

Making the brand count

The Picker Institute works with NHS Trusts, helping them to commission and manage patient surveys and improve delivery of care. It asked us to develop a fresh identity that demonstrated their core proposition, *making patients' views count*. We created a new logo, based around the theme of choice and introduced an expressive, patient-centred image style set against a new palette of colours.



making patients' views count

Trends in patient experience

In 1997 the British government launched its ambitious programme to improve the quality of health care, promising that "high quality health care should be a right for every patient in the NHS".

- Investigate
- Implement
- Inform

At the same time they announced the new national patient survey programme for England, which was designed to provide systematic evidence to enable the NHS to measure itself against the aspirations and experience of its users.

The Picker Institute has been involved in the national patient survey programme since its inception, developing the survey methodology and questionnaires, implementing the surveys, analysing the results and using the findings to stimulate change.

Fifteen national patient surveys have been carried out since 1998. Several of these have been repeated with similar patient samples on at least two occasions, enabling an examination of trends. The reports published to date include responses from more than a million patients. These data provide the most reliable evidence available on the quality of care experienced by NHS patients in England.

"I have always been made to feel I am personally known to staff and that I am not just an NHS number"

— Patient comment from survey of outpatient services in 2004

ANNUAL REPORT 2004/05

High quality, patient-centred care – it's what we all want

KEY FINDINGS

The surveys cover many issues patients, but several key findings are an overview of the fifteen national surveys:

- Levels of satisfaction with NHS care are generally high, those using the service are happy and improving. Most patients give the care they receive from the NHS a high rating.
- Patients' experience has improved in those areas that have been the subject of central initiatives and co-ordinated action, such as hospital waiting times, cancer care and coronary heart disease. The trends are less encouraging for patients in other groups.
- Most hospital patients trust the doctors and nurses who treat them, but a significant minority said that staff could have done more to ease their pain.
- There is still some concern about the length of consultations in primary care. While most patients said they had sufficient time to explain their symptoms to the doctor, a significant minority would have liked more.
- Many patients are not involved as much as they would like to be in decisions about their care and treatment. Expectations of involvement appear to be rising and dissatisfaction with this aspect of care is increasing. Although most patients are treated with dignity and respect by NHS staff, there are signs that care is still delivered in an overly paternalistic manner.
- Patients are becoming increasingly concerned about diabetes. This may be the result of greater media coverage of MERSA and other superbugs, rather than any deterioration in cleanliness per se, but hygiene standards are still poor in many NHS facilities.
- While most patients are positive about the way doctors and nurses communicate with them, they want more information about test results and their medicines and better advice on how to look after themselves.
- Support for carers shows some signs of improvement, but many patients still feel that staff are not always available when needed to talk to their relatives.
- Transitions between different health care providers and between hospital and home are not as well coordinated as they should be. Many patients want more help with recovery and rehabilitation, including help and employment advice and information about relevant support services. This need is especially acute for those with long-term problems, such as cancer and mental health problems.
- The quality of patients' experience of the NHS is getting better, but there's a long way to go before the service could be truly patient-centred.

ANNUAL REVIEW 2005/06

Being treated like a person not a number, that's what counts for me

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making patients' views count

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