



**NOT PROTECTIVELY MARKED**

**Public Board Meeting**

**28 July 2021  
Item No 12**

**THIS PAPER IS FOR DISCUSSION**

**PERSON CENTRED CARE UPDATE**

<b>Lead Director</b>	Professor Frances Dodd, Director of Care Quality and Professional Development
<b>Author</b>	Mark Hannan, Head of Corporate Affairs and Engagement Alan Martin, Patient Experience Manager
<b>Action required</b>	The Board is asked to discuss and note the paper.
<b>Key points</b>	<p>This paper provides an update of our patient experience activity.</p> <p>The paper highlights our latest data on compliments, our Patient Focus Public Involvement work as well as complaints, their themes and actions to address them.</p> <p>An update is also provided on cases with the Scottish Public Services Ombudsman (SPSO).</p>
<b>Timing</b>	An update is presented bi-monthly to the Board.
<b>Link to Corporate Objectives</b>	<p>1.1 – Engage with partners, patients and the public to design and co-produce future service.</p> <p>1.2 - Engaging with patients, carers and other providers of health and care services to deliver outcomes that matter to people.</p>
<b>Contribution to the 2020 vision for Health and Social Care</b>	Person centred care is delivered when health and social care professionals work together with people who use services, tailoring them to the needs of the individual and what matters to them. The Service's Person Centred Health and Care Plan promotes patient and staff participation in the development of services and continuous improvement of the experience of patients and of staff.
<b>Benefit to Patients</b>	Patient and carer feedback involvement in service development helps ensure services meet patient needs. Feedback helps drive continuous improvements to services and evidence that service developments are driving anticipated improvements.
<b>Equality and Diversity</b>	The Service works with a wide range of patient and community groups to help ensure that the feedback gathered is representative of communities across Scotland. Patient feedback is closely linked to the Service's Equality Outcomes work.



**Scottish  
Ambulance  
Service**  
*Taking Care to the Patient*



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**SCOTTISH AMBULANCE SERVICE BOARD**

**PATIENT EXPERIENCE**

**PROFESSOR FRANCES DODD, DIRECTOR OF CARE QUALITY &  
PROFESSIONAL DEVELOPMENT**

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## **SECTION 1: PURPOSE**

This paper covers the period between 1 April 2021 and 4 July 2021. It provides an update on trends, themes and mitigating actions from patient and carer feedback.

The paper also provides data on our performance against the complaints handling standard, cases which are being considered by the Scottish Public Service Ombudsman (SPSO) and the outcome of these cases.

## **SECTION 2: RECOMMENDATIONS**

The Board is asked to discuss and note the paper.

## **SECTION 3: EXECUTIVE SUMMARY**

The Service actively seeks feedback on its services in order that it can continue to make improvements. We have many ways of gathering feedback – face to face, patient forums, online portals, complaints and concerns channels.

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## Feedback analysis

### Care Opinion

The online platform, Care Opinion, continues to provide the public with the opportunity to share their experiences of health and care. The Service is dedicated to reviewing and responding to every post to support patients and their families. The Service is also keen to identify learning from the feedback we receive.

Between 1 April 2021 and 4 July 2021, 42 stories were posted on Care Opinion relating to the Service. These have been viewed 11,172 times. NHS Greater Glasgow and Clyde and NHS Grampian board areas currently make up around 36% of the stories posted.

Of the 42 posts, 71% were uncritical in tone. It should be noted that whilst the remaining 29% will have some form of criticality, this is not necessarily directed towards the Service, with the feedback often involving multiple NHS boards.

### Social media

In addition to more traditional public engagement channels such as print and broadcast, the Service continues to utilise social media to engage with our audiences updating them on key developments, promoting positive patient and staff stories and participating in two-way discussions with them.

Our most popular social media channels are Facebook, Twitter and Instagram which was launched on 31 March. Latest data relating to activity on these channels is outlined below.

'Reach' is the number of users who saw either a specific post or any content posted on our Facebook page.

'Impressions' is the total number of times a tweet has been seen.

The data also shows which types of content work for each channel.

The latest statistics show high levels of engagement from our audiences over the last 28 days.

### Facebook

- Posts reached on average 202,977 people between 14 June – 11 July. This is a decrease of 14% from the previous 28 days (17 May – 13 June), a period where reach was extremely high.
- Videos reached 81,400 people over the same period (an increase of 28% on the previous 28 days)
- An extra 303 followers during this period (40,469 total followers)

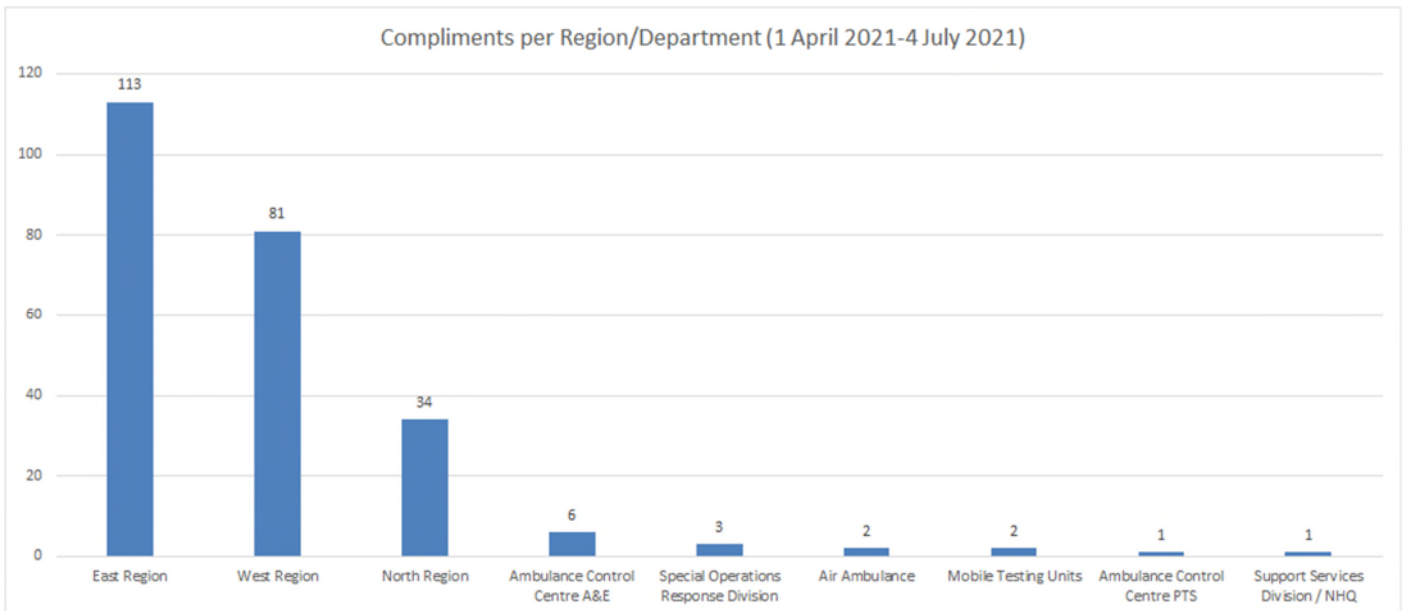
### Largest posts

The top five posts between 14 June – 11 July were:

- Baby Finlay reunited with the paramedics who saved his life – 62,500
- CPR steps to help save a life following Christian Ericksen cardiac arrest – 54,000
- Paramedic student bursary – 47,300
- CPR and defibrillator video – 29,800
- 73 NHS birthday video – 19,300

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### **Patient Focused Public Involvement (PFPI) Partnership with See Me**

We continue our partnership with the mental health organisation See Me. We are in the initial stages of national engagement work, which will follow-up on our engagement work carried out for the development of our mental health strategy before the pandemic. We also plan to explore adding a mental health section to the patient needs assessment in Scheduled Care.

### **Mental Health Survey**

In June, we launched a national mental health survey in partnership with See Me. As the impact of the pandemic and restrictions on the way we live our lives leads to more people struggling with their mental health, it is vital that we respond in a way that gives the best help and support to people experiencing a mental health crisis. The feedback we get from our patients will help us develop a service that meets the needs of anyone we care for who is suffering from poor mental health.

### **Mental Health Response in Forth Valley**

For the past two months, we have been building relationship with Third-Sector organisations, Police service, councils and the regional health board and related psychological services in Forth Valley. We aim to build new referral pathways for patients presenting with a mental health issue in the area. We will then use this as a model to support developments in other health board regions.

### **SRU and CPR**

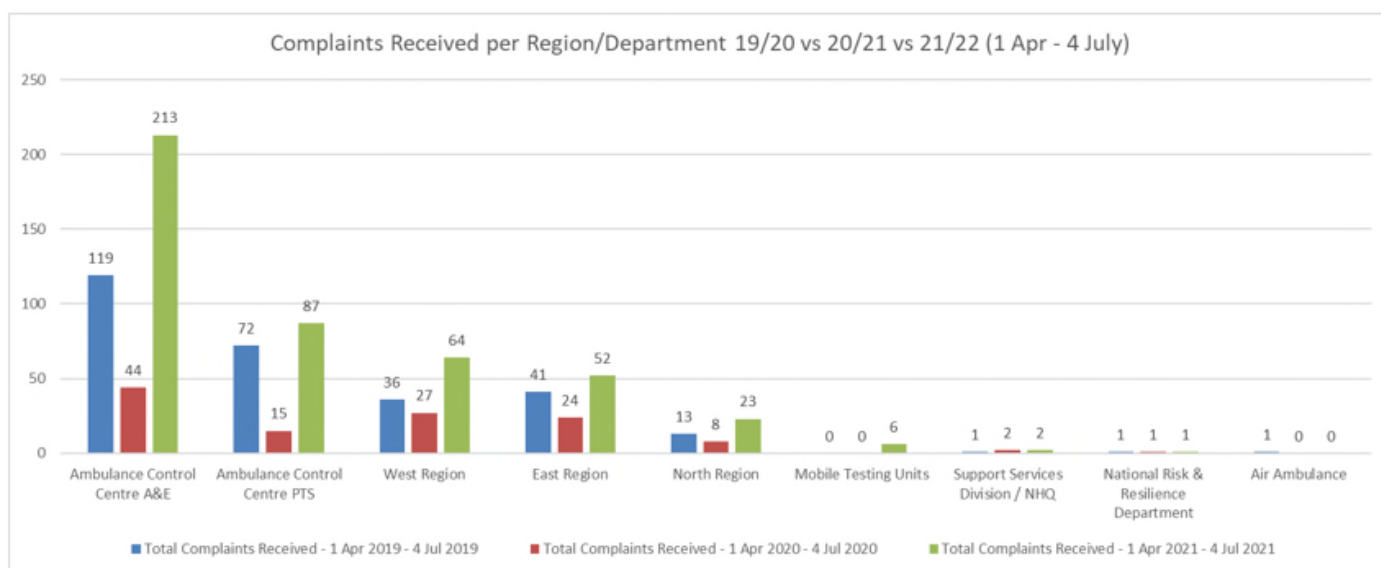
Working in partnership with Save-a-Life for Scotland, we are in the process of releasing videos with the Scottish men’s rugby team to promote learning CPR and confidence in performing. We are also working with Save-a-Life for Scotland on resources to teach people to learn and practice CPR at home.

## Mentorship

Working with Young Scot, we will soon be offering two young people the opportunity to be mentored by our CEO. After a successful trial, we hope to offer this on an on-going basis with other members of the executive team. Not only are we helping to raise the aspirations of young people across the country, but also we are going above and beyond our Corporate Parenting responsibilities.

## Complaints Data

Between 1 April 2021 and 4 July 2021, a total of 448 complaints have been received. This shows an increase of 327 complaints in comparison to the previous financial year and an increase of 164 from 2019/20 (2019/20 data included due to the low levels seen through COVID). What this shows is that the Service has received over 50% of the total number of complaints received last year in the first quarter of 2021/22.



The chart above shows that the majority of complaints continue to be owned by the Ambulance Control Centre A&E but all regions and departments have seen an increase.

Of the 448 received, the 3 most common themes for complaints are

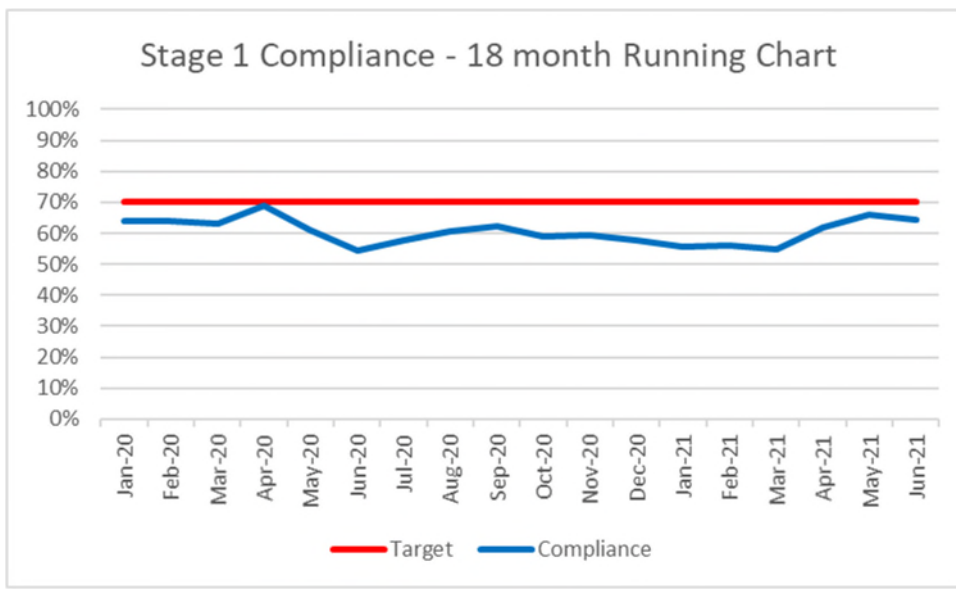
1. Delayed Response – 33.5% of the total
2. Attitude and Behaviour – 14.5% of the total
3. Clinical Assessment – 12.5% of the total

## Stage 1 Complaints

So far the Service has completed 251 Stage 1 complaints, 161 of which have been closed within the 5-working day government target. This produces a compliance of 64.1% against a target of 70%.

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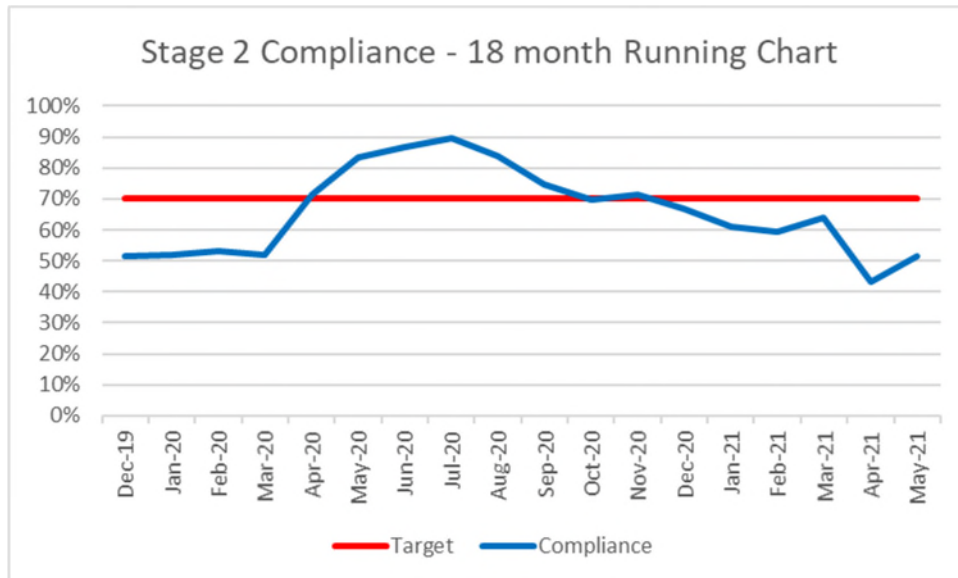
Stage 1				
	Closed within target			
	No	Yes	Total	Compliance
Ambulance Control Centre A&E	40	47	87	54.0%
Ambulance Control Centre PTS	14	57	71	80.3%
East Region	7	20	27	74.1%
Mobile Testing Units	2	2	4	50.0%
North Region	5	11	16	68.8%
Support Services/NHQ	1	0	1	0.0%
West Region	21	24	45	53.3%
<b>Total</b>	<b>90</b>	<b>161</b>	<b>251</b>	
<b>Compliance</b>	<b>64.1%</b>			



## Stage 2 Complaints

So far the Service has completed 102 Stage 2 complaints, 54 of which have been closed within the 20-working day government target. This produces a compliance of 52.9% against a target of 70%

Stage 2				
	Closed within target			
	No	Yes	Total	Compliance
Ambulance Control Centre A&E	31	34	65	52.3%
Ambulance Control Centre PTS	2	3	5	60.0%
East Region	9	10	19	52.6%
North Region	1	1	2	50.0%
Support Services/NHQ	1	0	1	0.0%
West Region	4	6	10	60.0%
<b>Total</b>	<b>48</b>	<b>54</b>	<b>102</b>	
<b>Compliance</b>	<b>52.9%</b>			



**Compliance Comments**

It remains a challenge where both compliance rates remain below 70% and the Service is making efforts to try and triage complaints to ensure those appropriate for Stage 1 reviews and early resolution are identified.

Training has now been booked and arranged beginning September 2021. This training is entitled 'Complaints Coaching for Leaders' and is being delivered over 4 virtual sessions by Dr Dorothy Armstrong, the lead adviser to Scotland's Ombudsman.

The content includes:

- Values and Triggers: What matters and how our behaviours are managed
- Thinking and Bias: Understanding cognition, bias and system 1 and 2 thinking
- Emotions and Fear: Understanding our emotions and amygdala hijacking
- Conflict and Trust: Exploring types of conflict and how to build trust
- Language and Empathy: Using person centred language and showing empathy
- Apology and Forgiveness: Understanding the elements of apology
- Promoting Positive Behaviour : Managing anger, tears and high conflict complainants
- Kindness and Compassion: Supporting ourselves and others

The training will be attended by all 3 Regions, ACC, ScotSTAR, NRRD and Education.

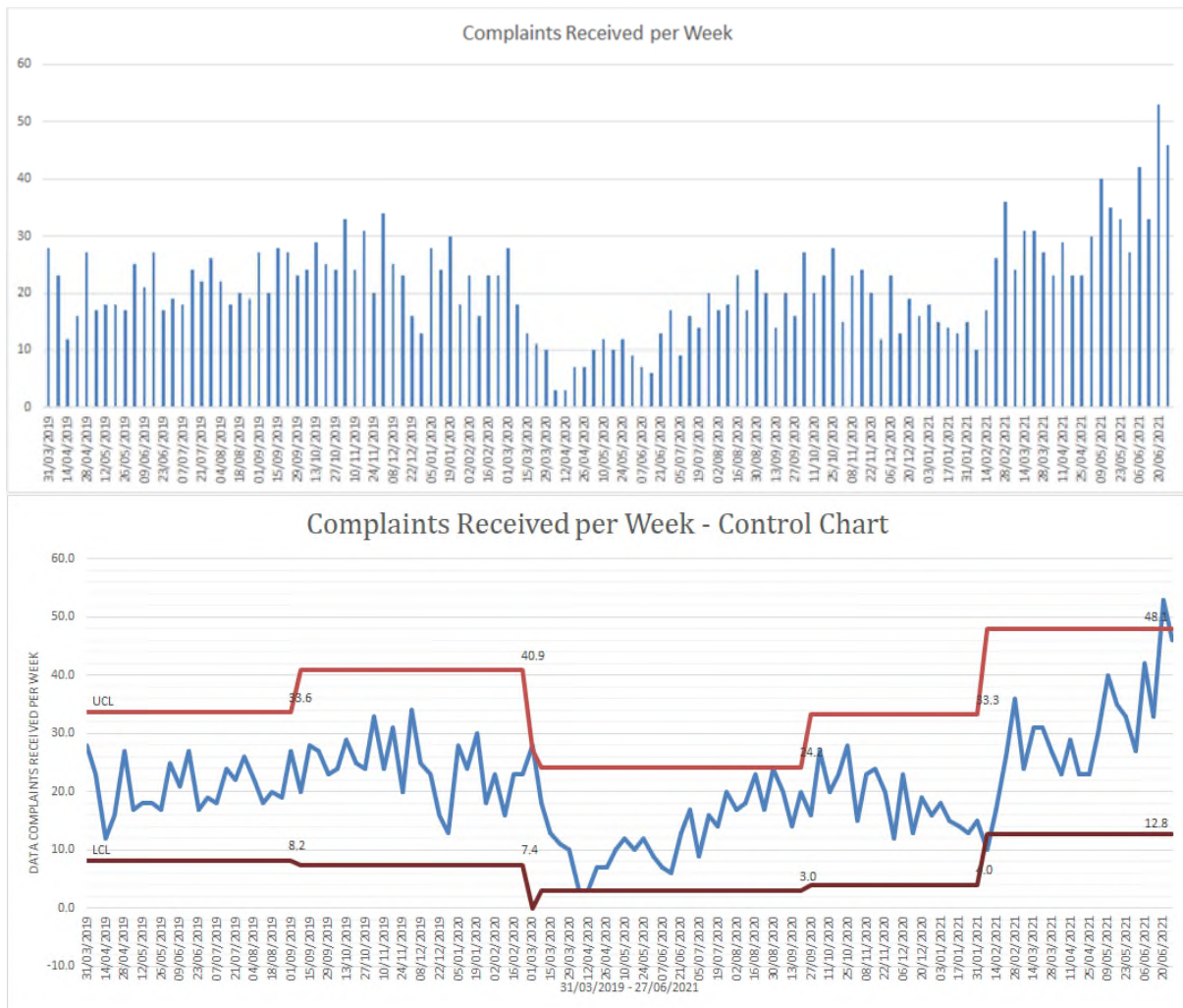
Complaints workshops began being delivered again after a pause through COVID-19. East Region and NRRD have had training and West region are due to have training on the week commencing the 12<sup>th</sup> July. North Region and ACC are reviewing dates for their workshops.

Timescales are important in regards to providing details to those who complain, of when they will get a reply and we will continue to focus on learning and where we can make improvements for both patient and staff experience that this is done. Through the Learning from Events Group and the new Clinical Quality Leads this will be enhanced.

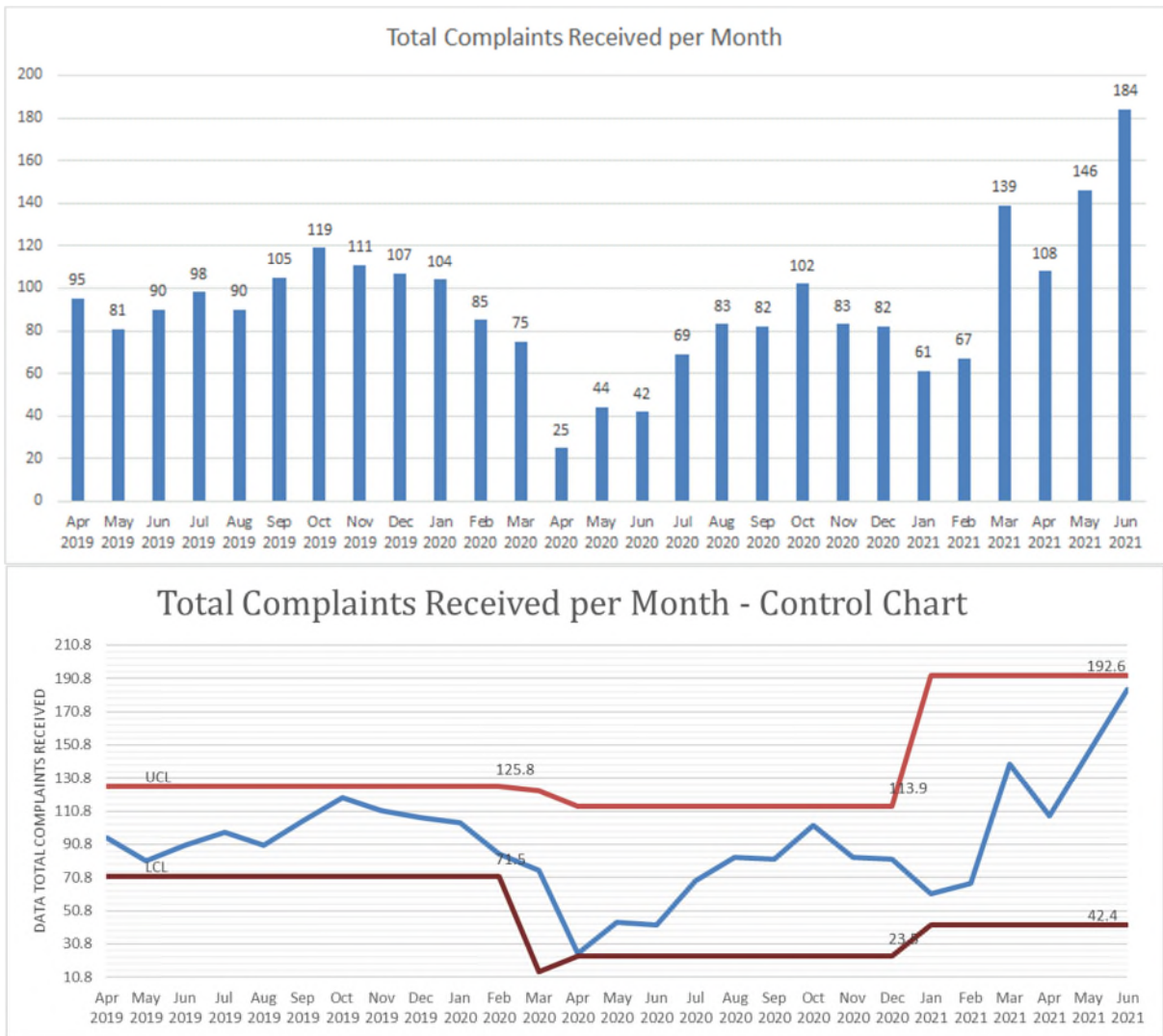
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# Complaints Volumes



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The Service has seen a significant increase in the volume of complaints received with record numbers being received in the last few weeks. The Patient Experience Manager has written to other NHS Scotland Health Boards to establish if they are experiencing similar increases in volumes and if so looking to communicate this to Scottish Government and Scottish Public Services Ombudsman (SPSO). Given the current demand and challenges the Service face, it is assumed that complaints reviews will be adversely affected. It is the responsibility of the Service however, to ensure that whilst the timescales of these reviews may be subject to delays, the quality of the reviews should not deteriorate.

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# SPSO

SAS Reference	SPSO Reference	Date SPSO began their review	Complaint Overview	SAS Decision	SPSO Stage and Outcome	Date SPSO completed their review	Recommendations	Status of Recommendations
DATX 4331	201907499	29/06/2020	1. Scottish Ambulance Service failed to provide patient with appropriate care and treatment on 31 January 2018	Upheld	With SPSO Advisors	N/A	With SPSO advisors	N/A
DATX 4714	201909475	17/11/2020	1. Scottish Ambulance Service staff failed to transfer patient in a safe manner 2. Scottish Ambulance Service staff failed to carry out a reasonable clinical assessment of patient's condition	Not Upheld	With SPSO Advisers	N/A	N/A	N/A