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Public Board Meeting

24 November 2021

Item No 11

THIS PAPER IS FOR DISCUSSION

PERSON CENTRED CARE UPDATE

Lead Director	Professor Frances Dodd, Director of Care Quality and Professional Development
Author	Mark Hannan, Head of Corporate Affairs and Engagement Alan Martin, Patient Experience Manager
Action required	The Board is asked to discuss and note the paper.
Key points	<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>
Timing	An update is presented bi-monthly to the Board.
Link to Corporate Objectives	<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>
Contribution to the 2020 vision for Health and Social Care	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.
Benefit to Patients	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.
Equality and Diversity	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**

SECTION 1: PURPOSE

This paper covers the period between 1 April 2021 and 3 November 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 31 October 2021, 89 stories were posted on Care Opinion relating to the Service. These have been viewed 23,179 times. NHS Greater Glasgow and Clyde and NHS Grampian board areas currently make up around 38% of the stories posted.

Of the 89 posts, 69% were uncritical in tone. It should be noted that whilst the remaining 31% 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

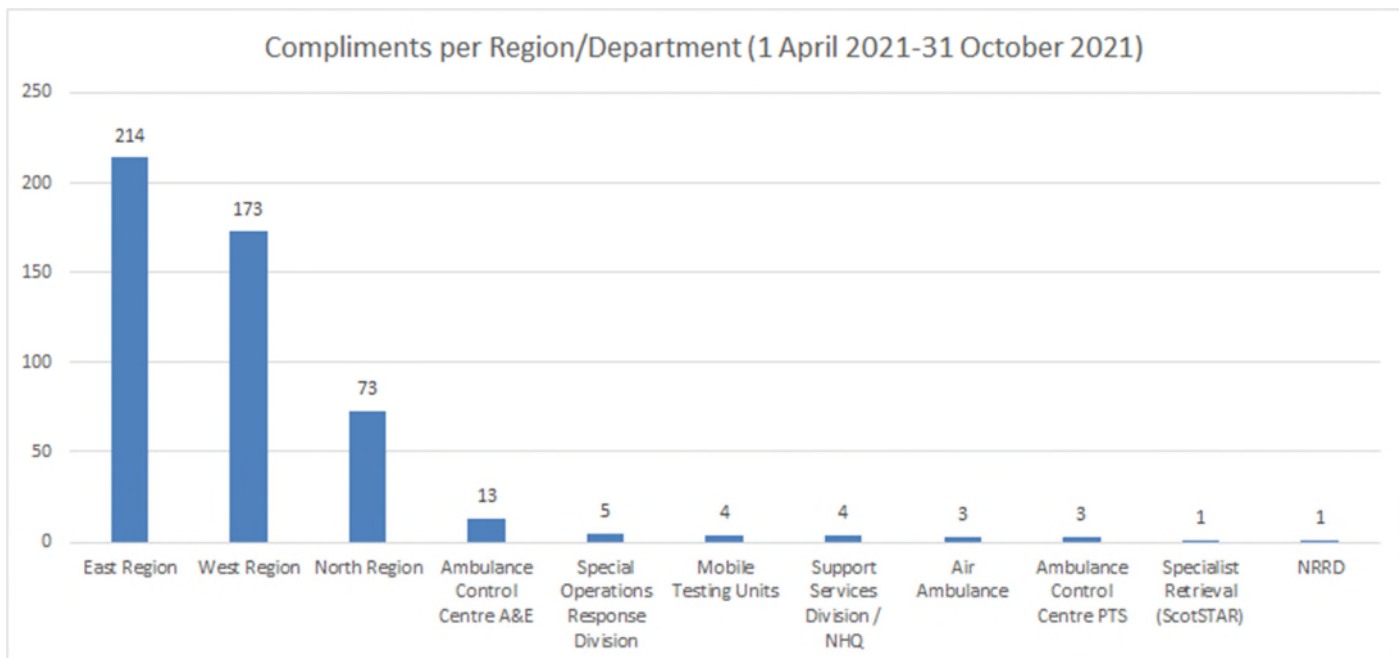
- Posts reached on average 236,742 people between 6 October – 2 November. This is an increase of 17% from the previous 28 days (8 September – 5 October).
- Videos reached 8,569 people over the same period (a decrease of 7% on the previous 28 days)
- An extra 182 followers during this period (41,828 total followers)

Largest posts

The top five posts between 6 October – 2 November were:

- Recruitment message – 132,800
- The Circuit – 55,700
- Recruiting for clinical responders – 23,100
- Thank you from patient's husband – 20,485
- Congratulations to dispatcher Mo Bell – 19,400

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Patient Focused Public Involvement (PFPI)

Mental health inclusion module

We are in the planning stages of developing a short series of online modules for all staff to help identify anxiety, depression and burnout - not only in our colleagues but in ourselves. Working with See Me, and with the support of the mental health Foundation and the Samaritans, we plan to get people thinking about their own mental health, the stigma built up around working with their own mental health and advice where people can seek further support and/or information.

Mental health section for the patient needs assessment

We will be restarting work with scheduled care and See Me to make the mental health section of our patient needs assessment more inclusive, free of stigma, whilst determining whether or not someone has a valid mental health reason for requesting ambulance transport. During a trial period, we will be running focus groups with staff and patients to ensure we are doing all we can to provide the best care for our patients and also make sure that we can support and empower our staff. We also plan to give call handlers guidance to allow them to assess if the reason a patient gives meets the criteria.

Mentorship

Our mentorship program, run in partnership with Young Scot, is underway. We have many social media updates to come, which will showcase the ambulance service as an inclusive organisation that cares about people and its employees. Feedback has been positive from participants and we will be exploring ways to potentially expand the program to include other members of the senior leadership team next year.

Falls social media campaign

We are in planning discussions with Age Scotland to promote alternatives to calling 999 for people that have fallen and are not in an emergency. This is a specific recommendation which came out of the patient engagement work we did at the beginning of the year.

Patient facing website

We are adding a new section to the website which will signpost people to effective support organisations across the country that may be more helpful to people than calling 999/the ambulance service, if they are not in an emergency situation. Our goal is to ensure people receive the right care, at the right time, in the right way.

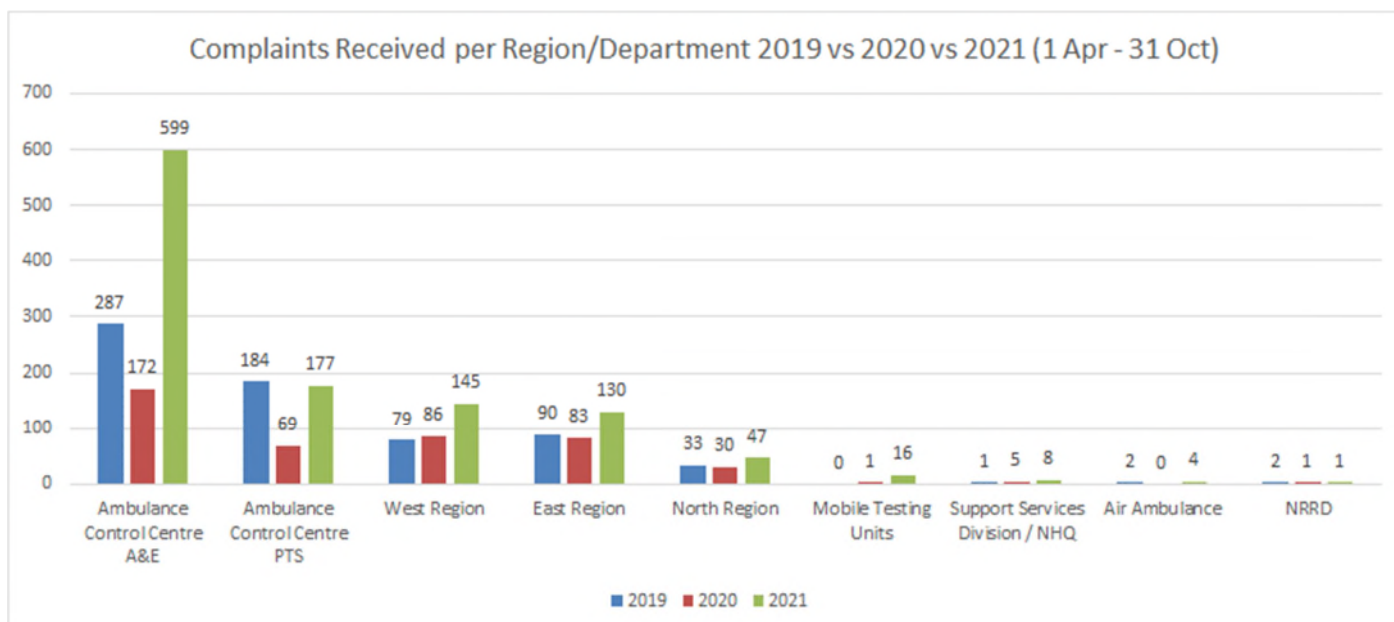
We are also revamping the consultations section of the website. This will highlight the patient involving work we have done around mental health, COPD, falls and strategies and will be updated on an ongoing basis.

Patient rep recruitment

We have a growing list of volunteers that want to give up their time to help us make our services more inclusive. We have noticed a huge influx in interest recently and we are encouraging more through videos and a regular newsletter.

Complaints Data

Between 1 April 2021 and 31 October 2021, a total of 1127 complaints have been received. This shows an increase of 449 from 2019/20 pre COVID-19.



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.

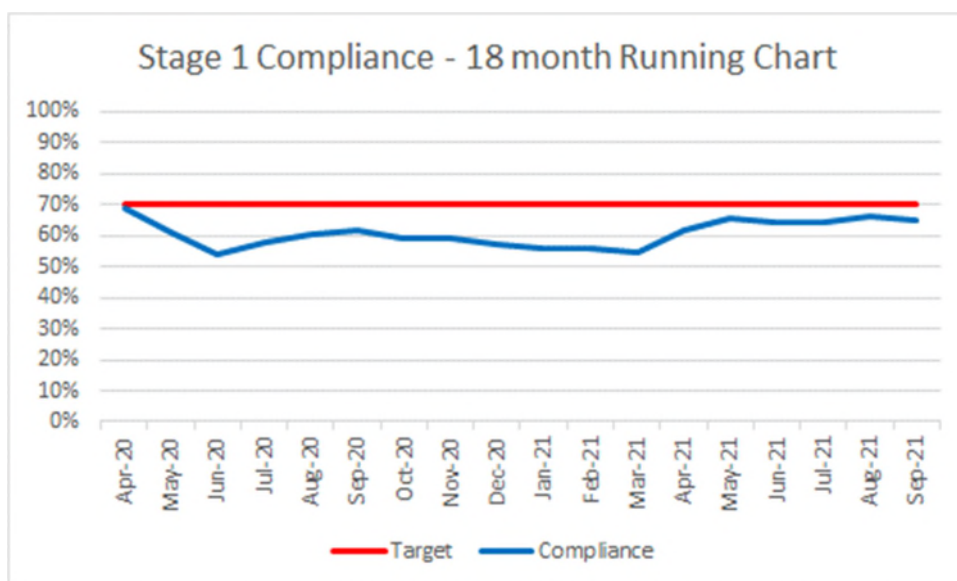
Of the 1127 received, the 3 most common themes for complaints are

1. Delayed Response – 39.2% of the total
2. Attitude and Behaviour – 12.9% of the total
3. Clinical Assessment – 11.4% of the total

Stage 1 Complaints

So far the Service has completed 669 Stage 1 complaints, 441 of which have been closed within the 5-working day government target. This produces a compliance of 65.9% against a target of 70%.

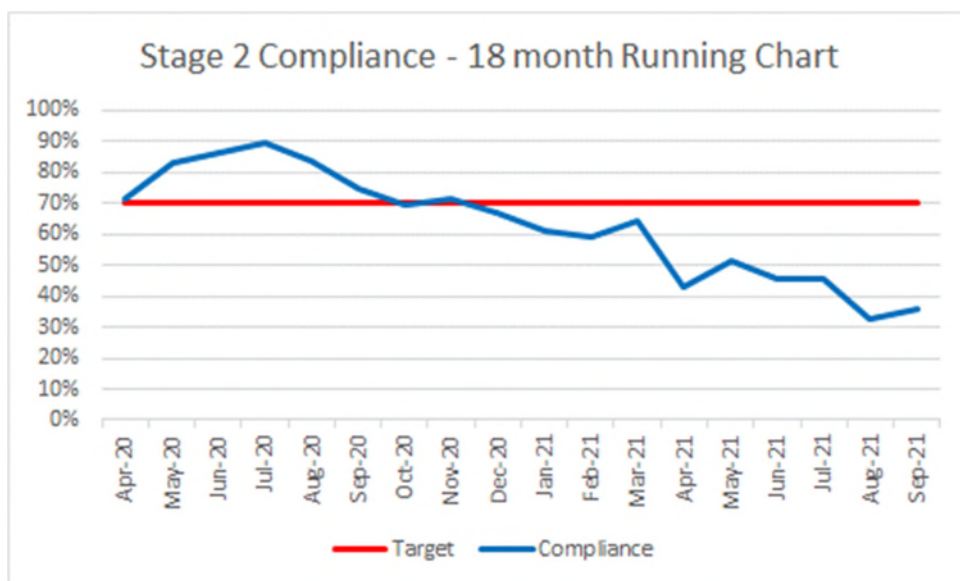
Stage 1				
	Closed within target			
	No	Yes	Total	Compliance
Air Ambulance	0	1	1	100.0%
Ambulance Control Centre A&E	113	190	303	62.7%
Ambulance Control Centre PTS	29	119	148	80.4%
East Region	21	45	66	68.2%
Mobile Testing Units	3	11	14	78.6%
North Region	11	23	34	67.6%
NRRD	0	1	1	100.0%
Support Services/NHQ	3	1	4	25.0%
West Region	48	50	98	51.0%
Total	228	441	669	
Compliance	65.9%			



Stage 2 Complaints

So far the Service has completed 400 Stage 2 complaints, 146 of which have been closed within the 20-working day government target. This produces a compliance of 36.5% against a target of 70%

Stage 2				
	Closed within target			
	No	Yes	Total	Compliance
Air Ambulance	0	3	3	100.0%
Ambulance Control Centre A&E	186	79	265	29.8%
Ambulance Control Centre PTS	11	10	21	47.6%
East Region	26	31	57	54.4%
Mobile Testing Units	2	0	2	0.0%
North Region	6	3	9	33.3%
NRRD	1	0	1	0.0%
Support Services/NHQ	3	0	3	0.0%
West Region	19	20	39	51.3%
Total	254	146	400	
Compliance	36.5%			



Compliance Comments

There is no doubt that managing complaints will remain a challenge with demand and wider capacity at its current levels. With the Service now at its highest escalation plan, management teams continue to prioritise their workload whilst continuing in their responsibility of care to patients and our frontline staff.

The Service will continue to make efforts to try and triage complaints to ensure those appropriate for Stage 1 reviews and early resolution are identified and actioned. The two new Complaints

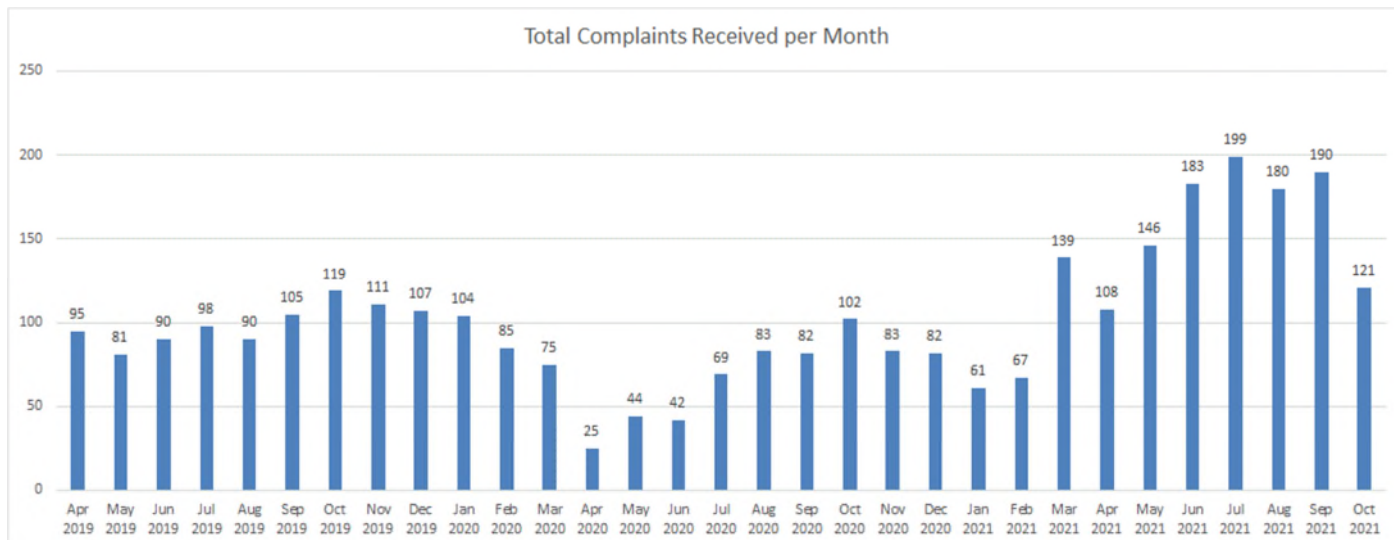
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Resolution Managers have made a significant impact to the volume of outstanding complaints and are making a real difference.

Complaints Training

Due to the Service being in REAP level 4, the regular complaints training we undertake is on hold

Complaints Volumes



There has been a welcome reduction in complaints in October. It is anticipated that winter will be testing for the Service and there remains a possibility that volumes may fluctuate. Staff managing complaints will be supported to respond effectively.

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
DATIX 6373	202004233	15/09/2021	1. Scottish Ambulance Service failed to appropriately assess patient	Not Upheld	SPSO Reviewing	N/A	N/A	N/A