Northumbria Healthcare NHS

NHS Foundation Trust

Report to the Patient Feedback Group

Title of Report	Triangulation of complaints, social media and real time patient experience qualitative data
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Date of meeting	27th January 2016
Executive Summary	A safety and quality priority for the Trust in 2015/16 was to devise a methodology and undertake a triangulation of the main sources of qualitative data, to be undertaken on a quarterly basis. Data from complaints, PALS, patient experience and social media have been analysed using an experience based themes framework informed by NICE. The framework facilitates the identification of themes of care (positive and negative) separating them into the transactional and relational aspects of care. The overall analysis of all qualitative data from complaints, PALS, social media and patient experience reveals that the majority of patients report a positive experience of care. Individual results for patient experience and social media reflect this trend. This is not true of complaints and PALS results. However, this is to be expected given the nature of the service provision for both.
Assurance Framework reference	Ref 2:19 Compliance with CQC Regulation 16: Receiving and acting on complaints
Alignment to Trusts Annual/Strategic Plans or business unit annual plans	2015/16 Safety and Quality Priority
Risk rating (very high, high, medium, low risk) any recommended changes	Unchanged – Moderate Risk
Compliance/ regulatory requirements (if applicable)	None
Actions required by the Committee	The committee is asked to note the information contained within the report.

Triangulation of complaints, social media and real time patient experience qualitative data
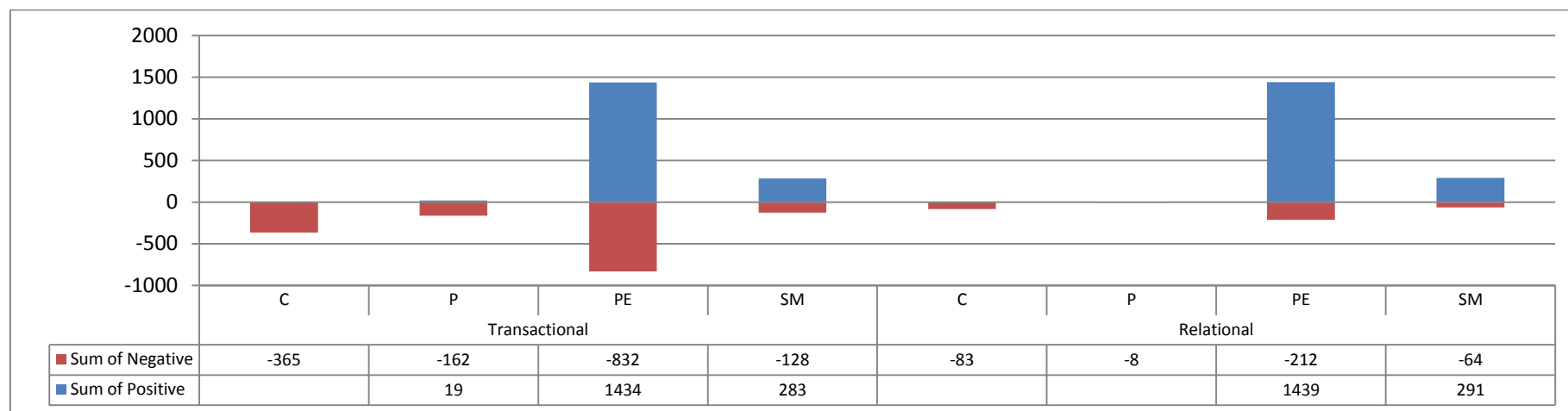
1.   Introduction

1.1   All feedback from patients/carers is important to the Trust and should be seen as an opportunity to learn and improve services.

1.2   There are a number of ways that patients/carers can provide feedback to the Trust, however the main sources of qualitative data collected within the Trust are:

- Patient complaints – generally provides negative feedback about the Trust.
- Social media – this includes feedback from Twitter/facebook and also websites such as patient opinion. This may be both positive and negative feedback about the Trust.
- Patient Experience measurement programme i.e. the ward based real time programme. As with social media this may provide positive and negative feedback about the Trust
- PALS – both positive and negative feedback about the Trust (note that this does not include data collected which refers to feedback relating to 'enquiry/question' or 'information/signposting')

1.3   An initial triangulation exercise was undertaken in July 15, which primarily focussed upon the agreement of an experience based themes framework informed by NICE guidance which could be used to compare across each source of patient feedback. The framework facilitates the identification of themes of care separating them into the transactional and relational aspects of care; this is shown in **Appendix 1**.

1.4   Each patient feedback can contain several themes, both negative and positive, it is these themes that have been analysed in this report therefore the total themes will not equate to total patient comments/complaints. The overall numbers of patient comments/complaints together with the total number of themes analysed in the report are shown in the table below (note data relates to the period October to December 2015).

	Total No. of patient Comments/Complaints	Total No. of themes	Total No. of Positive Themes	Total No. of Negative Themes
Complaints	158	468		468(100%)
Social Media	587	766	574(75%)	192(25%)
Patient Experience	1315	3917	2873(73%)	1044(27%)
PALS	189	189	19(10%)	170(90%)
Total	**2249**	**5340**	**3466(65%)**	**1874(35%)**

1.5   Analysis of the qualitative data reveals that the majority of patients report a positive experience of care. This result is reflected with social media and patient experience data. However, this is not the case for PALS and complaints where the comments relate overwhelmingly to a negative experience of care. It could be argued that this is to be expected given the nature of the service provision of both PALS and complaints.

2.   Transactional and Relational Themes

2.1   The table below summarises the feedback by transactional and relational aspects with the source of the feedback (C=complaints, P=PALS, PE=Patient Experience and SM=Social Media) indicated together whether this was positive or negative. As in previous quarters, the analysis indicates that the highest percentage of the negative themes emerging from all four data sources relate to transactional aspects of care (79% of negative feedback). Positive themes emerging from the analysis of social media and patients experience comments are evenly split across both transactional and relational aspects of care. This in contrast to the analysis to the PALS where positive themes relate in whole to the transactional aspects of care.

	Transactional				Relational			
	C	P	PE	SM	C	P	PE	SM
■ Sum of Negative	-365	-162	-832	-128	-83	-8	-212	-64
■ Sum of Positive		19	1434	283			1439	291

3. Relational Aspects of Care

3.1 The graph below indicates the themes from the relational aspects of care at a Trust level, which as highlighted in 2.1 above are largely based upon patient experience and social media feedback. The strongest themes from both these sources relate to quality of staff/professionalism with kindness and compassion and respect for patient centred values being the next strongest themes.

Relational Aspects of Care - Whole Trust

	Emotional Support			Kindness and Compassion			Quality of Staff/Professionalism				Reputation	Respect for patient-centred values,beliefs and preferences			Welcoming the involvement of family and friends		
	C	PE	SM	C	PE	SM	C	P	PE	SM	PE	C	PE	SM	C	PE	SM
■ Sum of Negative	-1	-34	-2	-50	-25	-11	-2	-8	-76	-41	-6	-12	-61	-9	-18	-10	-1
■ Sum of Positive		85	0		230	74			843	211	65		141	4		75	2

3.2   The themes from each of the main sites are also reflective of the overall trust position, these are shown in **Appendix 2** for information.

4.   Transactional Aspects of Care

4.1   The graph below indicates the themes from transactional aspects of care at a Trust level. The majority of complaints and PALS patient feedback relates to the transactional themes of care. The strongest negative themes arising from these two sources concern general/quality of care and information/communication/education. However these are themes with the strongest positive feedback from patient experience and social media, although in the case of information/communication/education there is also significant negative feedback from patient experience data. Patient experience highlights facilities as a theme with almost equal positive and negative feedback, although this is not supported by feedback from the other sources of information.

Transactional Aspects of Care - Whole Trust

	Access to care/waiting				Co-ordination and integration of care				Facilities				General/quality of care				Information, communication and education				Physical Comfort			Privacy			
	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	PE	SM	C	P	PE	SM
■ Sum of Negative	-4	-8	-121	-42	-12	-36	-121	-6	-15	-13	-249	-7	-154	-50	-27	-27	-133	-54	-241	-30	-28	-71	-13	-19	-1	-2	-3
■ Sum of Positive			131	29			133	2			265	44		1	435	83		18	397	107		66	16			7	2

4.2   The themes from each of the main sites are also reflective of the overall trust position, these are shown in **Appendix 3** for information.

5.   Summary and comparison with Quarter Two

5.1   The analysis shows that the majority of patients report a positive experience.

5.2   As with the previous quarterly analysis, patient experience and social media themes are also almost equally split between transactional and relational aspects of care and the majority of negative themes (79%) relate to transactional aspects of care.

5.3   The themes arising from this analysis, both in terms of relational and transactional aspects, are consistent with those highlighted in quarter two namely general/quality of care and information/communication/education are the strongest negative themes arising from complaints and PALS with the latter also a strong negative theme from patient experience data.

5.4   Some of the strongest results are mirrored in both the positive and negative aspects of care. These themes are general/quality of staff and quality/professionalism.

5.5   Overall results to date suggest that the interventions for improvement would be best focussed on the transactional (systems and processes) aspects of care.

Experience based themes framework – relational and transactional aspects of care

Relational	Transactional
Emotional support	Access to care / waiting
Respect for patient-centred values, beliefs and preferences	Information, communication & education
Quality of Staff/Professionalism	Facilities
Welcoming the involvement of family & friends	Co-ordination & integration of care
Kindness and Compassion	Privacy
Reputation	Physical comfort
	General / quality of care

Site analysis of relational themes

Relational Aspects of Care - NTGH

	C	PE	SM	C	PE	SM	C	P	PE	SM	PE	C	PE	SM	C	PE	SM
	Emotional Support			Kindness and Compassion			Quality of Staff/Professionalism				Reputation	Respect for patient-centred values,beliefs and preferences			Welcoming the involvement of family and friends		
■ Sum of Negative	-1	-7	0	-6	0	-2	-1	-1	-22	-7	-1	-2	-8	0	-4	0	0
■ Sum of Positive		17	0		29	14			194	38	9		26	0		11	0

Relational Aspects of Care - WGH

	PE	SM	C	PE	SM	P	PE	SM	PE	C	PE	SM	PE	SM
	Emotional Support		Kindness and Compassion			Quality of Staff/Professionalism			Reputation	Respect for patient-centred values,beliefs and preferences			Welcoming the involvement of family and friends	
■ Sum of Negative	-3	-2	-10	-16	-9	-1	-19	-19	-1	-4	-21	-4	-4	0
■ Sum of Positive	22	0		104	9		263	52	23		39	2	43	1

Relational Aspects of Care - HGH

	Emotional Support		Kindness and Compassion		Quality of Staff/Professionalism			Reputation	Respect for patient-centred values,beliefs and preferences			Welcoming the involvement of family and friends	
	PE	SM	PE	SM	P	PE	SM	PE	C	PE	SM	PE	SM
Sum of Negative	-2	0	-1	0	-1	-3	0	0	-1	-4	0	-2	0
Sum of Positive	9	0	12	7		59	30	9		16	0	6	0

Relational Aspects of Care - NSECH

	Emotional Support		Kindness and Compassion			Quality of Staff/Professionalism				Reputation	Respect for patient-centred values,beliefs and preferences			Welcoming the involvement of family and friends		
	PE	SM	C	PE	SM	C	P	PE	SM	PE	C	PE	SM	C	PE	SM
Sum of Negative	-17	0	-31	-8	0	-1	-3	-20	-15	-3	-4	-25	-5	-13	-3	-1
Sum of Positive	31	0		74	28			228	63	20		48	2		12	1

Site analysis of transactional themes

Transactional Aspects of Care - NTGH

	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	PE	SM	C	PE	SM
	Access to care/waiting				Co-ordination and integration of care				Facilities				General/quality of care				Information, communication and education				Physical Comfort			Privacy		
■ Sum of Negative	-1	-1	-31	-7	-1	-11	-28	0	-4	-2	-51	-3	-27	-16	-2	-8	-18	-6	-51	-13	-2	-8	-2	-4	0	0
■ Sum of Positive			31	3			25	0			75	9			95	14		3	82	3		17	2		2	0

Transactional Aspects of Care - WGH

	C	P	PE	SM	C	P	PE	SM	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	PE	SM	C	PE	SM
	Access to care/waiting				Co-ordination and integration of care				Facilities			General/quality of care				Information, communication and education				Physical Comfort			Privacy		
■ Sum of Negative	-1	-1	-15	-4	-1	-10	-31	-1	-1	-62	0	-32	-9	-6	-7	-22	-11	-57	-2	-5	-27	0	-5	-1	0
■ Sum of Positive			28	10			31	0		31	5			107	21		3	144	11		26	6		2	0

Transactional Aspects of Care - HGH

	Access to care/waiting		Co-ordination and integration of care			Facilities		General/quality of care			Information, communication and education				Physical Comfort		Privacy	
	PE	SM	P	PE	SM	PE	SM	C	PE	SM	C	P	PE	SM	PE	SM	PE	SM
Sum of Negative	-7	-3	-2	-5	0	-21	-1	-7	-1	-1	-5	-1	-17	-3	-2	-1	0	0
Sum of Positive	16	4		16	0	21	2		44	11		2	32	1	4	3	1	0

Transactional Aspects of Care - NSECH

	Access to care/waiting				Co-ordination and integration of care				Facilities				General/quality of care				Information, communication and education				Physical Comfort			Privacy			
	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	P	PE	SM	C	PE	SM	C	P	PE	SM
Sum of Negative	-1	-4	-57	-26	-10	-6	-50	-5	-11	-9	-82	-3	-75	-21	-11	-11	-67	-28	-91	-10	-19	-29	-10	-10	-1	-1	-3
Sum of Positive			44	12			53	1			102	27		1	133	34		8	102	20		17	5			2	2