



## Patient Engagement Annual Report 2018/19



<b><u>CONTENTS</u></b>		<b><u>PAGE NUMBER</u></b>
1.	Foreword	3
2.	Introduction	4
3.	Methods and Approaches	4
4.	Patient Engagement Surveys	4
5.	Postal Survey Questionnaires	5
6.	Best Performing Areas Of The Questionnaire	8
7.	Scoring Question Ranking	9
8.	Comments from Patient Engagement Postal Surveys	10
9.	Friends and Family Test (FFT)	11
10.	Demographic Data- Postal Surveys	13
11.	Focus Group Engagement	14
12.	Patient Stories	15
13.	Transformation Projects	15
14.	PE Project Specific Engagement	15
15.	Patient Engagement Awareness	16
16.	Complaints, Compliments, Enquiries	16
17.	Feedback Themes	18
18.	Accountability	18
19.	Appendix 1	19-26

## 1. Foreword by Director of Quality, Innovation and Improvement



I am delighted to present the trust's annual patient engagement report for 2018/19. We are committed to gathering and considering all the feedback we receive with a view to providing high quality services which meet the needs of our patients.

This report seeks to present the feedback we have received from patients and the wider public about their care and our services and identify key themes. Importantly, the report also focuses on how we learn from these experiences and improve our services as a result.

The report is presented to the Board of Directors as well as being shared internally and externally with all stakeholders, and published on our website ([www.nwas.nhs.uk](http://www.nwas.nhs.uk)).

Thank you for taking the time to read the report.

**Maxine Power**

**Director of Quality, Innovation and Improvement**

## 2. Introduction

Patient experience is recognised nationally as a fundamental measure of quality healthcare provision. It is only through active listening, recording feedback and acting on patients' insight that the trust can respond and implement change to reflect patient needs.

## 3. Methods and approaches



An extensive patient engagement programme was successfully completed during 2018/19. Our Patient Engagement Team (formerly known as the Patient Experience team) engages with and obtains feedback from our patients across all service areas, including our Paramedic Emergency Service (PES), Patient Transport Service (PTS), the NHS 111 Service and our Urgent Care Desk. Some of these methods and approaches include: postal questionnaire surveys, community engagement activities, focus groups and Friends and Family Test (FFT) comments cards on ambulances. We also offer the opportunity for our patients to provide FFT feedback comments using SMS text messaging and integrated voice recognition via landline. This annual report details the range of innovative methods and approaches used by the Patient Engagement Team to obtain patient feedback during 2018/2019.

The Patient Engagement Team also produces patient stories which are created from feedback received across the various routes where this is collected. Patient stories are used for training and service improvement purposes in future and to share learning outcomes across the trust.

## 4. Patient engagement surveys

The table (Figure 1) below provides a breakdown of the different methods undertaken to survey patients that use our key ambulance services of PES, PTS, UCD and NHS 111 during 2018/19. This shows that a significant 18,602 patients have provided feedback this year as a result of using this wide range of methods.

A screenshot of a digital survey form titled 'Paramedic Emergency Service Survey'. The form is blue and white. It contains several sections with checkboxes and text input fields. The first section asks 'PLEASE TELL US IN WHICH SERVICE YOU USED THE SERVICE' with checkboxes for 'PES', 'PTS', 'UCD', and 'NHS 111'. The second section asks 'EMERGENCY LOCATION - Please Tick which AREA you live in' with checkboxes for 'Urban', 'Suburban', 'Rural', 'Coastal', and 'Other'. The third section asks 'Please provide the patient postcode' and 'Is the Trust the patient lives in?'. The fourth section asks 'Are you the?' with checkboxes for 'Patient', 'Family', 'Friend', 'Other', and 'Don't know'. The fifth section asks 'Q1: Based on your experience of our service, how likely are you to recommend our Ambulance Service to friends and family if they needed similar care or treatment?' with a scale from 'Extremely likely' to 'Extremely unlikely'. The sixth section asks 'Please tell us the main reason why you have given us this score.' with a text input field. The seventh section asks 'Q2: Did you make the Emergency 999 call?' with a 'Yes' or 'No' checkbox. The eighth section asks 'Q3: Were you aware that the call taker would need to ask you a number of questions?' with a 'Yes' or 'No' checkbox. The ninth section asks 'Q4: Were you aware that the answers to these questions would determine what type and level of response (EMS) you received?' with a 'Yes' or 'No' checkbox. The tenth section asks 'Q5: Please tick all of the options below that are most important to you when you make an emergency call.' with checkboxes for 'Response time', 'Communication', 'Level of care', 'Professionalism', 'Appropriateness', 'Courtesy', and 'Cost of call'. The eleventh section asks 'Q6: Did a GPR (Emergency Point) Responded also attend?' with a 'Yes', 'No', or 'Can't remember' checkbox. The twelfth section asks 'Q7: The Ambulance that responded to you was clear and easily understood. Do you?' with checkboxes for 'Strongly Agree', 'Agree', 'Neither Agree or Disagree', 'Disagree', and 'Strongly Disagree'. The thirteenth section asks 'Q8: The patient was involved with decisions about their care and treatment options. Do you?' with checkboxes for 'Strongly Agree', 'Agree', 'Neither Agree or Disagree', 'Disagree', and 'Strongly Disagree'.

2018 - 2019 PE Programme - Survey Methods Table (01 Apr 2018 - 31 Mar 2019)		Completed Returns	% of Total
Patient Transport Service	(Postal/Telephone)	4,021	21.6%
Patient Transport Service - Scheme	(Postal)	293	1.6%
Patient Transport Service - Health Information and Concern Survey	(Postal)	208	1.1%
Paramedic Emergency Service	(Postal/Telephone)	2,933	15.8%
Clinical Assessment Service	(Postal)	2,078	11.2%
Urgent Care Desk Service	(Postal)	690	3.7%
Urgent Care Practitioners	(Postal)	35	0.2%
NHS 111 Service	(Postal)	2,578	13.9%
PTS FFT	(SMS Text)	3,561	19.1%
PTS FFT	(Post cards)	122	0.7%
PTS FFT	(Postal Surveys)	1,589	8.5%
PES FFT - See and Treat	(SMS Text)	322	1.7%
PES FFT - See and Treat	(Post cards)	78	0.4%
PES FFT - See and Treat	(IVR)	94	0.5%
TOTAL		18,602	

Figure 1 - Survey Methods Table

**\* Please Note: All data as at 31 March 2019**

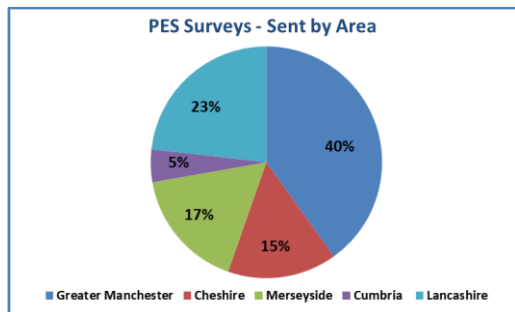
## 5. Postal survey questionnaires

Patient engagement questionnaire postal surveys are sent out to a minimum 1% of patients who have used the 4 key ambulance services of Paramedic Emergency Services (PES), Patient Transport Services (PTS), Urgent Care Desk (UCD) and 111 in five different areas across the North West. Those areas are Greater Manchester, Cheshire, Merseyside, Cumbria and Lancashire.

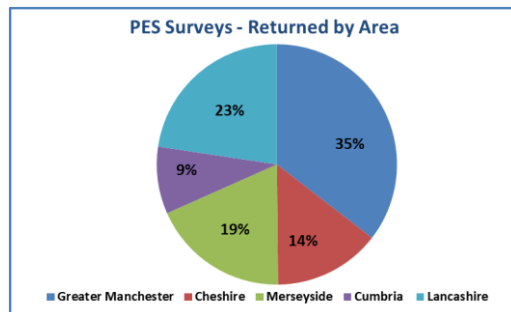
A combined 47,704 questionnaire surveys were sent to patients and a total 10,364 were returned for these services in 2018/19. This shows an average return percentage of 22%. The highest percentage return was from PTS at 27.54%. Area returns are proportionate to the numbers of surveys sent per area. \*It should be noted that during 2018/19 patient engagement questionnaires findings and data were reported on using the term patient experience. Hence some of the tables and graphs in this report providing this information will be shown as patient experience surveys\*.

Paramedic Emergency Service Patient Experience Surveys							
Postal		Qtr 1	Qtr 2	Qtr 3	Qtr 4	Totals	Cumulative Return Rate
2018/2019	Sent	2500	3750	3750	2500	12500	23.46%
	Returned	140	872	1044	877	2933	

Figure2: Paramedic Emergency Service Patient Experience Surveys



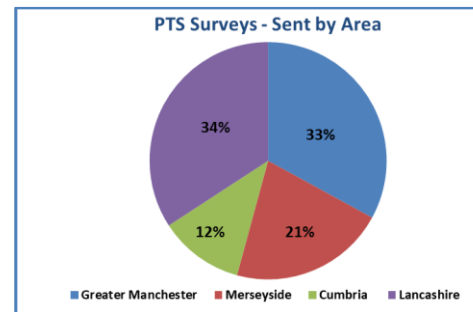
Pie Chart 1: PES surveys sent by area



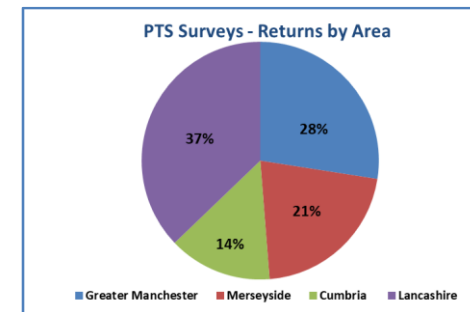
Pie Chart 2: PES surveys returned by area

Patient Transport Service Patient Experience Surveys							
Postal		Qtr 1	Qtr 2	Qtr 3	Qtr 4	Totals	Cumulative Return Rate
2018/2019	Sent	3651	3651	3651	3651	14604	27.54%
	Returned	806	1418	856	942	4022	

Figure 3: Patient Transport Service Patient Experience Surveys



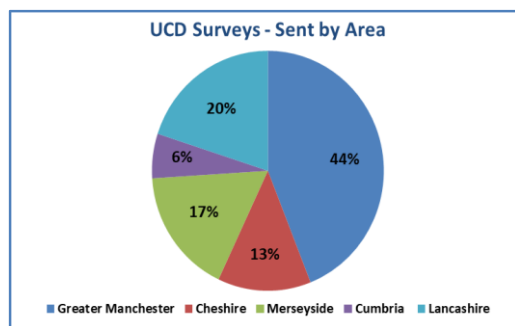
Pie Chart 3: PTS surveys sent by area



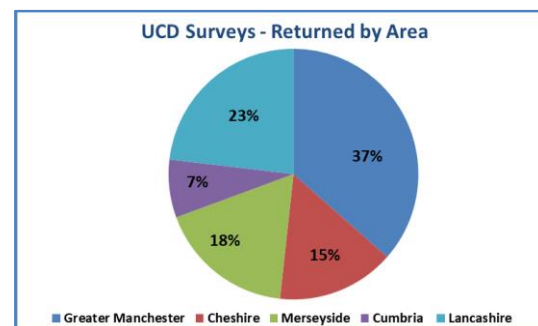
Pie Chart 4: PTS surveys returned by area

Urgent Care Desk Service Patient Experience Surveys							
Postal		Qtr 1	Qtr 2	Qtr 3	Qtr 4	Totals	Cumulative Return Rate
2018/2019	Sent	1000	1500	1500	1000	5000	14.90%
	Returned	54	184	234	273	745	

Figure 4: Urgent Care Desk Patient Experience Surveys



Pie Chart 5: UCD surveys sent by area



Pie Chart 6: UCD surveys returned by area

NHS 111 Service Patient Experience Surveys							
Postal		Qtr 1	Qtr 2	Qtr 3	Qtr 4	Totals	Cumulative Return Rate
2018/2019	Sent	3900	3900	4200	3600	15600	17.08%
	Returned	690	730	655	589	2664	

Figure 5: NHS 111 Patient Experience Surveys

The NHS 111 surveys are not sent out proportionally by area activity levels; hence we are not able to report by area as 'percentage volumes of returned versus sent'.

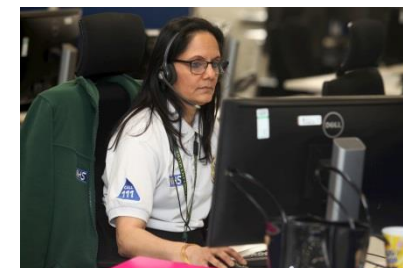
Patient Experience Programme Surveys Postal/Telephone (01 April 2018 - 31 Mar 2019)	Cared for appropriately with Dignity, Compassion and Respect (Strongly Agree/Agree)					Overall Service Received (Very Good/Fairly Good)					Recommend Ambulance Service to Friends and Family (Extremely Likely/Likely)				
2018 - 2019	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD	Qtr 1	Qtr 2	Qtr 3	Qtr 4	YTD
Patient Transport Service	96.62%	95.97%	95.18%	96.13%	96.01%	97.21%	96.05%	94.58%	96.27%	96.09%	93.95%	92.34%	92.17%	93.74%	92.99%
Paramedic Emergency Service	97.15%	96.70%	96.63%	97.22%	96.84%	97.14%	96.70%	96.29%	98.21%	96.99%	95.00%	96.70%	94.77%	97.42%	96.20%
Urgent Care Desk Service	97.14%	92.43%	93.45%	91.44%	92.40%	88.57%	85.41%	82.53%	81.32%	82.86%	88.57%	89.19%	90.06%	86.77%	88.53%
NHS 111 Service	n/a	n/a	n/a	n/a	n/a	90.00%	90.59%	90.13%	90.31%	90.24%	90.73%	90.23%	89.97%	89.94%	90.21%

Figure 6: Summaries of Postal Survey Questionnaire Feedback including FFT by Quarter



Figure 6 shows; alongside the extensive detail provided in the main part of this annual report 2018/19, postal questionnaire survey results are overall very positive with satisfaction being high across all our main ambulance service lines. A high 96.84% of PES patients told us that they were 'treated with dignity, respect, kindness and compassion'. 96.01 % of PTS users stated the same. *'The staff considered how I felt about traveling and reassured me. Got me to the right department and were with me all the time' (PTS)*. 92.40% of Urgent Care Desk service users told us that 'staff were polite, respectful and listened to their concerns'.

Some of the best performing questions and related scoring rankings based on the feedback received are highlighted below. This shows high satisfaction with services, general high regard for the staff that work for the trust, patients feeling safe and clarity of explanation with NHS 111 feature. This high satisfaction and high regard for the ambulance service is further endorsed by the comments received from patients when returning surveys.



## 6. Best performing areas of the questionnaire \*

PES

Paramedic Emergency Service 2018 - 2019			
	Best		Worst
<b>Question</b>	Overall, service received was described as 'very good / fairly good'. <b>97.71</b>	The patient was involved with decisions about their care and treatment options. <b>77.32</b>	
<b>Section</b>	Thinking about your experience of our service. <b>95.71</b>	The following questions are about the 999 call for an Emergency Ambulance <b>91.54</b>	

Figure 7: PES Best Performing Question

PTS

Patient Transport Service 2018 - 2019			
	Best		Worst
<b>Question</b>	During your journey, did you feel safe and reassured? <b>98.87</b>	When transport was booked, were you offered the option of a 3 day advance text reminder? <b>23.32</b>	
<b>Section</b>	Overall experience <b>93.99</b>	The following questions are about your experience of booking patient transport <b>75.11</b>	

Figure 8: PTS Best Performing Question

UCD

Urgent Care Desk Service 2018 - 2019			
	Best		Worst
<b>Question</b>	"The member of staff was polite, respectful and listened to my concerns" <b>90.23</b>	"When you received the return call, how did the time it took to call you back feel?" <b>74.39</b>	
<b>Section</b>	Satisfaction ratings <b>87.85</b>	The following questions are about your 999 call and the Urgent Care Desk Service: <b>81.10</b>	

Figure 9: UCD Best Performing Question

111

NHS 111 Service 2018 - 2019			
	Best		Worst
<b>Question</b>	After your call to NHS 111 were you clear about what you were advised to do next? <b>96.36</b>	How helpful was the advice given by NHS 111? <b>86.34</b>	
<b>Section</b>	Thinking about the most recent time you called NHS 111 <b>90.64</b>	Thinking about the most recent time you called NHS 111 <b>90.64</b>	

Figure 10: NHS 111 Best Performing Question

\*The score is made up of the cumulative 'weighted responses' for that given question out of a 100, (i.e. Strongly Agree = 100, Agree = 75, Neither Agree nor Disagree = 50, Disagree = 25 and Strongly Disagree = 0).



## 7. Scoring question ranking\*

PES

Rank	Question No.	Question	Score
1	11	Overall, service received was described as 'very good / fairly good'.	97.71
2	1	Based on your experience of our service, how likely are you to recommend our Ambulance Service to friends and family if they needed similar care or treatment?	95.98
3	9	The patient was treated with dignity, respect, kindness and compassion.	95.43
4	10	The patient was reassured and provided with appropriate care during journey.	94.24
5	7	The Ambulance Staff communicated in a way that was clear and easily understand.	94.24
6	8	The patient was involved with decisions about their care and treatment options.	77.32

Figure 11: PES Question Ranking

UCD

Rank	Question No.	Question	Score
1	5	The member of staff was polite, respectful and listened to my concerns	90.23
2	15	Overall, service received was rated as 'very good / fairly good'.	89.14
3	1	Based on your experience of our service, how likely are you to recommend our Ambulance Service to friends and family if they needed similar care or treatment?	86.44
4	11	"The taxi driver was polite, respectful and helpful"	86.36
5	6	"I fully understood the advice provided"	86.28
6	12	Please rate your experience of travelling in a taxi instead of an ambulance.	85.27
7	8	"At the end of the call I understood what had been arranged for me, i.e. what was going to happen next".	84.80
8	7	"I was satisfied with the advice provided"	84.70
9	2	When you called 999, you understood why you were not immediately provided with an ambulance and that you would be called within 60 mins for further assessment.	76.80
10	3	How long were you waiting before you received the return telephone call from us?	75.16
11	4	When you received the return call, did the time it took to call you back feel:	74.39

Figure 13: UCD Question Ranking

PTS

Rank	Question No.	Question	Score
1	8	During your journey, did you feel safe and reassured?	98.87
2	7	Was your call handled politely and respectfully?	97.76
3	14	Overall, service received was rated as 'very good / fairly good'.	95.73
4	6	Did you understand that the assessment process is in place to ensure that we provide the most suitable transport arrangements to meet your individual needs?	93.70
5	13	Based on your overall ambulance transport experience, you were cared for appropriately with dignity, compassion and respect.	92.97
6	1	Based on your experience of our service, how likely are you to recommend our Ambulance Service to friends and family if they needed similar care or treatment?	92.83
7	5	Were you taken through an assessment process that asked questions about your medical conditions and mobility for your ambulance transport?	87.34
8	9	On arrival at hospital were you booked into the clinic quickly and efficiently by our ambulance crews?	86.95
9	10	For your return journey, did you feel that you had to wait a long time?	60.67
10	3	When transport was booked, were you offered the option of a 3 day advance SMS text or landline reminder?	23.32

Figure 12: PTS Question Ranking

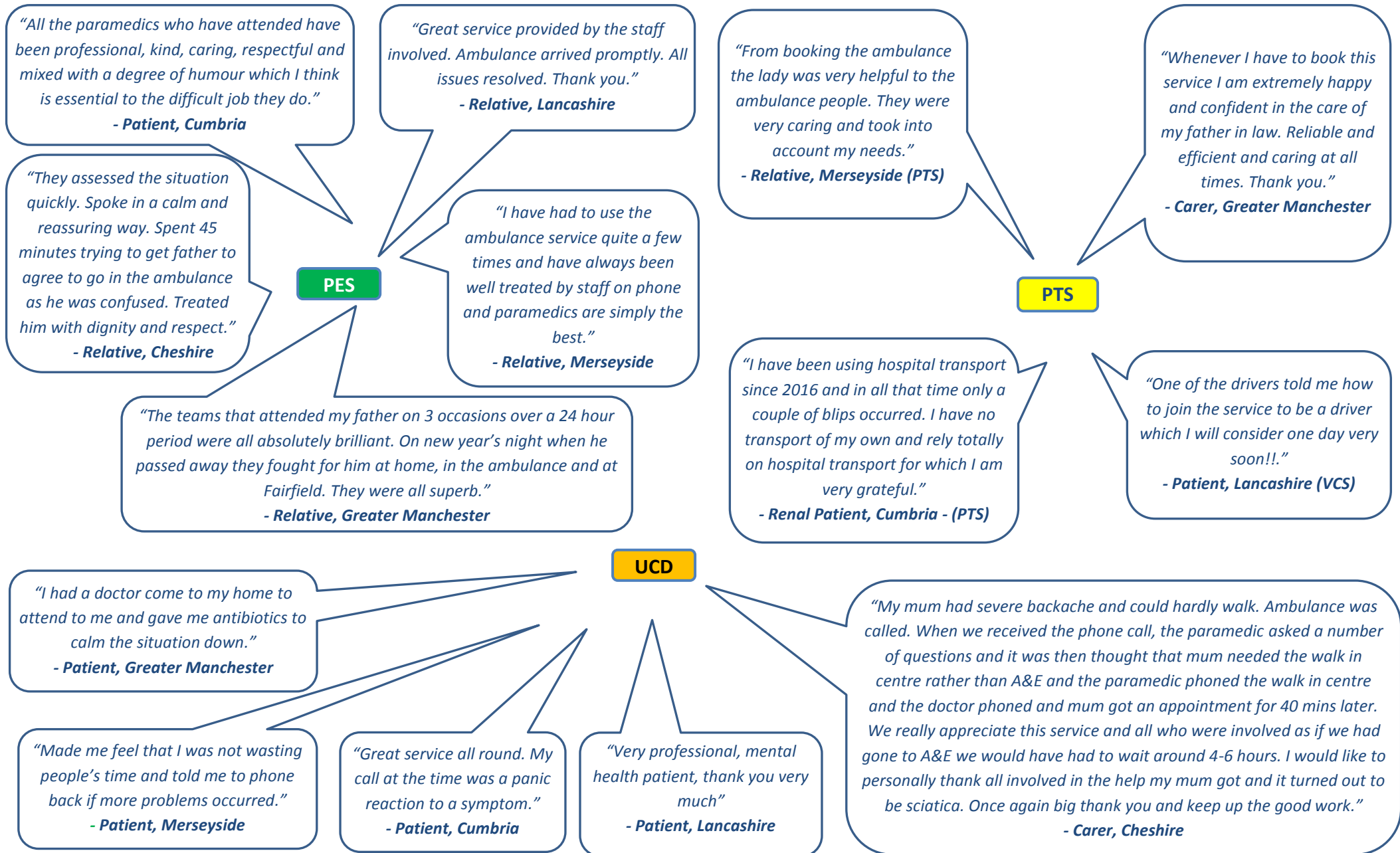
111

Rank	Question No.	Question	Score
1	13	After your call to NHS 111 were you clear about what you were advised to do next?	96.36
2	14	After your call to NHS 111 were you clear on where any face to face consultation would take place?	91.90
3	15	After your call to NHS 111 were you clear about the time scales for seeking further advice or care?	90.16
4	18	How likely are you to recommend the NHS 111 Service to friends and family if they needed similar advice or help?	89.83
5	17	Overall, how satisfied were you with the way NHS 111 handled the whole process?	89.66
6	4	How helpful was the advice given by NHS 111?	86.34

Figure 14: NHS 111 Question Ranking

\*The score is made up of the cumulative 'weighted responses' for that given question out of a 100, (i.e. Strongly Agree = 100, Agree = 75, Neither Agree nor Disagree = 50, Disagree = 25 and Strongly Disagree = 0).

## 8 - Comments from patient engagement postal surveys



## 8. Friends and Family Test (FFT)



The patient engagement team invite Friends and Family Test (FFT) feedback from all patients through PTS postal surveys, PES see and treat and the provision of free post comments cards on ambulances. The team have recently completed the process of redesigning the NWS FFT free post comment cards which have been made available on all our ambulance vehicles to ensure they are inclusive for all of our patients. This process has included working closely with a design company and consulting at all stages of the process with a number of community groups, to ensure the postcards meet the purpose of inclusivity. This has been accompanied with internal marketing communications to inform staff.

We also offer the opportunity for our patients to provide FFT feedback comments using SMS text messaging and integrated voice recognition via landline. NWS monthly Unify FFT results, for both PES and PTS, are forwarded for publication and comparison with other ambulance trusts on the NHS England (NHSE) website. During 2018/19 we received nearly 5,958 FFT responses supported by 4,398 comments. Some comments are detailed below. 75.9% and 94.2% of our patients using PES and PTS services respectively stated they were extremely likely or likely to recommend North West Ambulance Service NHS Trust to their friends, family and relatives.

The patient engagement team are aware of outcomes on discussions at a national level with NHS England (NHSE) – on whether the FFT question should be changed to be more relevant to patients, and an increase in the time in which FFT feedback should be collected. A trust specific FFT migration plan will be delivered in line with NHSE guidance for 01<sup>st</sup> April 2020.

**Your feedback will help us to improve our services.**  
Please complete and post the card back to us – no stamp is needed or you can give the card to a member of NWS staff.

**About your experience...**

Could you tell us which service you used?

☐ Paramedic Emergency Service ☐ Patient Transport Service

Were you taken to hospital? ☐ Yes ☐ No

Would you want your friends and family to use our service if they needed to? (Please choose one)

☐ Yes, I would ☐ Maybe ☐ No, I would not ☐ I don't know

Can you please tell us why you ticked the box above?

**About you...**

Please tell us a little about yourself (optional)

What is your gender?  
☐ Male ☐ Female

What is your age?  
☐ Under 16 ☐ 16-25 ☐ 26-35 ☐ 36-45 ☐ 46-55  
☐ 56-65 ☐ 65-75 ☐ 75-85 ☐ 85+

Which area do you live in?  
☐ Cheshire ☐ Cumbria ☐ Greater Manchester  
☐ Lancashire ☐ Merseyside

Please provide the first four digits (letters/numbers) of your Postcode

What is your ethnic group?  
☐ White ☐ Mixed/Multiple ethnic groups  
☐ Asian/Asian British ☐ Other ethnic group  
☐ Black/African/Caribbean/Black British ☐ Prefer not to say

If you consider yourself to have a disability, please indicate the type of disability below:

☐ Hearing impairment ☐ Mental Health  
☐ Learning Disability ☐ Dementia  
☐ Visual impairment ☐ Other  
☐ Mobility impairment ☐ Not applicable

If you would like to, you can also contact the Patient Experience team by:  
Freephone: 0300 555 0110 Email: [talktous@nws.nhs.uk](mailto:talktous@nws.nhs.uk) Website: [www.nws.nhs.uk](http://www.nws.nhs.uk)

Please **DO NOT** make my comments public ☐

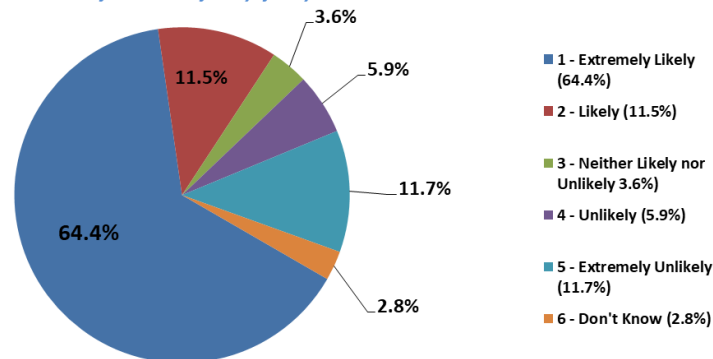
Please attach the edges and return to the free post address on back. No stamp required.

## Family and Friends Test (FFT) Responses by service

(FFT Free Post Comment Cards and SMS Texts)

**PES**

**Cumulative PES FFT Responses - All Channels**  
How likely are you to recommend our Ambulance Service to friends and family if they needed similar care or treatment?

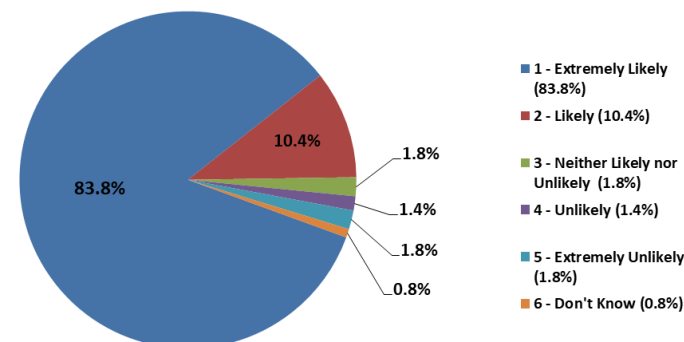


- 75.9% PES patients responded they would recommend.

- Total of 5,958 FFT responses - Supported with 4,398 comments

**PTS**

**Cumulative PTS FFT Responses - All Channels**  
How likely are you to recommend our Ambulance Service to friends and family if they needed similar care or treatment?



- 94.2% PTS patients responded they would recommend.

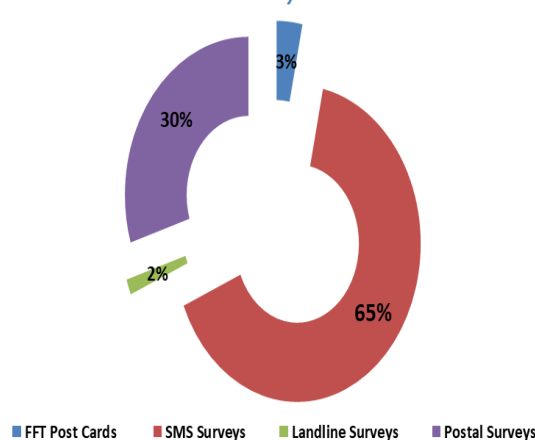
"They were lovely to mother-in-law age 88, explained everything in simple words so she understood what was happening. She didn't want to go to hospital they put her mind at rest and she was then ok to go. Thank you for your excellent service."  
- FFT SMS Text

**PES**

"Ambulance attended for a serious seizure, fall and head wound regarding my mother. Arrived promptly and on coming in were not only extremely efficient and effective dressing wounds and taking readings but also put me at my ease as I was in a state of near panic at seeing my mother in such a condition. They were also courteous, respectful of property and considerate. I cannot comment them highly enough."  
- FFT Postcard

## 2018 - 2019 Patient Experience FFT Responses

Returns By Channel



"I have made many journeys to hospitals and on each occasion I have found the ambulance staff very caring and kind towards me and very understanding. All the ambulance staff do a first class service to all the people who use the ambulance service and I congratulate them all for their professionalism of duty and care..  
- FFT Postcard

**PTS**

"The drivers are mostly friendly and will do anything to help  
I have had bad experiences with waiting times but at the same time I do understand this. Thank you for helping me get to appointments."  
- FFT SMS Text

## 9. Demographic data – postal surveys

ONS 2011 data states that the total usual resident population of the North West stands at 7,052,177. About 8% of those residents (577,232) were born outside of the UK. This same data on age estimated 0 -15yrs (21%), 16-74yrs (72% with 65+ yrs at 16.7%) and 75+ yrs (7%) and gender breakdown at 48% women and 52% Men. The numbers of population stating they had a disability or permanent illness was 374,928 (5%). Approximately 9.2% of the North West population belongs to ethnic minorities. Of these 5.5% are of Asian or Asian British origin.

Appendix 1 at page 19 shows pie chart percentage demographic data breakdowns by patient; age, gender, disability and ethnicity on our NWS four service lines NHS 111, PTS, UCD and PES respectively. A summary breakdown of the key demographic data received via our postal survey respondents is shown at Figure 15 below:

	111	PTS	UCD	PES
Patient Age	<ul style="list-style-type: none"> <li>• 63% over 45+ yrs</li> <li>• 4% under 16 yrs</li> </ul>	<ul style="list-style-type: none"> <li>• 93% over 45+ yrs</li> <li>• 21% over 85 + years</li> </ul>	<ul style="list-style-type: none"> <li>• 82% over 45+yrs</li> <li>• 23% over 85+ yrs</li> </ul>	<ul style="list-style-type: none"> <li>• 93% over 45+yrs</li> <li>• 53% over 75+ yrs</li> </ul>
Patient Gender	<ul style="list-style-type: none"> <li>• 63% - Female</li> </ul>	<ul style="list-style-type: none"> <li>• 52% Female</li> </ul>	<ul style="list-style-type: none"> <li>• 51% Female</li> </ul>	<ul style="list-style-type: none"> <li>• 51% Female</li> </ul>
Patient Disability/Impairment	<ul style="list-style-type: none"> <li>• Limiting Illness - 32%</li> <li>• None - 62%</li> </ul>	<ul style="list-style-type: none"> <li>• Mobility - 68%</li> <li>• Hearing - 19%</li> <li>• Visual – 13%</li> <li>• Mental Health 11%</li> <li>• Learning - 2%</li> </ul>	<ul style="list-style-type: none"> <li>• Mobility 36%</li> <li>• Hearing – 18%</li> <li>• Mental Health – 20%</li> </ul>	<ul style="list-style-type: none"> <li>• Mobility - 45%</li> <li>• Hearing – 20%</li> <li>• Visual – 8%</li> <li>• Mental Health -9%</li> <li>• Learning – 2%</li> </ul>
Patient Black & Minority Ethnicity (BME)	<ul style="list-style-type: none"> <li>• BME – 6%</li> </ul>	<ul style="list-style-type: none"> <li>• BME – 5%</li> </ul>	<ul style="list-style-type: none"> <li>• BME – 5.8%</li> </ul>	<ul style="list-style-type: none"> <li>• BME – 2.7%</li> </ul>
None Respondent to Demographic Data Request	<ul style="list-style-type: none"> <li>• 3%</li> </ul>	<ul style="list-style-type: none"> <li>• 3.25%</li> </ul>	<ul style="list-style-type: none"> <li>• 6%</li> </ul>	<ul style="list-style-type: none"> <li>• 3.25%</li> </ul>

**Figure 15: Summary breakdown of the key demographic data received via postal survey respondents**

Analysis of the demographic data shown in Figure 15 suggests that females are more likely to contact the NHS 111 service and nearly 4% of the users of this service are under 16 years of age. As expected both PES and PTS show over 90% of users are over 45 years of age. Again as expected mobility impairments feature when declaring disability. This is followed by a high feature on our service lines with re hearing impairments. Mental health is shown for a minimum 1 in 10 users of our main service lines PES, PTS and UCD. Ethnicity data is proportionally consistent with the North West demographic profile when linked to age of respondents for all our service lines of 111, PTS, UCD and PES.

An average of only 4% of users across the four service lines provided no response to the demographic data requested on our postal surveys.

## 10. Patient engagement focus groups

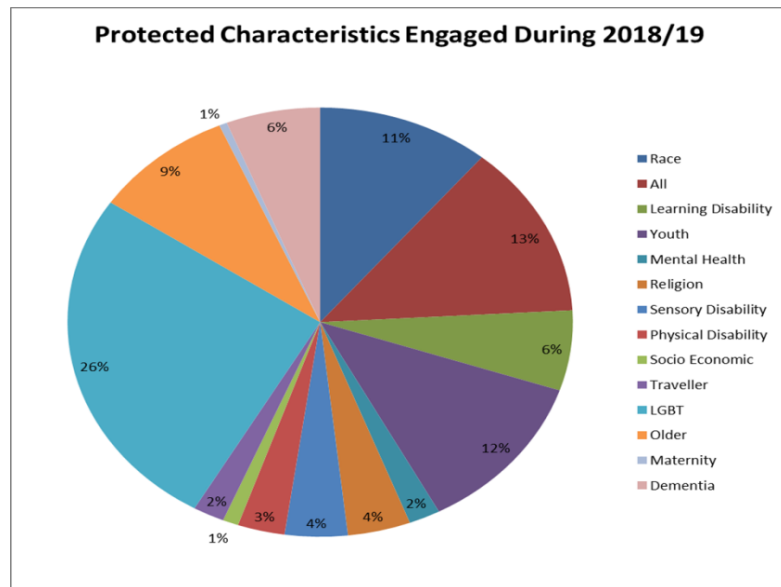


As well as undertaking quantitative patient surveys, we provide focus on capturing more qualitative data at equality and diversity community events and focus groups. The NWS patient engagement board game is used for targeted focus group engagement. The patient engagement team have visited a total of 14 different community groups and organisations in 2019, to showcase the board game. Some of these have included: 'Pendle Seniors Forum', 'Lyndale Cancer Support Centre', 'Prevent and Protect – Learning Disabilities event in Lancashire', 'Fylde and Wyre CCG Patient Cancer Care Improvement group' and the 'Sefton –Breathe Easy' support group'. In addition and in conjunction with the trust Communications team community engagement has been undertaken at 18 high footfall specialist community events. These have included: Cheadle Mosque, Manchester PRIDE, NHS Windrush Event and Disability Awareness Day 2018.

Feedback received from community groups in 2018/19 revealed there was an opportunity to deliver CPR/AED training to groups, so as a result, supporting this became one of the team's objectives. We have continued to deliver this training to groups we have engaged with in 2019, with the support of our Community Resuscitation teams at NWS. Those groups we have delivered training to include 'Caritas Care 'Speak up' Learning disabilities support group', 'Maghull Older Persons forum' and 'Ainsdale Older Persons forum'.



Pie Chart 9 below shows the equality and diversity protected groups we have engaged with at community events and focus groups during 2018/19.



The Equality Act 2010 introduced the term "protected characteristics" to refer to groups that are protected under the Act. These are cited as: age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, and pregnancy and maternity.

**Pie Chart 9 - Protected Characteristics Engaged during 2018/19**



## 11. Patient stories

Patient stories continue to be a powerful tool to describe patients' experiences and the learning that has been obtained from them. During 2018/19 patient stories were presented to the Board of Directors, to Incident Learning Forum, staff as part of mandatory training, and on education and awareness campaigns. The team use a range of methods to present patient stories such as printed, voice recordings and visual presentations. Our patient story at the end of March 2019 focused on a patient waiting a long time for a resource after calling for an ambulance for her husband but her story helped to highlight and showcase improvements that have been made within EOC since this incident. Members of the team will continue to receive training in 2019/20 to help build and improve their filming skills using in house equipment.



## 12. Transformation projects

Patient Engagement data collation for 2018/19 were completed and all required quarter 4 results were finalised and shared with appropriate leads for the Acute Patient Assessment Service (APAS) involving NHS 111 and Urgent Care Services. These were: *'The PES Green Car Project'*, *'See and Treat Project'*, *'Paramedic Support of EMD Call Takers Survey'* and the *'HMR Emergency Assessment Team Survey' (HEAT)*. Further work during the quarter finalised understanding of the effects of the *'PTS Health Information Leaflets'*. The team continue to support ambulance care for children and young people with attendance at ongoing *'Alder Hey Patient and Family Patient Experience Forums'*.

## 13. Project specific engagement

A number of our engagement activities during 2019 have focused particularly on cancer care, which has supported us with the work we have been involved with, in partnership with 'Macmillan cancer support'. This project aims to improve the care experience of people living with cancer, so engaging with service users has provided a valuable insight into their experiences, which will identify any areas for improvement.

The patient engagement team have also continued to engage with community groups who support visually impaired patients, which will support us with our project to improve trust awareness when transporting Assistance Dogs (usually referred to as Guide Dogs) in our PES/PTS ambulance vehicles. We have now produced a policy and guidance for NWS staff, and we have also filmed a Guide Dogs specific patient story to be used in the E-learning module.

We are also working closely with the NWS mental health manager, to look at those care experiences of patients with mental health conditions and to see how we can make improvements.

So far in 2019, we have engaged with the 'Open Doors – Dementia services group' and 'Bolton Dementia support group' which will support us with this project. We are due to meet with a number of other mental health groups in the next quarter, which will continue to support this project.

## 14. Patient engagement awareness

The Patient Engagement team continue to provide regular updates in relation to FFT Quarterly results for PTS/PES and board game engagement activities in the staff regional bulletin. These updates are also shared on our patient engagement intranet page, and on our Twitter account (@NWAmb\_PtEngage). Our focus on social media has been on some of the sessions that have taken place including that with the 'Caritas Care Learning Disability group' and the ongoing work that we have been doing with the Guide Dog Association to introduce an Assistance Dog Transportation Policy within the Trust.

## 15. Complaints, compliments and enquiries

The data below displays the cumulative figure of complaints received between April 2018 and March 2019.

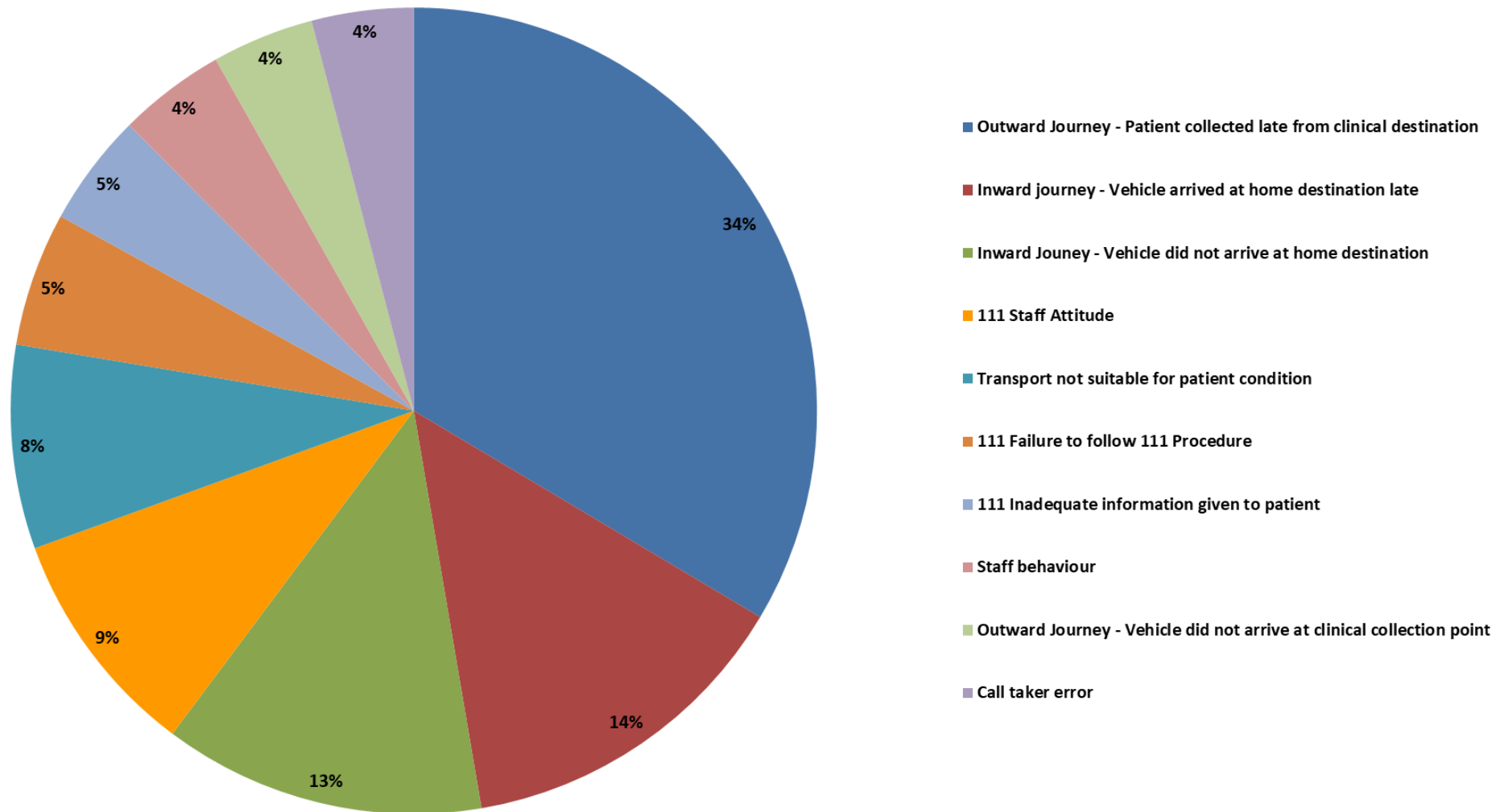
	1 - Minimum	2 - Minor	3 - Moderate	4 - Major	5 - Serious	Total
Emergency Response	10	114	120	63	50	357
Staff Conduct	106	160	21	1	0	288
Communication and Information	73	125	14	4	0	216
Navigation	0	2	0	0	0	2
Driving Standards	80	35	3	0	0	118
End Of Life Care	0	2	1	0	0	3
PTS Transport	41	1065	35	1	0	1142
Care and Treatment	93	332	103	31	7	566
Damage or loss to property	9	14	1	1	0	25
Safeguarding	1	1	0	0	0	2
Total	413	1850	298	101	57	2719

**Figure 15: Cumulative Number of Complaints 2018/19**

Figure 15 shows that, PTS transport issues, care and treatment, emergency response and staff conduct perceptions dominate the main reasons for making a complaint. The negative staff conduct perceptions seen in complaints are in direct contrast to feedback received from our postal surveys. Pie chart 10 below identifies the top 10 reasons for upholding complaints. The main ones were PTS collection outward and inward journeys, 111 staff attitude, staff behaviour and inadequate information given by NHS 111. There were 1623 compliments including for the NHS 111 service during 01<sup>st</sup> April 2018 to 31<sup>st</sup> March 2019. During the same period there were 478 general enquiries.



## Top 10 reasons for upholding complaints: April 2018 - March 2019



*Pie Chart 10: Top 10 reasons for upholding a complaint*

## 16. Feedback themes

Some of the patient engagement feedback themes identified during the year in 2018/19 include:

- A general high regard for the ambulance service and in particular for staff and crews. Patients want to provide a formal compliment during real time use of the service.
- Patients feeling concerned they may not be able to perform CPR if they were required to do so.
- Regular confusion as to which number to call, and whether 999 or 111 is the most appropriate when accessing the ambulance service.
- Not feeling informed on who makes the decision on whether an ambulance is sent or not.
- Low levels of awareness on why the ambulance service does not provide an ETA in an emergency.
- A belief that if you go to ED in an ambulance you will be seen quicker.
- Concerns about the criteria for PTS transport eligibility.
- PTS patients (in particular renal patients) perception of length of wait for transport home.
- Lack of awareness of PTS booking reminder and vehicle on route text.



## 17. Accountability

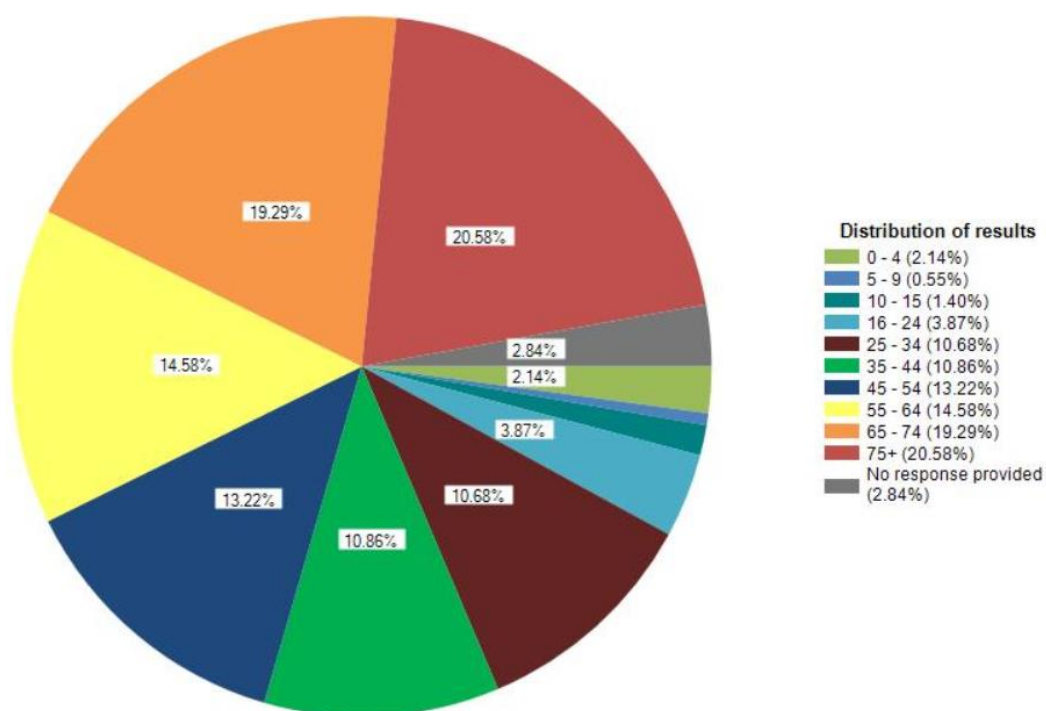
Board receive a monthly dashboard of FFT patient feedback results. Year - end data on all patient engagement initiatives themes and feedback reports are presented to the Quality Committee and Board as well as in the Patient Experience Annual Report.



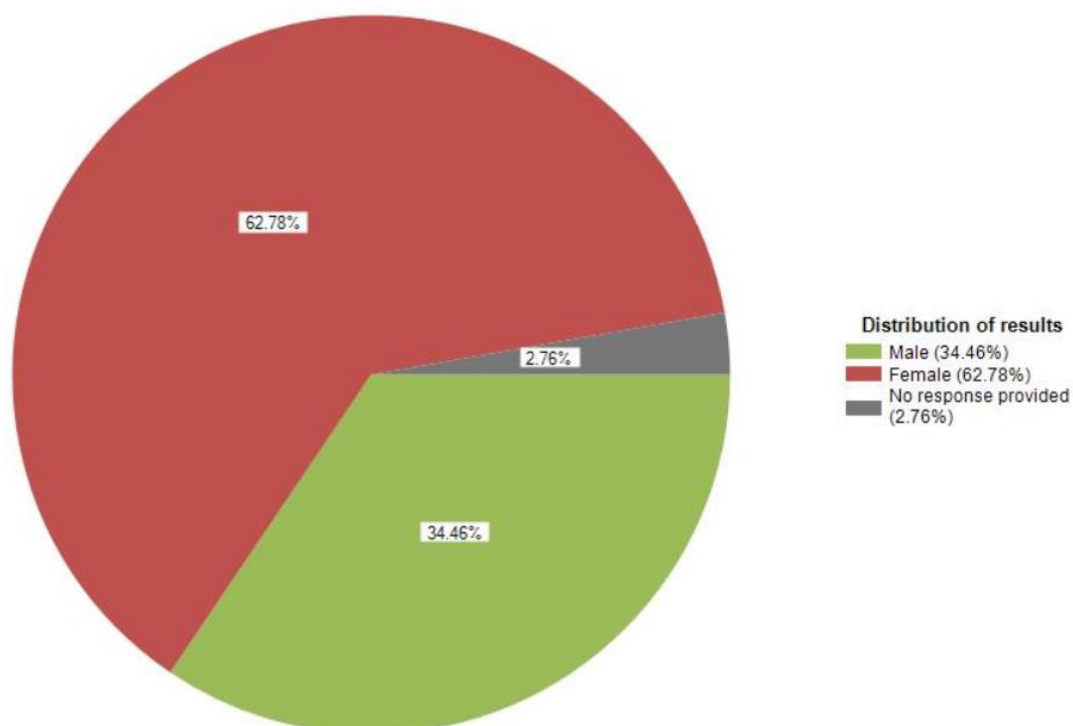
## 18. Appendix 1 - PE Annual Report 2018/19 Postal Survey Demographics

### NHS 111 Demographics – 2018-2019 PE Survey

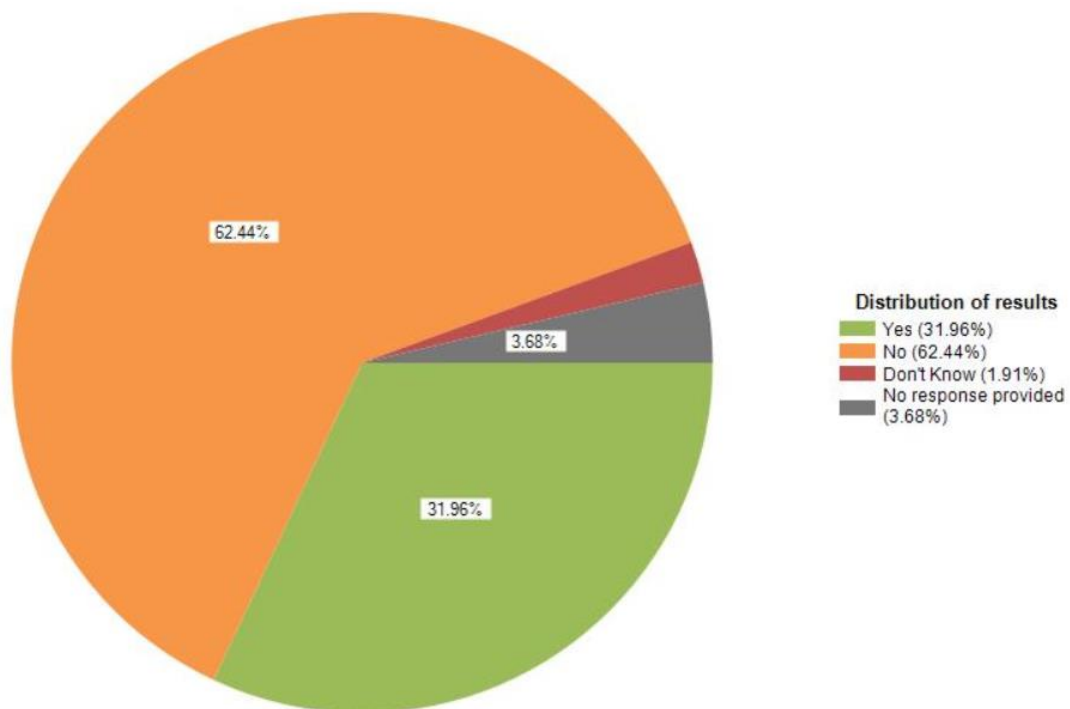
#### Patient age range



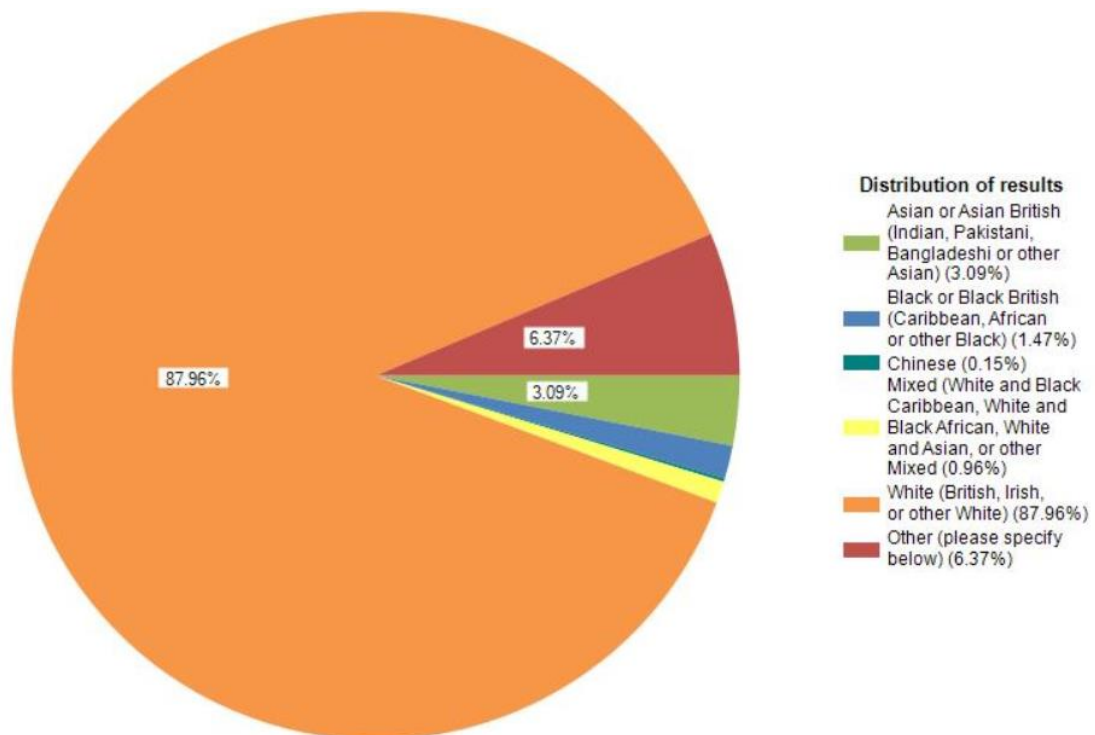
#### Patient gender



**Patient has long-term illness, health problems or disability that impacts daily activities or work**

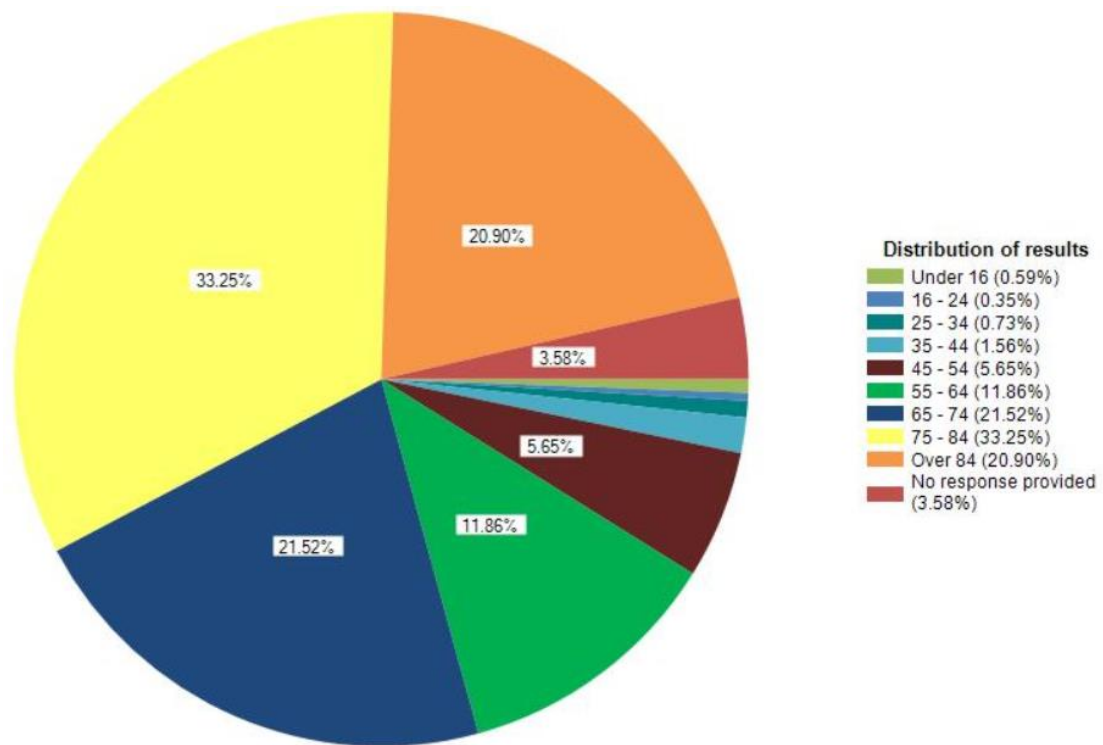


**Patient ethnicity**

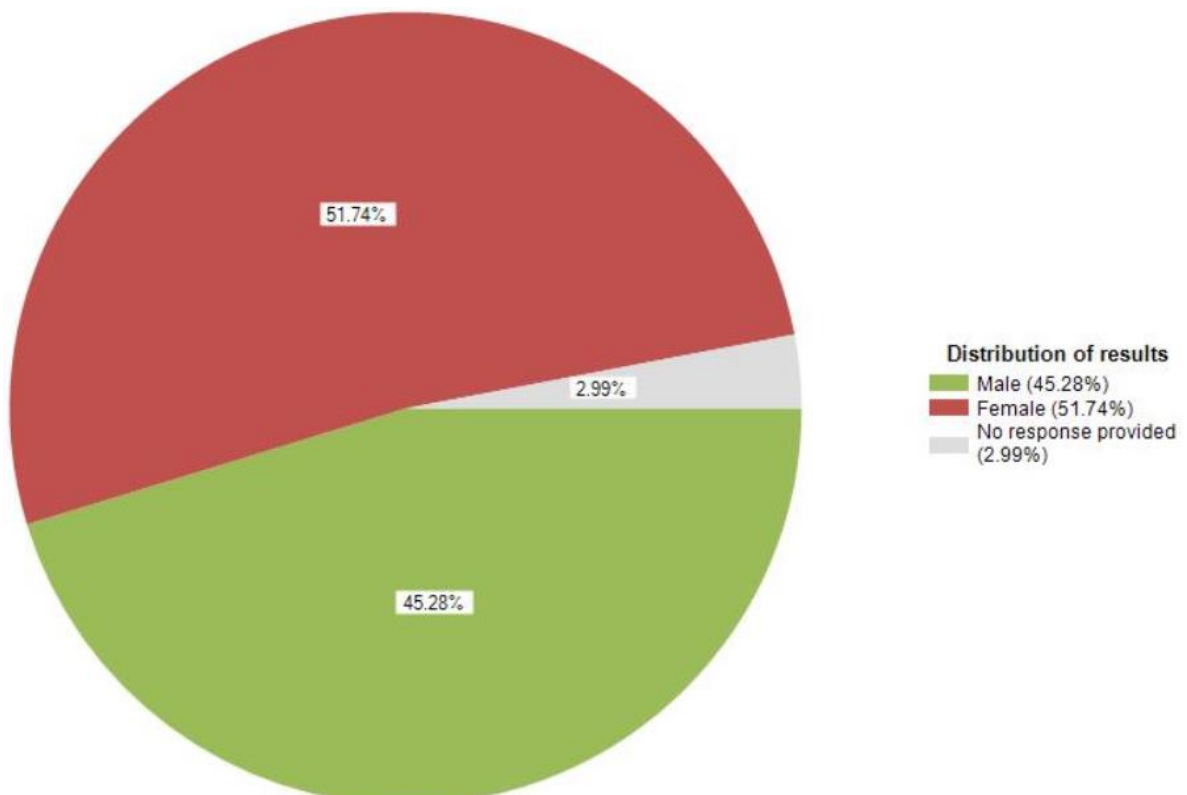


## PTS Demographics – 2018-2019 PE Survey

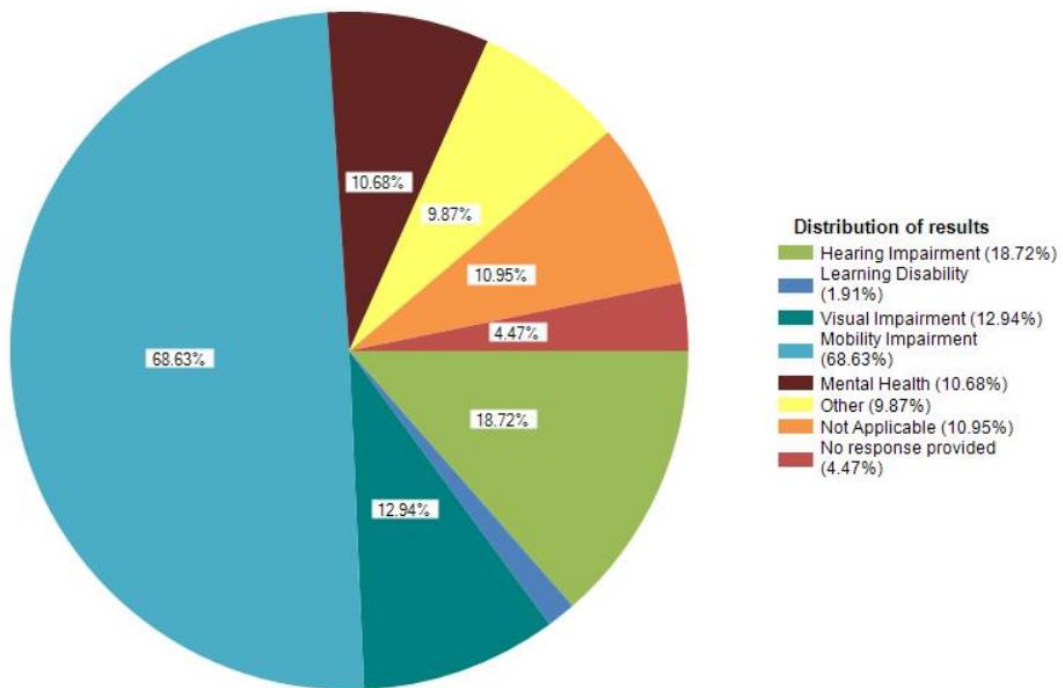
### Patient age range



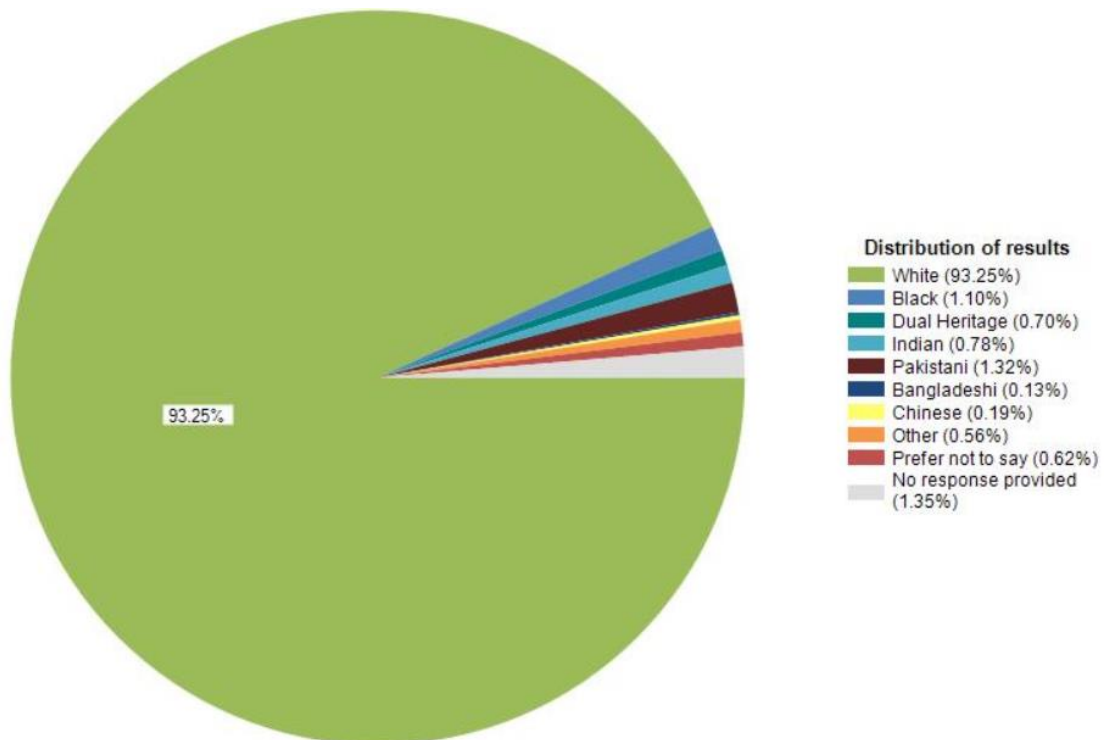
### Patient gender



## Patient disability

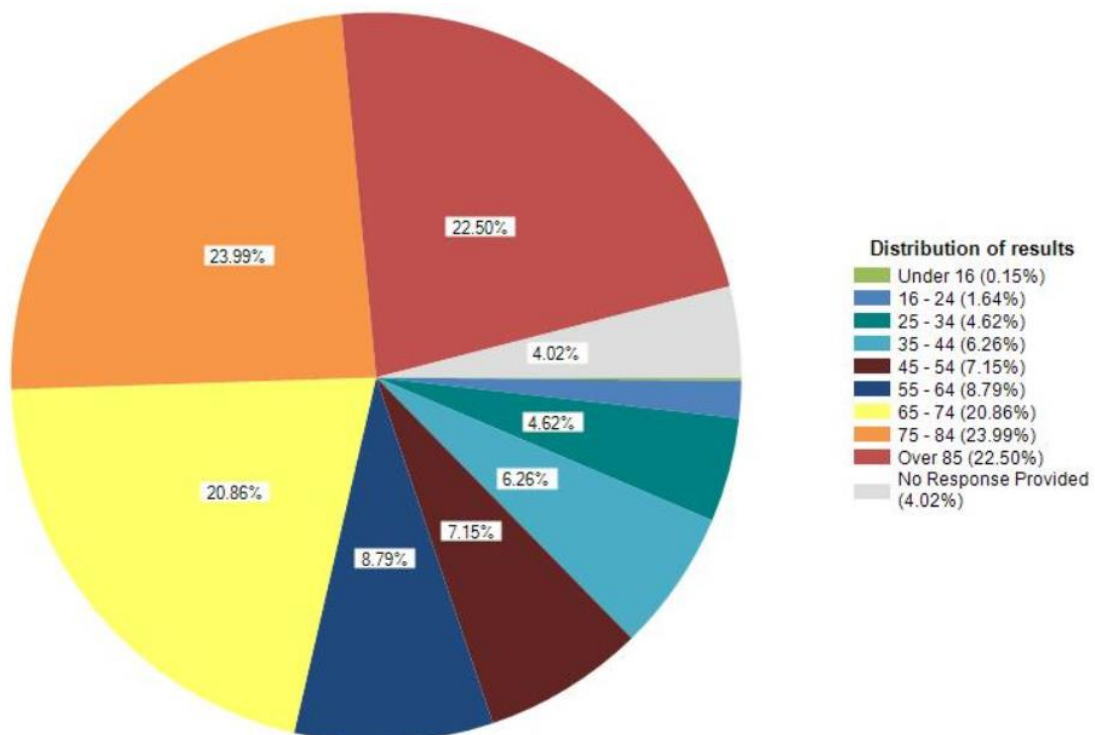


## Patient ethnicity

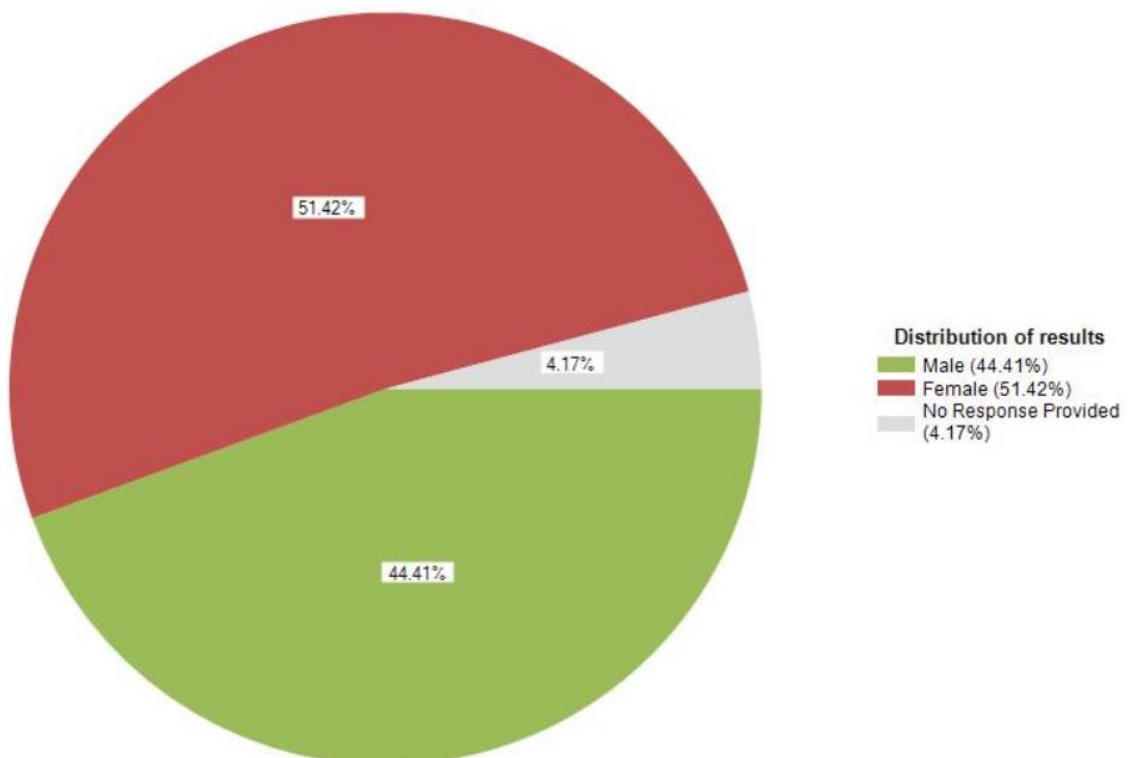


## UCD Demographics – 2018-2019 PE Survey

### Patient age range

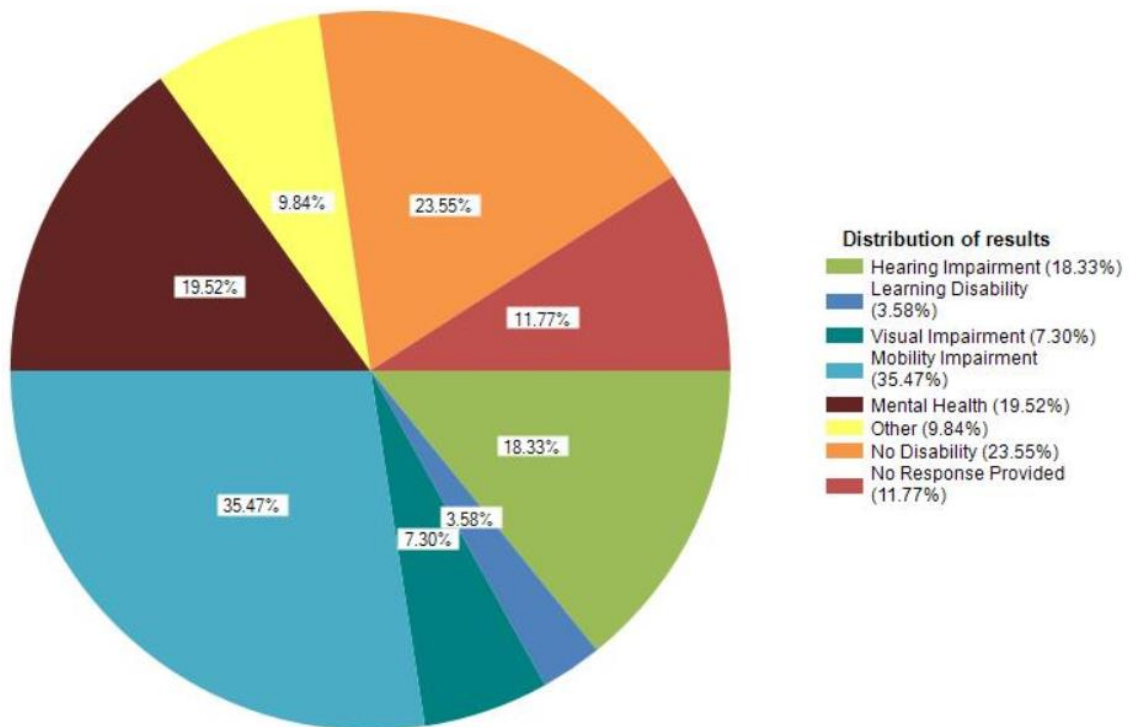


### Patient gender

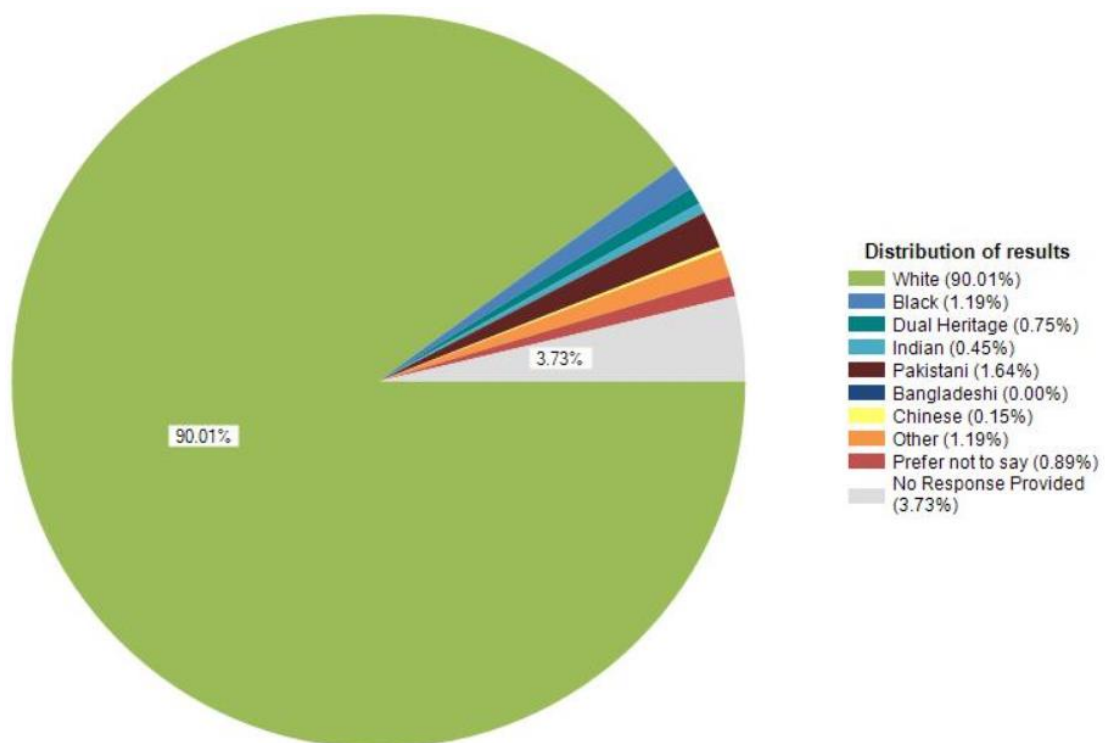




## Patient disability



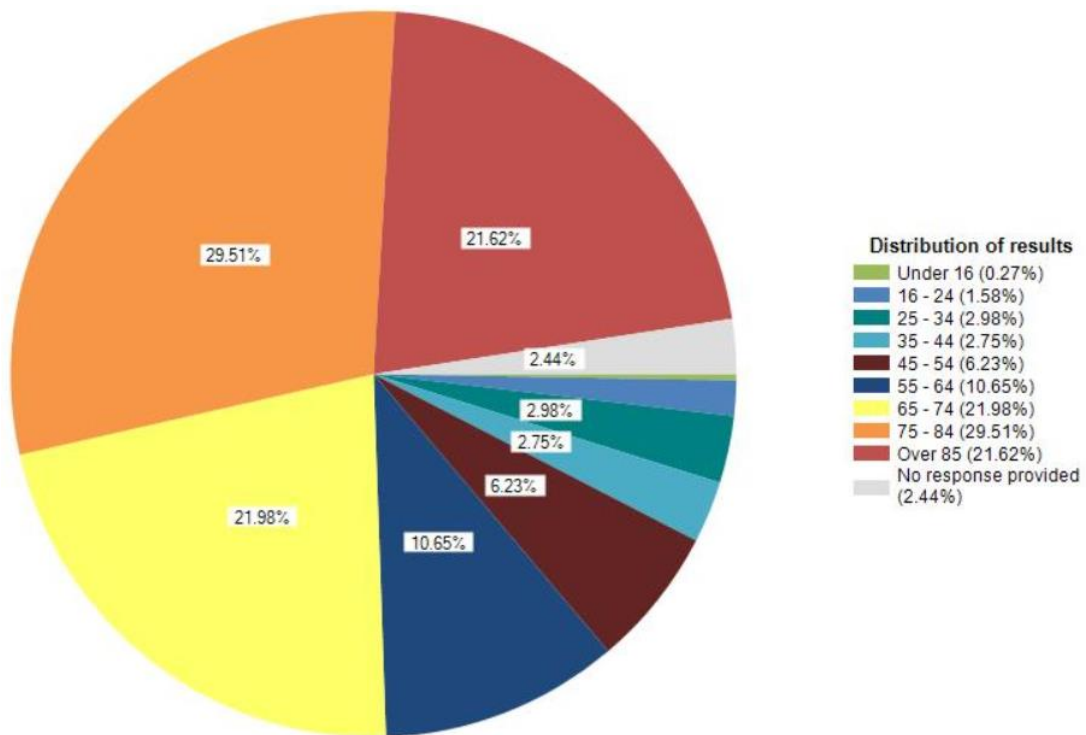
## Patient ethnicity



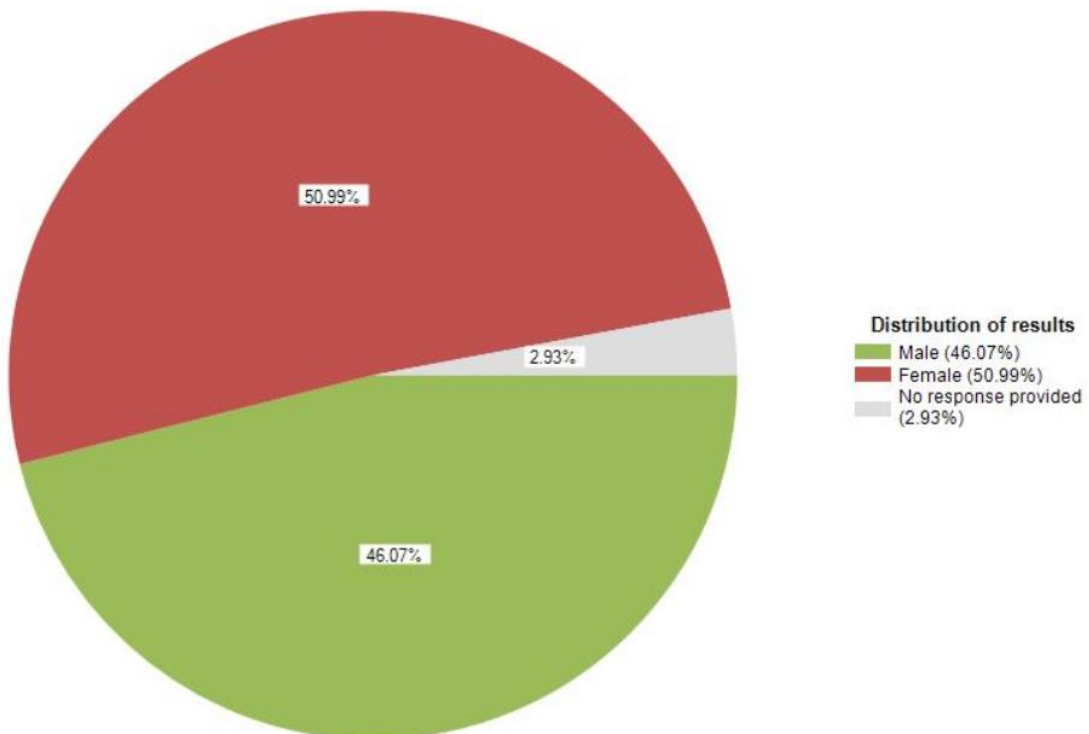


## PES Demographics – 2018-2019 PE Survey

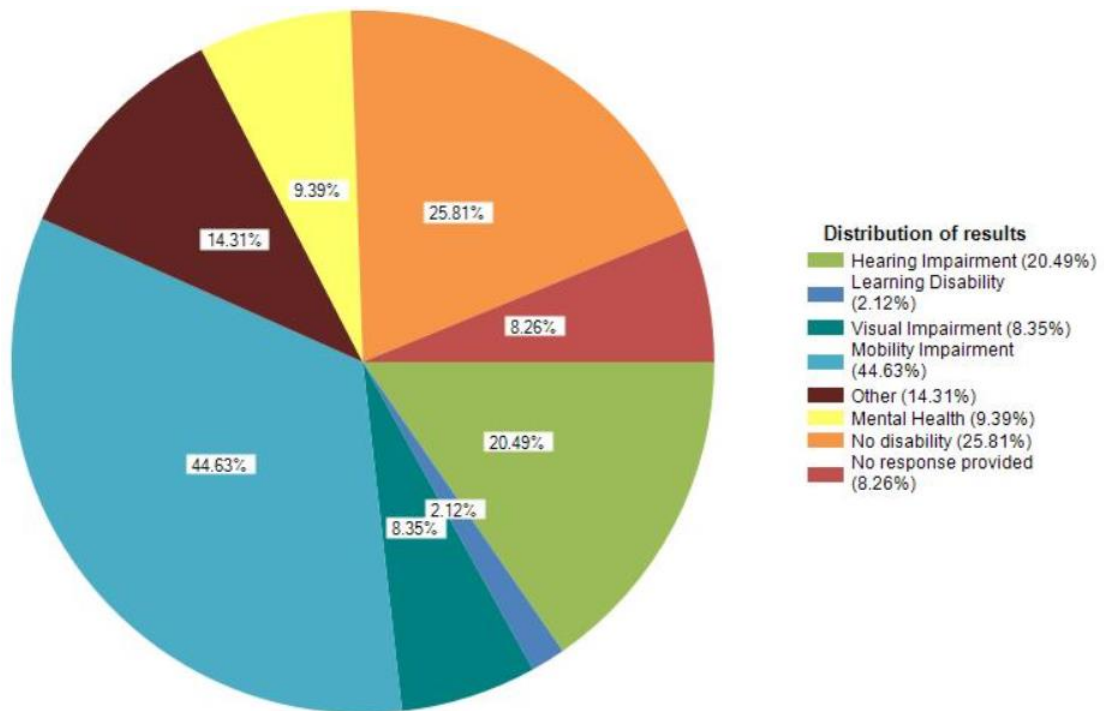
### Patient age range



### Patient gender



## Patient disability



## Patient ethnicity

