

Meeting / Committee:	Board of Directors	Meeting Date:	28 th November 2013
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Title:	Compassionate Customer Care Training (Transforming Outpatients project)
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Purpose:	To advise Board of Directors on the number of staff who have attended training, staff evaluation of the training course and the next steps planned.
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Key Issues/ items for consideration in the report:	<p>Patient experience is an overarching work stream of the Transforming Outpatients project. Patient evaluation of our OP services demonstrated that a repeated area of concern was the attitude of reception staff. As reception is the window to our organisation it was recognised that delivering Compassionate Care training was key to improvement in patient satisfaction. As capacity within our own organisation to deliver this training was restricted The National Performance Advisory Group (NPAG) was approached to deliver the training following assessment of external training providers.</p> <p>During September 2014 training sessions, at a total cost of £6,965 (£35 per staff member), were delivered providing training to 195 front line receptionist staff</p>
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Prepared By:	Cynthia Wilson, Divisional Manager Radiology	Presented By:	Susan Watson Operational Services Director Cynthia Wilson Divisional Manager Radiology
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Recommendation:	That Board of Directors is asked to accept this report as a record of progress to date.
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Implications (Please tick)	Legal	Financial	Safety & Quality	Strategic	Risk & Assurance
			Yes		

EXECUTIVE SUMMARY

The provision of Compassionate Customer Care is extremely important and high profile following both the Francis and Keogh reports. All patients have a right to be recognised as individuals, consideration given to their needs and that they be afforded respect and dignity at every contact made with our organisation.

Patient Experience is an overarching work stream of The Transforming Outpatients project. Patient evaluation of our OP services, gained from face to face interviews and surveys, demonstrated that a repeated area of concern was the attitude of receptionist staff. As reception is the window to our organisation it was recognised that delivering Compassionate Customer Care training to this staff group was key to improvement in patient satisfaction and in continuing to support our organisational vision of “putting patients at the centre of everything we do.”

As capacity within our organisation to deliver this training was unavailable The National Performance Advisory Group (NPAG) was approached to deliver training following assessment of suitable training providers.

During September seven training days, (14 training sessions), at a total cost of £6,965, were delivered providing training to 195 front line receptionist staff (cost at £35 per staff member).

Participant evaluation of the course has been extremely positive with an overall recommendation that opportunity be given to more front line staff to attend this training. As a consequence of this recommendation funding was sought from non-medical CPD monies to extend training opportunity. NPAG agreed to continue to provide training and honour the initial special offer price of £995 per day. A further 18 sessions (9 days) has been agreed and is to be provided throughout November.

Post attendance every participant was provided with a Pledge Document, to be given to their line manager, to support KSF, discuss at SDR and assure that learning from attendance is carried through to the workplace

2 IDENTIFIED ISSUES & PARTICIPANT FEEDBACK

What our patients told us from their experiences of outpatient reception areas

- They felt ignored
- Reception staff in some areas were eating and drinking whilst they were kept waiting
- Staff were impolite
- They felt as if they were an inconvenience to the staff

The course was developed by NPAG around our patient comments, our core values and findings of recent public reports i.e., Francis and Keogh.

250 reception staff were identified across the Trust, including Community services. The courses provided capacity for 210 participants with 195 members of staff attending (93% of capacity)

Participant feedback was exceptionally positive; frequent free text comments included:

- The course made me understand the importance of communication.
- The course made me think about my attitude and how it affects others.
- The course makes you think about your actions.
- DVD was very powerful
- Group discussion and feedback was very positive
- Best course I have ever attended
- This course should be mandatory for all staff

The tables and graphs below summarise participant feedback from the training sessions.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Feedback Questions	1	2	3	4
How would you rate the admin on the day?	85%	15%	0	0
How would you rate the hand outs?	80%	20%	0	0
How would you rate the content and presentations?	85%	11%	4%	0
How would you rate the workshop?	81%	15%	4%	0



Participant Evaluation across 3 sessions

All course participants were provided with a Pledge document to complete and give to their managers for their personal files. The Pledge is headed – “Delivering Service Excellence- caring about people”. It specifically asks participants to describe

- Their Vision
- Their values
- Actions for their own PDP as a result of the course.

This Pledge is to be used for KSF and SDR and to sustain the learning from attendance.

3 NEXT STEPS

3.1 Following the first tranche of training and discussion with divisional managers and directorate managers it was suggested that further roll out of the course should be pursued.

Funding was sought and secured from non-medical CPD monies, the bid supported by Divisional Managers, Directorate Managers and Senior Nursing colleagues. The funding purchased a further 9 days of training providing capacity for a further 270 staff. It was also agreed that attendance be extended to cover secretarial and appointments teams, nursing teams within Out Patient clinics and ward clerks. The 2nd tranche of training is to be delivered throughout November following which a further decision will be required as to continuing with this very successful training.

3.2 KPI measures: There was no absolute base line against which to measure improvement in this aspect of Patient Experience. A simple questionnaire was devised with Helen Wilson, Clinical Matron Neurosciences, to ask patients who attended outpatient services pre and post training if they perceive improvement. Results of this will be reported in the January 2014 Transforming Outpatients report.