



INFORMATION ABOUT PUBLICISING THE NHS ADULT INPATIENT SURVEY 2016

THE CO-ORDINATION CENTRE FOR THE
NHS PATIENT SURVEY PROGRAMME

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1 Publicising the survey

1.1 Pre-survey communication with staff

The best way to ensure your survey is a success is to work hard in the beginning to involve those people who have the most impact on patients' experiences and who will be responsible for responding to the results of the survey.

Keeping everyone informed

Notify as many staff members as possible about the survey in case patients contact the trust asking questions about the questionnaire they have received. Patients can be expected to ask receptionists, doctors, nurses, patient liaison officers, or the Chief Executive's office about the survey, even when your covering letters give contact details for the survey manager(s) and the dedicated helpline. Notify front line staff and executive offices that a survey is being conducted, and give them the name and number of a contact person. Survey manager(s) should be prepared to respond to these calls quickly.

Staff could be notified of the survey through a variety of methods:

- Electronic (e.g. e-bulletins, website, intranet)
- Paper-based (e.g. staff briefings, newsletters, flyers, posters)
- Face-to-face (e.g. meetings, presentations and events)

Appendix 1: Suggested text for pre-survey communication with staff includes information which you can tailor for publicising the survey to staff.

1.2 Publicising the survey externally

It is important that the national surveys are publicised and responses encouraged so that as many patients' voices are heard as possible. To help promote involvement and maximise response rates, and to give the opportunity to opt out, the survey can be publicised to patients and the public through a number of ways, for example:

- Send a press release to the local media to raise awareness of the survey and gain publicity just before the survey takes place. Information to help you draft a press release is shown in Appendix 2 and can be found on the NHS surveys website: <http://www.nhssurveys.org/surveys/935>. Talk to your hospital's press office for more ways in which you can gain publicity locally.
- Put up posters around the hospital which show the importance the trust places on gathering patient feedback. To be most effective at increasing your response rate, posters should be put up in the hospital during the sampling period (i.e. during the month(s) from which your sample of inpatients will be drawn). A poster is available on the NHS surveys website at: <http://www.nhssurveys.org/surveys/936>
- Consider using social media such as twitter or other local social media to publicise the survey.

2 Appendices

Appendix 1 Suggested text for pre-survey communication with staff

Example titles:

What do our patients think about us?

Getting patients' views on the quality of care in [trust name]

Understanding patients' experiences in [trust name]

Patient views vital to drive service improvements in [trust name]

We [or NHS Trust name / Hospital name] will soon be carrying out a survey to find out what patients think about the care that we provide. The survey of adult inpatients is part of the national NHS patient survey programme.

Why are we doing another patient survey?

The survey needs to be run every year using the same method and asking the same (or similar) questions so that we can see any changes in patients' experiences over time. This enables us to make improvements in a specific area if people's responses show a poor experience. It also helps us to evaluate the success of quality improvement initiatives implemented since the last survey.

It's vital to gather feedback from patients and take their views and priorities into account to improve the quality of care.

When is the survey happening?

Questionnaires will be posted to a sample of patients during [month]. A reminder will then be sent during [month] to those who have not responded.

Patients are being asked about various aspects of their care, including [arrival at hospital, the quality of care and treatment, pain management, communication with doctors and nurses, information, and the hospital environment.]

Who is the questionnaire being sent to?

The questionnaire will be sent to a sample of [number] patients, aged 16 years and over, who spent at least one night in hospital during [month]. [An external survey contractor, {name}, is administering the survey so that patients' responses are anonymous].

How have we used the results from previous survey?

Results from the 2015 inpatient survey helped to identify areas where there was most room for improvement [a summary of the key findings from the previous survey and how the trust acted on the results can be inserted here].

When will the results of this survey be available?

The results of the 2016 survey will be available in [month/date] in [location of where results will be published or shared with staff]. The survey findings will be reported in [format, e.g. a summary report, at a meeting etc...]. We will work with our staff and patients to use the feedback from this survey to help improve patient's experiences at the trust.

Where can I find out more?

Please contact [lead survey name and contact details].

Appendix 2 Suggested template text for pre-survey article for external media

Example titles:

[NHS Trust name] seeks patient views

Patient views vital to drive service improvements in [NHS Trust name]

Your chance to tell [NHS Trust name] about quality of care

We [NHS trust name] want to hear about your care

[NHS Trust name] is carrying out a survey to find out what patients think about the care they received when they were in hospital. The trust plans to use this feedback to improve patients' experiences. [NHS Trust name] will use the results of the survey to highlight areas where they perform well and to identify the areas where they need to improve.

Patients who have recently stayed in hospital as an inpatient at [Hospital A and Hospital B] may receive a questionnaire in [month], asking about their experiences. They will be asked about various aspects of their care, including [arrival at hospital, the quality of care and treatment, communication with doctors and nurses, information, and the hospital environment.]

Obtaining feedback from patients and taking account of their views is really important for bringing about improvements in the quality of care. Results from the survey will be used to [insert purpose of survey here, e.g. to track patients' experiences of care received at the trust since the last survey was undertaken in [2015] / or to measure the impact of changes made at the trust based on feedback from the 2015 survey / or to find out if recent changes made to the service has led to an improvement in patients' experiences.]

Results from the 2015 adult inpatient survey helped to identify areas where there was most room for improvement [a summary of the key findings from the previous survey and how the trust acted on the results can be inserted here.]

People's responses are anonymous and the results of the survey will be presented in a form that does not allow any individual's answers to be identified. The results will be published by [NHS Trust name] in [month and year].

[A senior executive at the trust] says "We hope that our patients will take the time to help us with this survey. Their views are vital in helping us to find out how we are doing and how we can improve. This is an excellent way for patients to help shape the services we provide in the future."