



# A CASE STUDY OF COLLABORATIVE WORKING BETWEEN INTELLIGENT HEALTH, NHS NEWHAM CCG AND WEST HAM UNITED FOUNDATION

NEWHAM PATIENT VIEW - ESTABLISHING THE METHODS BY WHICH RESIDENTS OF NEWHAM WOULD LIKE TO LEAVE FEEDBACK ON HEALTH SERVICES AND HOW THEY WOULD LIKE TO HEAR THEIR FEEDBACK IS BEING USED BY NHS NEWHAM CCG.

## INTRODUCTION:

NHS Newham CCG have commissioned Intelligent Health, in partnership with West Ham United Foundation, to deliver their patient and public engagement service for three years from November 2017.



Intelligent Health is committed to delivering innovative and community-focused engagement within Newham. In order to ensure that our delivery reflects the needs and desires of Newham residents a survey was drawn up to understand residents' previous experiences of leaving feedback on health services, their preferences for leaving feedback in the future and how they would like to hear from NHS Newham CCG.

## METHODOLOGY:

The survey was drawn up by the marketing and communications team at Intelligent Health with input and approval from the communications and engagement teams at NHS Newham CCG. The survey was delivered to Newham residents via three channels:



1. Facebook to Intelligent Health's existing audience who had engaged with their "Beat the Street" physical activity intervention in Newham in 2017.
2. West Ham United Foundation delivered the survey via its network of community groups attended by Newham residents.

3. Community outreach by Intelligent Health's project officer, specifically working with the Community Neighbourhoods Teams in local libraries and community centres.

Residents were incentivised to complete the survey with the chance to win a goody-bag of merchandise, donated by West Ham United Foundation.

## RESULTS:

**In total, 161 Newham residents responded to the survey.**

The gender split across the responses was approximately 70/30 - female/male. **Responses came from a broad range of ages with peaks at 25-34 and 65+.** Twenty ethnicities were represented by respondents, although White British was the predominant ethnicity represented. This is largely due to the high number of responses through Facebook, where Intelligent Health have found this ethnic demographic makes up the majority of their audience.



- The majority of the respondents to the survey (82%) said that they had not previously left feedback about health services.
- 48% of those respondents said the reason they didn't leave any feedback was that they didn't know that they could.
- 77% of the respondents who had not previously left feedback about a healthcare professional said that if they knew the mechanisms available to leave feedback, that they would do so in the future.

The majority of respondents who had left feedback in the past had done this face-to-face with the healthcare professional (42%) or by using an available suggestion box (28%). For both those who had previously given feedback and those who hadn't, the preferred method of most respondents to leave feedback in the future was email (42% for those who had and 41% for those who hadn't) and via a website (46% for those who had and 27% for those who hadn't).

Respondents had a low knowledge and understanding of the NHS Newham CCG. 77% of respondents had not heard of the organisation (see Fig. 1)

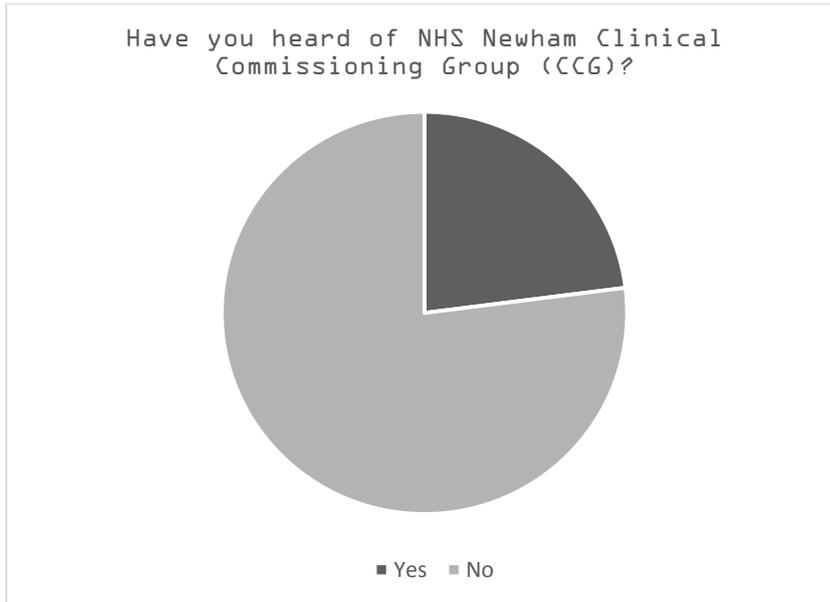
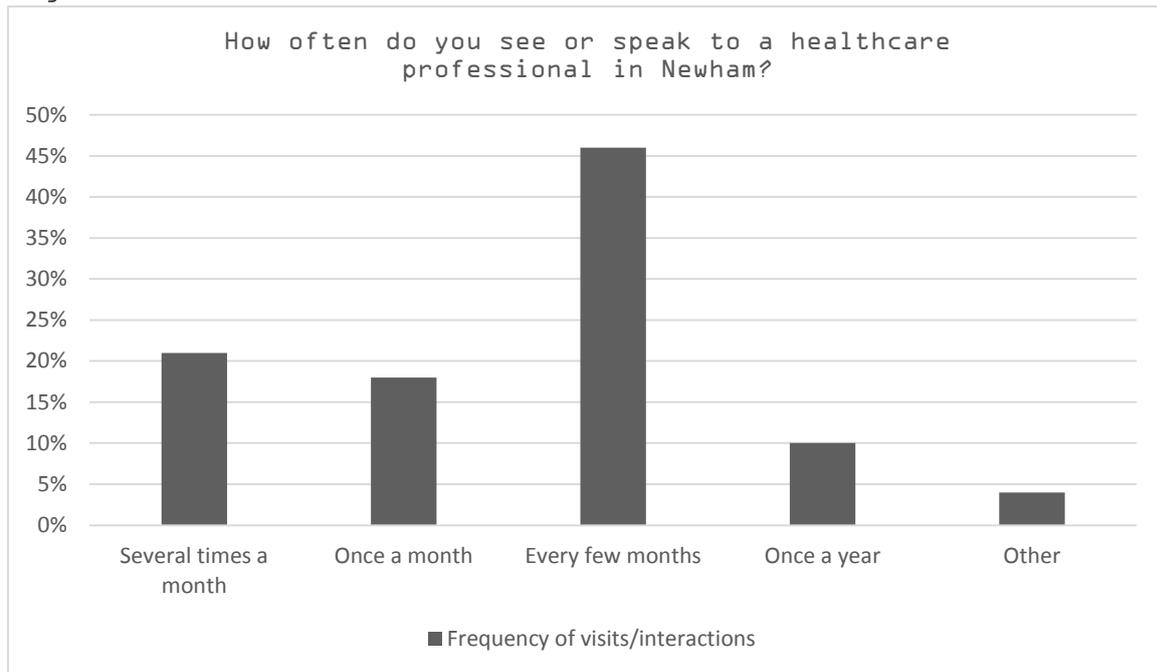


Fig. 1

This is despite 85% of respondents reporting to be in contact with a healthcare professional at least "every few months." (see Fig.2)

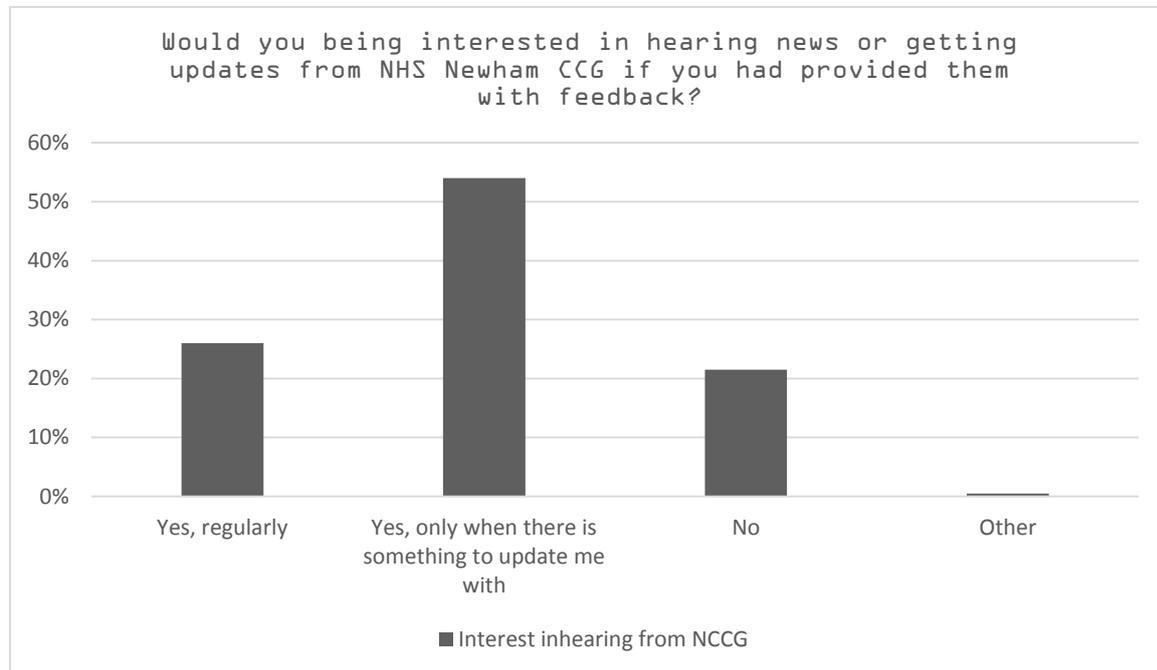
Fig.2



However, satisfaction with services was high. 83% of respondents described their last visit to a healthcare professional as "fairly good" or "very good." Of those who had left feedback about services previously, 82% had done so to highlight a positive experience.

54% of respondents said they would be interested in hearing from NHS Newham CCG "when there is something to update me with." 59% would be interested in receiving information about changes to services in

their community and 31% were interested in hearing about how residents' feedback is shaping healthcare services. 59% of respondents said they would prefer to receive this information via email and 30% preferred a website.



## OUTCOMES AND FOLLOW-UP:

Through analysis of the results of the survey Intelligent Health were able to establish the following:



- Residents' knowledge and awareness of NHS Newham CCG
- Residents' attitudes towards healthcare services.
- Residents' knowledge of mechanisms for leaving feedback about services and their desire to make use of these mechanisms.
- Residents' preferred methods to leave feedback about healthcare services.
- Residents' preferred methods to hear back from NHS Newham CCG as to how their feedback has or will shape healthcare services.

Intelligent Health then set up a one-day workshop, to use the feedback from residents to inform development of a platform to engage residents.

From this workshop [www.newhampatientview.org.uk](http://www.newhampatientview.org.uk) was developed. This is a fully interactive website where residents can leave feedback about all commissioned healthcare services in the borough and complete online polls and surveys about specific services as and when NHS Newham CCG require. The website offers residents the option

to leave feedback anonymously or to leave their details so that they can hear back as to if and how their feedback is or will be used to make changes to existing services or provide new ones.

By working collaboratively with West Ham United Foundation and NHS Newham CCG, Intelligent Health have been able to begin to develop a patient engagement platform that puts the needs and desires of Newham residents at the heart of what we do and enables residents to communicate with us and with NHS Newham CCG in a manner they are comfortable and confident to do so.