



## Category: Setting the Stage/ Support for Caregivers Staff and Family

**Award Reference Number:** 1194  
**Region:** Midlands  
**Disease:** Cross dept  
**Organisation Type:** Cross service  
**Intervention:** Staff education  
**Key words:** Leamington Spa

### West Midlands Patient Experience Learning Programme Impact Innovation

**Setting:** The Patient Experience Learning Programme (PELP) is being delivered on a partnership basis between the West Midlands Strategic Health Authority (SHA) and Impact Innovation.

The SHA covers 5.3m people across Coventry, Birmingham and the Black Country, Shropshire and Staffordshire, Herefordshire and Warwickshire. It employs 130,000 staff across 17 Primary Care Trusts, 9 Mental Health Trusts and 16 Acute Trusts, 1 Ambulance and 1 Care Trust. To find more detail go to [www.westmidlands.nhs.uk](http://www.westmidlands.nhs.uk) or [www.nhslocal.nhs.uk](http://www.nhslocal.nhs.uk).

Impact Innovation, based in Leamington Spa, is a small (8 employees) but specialist agency. With innovation and creativity at the heart of everything they do, they have considerable expertise in service/experience design and development in both the private and public sector. Impact have worked with a variety of NHS organisations ranging from the Department of Health, NHS Institute for Innovation and Improvement (NHS Institute) to the frontline of care within a Trust. For further information please see Appendix 1/visit our website [www.impactinnovation.co.uk](http://www.impactinnovation.co.uk).

The PELP is supporting all staff within West Midlands SHA to deliver and improve patient experience through 34 participants.

**Introduction:** As a participant of the national PELP, delivered by the NHS Institute and Impact Innovation, (sponsored by the Department of Health), Maggie Bayley, Assistant Director of Nursing - Patient Experience Lead, was required to develop and showcase the skills acquired through the programme.

It was decided to adopt, adapt and spread the PELP for all patient experience leads in Trusts and PCTs throughout the West Midlands area, including NHS Direct, to share the acquired professional and personal development around patient experience. Recognising the growing importance of patient experience in healthcare, this was a golden opportunity to raise the profile of patient experience in the West Midlands and offer support and development to those who were already involved in it but who wanted to encourage consistency in their organisation's approach to and consideration of patient experience.

The programme has also presented the opportunity of building a network of support and influence, to share best practice and connect work being undertaken around patient experience by different organisations.

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