



telephone; whichever is the individual's preferred means of communication

4. Contact local charities or support groups and ask if they could invite a small number of their members to join the Focus Group
5. If you need greater patient and public involvement, the Trust's Comms team can promote your Focus Group on social media
6. After you have evaluated the responses, you will be able to make decisions about the size of the venue. You can consider dates, frequency of the meetings and also design your agenda
7. When you are confident about your plan, send out meeting invitations, reiterating the aim of the Focus Group and the structure of the meetings
8. Make contact with a member of the Patient Experience Improvement Team for support and guidance with your Focus Group, at any stage of your project

Patient Experience Improvement Team - contact details

Katie Parker-Roberts

Head of Quality

katie.parker17@nhs.net

Carol McIndoe

Patient Experience Improvement Manager - Disability Equality

carol.mcindoe@nhs.net

Jean Tucker

Patient Experience Improvement Manager - PALS Manager

jean.tucker@nhs.net

Jo Allen

Patient Experience and Quality Insight Manager

joanna.allen9@nhs.net



Patient Experience Silver module

Step-by-step guide to Focus Groups





What are Focus Groups?

A Focus Group generally consists of people who have shared experience around the topic you are interested in learning more about.

The thought of creating and leading a Focus Group can be daunting, but keep in mind that each member will have a vested interest and be keen to share their experiences and contribute to improvements.

When to create a Focus Group

When working on your Quality Improvement project, it may come to light that Patient Experience is poorer than expected in a particular area, as revealed in Friends and Family test results, or from staff observations.

This is an opportunity to get people together who have experience of being a patient, carer, relative or member of staff in the area, to share their experiences and observations and discuss ways that improvements could be made, which would benefit everyone.

The actions of the Focus Group can provide opportunities for you to formulate PDSA cycles as part of your Quality Improvement project.

You may decide to create a Focus Group early on in your project.



Who to invite into a Focus Group

It is important to involve a small number of staff at different grades from the ward or specialism your project is centred on. Senior staff will be able to suggest discharged patients if your focus is a ward, or current patients using a particular specialism.

Your Focus Group will be stronger if you involve a diversity of people, to share and discuss different experiences and ideas, so consider inviting carers, relatives and perhaps volunteers with experience in the ward or specialism.

There may be a charitable organisation with a vested interest in the particular ward or specialism, if so, it would be advantageous for you to also invite representatives from that organisation to be part of your Focus Group.

The 8 steps to organising a Focus Group

1. As soon as you have identified the need for a Focus Group, make contact with senior staff from the area concerned and discuss your ideas and intentions. This discussion may well evolve into a project plan for your Focus Group.
2. Compose your initial introduction, which should state clearly what is required of the individual, such as providing an idea of time commitment, the aim of the Focus Group and expenses reimbursement
*Note: it is advisable **not** to include specific dates at this point, but wait for the responses so you know what size of venue you need to book*
3. Following guidance from staff who have access to discharge or clinic lists, send your initial introduction by post, email or