

Report to:	Board of Directors				
Date of Meeting:	27 January 2016				
Report Title:	<b>Patient &amp; Public Experience &amp; Engagement Strategy 2016-2020</b>				
Status:	For information	Discussion	Assurance	Approval	Regulatory requirement
Mark relevant box with X				x	
Prepared by:	Rob Dearden, Director of Nursing				
Executive Sponsor (presenting):	Rob Dearden, Director of Nursing				
Appendices (list if applicable):	N/A				

<b>Purpose of the Report</b>
<p>The PPEE Strategy seeks to deliver extraordinary Patient Experience in line with the organisation's quality performance standards (and is aligned with the Quality Improvement Strategy). It is totally aligned to Right Care, Right Place First Time. It seeks to articulate the individual person at the centre of care, who is empowered, informed, involved, supported when necessary to live as full a life as possible and to receive efficient, timely care interventions as required in any setting. This is enabled by technology. The PPEE Strategy communicates expectations for delivery and clearly aligns this with Right Care.</p>

<b>Key points for discussion</b>
<ul style="list-style-type: none"> <li>• Right Care in Action – making it real.</li> <li>• Implementation - the delivery of extraordinary patient experience.</li> </ul>

<b>Recommendations</b>
The board is asked to approve the PPEE Strategy.

# Patient and Public Engagement and Experience (PPEE) Strategy 2016-2020

## ‘MY CARE – RIGHT CARE, RIGHT PLACE, FIRST TIME’

OUR VISION: CARE IN PEOPLE'S HOMES THROUGH PATIENT ORCHESTRATED CARE



# Preface

We aspire to practice what we preach by making sure that extraordinary patient experience is at the heart of everything we do in all care settings and interactions.

We want to know what matters to patients, their relatives and carers to make sure we provide a person centered service.

We want the person to be in control of their health and care from the outset and by listening, understanding and responding to the views of our patients and the local community we will deliver what they want and need.

Our PPEE Strategy embraces our Right Care vision and aligns to the Trust's Quality Improvement Strategy.

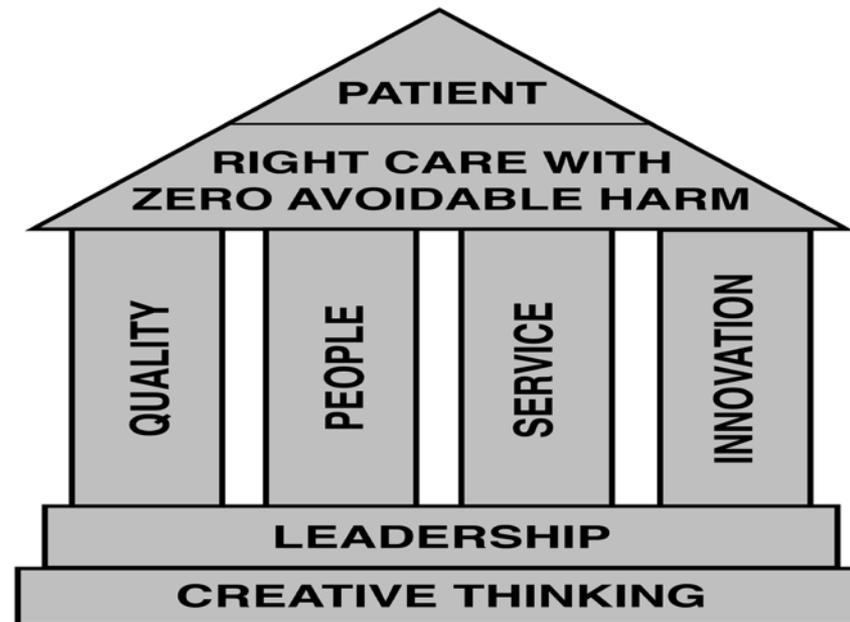
**Rob Dearden, Director of Nursing**  
**Isobel Scarborough, Chair – Patient  
& Carer Panel**



# Introduction

Airedale NHS Foundation Trust's PPEE Strategy will be aligned to our organisational and local health and social care community's vision of Right Care. It is also inherently aligned to our Quality Improvement Strategy (QIS).

This involves introducing the Right Care Quality Temple which shows the four pillars of 'quality', 'people', 'service', and 'innovation' that will be used to drive the improvement in quality and safety - all vital to patient-orchestrated care and a good patient experience.



# Consultation

Following consultation, the following principles and cultural values will be adopted:

- ✓ We will seek to deliver extraordinary patient experience, going the extra mile, not accepting the average
- ✓ Focus will be on social as well as clinical health and wellbeing.
- ✓ The Essential Standards of Caring for People with Dignity and Respect will be shared, embedded and lived out for the benefit of our patients and public to ensure people are treated with dignity, respect, care and compassion.
- ✓ We will provide inclusive care and safeguards for our patients, being minded to act in their best interests, assessing capacity at all times and ensuring advocacy when indicated.
- ✓ Our staff will be recruited against NHS core values and these will be incorporated within job descriptions with performance being monitored against these.
- ✓ The impact of decision making at all levels must always be considered in respect of the effect on patients and their families.
- ✓ The Board will overtly demonstrate by actions and behaviours that we understand the impact of our decision on our patients – Board reports and decisions will consider the effect on the patient.
- ✓ Directors will enhance their visibility and connectivity with patients, families, public and staff across the organisation.

# NHS Constitution

The NHS is there to improve our health & wellbeing, supporting us to keep mentally & physically well. To get better when we are ill and, when we cannot fully recover, to stay as well as we can to the end of our lives. It works at the limit of science – bringing the highest levels of human knowledge & skill to save lives & improve health. It touches our lives at times of basic human need, when care & compassion are what matter most.



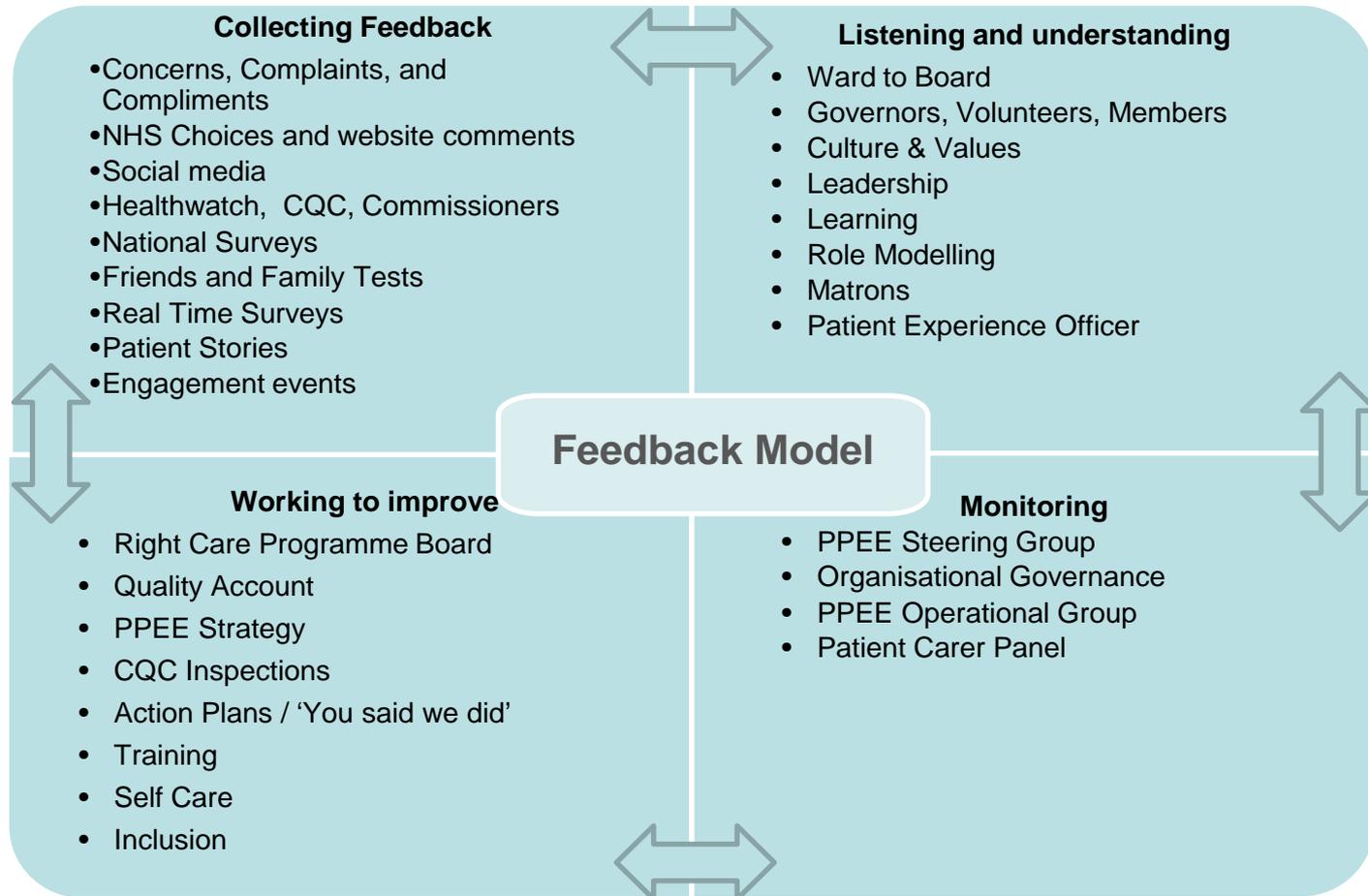
# Patient Experience – Key Principles

- Nothing about me without me
- Making every contact count
- Through their eyes
- At the heart of everything we do



# Listening to what you tell us

We will continue to collect feedback about our services using a number of approaches to ensure patients, carers and their families have the opportunity to tell us about their experience.



# Creating an extraordinary Patient Experience

## What the Quality Improvement Strategy states:

### Involve patients/carers in everything we do

- We will change the culture within the organisation to increase the involvement of patients and carers in everything we do.

### Have patient orchestrated care

- Patients of Airedale NHS Foundation Trust will increasingly be able to guide and dictate what care they want and where it will be given. We will use technologies, where appropriate, to allow us to provide this. Increasingly this will involve working with partner organisations to influence the whole health and social care economy to deliver this. Patient care will be supported by one patient one record Systemone to support safe, timely & efficient practice, communication & information sharing (with consent). We seek to ensure that patients and carers are given appropriate information and are actively encouraged to ask questions and participate in their care.

### Listening

- We will listen to our patients and staff to design pathways of care, services and estate.

### Experience-based design

- We will use experience-based design to guide how we do things in the future.

...*Services will be caring, effective, well led, safe and responsive*

# Creating an extraordinary Patient Experience

## Personal orchestrated care – ‘My Care – Right Care’

- ✓ We will help patients to live a life informed about their health and lifestyle, with choice and empowerment to express themselves with personal meaning, to live as full and enriched life as possible.
- ✓ We will treat patients as individuals with respect, dignity and compassion.
- ✓ We will recognise that patients have the right to make their own decisions and, with patient consent, for family/ carers to be involved.



# Creating an extraordinary Patient Experience

**We will provide care and treatment that is patient centred. This will mean:**

- Care will be jointly agreed and people will be encouraged to engage and actively participate in their care, giving greater personal understanding and maximising the potential for self care. This may empower people to proactively seek out alternative pathways of care and be assisted to do so.
- People should be able to decide if they do not want intensive intervention or receive all treatment being offered, with health professionals engaging in early conversations about life choices.
- Staff will value patients as people and individuals. They will be attentive, listen, smile, have eye contact, be responsive, communicative, compassionate, supportive and provide information clearly.
- Discussing together medication choices which may include patients accessing and taking their own medication. Timely pain assessment and relief if needed and being given a full explanation in an understandable way of all aspects of any medication being suggested.

# Creating an extraordinary Patient Experience



## Standards and expectations for delivery

We will provide an environment that:

- Embraces the key principles in all care settings
- Is respectful & recognises the individual, their family & their identity & their choices
- Is clean and safe.
- Promotes a peaceful, restful environment, especially at night – we will offer ear plugs where needed.
- Is pleasant throughout with a friendly, comfortable and calming outlook in all clinical and non-clinical areas.
- Has toilets with signs to say when last cleaned.
- Has clear signage in line with our Way finding Strategy.
- Makes all our open spaces accessible, such as opening up our courtyards.
- Wards and Departments that are suitably equipped with facilities that enable total privacy and dignity.
- Has easily accessible car parking which is as stress free as possible. This will involve having sufficient blue badge spaces, with fees that are fair and with easy payment methods.

# Creating an extraordinary Patient Experience

## Standards and expectations for delivery

We will provide a timely service with the following aims:

- Ensure Right Care, Right Place, First Time
- Within nationally mandated performance targets as a minimum but we will always seek to exceed these wherever possible (in line with delivering extraordinary care & Airedale stretch targets – QIS).
- Aim to acknowledge and be responsive to patient's call bells and urgent community visits.
- If there are delays, patients will be given full clear explanations straight away and on an on-going basis.
- Ensure timely, seamless, transfer of care with effective communication/arrangements involving all relevant parties
- An agreed appointment/treatment should not be cancelled unless due to an emergency/unforeseen situation. If it is, a full explanation will be provided and a new early date jointly agreed.



# Creating an extraordinary Patient Experience

## Standards and expectations for delivery

We will provide full information that is freely available. This will be:

- Available from a central, easily accessed single point of contact patient navigation and experience centre, housing such services as health information hub; complaints and PALS; equality and diversity; volunteer management; patient experience.
- Provided in different formats and languages which will be clear and simple to understand. It will be given by way of such things as leaflets, posters, apps, social media, DVD and video, electronically, TV's etc.
- Appropriate access to interpreting and advocacy services where relevant & appropriate.
- Conform with the Accessible Information Standard.



# Creating an extraordinary Patient Experience

## Standards and expectations for delivery

We will provide staff with relevant training. This will include:

- ✓ Induction
- ✓ Mandatory updates
- ✓ Customer care specific Right Care Training
- ✓ Customer care tailored training
- ✓ Patient stories
- ✓ Integrated care
- ✓ Prevention/self care
- ✓ Health & wellbeing
- ✓ Leadership development
- ✓ Organisational development.



Delivery of the PPEE Strategy will be within a backdrop of changing models of care. Moving forward during the next 3-5 years there will be more concentration on care within community settings; integrated care; and self-care. There will always be a need for acute hospital care but this will in future have a different emphasis. The PPEE Strategy will be delivered within that changing infrastructure and will recognise:

- Culture and values
- Patient expectation
- Care navigation
- Aspiration
- Inclusion

***“Care services touch our lives at times of basic human needs,  
when care and compassion are what matter most”.***

**(The NHS Constitution)**

***‘MY CARE – RIGHT CARE, RIGHT PLACE, FIRST TIME’***