

Virgin Care Julie Andrews / Janet Morriss

**Patient Advice and Liaison Service (PALS)**

## A bit about me

Recruited in 2015, I joined Virgin Care to manage the introduction of an improved customer service within the Norfolk cluster of prisons.

It was up to me to create a seamless (formal and informal) complaints system, working together with prison staff, prison management, the Virgin Care Operational Healthcare Team and Customer Services Team to resolve complaints quickly and efficiently.



# What I did



## **Built good relationships with all staff**

Including dental, x-ray, opticians, wellbeing team and physiotherapists in all three prisons



## **Worked with prison healthcare colleagues**

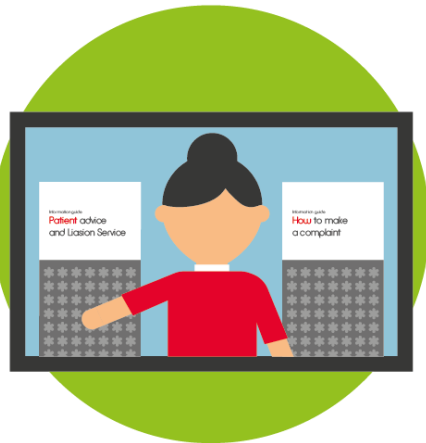
Nominated and recruited healthcare reps on each wing to identify any healthcare issues which could be resolved quickly face to face. Built good relationships with all colleagues in all three prisons

# What I did



**Built up trust with all healthcare services**

Providing a simple and easily understood route to raising issues



**Advertised PALS on prison TV**

Explaining the service, complaints, clinics

# What I did



## **Monthly healthcare representative meetings**

Held in each prison, updating and keeping all informed of changes and plans for healthcare services.



## **Healthcare representatives recruited**

Responsible for delivering appointment slips on all wings. Healthcare representatives responsible for the creation and ongoing updating of a healthcare noticeboard on each wing.

# Results

By working together with patients and professionals we delivered significant improvements to the patient experience.

In one of the prisons, a patient survey resulted in 90% rating the service excellent.



# Results



**35 healthcare representatives appointed**

Increasing awareness among prisoners.



**Simple understood route**

To raising issues and complaints with new posters.

# Results

Healthcare representatives say that **they benefited greatly from the training and expertise** they've developed in handling sensitive matters - learning transferable skills as part of their rehabilitation to help them in the community.

***“Thank you for all your help enabling me to have the confidence to work with people”***

**Healthcare Representative,**  
working in the Restaurant at HMP Norwich

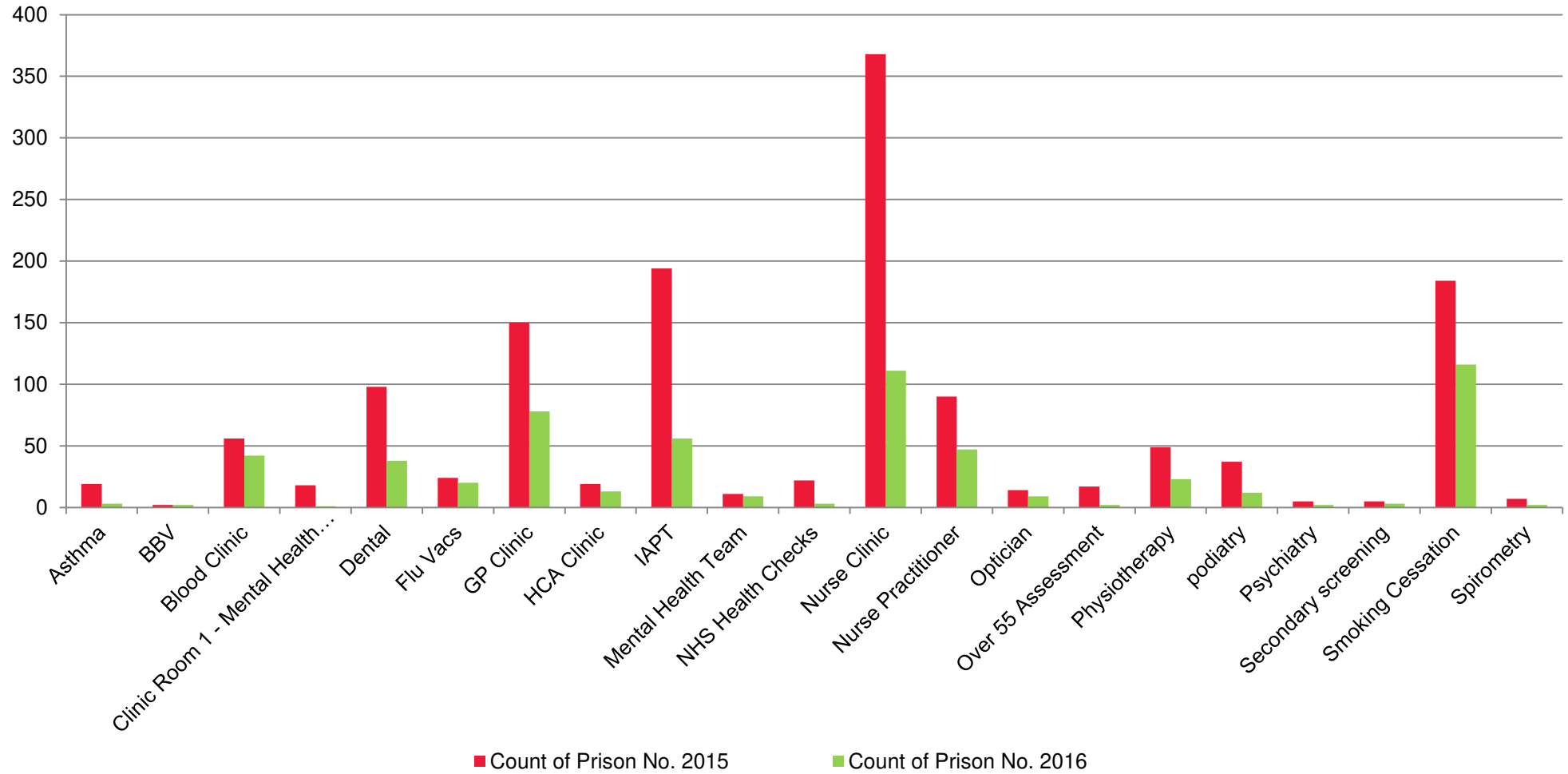


# Results

The PALS service demonstrates a demand for **smaller, local improvements** through complaints logged on our system, which are continually monitored.

This gives our board and all operational managers across the country access to identify themes and lessons learned.

# DNAs for all clinics



# Outlook

## **Improve wellbeing**

Listened to, understood,  
responsive CQC domain

## **Working together**

Two organisational cultures  
jointly working can mean there  
is a better service.

This approach is being  
considered in other services.

## **DNA rates**

Will reduce dramatically

## **Increased health promotion**

Introduce videos for awareness,  
cancer, smoking cessation  
clinic, dental, BBV clinics



***Feel the difference***

[www.virginicare.co.uk](http://www.virginicare.co.uk)