Everyone’s business:
Engineering social change
to improve patient experience
Louise Fowler and Mel Pick
The Microsystem Festival 2014

OBJECTIVES FOR SESSION
- To introduce our thinking with you
- To help shape our thinking
- To share your work within the group and with us (England)
- To create opportunities to collaborate
- To develop ongoing working relationships
WHAT WE MEAN BY ‘SOCIAL CHANGE’

A paradigm shift from an NHS that is paternalistic in nature and patients are the passive recipients of care to one that treats patients as consumers and works in partnership with patients, carers and healthcare professionals...
INTRODUCING THE NEW NHS

- New vision, pledges to put local clinicians at the heart of decision making
- Clinical Commissioning Groups are responsible for 68% of NHS commissioning budget
- New structures to support this including NHS England, NHS Improving Quality

“In our vision of a modern, patient-centred NHS, improvements will be driven by the new clinically-led, local commissioning system.”

Sir David Nicholson, NHS Chief Executive
Everyone Counts: Planning for Patients 2013/14
“BE AMBITIOUS AND NOT CONSTRAINED BY THE PAST”

Patients, NHS England AGM 2012

The vision for the future

Promoting & Enabling Integrated Care & Support
Valuing Experience of Care
Patient Safety
Seven Day Services
Living Longer Lives
THREE QUESTIONS FOR YOU

Think about the last time you experienced care, either for yourself or for someone you cared for.

THREE QUESTIONS FOR YOU

Did you:

- Know what was going on?
- Feel in control?
- Feedback your experiences?
WHAT IS EXPERIENCE OF CARE ALL ABOUT?

The sum of all interactions, shaped by an organisation's culture, that influence patient perceptions across the continuum of care.

The Beryl Institute

KEY DRIVERS FOR OUR AGENDA

1. The involvement of patients, carers and the public in shaping and improving the way in which services are designed, delivered and improved is crucial.
   NHS Constitution

2. 'We want to put patients in control and to offer them a world class customer service.'
   'We are unashamedly ambitious for patients and will work relentlessly to empower them, putting them at the heart of the NHS, ensuring their voices are heard and that their choices drive the improvements that will shape our services.'
   Everyone counts
KEY DRIVERS FOR OUR AGENDA

1. Foster a common culture shared by all in the service of putting the patient first and... patients must be the first priority in all of what the NHS does.
   Robert Francis QC

2. I can plan my care with people who work together to understand me and my carer(s), allow me control and bring together services to achieve the outcomes important to me.
   National Voices

3. Ensure that experience of care is central to commissioning and care delivery.
   NHS Improving Quality Strategic Intent
1. Partnership for Improvement

To empower and support individuals and communities to get involved in their health care economy to co-produce quality improvement and new ways of working to meet local needs.

- Patient Centred Leadership
- Enabling Communities of Influence

2. Promoting Excellence

To coordinate a national hub of good practice in engagement, experience and insight to stimulate, learn, share and spread opportunities for quality improvement.

- Methods and Resources to Improve
- Innovation Projects
To promote, enable and support the necessary conditions and infrastructure for commissioners and providers to use experience of care as a key driver for quality improvement.

- **LEARNING FROM INSIGHT**
- **ASSURANCE FOR PATIENT EXPERIENCE**
- **GENERIC PATIENT OUTCOME MEASURES**

**DISCUSSION**

Your thoughts about our Experience of Care programme:

- What’s good?
- What would be even better if...?
- What are you doing that’s similar?
- How can we collaborate?
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Improving Quality

Improving health outcomes across England by providing improvement and change expertise