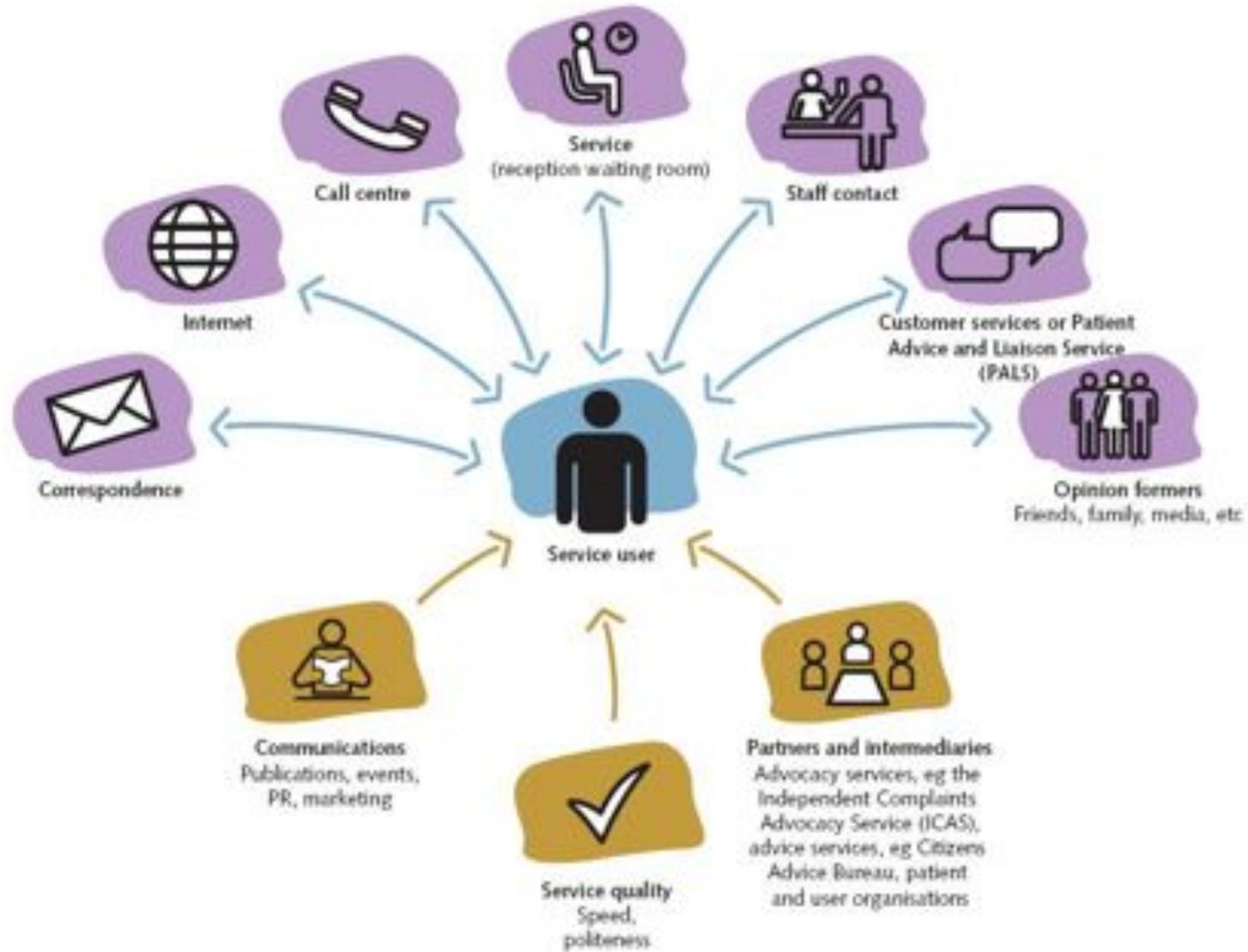
## The patient

## The public



# Where next

# Better customer care



# Find and share innovation



**Real-time patient feedback** enabling staff to make improvements to services at ward, department, clinic or hospital level



**More targeted health information** using mobile technology, interactive TV etc.



**Armchair involvement** in shaping local services using new technology



**Greater use of telecare** to enable assessment, prescriptions etc.



**New approaches to self-care** in partnership with stakeholders and patients

**Staff >>> Ideas <<< Public**

# Look out - not up

