



OUTCOMES

July 2014

Friends and Family Test —New Guidance



Recent Publications

Outcomes January 2014 focused on roll-out of the Staff Friends and Family Test in the NHS and how to improve response rates in the patient FFT

Our previous newsletters illustrate examples of where PROMS and PREMS are being used to measure the value of services as perceived by patients themselves. You can download the newsletters [here](#)

Staff FFT Collection

A review of the first quarters collection of the NHS Staff FFT is available on the CoMetrica website [here](#)

Market review paper compares different channels for capturing patient experience

CoMetrica has published a paper useful to anyone who is considering improving their means of measuring patient experience. You can download the paper [here](#)

Conferences & Events supported by CoMetrica

- 5th February 2014 - Patient Experience Network National Awards, Birmingham
- 28th July 2014— NHS East England FFT day Leicester

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NHS England publishes guidance on



roll-out to rest of NHS

Comprehensive scope

Almost all the areas originally suggested are required to collect the measure including GPs and Dentists. The only significant areas left out for now are Pharmacy and Opticians as it was felt it was too difficult for the service and patients to demarcate between the NHS and any private elements of the service but future inclusion may still be possible. The only other area left out of mandatory collection is custodial healthcare.

Timetable for collection

GPs	- 1st December 2014
Mental Health	- 1st January 2015
Community Services	- 1st January 2015
Dental practices	- 1st April 2015
Ambulance Trusts*	- 1st April 2015
Outpatients	- 1st April 2015
Day cases	- 1st April 2015
Walk In Centres	- 1st April 2015
MIUs	- 1st April 2015

*Ambulance Trusts are only required to measure emergency or GP referred patients who are seen but not conveyed e.g. see & treat and PTS patients. Patients who are conveyed by 999 Ambulance are not required to be measured.

Focus of the guidance

Every patient is to be provided the opportunity to respond and there can be some local flexibility, for example over the point in the patient pathway at which the newly collected services are measured. The questions remain unchanged.

Use of tokens banned

The “supermarket style” token system used by some Trusts particularly in A&E departments has been banned as it is too superficial and does not allow the collection of comments linked to the response. Providing an opportunity to make a free text comment is now mandatory but patients must be able to opt out of their comment being published even if anonymously.

Inclusivity

More than 25% of the new guidance is devoted to making the FFT inclusive. Collection from children themselves where possible is encouraged along with patients with learning difficulties, dementia and other groups who may not readily be able to respond to the standard question. Examples are available in braille, British Sign Language together with some videos of implementation ideas for these groups.

The collection of demographic information with the responses is encouraged which could make collection a little more complex for some Trusts using basic on-line & text systems. Such collection is already automatic with the COM-Q service.

Alternative wording

Examples are provided of some simpler questions and choice wordings which may be more suitable for children, LD etc. groups. A mapping is provided of how these should be counted into the standard question response groups.

Methods of collection

With the exception of the new ban on tokens, a range of collection methods is supported and encouraged to best meet the needs of individual Trusts in maximizing inclusivity, accuracy and reach. The use of animated graphics which may lead patients is discouraged along with overt supplier logos and colour schemes.

Net Promoter Score to go

A key component of the patient FFT when it was launched was the Net Promoter Score. Despite efforts nationally and locally to explain the -100 to +100 scale, it was not well understood by NHS staff or the public. Some of those who did understand it felt that the Department of Health’s 6 point scale did not translate well using the NPS methodology which usually uses a 10 point scale.

The recent review by NHS England has led to the NPS being dropped for the roll-out of FFT to other areas of the NHS and will likely be dropped from the Inpatient, A&E and Maternity reporting next year or earlier.

How the results of the FFT will be reported nationally has yet to be confirmed by NHS England but it may be a simple % of patients who said they were “Likely or Extremely likely to recommend” or possibly a star rating system as has been used locally by many Trusts.

COM-Q Upgrade Programme

COM-Q users have had a range of system enhancements in the past few months including integrated “Instant” web surveys, patient level selective SMS and Email channels and support for low volume paper and on-line local services where required.

Further enhancements planned include automatic “Alert” reports pushed to users where specific responses have been made or adverse scores seen.

This means real time issues will not get “lost” within average scores.

Reducing questionnaire overload

The COM-Q system from CoMetrica combines clinical and non-clinical outcome and experience measures into one concise electronic form matched to each patient.

Measures are linked to each patients condition and the services actually used and so are more relevant

Multiple completion routes including the most popular - paper, increase response rates

The majority of ALL service users respond rather than the small samples achieved by passive systems.

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Response rates & coverage

There will be no requirement to reach a specific response rate for the new areas and will probably go for Inpatients, A&E and Maternity by 1st April.

CQUIN targets will be modified as a result, probably initially to “implementation of measurement”, but it is not yet clear what they will be based on thereafter.

However, Trusts & GP surgeries, Dentists etc. will not be able to get away with just a few responses as “completeness measures” will be used, for example how many responses for a GP surgery per year compared with their list size. For hospitals, how many outpatient responses per year compared with total new referrals.

Local action

The focus will be on what changes and improvements are being made as a result of ongoing FFT results locally.

Although there is no requirement or facility to upload comments on a national basis, some thought is apparently being given to a possible future “Trip Advisor” type facility to leave comments about a healthcare experience. This follows some commercial web sites who have gone down this route.

Gloucestershire Care Services 
NHS Trust

Gloucestershire Care Services roll out collection across community services ahead of deadline

Gloucestershire Care Services have already commissioned a Trust wide programme to collect the FFT and other patient experience questions across their community services. They are using the COM-Q service to selectively use different collection channels to best meet the needs of different patient groups.

Pharmaceutical industry to put more focus on Patient Experience

A recent pharma industry patient summit highlighted the need to develop treatments in a more patient-centric way rather than functional treatment journeys. Active engagement and measurement of patient experience is to be an integral part of development and delivery. CoMetrica currently supports pharma companies who have embraced this by measuring patient experience for patients using their products.

For more information contact Stuart.Mathieson@CoMetrica.co.uk

Royal Cornwall Hospitals 
NHS Trust

Royal Cornwall Hospitals uses rapid implementation for Staff FFT

Royal Cornwall Hospitals recently chose the COM-Q **Active Engagement** service to collect their Staff Friends & Family Test. The Trust had hundreds of responses from staff on day one of go-live ready for reporting on time to NHS England for the first quarter deadline. The implementation took just a few days after placing their order with CoMetrica.

The Active Engagement service aims to personally approach all members of staff and encourage an anonymous response to the two staff FFT questions and their own additional questions.

For more information contact Stuart.Mathieson@CoMetrica.co.uk

The Leeds Teaching Hospitals 
NHS Trust

Prosthetic & Orthotic Services measuring outcomes

RSL Steeper who provide the Prosthetic & Orthotic services for LTH at their Specialist Rehabilitation Services (Seacroft) and other centres have recently started using the COM-Q service to measure patient experience and clinical outcomes for their patients.

The service is using a range a condition specific PROMS to provide a patient valuation of the efficacy of the devices provided and fitted for patients together with measures of their experience of using the services.

For further information about any of the articles in this newsletter or for further information about the COM-Q service or how CoMetrica can help your organisation measure patient's outcomes & experience, contact Stuart Mathieson on 020 8785 2140 or via email

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