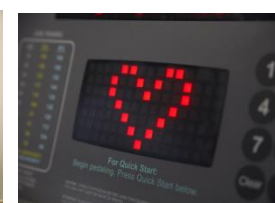


# Patient Experience and Engagement Strategy

Karen Dawber  
Chief Nurse  
July 2023



# Pillar of the Corporate strategy:



# Current PE strategy

- Embedding kindness
- Making it simple to share experience for patients families and carers
- Making it simple for staff to act on experience patients families and carers share



# PE in nursing and midwifery strategy



# PE in nursing and midwifery strategy:



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## Patient experience objectives: **how will we achieve this?**

*We will strive to ensure a positive experience for **Our Patients** and their families; ensuring they are treated with kindness, consistent with our Trust values: **we care, we value people**. We will do this by:*

- Developing a professional practice model that has patient- and family-centred care at its heart
- Promoting the Embedding Kindness programme, recognising that **kindness costs nothing but can mean everything** to our patients and their families
- Ensuring that care is culturally and socially sensitive, based on the individual's needs
- Supporting nurses and midwives to listen and respond to patient feedback, to inform improvements in care provision
- Supporting nurses and midwives to play a key role in reducing health inequalities, in particular, supporting access to healthcare for hard to reach individuals and groups

# PE in Clinical Professions strategy 2022-27:



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**We are committed to making a difference to everyone who needs our care. We recognise that we will best do this by developing high quality, innovative services and by continuing to develop and embed a culture of kindness to ensure a positive patient experience**

We will aim to increase patient engagement and opportunities for the patient voice to be heard.

We will aim to involve patients and carers in co-design of services. We will embrace the Trusts 'Embedding Kindness' philosophy. We recognise that the single most important thing we can do to give patients and their families a positive care experience is to treat them with kindness.

We will consider health inequalities and aim to increase our patient and population wellbeing offer such as enhancing prevention and self-care aspects

# Engagement Strategy:

- Current: Listening, responding and improving
- Public engagement framework
- Membership plan
- Patient feedback on services and the care provided
- Service specific feedback
- Community fun days
- Community meetings
- On site development and staff representation
- PALS, patient stories, Friends and Family
- Website Social media
- Monitoring and effectiveness



# National guidance:



Taken from Working in Partnership with People and Communities, Statutory guidance, NHS England, July 2022



# West Yorkshire approach:



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## Involvement Framework

Our strategy for working with  
people and communities

July 2022

West Yorkshire  
Health and Care Partnership



# **Patient Experience and Engagement Strategy 2023-2028**

***“Kindness at every step, no  
decision about you without you”***

# BTHFT approach:



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## Aim 1 – High Quality and Personalised Care

Principle: Deliver care with kindness, professionalism, compassion, respect and inclusivity

### Objectives:

- To be kind, compassionate and respectful during our delivery of care and treat our patients, carers and visitors as they would want to be treated
- To introduce ourselves by our first name and explain what we do
- Make eye contact, smile, use open body language - recognising if additional communication support is required and make sure this happens
- Value patient time, if something is delayed we will explain and give realistic timescales
- We will always communicate with patients in a way that is honest, easy to understand and kind
- We will enhance the experience for all where we will value diversity and champion inclusion
- We will build a process that allows us to assess ourselves against these objectives through the use of the Friends and Family Test, departmental and clinical unit surveys and focus groups.

# BTHFT approach:



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## Aim 2 – Listen and Understand

Principle: Understand the experience of patients, carers and the public, be inclusive and pro-actively engage with our diverse communities and act on their experience

### Objectives:

- We will widen our approach to understand the experiences of our patients, family members and carers
- Identify and understand the experience of all including those with the greatest health inequalities and seek to understand their needs and experience
- Use patient experience insight for learning, improvement and celebration by actively encouraging the patient voice and working in partnership
- Widen the use of the patient voice in all elements of our Trust business
- Use all opportunities to capture experience and listen to our communities, by way of community groups, voluntary services and our wider diverse population
- Provide patient experience information for our wider system through the experience of care database, with reporting lines through the system Quality Committee

# BTHFT approach:



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## Aim 3 – Co Produce

Principle: Ensure our patient, carer and public experience and engagement supports service improvements

### Objectives:

- Build on our approaches when engaging with patients and the public
- Make sure that all new services, developments and processes encourage and make use of patient, carers and the public's insight and feedback
- Make sure patients, carers and the public have opportunities to influence key Trust and Clinical Service Units (CSU) priorities
- Encourage all staff to demonstrate the impact of patient experience and engagement on their work, approach and service
- We will make sure that we avoid jargon in our communication and make sure our communities have the right information at the right time in a format that is accessible and inclusive
- Learn from local, regional and national best practice and implement co-produced solutions to our Trust

# BTHFT approach:

## Aim 4 – Make the change and share the change

Principle: Increase opportunities to provide feedback to our communities on the difference their involvement has made

### Objectives:

- Increase the number of community events to promote / improve engagement
- Work with the Council of Governors and wider Foundation Trust Membership to provide opportunities to listen and for us to provide updates and feedback to show our learning from the work undertaken
- Develop interactive tools and use technology to evidence and promote the work we are doing
- Contribute to system-wide work designed to bring together the citizen (including patient) voice. This includes regular attendance and contributions to the work of the Citizen Forum that reports into the Bradford District and Craven Health and Care Partnership Board

# BTHFT approach:

## Aim 5 – Develop and use toolkits for engagement

Principle: To make it easier for our clinical staff to engage and work with our diverse community

### Objectives:

- Increase staff access to knowledge, training, information and resources - build on what works well and undertake service specific engagement
- Make sure engagement and involvement activities are accessible to a diverse range of people, including those with additional needs
- We will develop practical approaches and opportunities that can be supported in clinical and non-clinical environments
- Participate in Bradford 'Listen In' activities. Listen In is our place-based partnership's community-based outreach approach to listening to the experiences of our communities
- Use existing involvement approaches and ensure we meet any statutory guidance especially when considering any changes to services



# BTHFT approach:



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## Aim 6 – Co Delivery

Principle: Enabling carers and volunteers to enhance the service and patient experience

### Objectives:

- We will value volunteers for their positive contribution and their important role in patient experience and engagement
- We will encourage carer involvement through the Carers Charter, John's campaign and the Visitor's Charter (add links)
- Increase the number of volunteers we have to help improve the patient experience across all areas of our Trust
- Invite local Voluntary Care and Social Enterprise Sector (VCSE) partners into the Trust to share what their service users are telling them about experiences of care - this could include inviting people to attend Executive Team Meetings or Board development sessions.