

Meeting Title	Board of Directors		
Date	13.07.23	Agenda item	Bo.7.23.12

PATIENT EXPERIENCE AND ENGAGEMENT STRATEGY 2023-2028

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Purpose of the paper	The paper provides the draft Patient Experience and Engagement Strategy for final review and comment.	
Key control		
Action required	For approval	
Previously discussed at/ informed by	Citizens Forum Community Engagement Group West Yorkshire Health and Care Partnership Involvement Framework Act as One programmes National guidance – Working in Partnership with People and Communities, NHS England, July 2022 Patient Feedback / Patient Experience	
Previously approved at:		Date
	Executive Team meeting	12.06.23
	Quality and Patient Safety Academy	28.6.23
	Patient Experience Group	5.7.23 and 9.6.23

Key Options, Issues and Risks

This is an update to the approach for Bradford Teaching Hospitals NHS Foundation Trust (BTHFT) to patient experience and engagement. Previously BTHFT had 2 strategies:

- Our patient experience strategy – Embracing Kindness (2018-2023)
- Our public and patient involvement strategy – Listening, Responding and Improving

This paper sets out the final draft strategy for comment prior to medical illustration design for the 2023-2028 strategy for patient experience and engagement. The draft strategy has been reviewed and amended in line with feedback from patients, partnership representatives and members the Trust.

The patient experience strategy is built on Kindness; with a focus on professionalism, compassion and respect. Our engagement should focus on what we can learn from where things go well and do not go well as well as understanding what good looks like from the communities we serve. As part of our engagement we must consider culture, ethnicity and language factors. A further priority is hearing the voices of those we haven't heard from – building relationships with excluded groups and strengthen our work with voluntary, community and social enterprise connections. Our approach supports the Quality Priority 3 for 2023-24 - improving patient experience by advancing equality, diversity and inclusion.

The citizen forum steering group at Bradford District and Craven place is established to lead work across the partnership that continually improves the way we involve people and communities (engagement, participation and co-production). BTHFT is a member of the forum and the draft strategy will be discussed and shared for engagement. We can build on and enhance on the engagement activities already in place, avoid duplication and learn across place. This approach supports busy clinical teams participating in patient engagement.

One of the main findings of the 'What Matters to Patients' research was that there is no 'one size fits all' approach to improving experience and that what works really well in one setting might not work so well in

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another. There are, however, some common themes that are shared by organisations that have successfully improved patient experience captured in the strategy. This strategy builds on what works well in BTHFT to strengthen over the next 5 years.

Analysis

Learning from engagement with local communities during the pandemic and from specific areas of great practice with services listening and responding to the choice of patients and carers, the strategy brings together the best available information, evidence, national guidance, community perspective to create the footprint for the next 5 years. The key principle being 'no decision about me without me and continuing with the 'spirit of kindness' being embedded across the organisation.

The most recent document from NHS England's three year delivery plan for maternity and neonatal services following several national reports and including reports from Donna Ockendon and Dr Bill Kirkup demonstrate the importance of getting this right. Whilst this is specific to these areas the principles can and should be applied across all areas of the Trust. The theme of listening with compassion forms safe and high quality care. This leads to delivery of compassionate personalised care based on appropriate dialogue between our community and our clinical services.

Patient reported experience is invaluable in the development of services, learning and improvement. This is part of our approach to quality with the implementation of the national patient safety strategy, the role of patient safety partners and embedding patient's involvement when things don't go well. This can be extended to engagement where services are co-produced. BTHFT has areas of exceptional practice and this strategy takes this practice from the pockets already in place to widen across the trust, linking in with our local experts on engagement to hear the voice of the people of Bradford, act on what is heard and feedback the outcome.

The feedback to the community is an area that is most important from what has been heard so far. We collect our patient perspective via Health watch, Care Quality Commission (CQC) surveys, Friend and family test, complaints, compliments, patient stories, Patient Advice and Liaison Service (PALS) and informal conversation. The area that we can improve is to share what we do with this information and how we use it to improve the experience for others and develop services to meet the needs of our community.

To engage with communities effectively takes significant amount of time and flexibility in approach. Creative approaches to suit communities should be used to make it possible for people to contribute their perspectives and skills. There should be respect and value for the lived experience and how different forms of knowledge can be expressed and transmitted. Whilst BTHFT staff can meet some of these approaches it is pivotal that we engage with the care partnership to be part of the approach at place to support engagement on the wider health and social care economy.

This is a 5 year strategy but the relationships with the community should be built for the long term.

Recommendation

Board of Directors support the development of the strategy and the consultation process undertaken.

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Risk assessment						
Strategic Objective	Appetite (G)					
	Avoid	Minimal	Cautious	Open	Seek	Mature
To provide outstanding care for our patients, delivered with kindness			g			
To deliver our financial plan and key performance targets			g			
To be one of the best NHS employers, prioritising the health and wellbeing of our people and embracing equality, diversity and inclusion					g	
To be a continually learning organisation and recognised as leaders in research, education and innovation				g		
To collaborate effectively with local and regional partners, to reduce health inequalities and achieve shared goals					g	
The level of risk against each objective should be indicated. Where more than one option is available the level of risk of each option against each element should be indicated by numbering each option and showing numbers in the boxes.	Low		Moderate	High	Significant	
	Risk (*)					
Explanation of variance from Board of Directors						
Agreed General risk appetite (G)						

Benchmarking implications (see section 4 for details)	Yes	No	N/A
Is there Model Hospital data relevant to the content of this paper?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is there any other national benchmarking data relevant to the content of this paper?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is the Trust an outlier (positive or negative) for any benchmarking data relevant to the content of this paper?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Risk Implications (see section 5 for details)	Yes	No
High Level Risk Register and / or Board Assurance Framework Amendments	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Quality implications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Resource implications	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Legal/regulatory implications	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Equality Diversity and Inclusion implications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Performance Implications	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Regulation, Legislation and Compliance relevance			
NHS England: (please tick those that are relevant)			
<input type="checkbox"/> Risk Assessment Framework		<input type="checkbox"/> Quality Governance Framework	
<input type="checkbox"/> Code of Governance		<input type="checkbox"/> Annual Reporting Manual	
Care Quality Commission Domain: Caring			
Care Quality Commission Fundamental Standard: Person Centred Care			
NHS England Effective Use of Resources: Clinical Services			
Other (please state):			
Relevance to other Board of Director’s academies: (please select all that apply)			
People	Quality &Patient Safety	Finance & Performance	Other (please state)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Appendices

Appendix 1 – Patient Experience and Engagement Strategy Presentation

Appendix 2 – Final draft Patient Experience and Engagement Strategy (pre MID design)