

Feel the Difference

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Our customer experience approach



We're striving for a **BETTER** experience so you feel the difference

What if I can't get an appointment?

The setting in which we provide care may change but our commitment remains the same



We'll make it quick and easy to get an appointment



The Booking

Will the environment be clean and safe?

Our environments are welcoming, clean, comfortable and uncluttered



The Environment/setting

Will they be too busy and will I have to wait?

We will say hello with a smile, introduce ourselves and let you know what to expect



The Welcome

Will they listen and understand what the problem is?

We'll give you our full attention and explain as we go



The Consultation/your stay

What will happen next?

We'll check you have understood everything and tell you what's going to happen



The Goodbye

What if it gets worse and who can I talk to?

We'll stick to what we promise and give you a contact if you're worried



The Result/follow up

Worries you may have

- Will I get through?
- Will I have to explain everything twice?
- What if I can't get an appointment?
- Will they understand?
- What if I cry?
- What should I have with me?

Our commitment to you

- We'll give you options on how to book
- We'll make it quick and easy to get an appointment
- We'll make you feel like we're here to help you and to listen to you

Your commitment to us

- You let us know if you can't turn up to an appointment in good time

So you feel... [the difference]

- We're efficient and competent
- We've removed barriers to help you
- Nothing's too much trouble
- You are being listened to
- Your needs are being met

- Can I park?
- Will I find you OK?
- How will they know I am here?
- How long will I wait?
- Will there be hundreds of people waiting?
- Will I hear my name called?
- Will they find my house?

- We'll make it easy to identify us as a Virgin Care service
- We'll make it easy to access the service with clear signposting
- We'll make our environments welcoming, clean, comfortable and uncluttered
- We'll provide you with information that's relevant and easy to understand
- We will respect your home environment

- You take care of the environment and let us know what we can improve

- We're working together as one team
- You are in the right place
- Comfortable and confident we will take care of you
- You are informed

- Will they ask me questions in front of everyone?
- Will they be too busy?
- How do I know where to wait?
- What if I need the car?
- Will I need to complete any forms?

- We know you are coming
- We will say hello with a smile and introduce ourselves
- We'll check with you what you like to be called
- We'll tell you what's going to happen (including how long you may have to wait) if we are running late we will let you know

- You treat us as you'd like to be treated, with courtesy and respect

- We're welcoming
- You are genuinely cared for a respected
- You can relax because you can trust us
- You know what is going to happen

- Who are they?
- Will they listen?
- Will I understand what the problem is?
- Will this hurt?
- How long will it take to recover?
- Is it serious?

- We'll introduce ourselves by our first name
- We'll make sure we've got your name right
- We'll listen to your story and explain as we go
- We'll ensure the consultation is thorough
- We'll signpost you to other community support available to you
- We'll be open and honest with what can and can't be done

- You give us all the information we ask for in order to make an informed diagnosis
- You will work with us to agree next steps

- We're committed to you
- You are a person and not a number
- You are in expert hands
- You are confident in the diagnosis
- You can trust us
- You only have to tell your story once

- What do I have to do next?
- What will they do now?
- When will I hear back?
- What about the other thing I forgot to mention?
- Will I need to come back again?

- We'll check you have understood everything
- We'll explain what will happen next and any literature to help you remember
- We'll be open about the ongoing support available to you
- We'll give you a timescale when we can
- We'll ensure you have support at home and involve others if you need us to

- You let us know if there is anyone we need to involve and if you are worried and don't understand anything

- You understand what the problem might be
- You feel prepared and better able to cope
- You are in good hands
- You would recommend the service

- What if it gets worse?
- When should I expect a call?
- Can I get an appointment in time?
- What if I don't hear back - who can I talk to?

- We'll keep you safe
- We'll tell you the results when we promise we will
- We'll give you contact details if you are worried
- We'll listen to your feedback and take onboard suggestions

- You will give us the time we agreed to get back to you but get in touch if you feel worse

- We provide a seamless, joined up, service
- We keep our promises
- Surprised and delighted with the service
- You are safe and have peace of mind

And say...



'The appointments are readily available and sufficiently supplied.' **East Staffordshire Care Co-ordination Centre**



'Friendly staff, clean environment and toys to keep my child entertained' **Barnstaple Health Visiting service**



'Very helpful, remembered me from last time and made me feel welcome.' **Melksham Health Visiting Service**



'Excellent consultation - unrushed and felt understood and listened to.' **Community Paediatrics, Wiltshire**



'Good advice given to my husband to help with his mobility' **Falls service, North Kent**



'Fast friendly communication and a lovely follow up call explaining the results.' **Paediatric Speech and Language Therapy, Devon**

FTD in practice

FTD Awards

‘I just wanted to send you a small note of my thanks.

Due to your nomination last year for a Feel the difference award I got to attend the event last week.

I had such a lovely time (with my Mum) and after working for 10 years in the NHS have never felt so appreciated and valued by management. As usually it's the patients that I put my efforts into making feel better.

So I would like to send a heart felt thanks and show my appreciation for your comments and nomination’

FTD Fund

The Lymphoedema service was given funding from the *Feel the difference fund* to purchase spongy 'stress balls' which patients could use as part of a self-care routine for Lymphoedema management. *"Recent research has shown that using these spongy 'stress' balls in some areas such as under the arm or groin can promote better lymphatic drainage and is a better option than using hands in a traditional massage."*

100 balls were purchased and a recent audit demonstrated that patients were motivated by using a stress ball to carry out their lymphatic drainage massage and the percentage of patients who found the massage extremely helpful has increased from 8% to 45%.

Patient comments included:

"I call the stress ball my miracle ball it's helped my breast oedema so much. The exercises and the ball helped my whole well being as the swelling had become a major issue"

"I find the stress ball very helpful, I use the ball prior to simple lymph massage to assist its effectiveness"