

Birmingham City Council and Sandwell MBC Joint Health, Adult and Social Care Overview and Scrutiny Committee

Date – 12 March 2024



Subject: Sandwell and West Birmingham NHS Trust (SWB)
Patient Experience Update

Report of: Jamie Emery, Patient Insight and Involvement Lead

Report author: As above

1 Purpose

- 1.1 To update the Joint Health Overview and Scrutiny Committee about recent developments in SWB patient experience and initiatives to improve communication, patient experience and personalisation of care, in line with the SWB Fundamentals of Care programme.

2 Recommendations

- 2.1 The Joint Health Overview and Scrutiny Committee is asked to:
- accept the contents of this paper;
 - discuss matters arising.

3 Any Finance Implications

- 3.1 None

4 Any Legal Implications

- 4.1 None

5 Any Equalities Implications

- 5.1 Some actions described in the report are to support vulnerable individuals who receive SWB care and treatment.

6 Appendices

- 6.1 Appendix 1 – ‘Getting to Know Me’ documentation (size A3 – actual)

7. Introduction

- 7.1 Patient Experience Group (PEG), implemented in November 2022, maintains oversight and assurance of patient, carer, and relatives' experiences of care, in particular the communications and personalisation work-streams aligned with the Fundamentals of Care (FoC).
- 7.2 The future PEG cycle of reporting is aligned to the FoC programme for the year ahead, in addition to other specific projects and areas.

8. Patient Experience Group - updates

8.1 October 2023

A patient / relative story, previously heard at Trust Board, was described by the patient's stepdaughter regarding a mental health needs Emergency Department presentation involving suicidal ideation. Further information about specific action is described further below (9.14).

The Medicine and Emergency Care Group reported the findings of the 2023 Car Quality Commission National Urgent and Emergency Care Survey. Also, the findings of the internal intelligence conveyancing¹ report were presented and discussed. The Primary Care, Community and Therapies Group presented recent activity and actions relating to patient experience and engagement.

Healthwatch Sandwell described joint work with the Your Health Partnership in supporting people with Diabetes. Bereavement / End of Life Services presented the Bereavement Resource Boxes created and provided to wards to support positive end of life experiences.

8.2 November / December 2023

A patient story describing life-experience as a heroin addict and their perspective of personalised care was presented (as heard at Trust Board - January 2024, see section 9.3 below).

The Maternity / Neo-natal Patient Experience Group update was provided including volunteer support and food options available, particularly for vulnerable women. The update also included efforts to improve communication and mechanisms established to gain more feedback from women. It was also agreed that 'Partners in Care' (carer support) could be adapted and implemented in maternity.

¹ Intelligence Conveyancing – the practice of patients being transported via ambulance to a hospital / Emergency Department outside of their immediate local area due to prevailing regional pressure in the system. For example, a patient living in Solihull may taken to Sandwell Hospital Emergency Department due to existing regional pressure.

The Patient Experience Ambassadors and steering group were presented (further detail below section 9.3).

8.3 January 2023

FoC updates were delivered and discussions took place regarding the Personalisation 'Getting to Know Me' documentation and the 'Partners in Care' initiative (sections 9.2 and 9.3 below). The 'Rhythm of the Day' schedule was also presented and discussed.

Sandwell Healthwatch presented their 'Guided by You' research across the region. The development of the SWB Patient Advice and Liaison Service (PALS) was presented followed by the development of the Patient Engagement Portal initiative to improve outpatient access and communication.

9. **Further key updates**

9.1 Complaints and PALS

Since a recent leadership transfer of these services to Chief Nursing Officer's portfolio, and specifically to within the Patient Experience function, work to develop how the Trust manages and learns from complaints and PALS has been undertaken in conjunction with Group leads. This work continues and will culminate in an updated policy and procedure including defined and agreed working standards targeted for April 2024.

This will include development of a defined PALS team and service within the complaints framework. Reporting style and data presentation will be developed and updated in the months ahead.

9.2 Personalisation of care

'Getting to Know Me' documentation (**appendix 1**) is in place on three wards with a further two to be launched shortly. This is available to all wards for use and requires focus to become embedded.

9.3 Patient Experience Ambassadors and Patient Experience Steering Group

The Ambassador's programme was launched at the Personalisation study day in October 2023. Since, this community of practice has grown to c70 colleagues, passionate and committed in promoting and developing positive patient experience across SWB.

Ambassadors are invited to attend a quarterly forum, where achievements can be showcased and support for initiatives in place or proposed can be gained. At the recent inaugural forum, projects undertaken through the Ambassadors' work was presented. These related to the Surgical Same Day Emergency Care Unit and work in combatting addiction-related stigma.

A spin-off from this latter project was the discovery that current disposable patient wipes do not provide optimum patient comfort or promote skin-integrity. A trial of improved quality wipes is being implemented to assess use and impact on patient comfort.

The Patient Experience Steering Group, which reports into PEG, also supports the Ambassadors and their work. Reporting conventions for Ambassador reporting into clinical Groups are being discussed and will be formalised via PEG.

9.4 Surgical Same Day Emergency Care

As identified via the Ambassadors' role, this area has taken steps to improve experience following independent observation and review of the care pathway and the environment. Small scale improvements were found to have a significant impact on patients' experiences. For example, the signage on arrival, the waiting area with appropriate seating and additional computers allowing teams to work more efficiently, so multiple patients' treatment can be processed at one time.

9.5 Carer support. Our Partners in Care

A carer passport is due to be trialled shortly. This will provide the recognition and on-site support that carers have asked for and will establish relationships with carers as equal partners in care. This will be supported through an implementation plan which clearly defines what a carer is and their role. It will be further developed for use within areas such as Maternity and Paediatrics.

The staff carers network is also being developed to support this to work in conjunction with a community carers group / forum, incorporating lived-experience of mental health needs.

9.6 Training and education

Patient experience sessions are now embedded within the student and nurse associate training programme. Building on an initial study day in June 2023, a further study day focussing on personalisation took place in October 2023, which incorporated the launch of the Ambassadors' programme. A further two study days are taking place; firstly on 15 March 2024 focusing on vulnerabilities. Paula McGowan² will be the keynote speaker at this study day. A May 2024 study day will focus on communication, personalisation and experience at end of life and beyond with family / carers.

Further bespoke communication, personalisation and experience sessions have been provided to elderly care / frailty, respiratory, Acute Medical Unit and safeguarding teams. The Sandwell Deaf Community Association (SDCA) delivered an afternoon-long session with the Breast Care Team. This session is

² [NHS England » Paula McGowan](#)

available to book for all Trust teams. The SDCA will be also deliver a session also at the vulnerabilities study day.

Lived experiences of care, voiced by patients, relatives and carers are used routinely in each session delivered. A Communication Skills Working Group is being convened to devise a range of experience and communication skills training packages to suit different staff types. This will be underpinned by agreed communications standards.

9.7 Recruitment

The Patient Experience Manager post has had significant impact on the projects developed to promote positive experience and communication in recent months. The data analyst post has recently been recruited to will commence in post in the weeks ahead. The post-holder will lead on the development of the patient experience dashboard, which will interpret significant volumes of experiential data from a range of sources, including PALS and complaints. This will support understanding of and learning from patient experience at different layers across the Trust.

9.8 Environment

An environmental plan and wish-list was devised in line with the associated FoC workstream. Items related to equality, diversity, inclusion, and vulnerabilities were prioritised. These items are being considered through the workstream to ensure these are in place at Midland Metropolitan University Hospital (MMUH). It is important they are also factored into plans following the opening of the new site.

Environmental walkabouts have recently commenced involving key stakeholders. These concentrate on aesthetics, cleanliness and professional appearance in communal areas. Output and work undertaken as a result of these sessions are now reported through PEG.

9.9 Digital signage

The related FoC workstream has considered locations for digital signage across MMUH and retained estate. The content for the information screens is to be agreed and devised in the weeks and months ahead. The content sessions will involve patients and members of the public.

9.10 #Call Me

SWB is taking learning from a neighbouring Trust in patients having a clear and easy way of indicating their preferred name to hospital staff. The initiative entails an additional section being added to patients' identification wrist bands and name stickers, which can be completed with their preferred name and/or title. This to respect patients' identity by addressing them with their preferred name, not assuming that they are most comfortable using their formal birth forename.

An IT graduate is leading on this project at SWB; fortnightly meetings with Patient Experience are in place.

9.11 Information leaflets

Regular workshops are in place to agree process in creation, review, and continuation of patient information. This will support and improve the quality and governance of SWB produced patient information leaflets.

9.12 Patient and Public Voice

Over the coming months SWB will invite patients and population to co-produce the Trust's Involvement and Insight Strategy. This will drive how SWB engages with and listens to local people. Through this work, SWB will also establish a Patient Partnership Voice group, a forum that will report into and support PEG.

In addition, community discussions are being planned regarding the implementation of the Patient Safety Incident Response Framework.

9.13 Food and a smoke free environment – children and young people (CYP) and their parents

In line with the Sophie's Wish³ campaign, recent research was conducted with CYP and parents at SWB to understand perceptions of food provision and support available to parents when their child is in hospital. This is now being developed to ask CYP specifically the changes to menus they would make. In conjunction with the Head of Soft Facilities Management, a plan will be devised to alter the food provision in these areas.

A significant issue causing distress to children and their parents relates to people smoking immediately outside the CYP ward at Sandwell Hospital. An audio system is being installed to combat this; nursery children have provided recorded messages which, through the audio system, will be played intermittently in this area as a deterrent to smokers.

9.14 Mental Health Emergency Department – patient story learning

This was used to test, examine, and improve our care and processes in how we look after our patients with mental health needs and other vulnerable people. As confirmed at a cross-partner meeting with the patient's family in November 2023, a mental health triage process is implemented to assess and cater for personal needs, particularly at discharge. Mental health-qualified recruitment was undertaken and a Practitioner in Charge has oversight of all people and their circumstances at discharge, with particular focus on any pre-existing vulnerabilities.

Appendix 1: 'Getting to Know Me' documentation (size A3 - actual)

³ [Sophie's Wish | Grace Kelly Childhood Cancer Trust \(gkcct.org\)](https://www.gkcct.org)

Getting to Know Me

My name is: **but call me** **my birthday**

My Life Story... i.e. family history, special people, pets, significant events, education, employment, places I have lived, my faith, religious beliefs and spirituality, memories that make me happy.

My Interests are... i.e. knitting, DIY, cooking, gardening, reading, music, films, radio, travelling, TV, sports etc.

Visible clues that I am unhappy or need something...

Possessions/objects that make me feel secure...

What frustrates me... i.e. being told to sit down repeatedly

What is my daily hygiene routine and what I like to wear...

Please help me by... i.e. distracting me by playing music

What I like to eat and drink... i.e. Hot or cold, certain textures etc.

My spiritual needs are:

When I am happy and feel calm I will... talk about my loved ones or things I like around me.

"My likes and dislikes"

Please make a copy in my notes

Signed by