



The Friends & Family test for NHS Staff

April 2014

Staff FFT collection begins this quarter—Are you ready?

The NHS England requirements state that Trusts need to be collecting the Friends & Family test from their staff this quarter ready for reporting by the end of July.

How likely are you to recommend your Trust to friends and family as a place to work?

- Extremely likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Extremely unlikely
- Don't know

- All staff must each be asked at least once per year so different staff could be included each quarter
- Submission is only in 3 quarters of the year avoiding the October-December quarter when the existing NHS Staff survey is carried out

Period	Submission by
Q1 (April – June 2014)	28 July 2014
Q2 (July – Sept. 2014)	28 Oct. 2014
Q4 (Jan. – March 2015)	28 April 2015

However, many trusts have decided to measure all staff each quarter and for all 4 quarters of the year as they believe the Staff FFT is so important in both engaging with staff and understanding their views.

The questions to be asked are unchanged:

- *How likely are you to recommend <this organisation> to friends and family if they needed care or treatment?*
- *How likely are you to recommend <this organisation> to friends and family as a place to work?"*

The results will be reported using the Net Promoter Score as for the patient FFT. With this scoring method, the results are very sensitive to any responses other than “Extremely likely” to recommend.

However, NHS England is looking at a possible alternative scoring to the Net Promoter Score methodology used up to now for the patient FFT, to improve understandability. More news on this may be available in the summer.

Coverage challenge

NHS England will produce an estimate of data completeness for each organisation by comparing the total number of responses with the total number of people who could respond based on the workforce statistics.

To achieve complete coverage, which is representative of the workforce, an active measurement programme will be required rather than passive collection such as just using touch screen kiosks in staff areas or web-site links on Trust intranet pages.

Reaching all staff

One of the greatest challenges will be reaching all members of staff and doing this effectively every year without the danger of skewed results from passive measurement or survey fatigue. Active measurement means creating a personalised touch point for every member of staff where possible, inviting them to take part in the survey. The benefits of this approach are that you also know who you are not reaching so you can refine your approach to be fully inclusive.

COM-Q service offers multiple active channels

The COM-Q service measures patient experience and outcomes for many organisations in and working for the NHS. It offers a range of Active Measurement channels for collecting and measuring staff feedback and experience including the FFT.

One of the key benefits of a managed programme, whether for staff or patients is that the level of representation is extremely high since all potential respondents get personalised contact which greatly increases coverage and response rate.

Some COM-Q users achieve response rates of over 65% of ALL patients when measuring experience and outcomes.

One of the key benefits is that you can see which groups have not responded so you can use an alternative channel for them.

Organisations already using COM-Q to collect the FFT

- Gloucestershire Care Services NHS Trust
- HCA Hospitals
- Nutricia Enteral Feeding Services for the NHS
- RSL Steeper Prosthetics & Orthotic Services to the NHS

Active measurement means you will know the true response rate as well as coverage rate and the personalised approach greatly increases engagement and response rates. This is especially useful for Trusts with staff in many dispersed locations.

How the COM-Q service provides Active Measurement

The COM-Q service for staff engagement including measurement of the NHS Staff Friends & Family test, works very simply taking all the burden away from organisations.

- * CoMetrica contacts each member of staff on your behalf, at the correct census point.
- * The communication can be personalised and branded so it comes as a personalised request from any person required such as Head of Human Resources, the CEO or anyone else
- * The form of the communication can be an email or for those without known internal or external email addresses, a personalised printed letter or form
- * Staff are invited to answer the questions by clicking a link in the email, entering a web-site on line, using a kiosk or completing on paper.
- * Supplementary questions can be asked which are specific to particular staff groups
- * Staff can be included whatever location they work in
- * Other information or invitations to engage by other means can be included such as focus groups.
- * The results are available to see in real time by authorised staff
- * Standard and user-designed reports can be automatically run when required and automatically emailed to the required recipients
- * Friends and Family reporting for submission to NHS England is automatically produced quarterly but you can see the latest results every day so there are no surprises.
- * You get continuous programmed engagement and measurement without any effort on the part of the organisation to run.
- * CoMetrica provide the service on an annual contract basis with complete security

How to keep up interest and response rates

To keep response rates high every quarter, organisations will have to be more inventive than just providing the FFT questions on a kiosk in a staff area or a link on an intranet page. The measurement programme will need to be dynamic and reflect the needs and interests of individual staff groups.

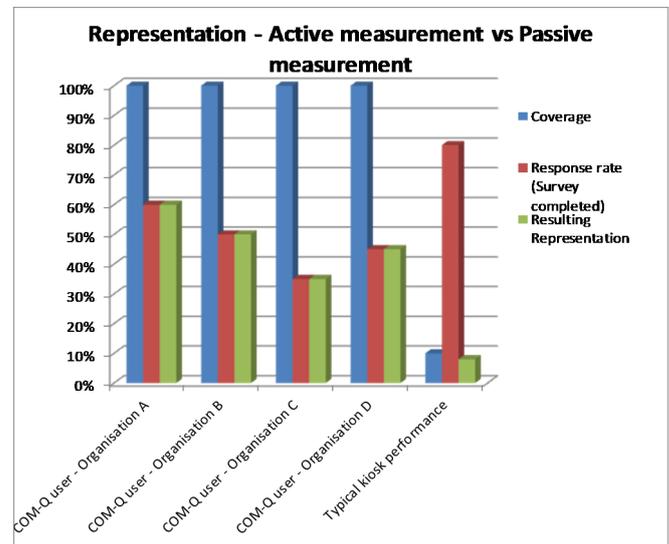
While on-line data bases and real time reporting are vital to make the results useful on a daily basis, organisations have to think carefully about how ALL staff in ALL groups can be measured. For example, many staff do not use a computer at work every day, and a few may not use one at all even at home so multiple channels have to be available.

One of the most successful means for staff FFT collection is email which can be personalised and is quick and easy to run on a programme basis using the COM-Q service from CoMetrica.

Other options include SMS text and paper forms or cards which can also be personalised.

To maintain engagement, the methods used need to be highly flexible, able to ask different questions in real time of different groups of staff or to those in different locations, about issues pertinent to them.

The comments staff make will be extremely important and your collection system must encourage these anonymously and be able to cope with extended comments which cannot be achieved by kiosk and token methods.



Representation rates for the Active Measurement COM-Q Service can be as high as 60% compared with less than 10% for passive channels such as kiosks and intranet links.

You said - we did

Demonstrating listening and taking action are so important to maintain the interest and credibility by staff. This means Trust's efforts need to be focused on using the results rather than running the collection. A fully managed service such as COM-Q lets you do this and there are no hidden staff costs or staff time involved. The programme is fully automated under your control and is completely secure and anonymous, but avoids abuse through duplicate or malicious responses.

Real time system

Having an integrated, managed system allows you to be measuring some staff every day and real time results can be automatically pushed out to key managers with alerts if required. Comprehensive measurements are available against your own and external benchmarks so you can quickly highlight problems.

For more information about how the COM-Q service can help you achieve easy staff FFT collection, contact us below.

The current NHS England guidance on staff FFT collection can be found at

<http://www.england.nhs.uk/wp-content/uploads/2014/02/staff-fft-guide.pdf>

Further Information about the COM-Q service can be obtained from Stuart Mathieson on 07973 212306 or via email

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