

# Everyone likes to be thanked

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**Maternity Insight Project**

## The Project

- To support improvements to the maternity service by understanding women's experience of care.
- Builds on existing FFT using automated service
- Women are encouraged to identify staff who have 'gone the extra mile' or those who could have done something differently to enhance their experience



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## Tell us about your care for our 2017 Maternity Insight Project.

We are currently undertaking a project looking at the experience of women using our maternity service.

The aim of our project is to support improvements to the maternity service by understanding your experience of care.

We will contact you once you are home to give you the opportunity to tell us about the care you have received. You will also be able to tell us about any members of staff who you feel went the extra mile to make your experience even more special.

**Taking part in this project is voluntary and all answers will be confidential.**

If you choose to take part and would like to speak to someone about your experience, you will be given the opportunity to provide your contact details (these will remain confidential).

If you require any further information or if you wish to opt out of taking part please contact:

**Jean Tucker, Insight Project Manager: 0300 422 5735**



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Q&A



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## Friends and Family Test

- Compulsory FFT question and follow up
- Link to additional questions:
  - Thinking about the staff that cared for you, is there any particular member of staff that you felt went the extra mile to make your experience better?
  - Is there any particular member of staff that you think could have done things differently so that you had a better experience?
  - What was it that could have been done differently?
  - Would you like to talk to someone about your experience?



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## The Numbers

From 1<sup>st</sup> August 2017 – 31<sup>st</sup> January 2018

**216 responses**

**96.3%** recommended our service with **86%** stating that they were extremely likely to recommend

**199 positive comments** about named staff

**35 positive comments** about un-named midwives  
further **163 positive comments** about their experience



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## Value of comments

Standard FFT often results in one or two word comments

The percentage of comments with less than 5 words fell from 17.2% to just 7.9%

So the comments that we did receive told us more about our services



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# Staff that went the extra mile

**163 reasons** why women felt that a member of staff went the extra mile



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## Staff who women felt could have done things differently

9 comments about how things were not as good as they could/should have been

Where appropriate, staff are offered coaching

8 women took the offer to talk to a senior member of staff about their experience



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# Analysis of comments - sentiments

	Positive comment	Negative comment
Women are treated with dignity, kindness, compassion, courtesy, respect, understanding and honesty	79	10
Women experience effective interactions with staff who have demonstrated competency in relevant communication skills	28	6
Women are introduced to all healthcare professionals involved in their care, and are made aware of the roles and responsibilities of the members of the healthcare team.	12	2
Women have opportunities to discuss their health beliefs, concerns and preferences to inform their individualised care.	21	1
Women are supported by healthcare professionals to understand relevant treatment options, including benefits, risks and potential consequences.	5	2
Women are actively involved in shared decision making and supported by healthcare professionals to make fully informed choices about investigations, treatment and care that reflect what is important to them.	30	4
Women are made aware that they have the right to choose, accept or decline treatment and these decisions are respected and supported	0	0
Women are made aware that they can ask for a second opinion	0	0
Women experience care that is tailored to their needs and personal preferences, taking into account their circumstances, their ability to access services and their coexisting conditions.	5	3
Women have their physical and psychological needs regularly assessed and addressed, including nutrition, hydration, pain relief, personal hygiene and anxiety	20	7
Women experience continuity of care delivered, whenever possible, by the same healthcare professional or team throughout a single episode of care.	9	3
Women experience coordinated care with clear and accurate information exchange between relevant health and social care professionals.	0	2
Women' preferences for sharing information with their partner, family members and/or carers are established, respected and reviewed throughout their care	18	0
Women are made aware of who to contact, how to contact them and when to make contact about their ongoing healthcare needs	1	0



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*Women are treated with dignity, kindness, compassion, courtesy, respect , understanding and honesty.*

- Midwife was supportive, welcoming and cheerful
- The midwives were wonderful and only intervened when they needed to and gave us lots of family time afterwards
- Midwives were friendly, attentive and very supportive in my needs
- Midwives were kind, unobtrusive, professional and available
- Gave us the best experience by letting us lead the way. She joined in with our silliness and made us feel so at ease
- Staff were welcoming, reassuring and helpful
- **The doctor on shift could have asked me open questions rather than assuming she knew how I felt.**
- **She didn't seem bothered and I think she was going to send me home**



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# Identifying main areas where improvements could be made.

## In departments:

Using Small Steps methodology, the staff introduce improvement initiatives to make small changes

## Sweeney project:

Main areas identified will be focus of Sweeny Project

## Quality Academy:

Areas considered as improvement projects to take through the silver award via GQSA



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## Sweeney project.

*No one can imagine the unimaginable except those, like me, who are experiencing it.”*

### **Kieran Sweeney**

The programme is grounded in three core beliefs:

That staff are highly motivated by the desire to provide good care

That patients are the people who know what good care feels like

That staff need a structured process and effective tools to improve patients' experience

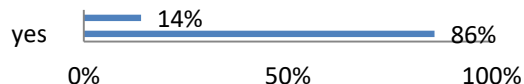


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# Staff feedback

An anonymous online survey sent to all midwives.

## Are you aware of the Maternity Insight Project?



## Have you received a certificate?



On a scale of 1-10 with 10 being very pleased, 89% of staff who received a certificate rated it 9 or 10

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## What have been the benefits of the project to you?

- Getting the certificates gives us a lift... it is encouraging and makes us all feel valued
- Interesting to hear positive feedback rather than only risk cases
- Highlights the views of women who use our services so that we can tailor our care to meet their needs and expectations
- Becoming more aware from service user feedback
- Lovely to see good care acknowledged from families and highlighted by Trust
- Makes me feel valued and it encourages me



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## What are the benefits to the department?

- It invites feedback which gives us chance to put things right
- Help to improve service
- Boosts morale for staff
- Highlights potential improvements
- If women are being given a forum to discuss difficulties or feel that praise is being fed through, that can only be helpful – for the community midwife as well
- **Vital that clients experiences are part of what drives the service**



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## How could we improve the project?

- By allowing women to feed back on all aspects of their care at different points
- I feel that the project should include the service provided by the community midwife team. I strongly feel that all the recognition is always given to the delivery suite and birth unit staff and we (CMT) seem to be forgotten



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## Challenges

- Difficult to isolate Touchpoint 2 when sending automated invitations.
- Identifying midwives



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## Learning from the project

The power of recognition cannot be over-estimated.  
#thankyou

Comments are more 'useable' when a more direct  
question is asked

Would definitely do again!



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Any Questions



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