

Gloucestershire Safety & Quality Improvement Academy

Learning

✓ Improving

✓ Sharing

#TheGSQIAWay

@gsqia

'Using patient feedback in improvement'

#QIHour Tweet Chat Report

Report produced by Lou Waters, Digital and Networks Advisor & #QIHour host (GSQIA)

Background

The #QIHour tweet chats began in February 2019 and are hosted by Gloucestershire Safety & Quality Improvement Academy (GSQIA) at Gloucestershire Hospitals NHS Foundation Trust. The #QIHour chats are produced in collaboration with a small group of #QITwitter Improvement leaders who make up the #QIHour team: Leeanne Lockley, Steve Daykin, Robbie Ayers, Dr Amar Shah, Lou Waters & Andrew Seaton.

These tweet chats take place bimonthly on a Wednesday at 8pm U.K. time bringing together the improvement community around the globe to connect and discuss key topics, sharing and learning together.

Purpose

The purpose of this report is to share learning & insights gathered through the <u>#QIHour</u> on *'Using Patient Feedback in Improvement'*, which took place on Wednesday 16th March 2022 at 8pm GMT in partnership with the Patient Empowerment Network (PEN) <u>@power4patients</u> <u>@patientchat</u> in the USA.



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Report contents

- Analytics
- Learning and insights
- Shared resources

Analytics

These analytics are provided by <u>Symplur – Healthcare Hashtags Project</u> for the #QIHour hashtag during the period of 8pm-9pm GMT on Wednesday 16th March 2022.

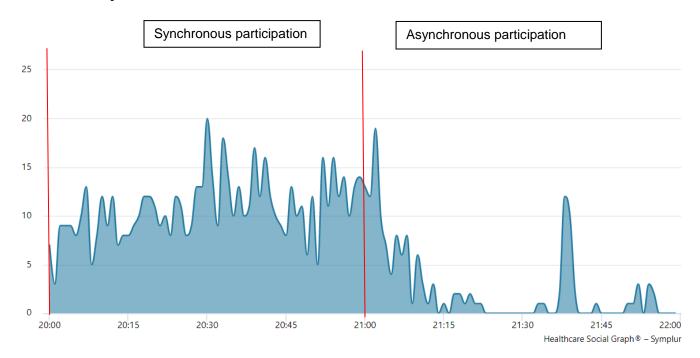
Participants



The Influencers

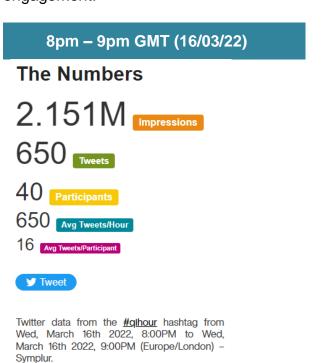
Top 10 Influential **Prolific Tweeters Highest Impressions** @gsqia 464.8K @gsqia 100 @gsqia 160 @patientchat 88 @lockley_leeanne 87 @lockley_leeanne 414.4K @jamesfm55 76 @KaiBoo77 55 @WhoseShoes 204.3K @lockley_leeanne 68 @patientchat 188.4K @suz_cro 53 @KaiBoo77 68 @jamesfm55 133.4K @patientchat 34 @KFParker90 67 @seaty63 28 @TheQl_Guy 106.3K @HollyMLoughton 66 @acserrao76 27 @suz_cro 100.1K @RobinD100 63 @oduorotieno_Ql 26 @acserrao76 95.1K @GeekyOT 62 @TheQl Guy 17 @KaiBoo77 72.0K @natashascott_ID 58 @jamesfm55 17 @seaty63 59.9K

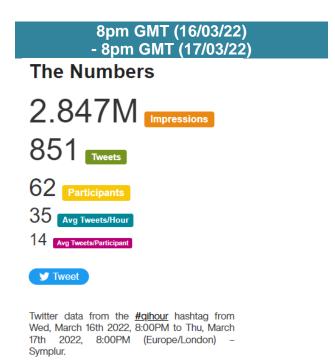
Tweet activity



The chat ran from 8.00pm – 9.00pm GMT. The 'tweet activity' graph above shows that people continued to contribute to the chat using the #QIHour hashtag after the formal end-point at 9.00pm. Asynchronous contribution to tweet chats is one of the many benefits of using twitter for social learning.

The table below contrasts hashtag analytics for the one hour of synchronous participation in the tweet chat and for a 24-hour period from the chat starting, allowing for asynchronous engagement.





Insights and Learning

Participants joined us for this chat from England, Scotland, Wales, USA, Qatar, Philippines and Kenya and included healthcare professionals and lived experience ambassadors.

Question 1. Why is patient feedback important when looking to improve health services?



@jamesfm55 replied with this great response...



<u>@lockley_leeanne</u> responded "I like this James #QIHour - SAM - specific, actionable and motivating. #PinchWithPride"

@TheQI Guy talked about the value of not only patient feedback but also family and carers.



Replying to @gsqia and @patientchat

A1 the voices of lived and living experience, not just the patient, but family and carers is fundamental when describing what good looks like and crucially, how to achieve that #QIHour. #Patientchat

8:09 pm · 16 Mar 2022 · Twitter for iPhone

4 Retweets 13 Likes

Teresa <u>@KaiBoo77</u> commented "Being both an improver and a patient it's crucial to not only listen but hear what's being said. They are the end service user and if the service isn't right for them then we are all in the wrong place. #QIHour #PatientChat #QITwitter"

<u>@HollyMLoughton</u> agreed, saying "I really agree with this. It's all very well asking for feedback, but if patients/families provide it and then don't see it being appropriately acted upon, it can be extremely discouraging."

<u>@Jamesfm55</u> also agreed, stating "That's exactly right: feedback is part of a two-way relationship. Something has to come back for it to work well #QIHour #PatientChat"

Holly responded...



With <u>Teresa</u> reflecting "We need to be better at communicating that part....we don't let them see how what they've said has mattered #QIHour #PatientChat #QITwitter"

<u>James</u> shared "We work hard to get staff confident responding to online feedback at <u>@careopinion</u> - currently in Scotland and NI, about 96%+ of stories get a response ★ #QIHour #PatientChat"

#QlHour partnered with <a>@patientchat for this tweetchat. This is what they had to say...



Replying to @gsqia

A1: Patients and their loved ones get the most out of health services so we should turn to them when improving these services. Their voices, needs and wants should be at the top of every conversation seeking to improve health services. #QIHour #PatientChat

8:10 pm · 16 Mar 2022 · Twitter Web App

2 Retweets 7 Likes

<u>@RobinD100</u> shared "A1 – it's also a chance for us to hear what really matters to our patients, not just what we think matters. #Qihour #Patientstories"

Clarissa <a>@GeekyOT shared her reflection.



Replying to @gsqia and @patientchat

A1. When you work somewhere long enough, especially under pressure, it's easy to lose sight of what it feels like for patients & their loved ones experiencing it for possibly the first time. Feedback can recalibrate your perspective & remind you what matters #QIHour #PatientChat

8:12 pm · 16 Mar 2022 · Twitter Web App

3 Retweets 9 Likes

<u>@Donnaosborn 71</u> tweeted "A1 #patientChat #QIHour no point in assuming what 'you think' is an improvement will make a difference that is important to the patient" and <u>@RNChristinaH</u> shared "A1 public participation gives better results in improvement. Its also just as important to give patients an opportunity to suggest change and improvement. Overall, we're here for our patients - patient centred care #QIHour #PatientCare"

<u>@HeatherPearce99</u> commented "How we perceive the care we give/services we offer is often very different to how the patients/relatives perceive them #QI A1"

Cristina @acserrao76 responded "A1. Patient feedback is one of a suite of ways to get the views of people who use our services and their carers. What other industry wouldn't look to their consumers to get ideas for updates and improvements? #QIHour #PatientChat

@HollyMLoughton shared her experience...



A1. As patients, we know what matters to us! Living with any sort of health condition or illness gives you a unique perspective into treatment approaches that might best suit your situation. #QIHour #PatientChat

8:10 pm · 16 Mar 2022 · Twitter Web App

1 Retweet 1 Quote Tweet 13 Likes

<u>@KFParker90</u> replied "A1 patient feedback is perfect evaluation, and a brilliant outcome measure. What works and matters for me, and what doesn't. Change ideas come from staff and patient experience- listening to both together means we can get it right and be creative!2

<u>@lockley_leeanne</u> started the conversation around language; patients, service users, or something else? What language are we using and what language could we be using?



<u>@patientchat</u> responded "That's interesting. At Patient Empowerment Network (<u>@power4patients</u>) we are trying to change our language as well. Instead of cancer patients, we can say people living with cancer or people managing cancer. #QIHour #PatientChat and <u>@oduorotieno_QI</u> commented "We use this routinely in the HIV/TB care programs."

<u>@TheQl Guy</u> added "We use the term lived and living experience to describe all people accessing health and care services. #QlHour #patientchat" with <u>Cristina</u> suggesting "People who use our services and unpaid carers."

As a transplant recipient, Holly shared her thoughts:



Key words and themes that appeared included in response to Question 1, "Why is patient feedback important when looking to improve health services?"



Q2 is on next page....

Question 2: What are the various ways in which we can capture patient feedback?



<u>@TheQl Guy</u> shared "the easiest way is to ask and listen". He also mentioned semi-structured interviews, focus groups, including people with lived and living experience as members of Ql teams who influence and design the work, and lived/living experience co-chairs of programmes and projects.

<u>@bill_russell3</u> replied "Do the simple thing - talk with patients & their family AND listen. Then feedback swiftly your actions #patientchat #Qlhour"

<u>@RobbieCSays</u> added "A2. Surveys, patient forums, twitter! Best feedback is on the wards though, a simple hello can lead to insightful conversations #QIHour #PatientChat"

Johnievic <u>@JvicValdez</u> replied "A2. We have survey sheets, but the best source is during rounds, listening to what they have to say - and you'll just be blown away. #QIHour #PatientChat"

<u>@RNChristinaH</u> commented "A2 living lens, patient survey – real-time, post care, paper, online, QR code, happy or sad buttons, verbal, written complaints or compliments, crowdicity platforms, follow up questionnaire, qualititative or quantitative, workshops."

<u>@lockley_leeanne</u> commented "A2 #QIHour in the north west we have a Renal Patient Led Advisory Network <u>@RPLANNW</u> people are involved in regional improvement, come together to support each other. #NWKidneys"

<u>@jamesfm55</u> responded "A2: I'm a bit biased! At <u>@careopinion</u> we do online feedback because it is there 24/7, we can offer wider accessibility, we can scale across the UK + overseas, we can deliver to staff but also academics, teachers, students, patient groups."

Gemma @gvhawtin commented that "A2 #QIHour #PatientChat we have the friends and family questionare on a QR code that captures some of it. When completing the project I had telephone calls before middle and after sessions."

Suzie <a>@suz_cro shared that her favourite methods are "talking to people and storytelling".

@RobinD100 shared his thoughts on the complaints process....



Replying to @jamesfm55 @gsqia and 2 others

Its odd that most NHS organizations require you to write in with a complaint.... feels like a big hurdle

8:30 pm · 16 Mar 2022 · Hootsuite Inc.

<u>James</u> agreed, sharing that "sometimes, even when people want to give positive feedback, they are told to use the complaints system (yes, we hear this!)"

An opportunity for us to hear this and improve?

Seema <u>@Mountain medica</u> shared that she has been exploring using emotional mapping, which grabbed the attention and interest of others in the chat.



Replying to @gsqia and @patientchat

5 Retweets 19 Likes

A2. We are exploring using emotional mapping in our health equity QI work with women from ethnic minority groups and their experiences of antenatal care. We are newbies at this though. Had great advice and made connections through #QITwitter colleagues #QIHour #PatientChat

8:29 pm · 16 Mar 2022 · Twitter for iPhone

<u>@patientchat</u> responded "Emotional mapping? That sounds interesting! I'll definitely be doing a bit more research on that. Hoping that does well for you and your team!" and <u>@GeekyOT</u> commented "A2. This sounds fascinating. Any resources you would recommend?"

<u>Seema</u> shared a useful resource which you can find at the end of this report.

Gill <u>@WhoseShoes</u> tweeted the following (resource available at the end of the report).



@HollyMLoughton responded on her experience of involvement in a local network.



A2. It's also good for people who are new to involvement to have a "local" network to connect to initially to increase their confidence to be involved on a larger scale. #QIHour #PatientChat

8:31 pm · 16 Mar 2022 · Twitter Web App

3 Retweets 1 Quote Tweet 7 Likes

Holly added "I think networks like this are especially valuable because it means patients can comment together on issues that are specific to their area, as well as wider national topics."

<u>Cristina</u> commented "A2. Traditional methods aside, there's other ways to capture #improvements and ideas. I would not be me without saying relevant #LivedExperience partners embedded in programmes, with their network of networks working together with you! strategic #coproduction #QIHour #PatientChat"

<u>@lockley_leeanne</u> focusses in on the importance of creating a safe space for listening, sharing and participation.



Replying to @gsqia and @patientchat

A2 #QIHour we should provide people with a safe space and convenient time to get together. Think about the environment - Go to them not them come to us.

8:24 pm · 16 Mar 2022 from Hoylake, England · Twitter for iPhone

And Katie @KFParker90 reminds us that we may need to use different methods at different levels "A2 important to think about different methods for different spaces - patient stories at boards and meetings set the tone for all conversations and can be so powerful in changing how we frame what is right, what is safe, what matters."

Key words and themes that appeared included in response to Question 2, "What are the various ways in which we can capture patient feedback?"



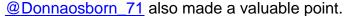
Question 3 is on next page...

Question 3: How can patient feedback help break down roadblocks to equitable care and improve overall access to care?



Sarah <u>@ADigitalWitch</u> replied "A3: if we don't involve patients, ask them, one the conversations then how do we know what the roadblocks, barriers or overly complicated routes are? We can always speculate and assume but feedback, preferably in conversation not just in survey format, is the only way to really investigate, overcome and enable fully equitable care and improve access to all care routes. Such conversations also improve knowledge as to what services are available."

<u>@patientchat</u> commented: A3: It's like we're going to the source. We know roadblocks to care exist, but sometimes aren't familiar with all of them until we speak with different patients. Sometimes the solution is simpler than we think we just need to LISTEN to our patients!"





<u>@natashascott_ID</u> shared "A3: facilitated redesign workshop in 2014 with challenging & brave pt story, this still influences my approach now-we don't know what we don't know-crucial to build on inclusivity/coproduction & encourage uncomfortable convo/feedback to enable improvement #QIHour #patientchat."

<u>@JvicValdez</u> commented "A3: Patients are the customers, and as in the business setting, customer experience validates all your efforts. Patients can provide the story of the continuum of care of their carers in the last 3 shifts, and can fill you some gaps."

<u>Christina</u> commented "A3 it's also really important to acknowledge the feedback you're not necessarily looking for or expect ie. How can we improve your experience in hospital? parking costs - rather than deny this, improve it if that's what matters most to patients."

<u>Katie</u> responded "A3 observations and audits in partnership with patients and communities are so powerful - how do you know how accessible.your service is until you have walked through it with them? Powerful and practical insights #QIHour #PatientChat."

<u>@Power4Patients</u> replied "A3: Patients have the best insight into their wants and needs. Many inequities are present in healthcare, but how can you know which exactly plague your patient community if you don't first check in with your patients? #QIHour #PatientChat"

Holly shared the value of patient stories for patients as well as for care givers.



A3. Completely agree with all the previous answers about the importance of patient stories. Useful for professionals to hear what things are like "in real life", but equally powerful for patients to be able to share. #OlHour #PatientChat

8:39 pm · 16 Mar 2022 · Twitter Web App

<u>James</u> commented "Patients see their feedback as an intervention, not as data. There's a *really* interesting paper on this." (Paper available in the resources section at the end of the report).

<u>@emmaadamsGenQ</u> replied "I like that idea of feedback as an intervention - could totally change the way we view what people are telling us."

James responded "Yes - people are trying to help + support other patients, staff, the NHS, and their future care. And it's very personal, whether pos or neg (70% on CO is positive) #QIHour"

<u>@TheQI Guy</u> commented "A3 patient stories shared at the different levels of an organisation and at the right time can impact mindset and thinking. This can have an impact on planning, operational and quality, if done correctly."

Seema @Mountain_medica shared her thoughts...



Replying to @gsqia and @patientchat

A3. Feedback alone probably won't break down barriers. Amplifying voices, especially of people who are under-served and minoritised, and enabling a platform to agree priorities, set goals and co-design action, this might... #QIHour #PatientChat

8:46 pm · 16 Mar 2022 · Twitter for iPhone

4 Retweets 8 Likes

<u>Cristina</u> said "A3. #Codesign the questions with relevant #LivedExperience then you will be able to reach out to communities in a way that they will trust, respond to and hopefully grow that trust relationship. #Coproduction with people who know what matters to them #Qlhour"

Katie @KFParker90 commented "A3: If we have a relationship based on ongoing dialogue, where feedback is heard and responded to, we build trust. To make changes, and breakdown barriers, we need relationships, partnerships and trust. Consistency in conversations is key and being open to being challenged about how things have been before. Willingness to do stuff differently and think about creative solutions together."



<u>@DeakinSue1</u> joined the chat "Hi, late to the party A3 - patient feedback comes from complaints, compliments, stories, incident investigation, learning from deaths, questionnaires, involvement in quality improvement projects but they need to be invited to the table - who is not being invited?

<u>@TheQl Guy</u> posed an interesting question "A3 patient feedback/ stories are also crucial at a government/ policy level. Has there ever been an initiative announced by the government that come accompanied by a patient story?"

Key words & themes that appeared included in response to Question 3, "How can patient feedback help break down roadblocks to equitable care & improve overall access to care?"



Question 4 is on the next page...

Question 4: When considering improvements for health services, what need is top of your mind?



<u>@KFParker</u> responded "A4 what do we already know? Before we ask more Qs, what have we already been told about what works or doesnt? Who have we heard from (& not heard from) - then we know where we need to go, to understand further what now looks and feels like & what it could be #QIHour #PatientChat".

<u>@jamesfm55</u> replied "A4: There's no shortage of feedback. But staff need a regular, structured, informal opportunity to discuss their team's feedback + work out what it means for them #QIHour #PatientChat"

<u>@Kaiboo77</u> said "A4 Improving experiences for all involved patient, staff, carers etc. The ability to take errors and mistakes and turn them into a learning experience. For this to happen feeling of safety for all #QIHour #PatientChat #QITwitter"

<u>@gvhawtin</u> talked about what healthcare workers need, saying "To be given time and space #QlHour #PatientChat then improvements will be better for all #AHPSupportWorkers"

<u>@power4patients</u> commented "A4: Digital health equity - which is why we created digital sherpa™ & Digitally Empowered so all patients, regardless of age and technical ability, can have equal access to health info to make the best decisions about their care." (resource available at end of the report)

@patientchat stated the importance of health equity



Replying to @gsqia

A4: Making sure every improvement is accessible to EVERY patient no matter what! If we continue to make improvements without reaching the populations most in need then we're doing something wrong. #QIHour #PatientChat

8:48 pm · 16 Mar 2022 · Twitter Web App

Mohamed omega commented "Feedback surveys are crucial for service improvement, that needs to be as quick and easy as possible. Digital surveys with QR code utilisation, in my opinion, should be a key in getting as much feedback as we can. Then we can have great and quick impact on patients' care."

<u>@seaty63</u> tweeted "A4 A challenge from an IHI conference speech - how can we truly design a patient centered service from a hospital view point and 100s of patients we see, so can we design service from how the patient/client see it from the 3hrs a year they may spend with us"

@RobinD100 replied "A4 Create time for teams to discuss, reflect, and learn ideally away from the usual work place. This seems the biggest challenge right now."

Gill <u>@WhoseShoes</u> said "#BeCurious - like my pal <u>@fhussain73</u>. See expertise as both #livedexperience and #learnedexperience."

At the top of @oduorotieno_Ql's mind is...



Replying to @gsqia and @patientchat

A4: Improving patient experience, bringing joy in the faces of care givers, optimization of the available resources.

#QIHour #PatientChat

8:50 pm · 16 Mar 2022 · Twitter for Android

@gsqia responded "Joy at Work - first time I've seen it mentioned tonight. The pandemic has exhausted so many of us. But Joy in Work should still be a goal"

Seema shared her thoughts...



Replying to @gsqia and @patientchat

A4. Humility. That clinical & operational teams, provider organisations, commissioners, will need to improve with creativity, outside of the comfort zones of their institutions, in the heart of Place, with people & communities leading the change #QIHour #PatientChat

8:58 pm · 16 Mar 2022 · Twitter for iPhone

Emma <u>@emmaadamsGenQ</u> replied "Great point. Still meeting lots of HCPs that don't see the value in patient feedback/experience & feel they know best. Thankfully we're learning more about the complex interrelationship between people, their health & their healthcare."

Robin commented ""What matters to you?" for both our patients and our teams delivering care.... lets start there."

<u>Johnievic</u> shared "A4. What's matters to you? I think our energy and efforts have to be focused on what is important to our patients and to the staff. Many examples of project were launched thinking patients and staff will be Wowed! But not really a delighter."

<u>Teresa</u> pondered "I always wonder if we should also have a what matters to you for staff. Engage and coproduce #QIHour #PatientChat #QITwitter"

GSQIA replied "Teresa speak to <a>@KarenHTurner1 at <a>@rfl_qi they have done just that <a>©""

Key words and themes that appeared included in response to Question 4, "When considering improvements for health services, what need is top of your mind for you?"



Question 5: What have you gained from participating in tonight's chat? What will you do differently as a result?



<u>@TheQI Guy</u> replied "A5 the sharing tonight has been invaluable and provided real insight. I always try to put the patient at the heart of my work, but I definitely need to try harder and tonight inspired me to do that. Thanks. #QIHour #patientchat"

<u>Gemma</u> said "A5 lots of learning from many people so inspiring to see Thankyou again great tweetchat once again."

For <u>Suzie</u> it was a "great reminder about using emotional process mapping" and for <u>James</u> it was "lovely to connect with so many passionate and well-informed people!"



A5: The power of #PatientStories in getting to understand what really matters to patients and caregivers alike.

#QIHour #PatientChat

 $8{:}58~\text{pm}\cdot 16~\text{Mar}~2022\cdot \text{Twitter}$ for Android

<u>Teresa</u> also took away something relating to patient stories, sharing "A5 A whole new drive to use and engage in stories more. Also, the need to get that across everywhere. A bit of effort could change someone's life."

For <u>Christina</u>, it was an opportunity to realise how much she already knew; "A5 think I surprised myself what I knew and a reminder of the reasons why patient participation is so important. Yes there are hurdles to obtain feedback, but the feedback can add so much value #QIHour #PatientCare"

<u>@CharlotteHoodl2</u> replied "A5 #Qlhour #PatientChat great to learn from others add to the bank of useful resources. Will be reading more about emotional process mapping."

<u>@natashascott_ID</u> found value in re-connecting with the wider network, and said "A5: The importance of re-connecting with your network/like-minded colleagues. Sometimes feels isolating in this space but look at the amazing/passionate people we have committed to truly make change happen! Fab tweetchat, thank you <u>@gsqia</u> and <u>@LouWaters_Ql</u>"

<u>Katie</u> responded "A5 it is great and uplifting to see so many people passionate about making sure that patients voice is heard, is what challenges and shapes how we do things. Focus on building partnerships, seeking out voices and actively listening. #QIHour #PatientChat."

<u>Johnievic</u> commented "A5:Patient feedback gives a validation of what we're doing and how it reflects our services; what's matters to you is important. Involving patients in their care matters a lot @hhask @pfps us #QIHour #Patientchat #QiTwitter

<u>Clarissa</u> replied "Lots of saved tweets with useful resources to follow up! ☐ Looking forward to continuing these conversations."

Key words and themes that appeared included in response to Question 5: What have you gained from participating in tonight's chat? What will you do differently as a result?



Shared resources

<u>@MatthewMezey</u>: [BLOG] Learning from Excellence: the transformational power of praise | https://q.health.org.uk/blog-post/learning-from-excellence-the-transformational-power-of-praise

@GeekyOT: [VIDEO] Improvement Through Patient Partnership - Improvement Wednesday | https://www.youtube.com/watch?v=TmT8Gwt5y9Y

<u>@TheQI Guy</u>: [PODCAST] The QI Guy in Conversation with...Tom Downes and Steve Harrison (Flow Coaching Academy) | https://anchor.fm/theqi-guypodcast/episodes/The-QI-Guy-in-Conversation-withTom-Downes-and-Steve-Harrison-Flow-Coaching-Academy-e13tfis

@WhoseShoes: [PADLET] https://padlet.com/WhoseShoes/overview

<u>@Mountain_medica</u> [GUIDE] Emotional Mapping: A tool for sharing patient experience | https://www.imperial.nhs.uk/~/media/cc4c/documents/emotional-mapping-how-to-guide-2221-002.pdf

<u>@jamesfm55</u>: [JOURNAL ARTICLE] Caring for care: Online feedback in the context of public healthcare services |

https://www.sciencedirect.com/science/article/abs/pii/S0277953621006122

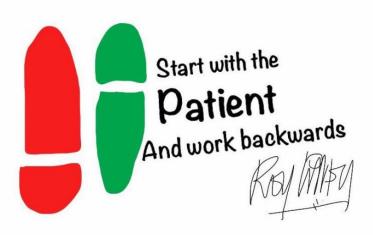
<u>@power4patients</u>: [WEBPAGE] Digitally Empowered™ and Digital Sherpa™ | <u>https://powerfulpatients.org/digitally-empowered-and-digital-sherpa</u>

<u>@WhoseShoes</u>: [PODCAST] Whose Shoes: Dr Farzana Hussain - a fellow HSJ100 Wild Card! https://www.buzzsprout.com/1838805/9217255-episode-2-dr-farzana-hussain

@gsqia: [WEBSITE] What Matters To You | https://wmty.world

<u>@TheQI Guy</u>: [PODCAST] The QI Guy in conversation with...Jennifer Rodgers | https://anchor.fm/theqi-guypodcast/episodes/The-QI-Guy-in-conversation-withJennifer-Rodgers-e11v923

@lockley_leeanne: [GRAPHIC] Artist: @RoyLilley



The next #QlHour chat is on 18th May 2022 at 8pm BST (GMT+1).

Follow #QITwitter for more from the improvement community.

Report produced by Lou Waters, Digital and Networks Advisor & #QIHour host (GSQIA)