

Methodology	Summary of Feedback	Actions Taken
CFN Core Group liaison and feedback	Profile work of CFN Core Group in Critical News Organise induction events	Achieved in last 2 editions of Critical News 2 induction events held in Preston and Liverpool.
	Develop questions for use in Older Persons survey	Questions passed to Older Persons Forum and used in survey.
	Use as a readers' panel	Ongoing
	Increasing membership: revisions to CFN sign up form and agreement	Form and agreement revised.
	Develop proposal for regional LINK event	Event held on 2 Dec
	Patient care and access issues.	Fed back through Core Group
	Impact of Mental Capacity Act	Fed back through Core Group
	Extension of Induction events to include CFR's and OSC's	Induction events now include CFR's and will include new OSC members in future.
	Better understanding of deep cleaning process – attend station	Visit to deep cleaning station organised.
	Work with Cumbrian LINK re ambulance staff survey.	Cumbrian LINK survey of ambulance staff undertaken.
Use of hand held devices	Good understanding of service and awareness of how to access. Low awareness of specific tools eg. pictorial handbook, language line, multi lingual emergency phrase bok	Responded to.
Creative Conversations	Awareness of preparation for emergencies - pandemic flu and terrorism highest concerns, tv most popular media for info on emergencies, most never heard of 'Stay in, Tune in'. Good awareness of HM 'Preparing for Emergencies' and knowledge of what to do in an emergency. High number would like early warning info in newspapers, tv, leaflets and education in schools.	Induction events now include CFR's and will include new OSC members in future.
Creative Conversations	Barriers to recruitment as perceived by BME community – stereotyping of ambulance staff as white, male, older, etc. – applicants may be put off by the perception that these words describe a typical ambulance staff member. Also lack of knowledge about the careers available in the ambulance service, the qualifications required and development opportunities.	Work planned by E&D/HR/Comms Teams, particularly for Black History Month (Oct)
Creative Conversations	Produce marketing material around the diverse roles within the service and career progression info.	Work planned by E&D/HR/Comms Teams
Creative Conversations	Qualified staff to provide assistance on how to complete application forms.	Work planned by E&D/HR/Comms Teams
Creative Conversations	Review the application form/person spec	Work planned by E&D/HR/Comms Teams
Creative Conversations	Proactive attendance by the ambulance service at cultural/job and career fairs	Work planned by E&D/HR/Comms Teams
Engagement with LINKs	Specific info requests on performance, PTS (particularly better communication - how to access the service, eligibility etc.), Carlisle reconfiguration and Westmorland, community first responders, voluntary car drivers, the LINK model, attendance at LINK events. Also ways to engage better. Concerns following negative media coverage on infection control/patient delays.	Editorial board contacts established. Meetings with and presentations given to LINKs to clarify.
Email and Message Wall	Access to services and information provision for deaf community.	Preliminary work done with Health Definitions to produce dvd and other materials for deaf community
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Patients rated the following as important:	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Punctuality on being picked up at home	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Punctuality on arrival at the hospital	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Punctuality on being picked up at the hospital	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Comfort on the journey	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Good attitude of the staff that transported you	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Safety	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Social contact with fellow passengers	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Patients do not like being late for their appointments and many have commented on punctuality being extremely important, when travelling by Patient Transport, they feel that this aspect of their life is being taken out of their hands. Others have commented on the good attitude of the staff, this makes patients less nervous and makes journey times go quicker.	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Patients are most dissatisfied with being late for their appointments. Many of the patients felt that they waited too long for transport home. Comments were also made that if they became ready over the lunchtime period there would be no vehicles available for a long period of time (crews were on lunch and then they would bring further patients in before they can begin to take patients home)	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Patients stated that there was not enough leg room in the car. Patients who were in pain often found the suspension on the ambulances inadequate, the bumps in the road made the journey very uncomfortable.	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	They also commented on being on the ambulance for lengthy periods especially when picking up other patients.	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	The common theme is relating to ambulance delays and long journeys.	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	These surveys provide very useful and specific feedback on every aspect of the two services and show high levels of satisfaction in both areas despite some queries relating to delays in and out of hospital.	
	Overall this survey has produced a very high level of positive response regarding the service provided to Outpatients who recently attended Royal Lancaster Infirmary.	
	Out of 138 responses, all patients were either "very satisfied" or "satisfied with the overall service" (however, there has been a 1% decline in those declaring themselves to be "very satisfied" compared with 2008).	
Patient Survey in Southport, Cheshire and Mersey and Blackpool	All patients extremely happy with crew's attitude and professionalism and ability to provide care. Two patient journeys reported problem with staff attitude.	Info used to inform improvements to Patient Transport Service
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Overall most patients were happy with the booking service with only three patients claiming they were dissatisfied due to ambulance no show, ambulance not able to support patient needs and control not notifying transport of cancellations.	Info used to inform improvements to Patient Transport Service
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Most patients were happy about the time they waited for the ambulance at home with only 9 patients stating they waited too long.	Info used to inform improvements to Patient Transport Service
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Most patients arrived within 30 minutes either side of their appointment time or earlier, with only 13% arriving after their appointment time.	Info used to inform improvements to Patient Transport Service
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Overall most patients were happy with the comfort of the ambulance vehicle with only 7 patients found it not very comfortable due to suspension in vehicle, size of seats and personal conditions.	Info used to inform improvements to Patient Transport Service
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Most patients found the time waiting at hospital to be acceptable and only 8 out of 138 patients waited for over an hour.	Info used to inform improvements to Patient Transport Service
Patient Survey in Southport, Cheshire and Mersey and Blackpool	Patients who responded were asked to pick three aspects of NWS Patient Transport which are most important to them. Below is the most popular responses in order of popularity:	Info used to inform improvements to Patient Transport Service
	Punctuality for being picked up at home	
	Good attitude of staff	
	Punctuality on arrival at hospital	
	Punctuality on being picked up from hospital	
	Safety	
	Comfort on journey	
	Social contact	
Patient Experience website	Few postings that provided very little feedback of use to the Trust and no opportunity to obtain further information or contact the person posting the feedback. Since April there have been 7 patient opinion stories logged onto the website. Three were complaints about NWS in relation to delays for waiting time of ambulance. One was a complaint about a Patient Transport vehicle going on circular tours to pick patients up instead of taking a direct route.	The Trust ended its 2 year trial with this website on 31 Oct 09.
NWAS website surveys	The Patient feedback area of the Trust's website offers users the choice of two surveys; on the Patient transport service and the Paramedic Emergency Service (999 service). 64 people have completed the 999 survey since May this year and 16 the Patient Transport service survey. Results are positive.	Reported as part of Patient Experience to PEC
NWAS Website General Enquiry area	45 enquiries were received relating to the Corporate Communications & PPI Progress Report, Board papers and Appendices, Trust vacancies, PALS issues and to submit staff commendations.	Picked up by Comms Team and responded to
Media Coverage	The most common category of coverage for negative stories was cleanliness (18), however this was only around the time of the CQC inspection report. Response times came in second with 15 stories with coverage spread evenly across the six months. Staff attitude came in second with seven stories. The least covered issue was hospital delays.	Discussed by Comms Team

Methodology	Summary of Feedback	Actions Taken
	Individual examples of significant media coverage for the period included: <ul style="list-style-type: none"> Carlisle Control Centre Reconfiguration Sentencing of Leonard Hilton following an attack on NWSA crew New Chief Executive Southport & Ormskirk baby journey 	
Staff Compliments and Commendations	Examples: "I am writing to thank the paramedic crew that attended to my Mum in May this year. The crew members were absolutely fantastic. Not only did they complete their checks both professionally and efficiently, they constantly reassured my mother, informing her what they were doing and why they were doing it. They were so genuinely warm, kind and considerate and managed to put my mum at ease at such a frightening time for her." "I am writing to tender my thanks to the paramedic team who attended to me. They were careful, attentive, professional and reassuring. I found their calm reassurance a very great help when the pain I was experiencing was considerable".	An acknowledgement letter is sent to the individual. The relevant Head of Service is notified and sends a letter of recognition to the member of staff. Copies of all letters are sent to HR for personal files. Extracts from letters (with all identifiable details removed) are included in internal communications.
	Examples: "I am writing to compliment your ambulance service. I had to call an ambulance for my wife's uncle. The ambulance crew was at the house within minutes. They were extremely courteous to John, who is 89 and treated him with the upmost kindness and consideration", "My daughter was involved in an accident outside the Asda store in Bolton. The paramedics that took her to hospital were excellent and caring".	
	Examples "I would just like to say a heartfelt thank you to the paramedics who helped me and my boyfriend after our accident. You are all fantastic and you do a wonderful job". My 95 year old father was admitted to the Lancaster Royal Infirmary recently. I am writing to inform you how pleased and thankful I was for all their assistance. They were brilliant, and spoke to him so kindly and respectfully and are a credit to their profession".	
PALS and Complaints Patient Experience Report	The total number of combined PALS and formal complaints for North West Ambulance for April to September 09 was 1,038 (Pals service 815 and formal complaints 223). Cumbria & Lancashire had 26%, Gt. Manchester had 44%, Cheshire and Mersey had 30% of the total number of combined formal complaints and PALS. Pals summary - Cumbria & Lancashire and Cheshire & Mersey received the highest number of concerns relating to communication and information, with Gt. Manchester receiving the highest number of concerns relating to delays out of hospital. Each locality had a number of concerns (trend) relating to staff attitude, communication and information, care /treatment given. Gt. Manchester appeared to have a high volume of concerns relating to no arrival of an ambulance, delays into hospital, and general expressions of concern compared to Cumbria & Lancashire and Cheshire & Mersey. Complaints summary - Cumbria & Lancashire received the highest number of formal complaints There appears to be no comment trend in the category of formal complaints received across the	Figures and recorded in all areas for the PALS and complaint reports which are reported to the Patient Experience Committee for discussion and action as appropriate. Individual PALS and complaints are dealt with according to Trust policy.
MPs	Ambulance delays Infection Control Response times Impact of reconfigurations Skill Mix Rural Equity Turnarounds	These were dealt with by the comms team as appropriate
OSCs	Response times (particularly in local areas) Control centres Infection control CFRs Acute service reconfigurations Patient transport services (planned care) Progress with modernisation Defibrillator programme Turnarounds	These were dealt with by the comms team as appropriate
Somali Umbrella Group face to face	Provide further information CFN membership EP info required Lack of awareness of Services inc Patient Transport criteria Promises made by previous Ambulance service on employment opportunities and nothing happened What about mental health issues?	Input to EQIA face masks. AED basic first aid training and defibrillator deployed at Somali Mosque Liverpool 4 Applications received, input to eligibility criteria. 8 Applications received assessment due Jan 10, Positive action group and named contacts established on employment of 'hard to reach groups' Proposed meeting with mental health leads Jan 10
Initially met with the Lancashire Council of Mosques to: Consult on EQIA's and discuss access issues for the EM Muslim community in Lancashire.	Need to raise profile in the community both in accessing services and employment opportunities	Asian image editorial completed and published in Ramadan edition-highlighting PTS Controller at Broughton
	Should establish engagement to build trust e.g. first aid training, role models and link in and support for local community events	Basic first aid and AED training available at the Mosque to support NWSA A&E response – responding to needs of the communities
	Ambulance services are perceived as emergency services and not NHS so young EM people are encouraged to join the NHS as nurses or allied professionals they would not be encouraged to join ambulance services	Positive Action Group established at NWSA. Recruitment event delivered in Blackburn Oct 09 100 applications passed on to mainly BME. 35 CFN members signed up
	Establish editorials of BME staff at NWSA for use in publications develop awareness of roles	Individuals identified. Proforma sent and received (Nov 09)
	Should establish engagement to build trust e.g. first aid training, role models and link in and support for local community events	Positive press release in the Bolton Evening News to raise profile of Ambulance services in the community
Bolton 'Hindu Temple' members approached NWSA at the Bolton Health Mela	Heard about the basic first aid training and deployment of defibrillators at the Masjid Ghausia - request to provide similar for the Hindu Temple	Basic first aid and AED training to be made available at the Temple to support NWSA A&E response. 45 members signed up to the CFN
Deafness Support were approached for consultation on the Trust SES and accessibility issues	Perception from the deaf community that NWSA 999 and Patient Transport services are not as accessible for the deaf community Patient Transport is an issue – not necessarily initial booking but if the ambulance does not arrive	NWSA working gp established to look at sms txt issues – meeting since July 09. A&E sms text trial started wc 14 September 09 Patient Transport trial ongoing, budget agreed - suppliers sourced training needs identified
	Deaf people do not complain for same reasons of access and because of perception that nothing will be done	Further work required on complaints and guidelines on how we would manage a complaint from a deaf person
	Explore digital induction loop system for A&E vehicles	Included in EQIA and review of A&E fleet services. Discussed issue of induction loop – currently would not work because the traffic noise interferes but digital system coming on the market which can filter out background noise more effectively
Consultation undertaken with the Older Peoples Partnership, Blackburn With Darwen including the local transport survey	Lack of awareness of: <ul style="list-style-type: none"> Patient Transport Transport How to book Patient Transport What times these run to What about out of hours 	Initial feedback has assisted with informing the Patient Transport transport booking form review
PALS lead at NWSA received feedback on Trust services from a colleague that met with 10 young people from the South Lakeland Young Carers Forum	Can you be accompanied	Initial feedback has assisted with informing the Patient Transport transport booking form review

Methodology	Summary of Feedback	Actions Taken
	Following the above consultation, there has been a request to create an understanding of Ambulance Services in Patient Transport and CFN Membership to the Older Peoples Forum in Blackburn	A meeting date has been established with the Older Peoples Partnership Dec 09 and Older Peoples Forum 04 Jan 2010 respectively
	There should be more ambulances"	Invited young persons (01539 815970) to the Trust during Feb 10: <ul style="list-style-type: none"> • View an Ambulance • ECC tour • Open discussions
	"When you call an ambulance they question you for a long time and you don't know whether an ambulance is on its way or not."	Opportunity to view Control in Feb 10



Patient Experience Cycle

1. Capture Feedback from Patients, Staff, Carers, Volunteers and other stakeholders

8. Report outcomes to the Patient Experience Sub-Committee and originators of feedback

*Six monthly newsletter to report achievements and celebrate success
*Web 'You Said, We Did's'
*Other PR
*Log process for ALE

2. Trust to Log and Summarise feedback using proforma on a quarterly basis

7. Action to evaluate success —has the service or experience improved?

3. Patient Experience Team to analyse and understand the issues raised one month ahead of the Patient Experience Sub-Committee

6. Lead service or officer to work with the group (patients, staff, carers, volunteers or other stakeholders) in an agreed format e.g. focus group, to look at ways to improve the experience. They should also identify a mechanism to measure success.

A six monthly summary of all captured feedback for the Trust Board is to be produced. This should also be published on the website.

4. Produce summary report and present to Patient Experience Sub-Committee. PALS and Complaints single issues/ key themes reported to Incident Review and SMTs

5. Sub committee to understand the common themes and developing patterns to enable prioritisation of a work plan and identification of lead service or officer