**WELSH HEALTH CIRCULAR**

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<table>
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<tr>
<th><strong>Title:</strong></th>
<th>Updated Framework for Assuring Service User Experience</th>
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**Date of Expiry / Review**  
N/A

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<th><strong>For Action by:</strong></th>
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| Chief Executives of Health Boards and NHS Trusts  
Nurse Directors of Health Boards and NHS Trusts | Immediately |

**For information:**  
Members of the National Quality and Safety Forum  
Members of the Listening and Learning from Feedback Group

**Sender:**  
Professor Jean White, Chief Nursing Officer, Nurse Director NHS Wales  
Janet Davies, Specialist Advisor for Quality and Patient Safety

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**Enclosure(s):**  
Annex 1: Framework for Assuring Service User Experience
Dear colleagues,

**Updated Framework for Assuring Service User Experience**

In May 2013, the Minister for Health and Social Services issued the Framework for Assuring Service User Experience to Chairs of Boards in NHS organisations.

The 2013 framework has been updated following ‘Trusted to Care’ and ‘Using the Gift of complaints’ and in the light of the revised Health and Care Standards. It includes the need to gain feedback from concerns, complaints, compliments and clinical incidents. A copy of the framework is attached at Annex 1.

The updated framework was launched at the 1000 Lives Improvement National Learning Event on 17 June which focussed on ‘Listening and Learning organisations’. It included the launch of the latest white paper ‘Listening and Learning to Improve the Experience of Care’.

The framework should be used to measure and report on the views and experience of service users, and capture how this information is used to inform and improve service delivery. It is intended to guide and complement patient feedback strategies in NHS organisations.

The Listening and Learning from Feedback group of the National Quality and Safety Forum (NQSF), formed from the National Service User Experience and NQSF sub group, will have an overarching strategic role overseeing the implementation of the updated framework.

Yours sincerely

Professor Jean White
Chief Nursing Officer
Nurse Director NHS Wales

Janet Davies
Specialist Advisor for Quality and Patient Safety
Listening and Learning from Feedback
Framework for Assuring Service User Experience 2015
Service User Experience Framework

Service user experience can be defined as “What it feels like to be a user of the NHS in Wales”. A service user can be defined as someone who uses or has access to health services in any setting, including their families and unpaid carers. NHS Wales provides services across a wide range of patients both in the community and in hospital settings therefore there cannot be a generic approach to determining service user experience.

The specifics of what is important to service users and how this influences their experience will need to be defined for each group and clinical setting, although there are common themes which cross all service boundaries.

The NHS in Wales has adopted a service user experience framework which describes the evidence based key determinants of a good service user experience and identifies the key attributes and uses of a range of feedback methods. This includes a set of core questions which will be used in all NHS organisations in Wales as part of their implementation of the framework. Independent contractors and other stakeholders are invited to use the framework whenever seeking feedback on service user experience.

Use of the framework will enable the service user voice to be heard at all levels in NHS Wales. An effective feedback programme will aim to:

• Ensure that clinical teams have methods available to allow all patients (and their families and carers) to provide feedback on the care they receive;
• Allow speedy resolution of issues raised by individual patients;
• Allow identification of key themes and trends arising from feedback of all types (including concerns) and the actions taken;

Provide assurance to the Board that the key components of the patient experience are being assessed and that action is taken to deliver improvements.
Key Determinants of a Good Service User Experience

The key determinants of a good service user experience, based on national and local published evidence, include:

First and Lasting Impressions
For example:
- Being welcomed in an appropriate manner;
- Being able to access services in a timely way;
- Being treated with dignity and respect.

Receiving care in a Safe, Supportive, Healing Environment
For example:
- Receiving care in a clean, clutter free environment;
- Receiving good, nutritious, appropriate food;
- Having access to drinks;
- Having rigorous infection control practices in place.

Understanding of and Involvement in Care
For example:
- Receiving appropriate, timely information;
- Being communicated with in an appropriate, timely manner;
- Involvement of patients, carers and families in decisions about choice of treatment options and care plans, including discharge and transfer.

These three domains can be used to support the use and design of feedback methods and be used to classify feedback from all sources.
Using the Framework to Assure and Improve Service User Experience

It is strongly recommended that a mixture of methods is used wherever possible, to gather views of each of the three key domains, in order to obtain a balanced understanding of “what it feels like to be a service user”.

The feedback obtained should also be considered in the light of feedback obtained through other sources including complaints and compliments (which can also be classified using the key domains). In this way areas for improvement be identified and lessons learned from areas that are performing well.

Service User Feedback Methods

Patients, families and carers can give feedback in a wide variety of ways. Some may be specifically designed by organisations to encourage feedback, however there are other sources. It is important that patients, families and carers feel that their views, positive, negative or neutral, are welcomed, that notice will be taken and improvements made where necessary.

A range of feedback methods are available to gain user feedback. Much of the published experience relates to hospital service users although most of them are also applicable to patients in other settings. It is important that organisations use feedback from all sources to gain a balanced view of experience. A summary of methods is shown below:

Real Time
Service users should be given opportunities to give feedback (eg surveys) whilst in our care so that action can be taken to resolve issues.

Retrospective
In-depth feedback should be sought from service users after they have left our care to allow more detailed analysis of issues. This can incorporate quality of life and Patient Reported Outcome / Experience measures (PROMS / PREMS).

Proactive / Reactive
A range of opportunities should be made available to users / families / carers to provide feedback at any time to demonstrate that feedback is welcomed. This can include paper and online methods, text and social media.

Balancing
Narrative feedback adds balance to survey-based feedback. Sources include concerns and compliments, clinical incidents, patient stories, third party surveys such as Community Health Council and voluntary organisations.
Core Questions

To support the introduction of real time methods, 15 core questions, covering each domain, have been developed and these will be used in each NHS organisation to obtain real time feedback across Wales. To ensure applicability across different settings of care, they may be complemented by service specific questions as appropriate.

At the frontline they can support real time resolution of issues at local level, whilst providing the Board with greater understanding of the quality and safety of the service provided.

Versions of the core questions to be used with people with communication difficulties are also being made available. A number of equality monitoring questions have been included and guidance on the application of the equality monitoring questions should be sought from each NHS organisation’s equality leads.

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<tr>
<th>Domain</th>
<th>Questions</th>
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<tbody>
<tr>
<td>First and Lasting Impressions</td>
<td>Do you feel that people were polite to you?</td>
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<td></td>
<td>Do you feel that you were listened to?</td>
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<td></td>
<td>Do you feel you were given enough privacy?</td>
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<td></td>
<td>Were you given the support you needed to help with any communication needs?</td>
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<td></td>
<td>Were you able to speak in Welsh to staff if you needed to?</td>
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<tr>
<td></td>
<td>Do you feel that you were given all the information you needed?</td>
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<td></td>
<td>From the time you realised you needed to use this service, how long did you wait?</td>
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<tr>
<td>Safe, Supportive, Healing, Environment</td>
<td>Thinking about the place where you received your care – how clean was it?</td>
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<td></td>
<td>Did you see staff clean their hands before they cared for you?</td>
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<td></td>
<td>Did you feel that everything you needed for your care was available?</td>
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<tr>
<td></td>
<td>If you asked for assistance, did you get it?</td>
</tr>
<tr>
<td></td>
<td>If you asked for assistance, did you get it when you needed it?</td>
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<tr>
<td>Understanding of and involvement in care</td>
<td>Did you feel you understood what was happening in your care?</td>
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<td></td>
<td>Were things explained to you in a way that you could understand?</td>
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<tr>
<td></td>
<td>Were you involved as much as you wanted to be in decisions about your care?</td>
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