
Patient Experience & Engagement Strategy 2024-2027

Foreword from the Chair of the Community Engagement Assurance Committee

In everything we do at Nottingham CityCare Partnership (City Care), a key theme is recognising that patients, service users, families, and carers must play an equal part in identifying their needs and planning how care will be delivered and shaping the delivery of our services and the organisation as a whole.

There is a wealth of evidence that suggests that if patients, services users, families, and carers are actively involved in their care the clinical outcome is better, engaging with clinicians more effectively and enabling all to manage care better.

We are committed to improving the experience of our patients, service users, families, and carers. This means we want to work in partnership with our staff and patients to seek opportunities to improve the quality of care that we provide, and we are constantly learning from the feedback that we receive and want to actively listen to our patients to understand what matters to them.

We also recognise that sometimes we don't always get it right. In those situations, we are committed to our patients, service users, families, and carers that we will work with them to understand where care has not met expectations and in doing so promise that this will not affect ongoing or future care.

CityCare are pleased to introduce this Patient & Public Engagement Strategy, which demonstrates our commitment to putting patients and service users at the centre of service evaluation and improvement.

We will undertake engagement activities to inform the future development of this strategy. This will be achieved through partnership working with our service users, local Healthwatch, and voluntary services. These activities will feature as 1-1 feedback sessions, listening events, and attendance at community events, in addition to targeted patient group activities and surveys. We will utilise information technology in new ways, for example through virtual focus groups, to support how we collect and use feedback and how we communicate with our stakeholders.

This Strategy will focus on continuing to take forward the engagement agenda to improve outcomes for local people and to bring about real and lasting change. In designing this strategy, four aims have been developed through discussions with patients, carers and local voluntary groups about what is important to them and analysis of existing information and feedback regarding patient experience. They are:

- 1. We will engage with people from diverse communities and use the feedback to make improvements.**
- 2. We will improve the accessibility of services and information for patients with diverse needs.**
- 3. We will expand our diverse and representative pool of patient representatives and volunteers.**
- 4. We will develop a systematic approach to analysing reports from engagement activities, formal complaints, concerns and routinely collected service user experience data.**

1. Background and Context

The term 'patients and the public' includes everyone who uses services or may do so in the future, including carers and families. CityCare recognises and values what service users contribute to its work as a result of their lived experience.

'Patient Experience' might mean different things to different people. To a service user, it might be about many different aspects of their care:

- *Am I known / treated with respect and courtesy?*
- *Am I heard – do I have a voice in my care planning?*
- *Am I supported to understand – do I get proper explanations?*
- *Is my care coordinated – do teams talk to each other so that it is a seamless journey for me?*
- *Did I have to wait – to get an appointment, to be discharged, when I called for help, did staff explain delays?*

By 'patient engagement' we mean taking every opportunity to hear from our patients, carers and relatives, encouraging their active participation in shaping the way CityCare provides its services. CityCare is committed to involving Service Users in a meaningful way in the planning, delivery and organisation of services. We want to create a culture of partnership, joint decision making and collaboration.

We believe that patients can expect to:

- be treated as experts about themselves and their own experience of health and care services
- be invited to take part in patient engagement activities
- have their views taken into account in decisions about their care

Engagement can take place in a variety of ways, for example through social media, voluntary community and social enterprise (VCSE) organisations, elected representatives, formal consultations, focus groups, and face to face and virtual meetings.

Positive values and behaviours are shared throughout CityCare; we are dedicated to providing care with compassion and respect. We build strategic partnerships across our communities by working with staff, commissioners, patients, carers and service user groups to monitor and develop our services and agree future plans. We aim to strengthen existing partnerships and develop new ones to further support our ambition to deliver patient experience co-produced services.

The Nottingham City Joint Health and Wellbeing strategy¹ sets out the vision and ambitions for making Nottingham City a happier and healthier place to live. Having considered the main causes of death and ill-health and the inequal distribution of health between the most and least deprived communities, four priority areas were identified that have an important impact on the health and wellbeing of the population of Nottingham:

- Smoking and tobacco control,
- Eating and moving for good health,
- Severe Multiple Disadvantage (SMD)
- Financial wellbeing.

¹ <https://www.nottinghamcity.gov.uk/media/gd0fxokf/nottingham-city-joint-health-and-wellbeing-strategy-2022-25.pdf>

2. Why have we developed this Strategy?

We want to listen to our service users, families and carers to understand what is important to them, to value their ideas and to learn when care doesn't meet expectations. We want to work in partnership with our communities when reviewing services and let the 'expert by experience' be instrumental in redesigning and shaping future services.

CityCare has set its strategic objectives, which will help us deliver our vision. The following strategic objectives will support us to achieve the aims of the Patient & Public Engagement Strategy:

- Provide the very best care possible at all times - We are proud of the high-quality care we provide for our patients and we will continue our relentless focus on delivering safe, effective and compassionate care. We want to ensure our patients have a consistently good experience and that our workforce is empowered and supported to deliver this and have a positive impact on every patient.
- Deliver the best value - We will deliver the health needs of our community at the greatest possible value, by making best use of available resources and demonstrating that we are as efficient and effective as possible in the delivery of our services.
- Deliver integrated care as part of an integrated care system - We are committed to the development and future of an integrated care system (ICS) across Nottinghamshire through active membership of the local integrated care provider partnership. We will work collaboratively with our partners to provide seamless pathways of care and reduce the demand on services by keeping people healthy.
- Be a dynamic and agile social enterprise - As a social enterprise we work in partnership with patients, staff, the private, public and voluntary sectors, and local communities to build a healthier, more sustainable future for all.

Evidence suggests that if a service user feels listened to and involved in their care, they will respond better to medical, nursing and therapy interventions and be better able to manage their own care.

3. How can people get involved?

Some of the ways patients or members of the public can get involved are:



Why get involved?

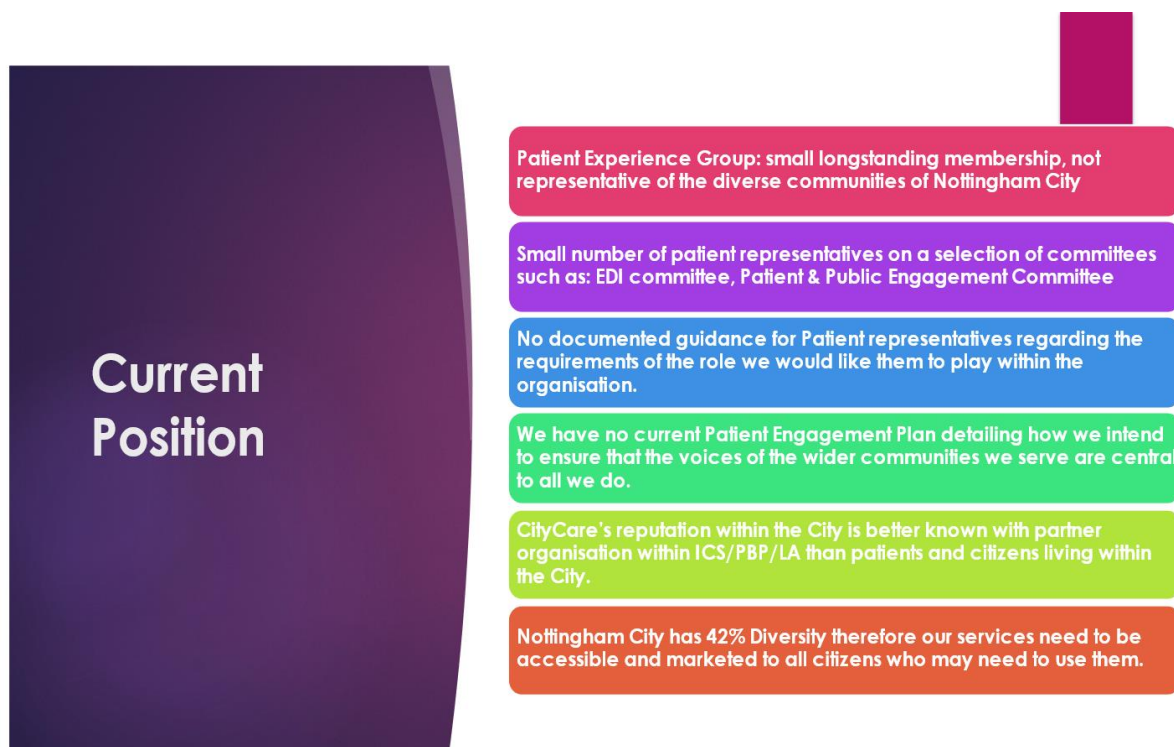
- ✓ You will be supported and learn new skills and be making a valuable contribution to patient care.
- ✓ You may gain confidence or rediscover skills which could support your own health and wellbeing or future career prospects.

4. Where are we now?

Delivering harm free care and improving patient experience continues to be the focus over the coming years and this is reflected in the priorities, by developing strategies to improve patient engagement and listening activities we will strengthen the patients and public voice in how we prioritise quality improvement initiatives for the future.

This will also direct our commitment to delivering person centred care in collaboration with developing our workforce.

The slide below highlights the current position within City Care and identifies some of the key areas of focus in developing the work going forward:



5. How are we going to improve, and how will we measure success?

In designing this strategy, four aims have been developed that describe how we will work to improve our patients' experience and ensure they are actively involved in our quality improvement and service redesign projects. The ambitions were developed through discussions with patients, carers and local voluntary groups about what is important to them and analysis of existing information and feedback regarding patient experience.

The ambitions are also linked to the strategic aims set out in CityCare's Clinical Strategy, Volunteer Strategy and Tackling Health Inequalities Framework.

Aim 1: We will engage with people from diverse communities and use the feedback to make improvements.

Actions	Measures
<p>CityCare will work to ensure that we work collaboratively with service user/carer volunteers, staff and local organisations on service changes, and we listen to the views and feedback from the diverse communities we serve as part of these processes.</p> <p>We will continue to increase patient and carer input into Quality Visits.</p> <p>We will develop a programme of listening activities - drop-in sessions, focus groups and roadshows in partnership with our local stakeholders.</p> <p>We will clearly explain what has been done as a result of the feedback we receive; how the information is used and changes made as a result.</p>	<p>Examples of changes to the service as a result of patient and public feedback will be shared at the Community Engagement Assurance Committee and communicated further at board level, with staff, and the public.</p> <p>Evidence of Patient/Service User Representatives involved in Quality Visits.</p> <p>Evidence of any changes that are made as a result of service user input on Quality Visits.</p> <p>Routine, scheduled review of care group activities with an appreciative inquiry approach on what went well and what could have been improved.</p> <p>Routine, scheduled stakeholder review of the Patient Experience and Engagement Strategy, learning what we are doing well, what we could do better, what is having the best outcomes.</p> <p>Achievement of agreed patient experience and engagement action plans each year.</p> <p>Analysis of service user survey results and actions undertaken to address/improve.</p>

Aim 2: We will improve the accessibility of services and information for patients with diverse needs.

Actions	Measures
<p>We will harness the use of information technology in existing and new ways to support how we collect and use feedback and how we communicate with our patients, families and carers.</p> <p>Reviewing patient information leaflets across</p>	<p>Improvement in the national survey questions regarding conflicting or contradictory information will be measured across the annual and bi-annual national surveys.</p> <p>Reduced number of complaints about</p>

<p>the organisation and ensure these are up to date, available in accessible formats and in different languages, recognising the impact that digital poverty has on access to information on services.</p> <p>Utilising the Hello my name is... campaign for more compassionate care based on the importance of introductions to make a human connection and build trust.</p> <p>Improving information for patients with sensory impairments, ensuring that information is accessible.</p>	<p>communication.</p>
--	-----------------------

Aim 3: We will expand our diverse and representative pool of patient representatives and volunteers.

Actions	Measures
<p>We will improve communication and engagement with our members through the Community Engagement Assurance Group and the wider public in liaison with the network of community groups involved Nottingham Council for Voluntary Services and Nottingham City Council.</p> <p>We will enable volunteers to have an effective voice, collaborate with us in the work we do and play a key and valued role in the organisation.</p> <p>We will provide training, clear roles and support to enable volunteers to have a real impact on the organisation and to develop and take up opportunities.</p> <p>We want to ensure that patients and their families or carers are recognised as equal partners in their care, giving them a say in the design and delivery of our services and our organisation.</p> <p>There needs to be greater clarity on role and support for patients who are involved in our work and clearer routes of progression to ensure that pool of patient representatives and volunteers is constantly being refreshed.</p>	<p>Patient stories and patient representative involvement at Board and senior management committees and groups.</p> <p>Annual reports on the effectiveness of patient and public engagement initiatives.</p> <p>Increase in trained volunteers undertaking quality visit roles.</p> <p>Increase in engagement with users of children's services.</p> <p>Development of bank of experts by experience.</p> <p>Increased number and range of opportunities for Volunteering.</p>

Aim 4: We will develop a systematic approach to analysing reports from engagement activities, formal complaints, concerns and routinely collected service user experience data.

Actions	Measures
<p>We will listen to our patients, service users and carers in a variety of ways that enables their feedback and views to be heard. We will use the information we receive intelligently and with understanding, so we respond honestly and make changes that improve people’s health and wellbeing.</p> <p>We will develop a coherent approach to map experience and feedback across CityCare, giving a system level view back to care groups.</p> <p>We will adopt a targeted approach to identify and address areas of priority.</p> <p>We will improve our response rate to complaints.</p>	<p>Patient satisfaction survey results and comments</p> <p>Friends and Family feedback results</p> <p>CQC report</p> <p>Learning and action taken from complaints and concerns will be shared throughout the organisation and with the public.</p> <p>Publishing quarterly feedback for patients, families and carers across CityCare, highlighting what changes we have made in response to concerns.</p> <p>‘You Said, We Did’ displayed on noticeboards across hospital and community sites, the CityCare webpage and internal newsletters.</p> <p>Numbers of unresolved and overdue complaints.</p> <p>Number of complaints about staff attitude and behaviour.</p> <p>Positivity of surveys.</p> <p>Routine, scheduled review of care group activities with an appreciative inquiry approach on what went well and what could have been improved.</p> <p>Review of qualitative and quantitative feedback about patient experience and engagement.</p> <p>Routine, scheduled stakeholder review of the Patient Experience and Engagement Strategy, learning what we are doing well, what we could do better, what is having the best outcomes.</p>

Next Step Considerations



All opportunities for a model to replicate a Patient Engagement group offering ongoing membership to be explored and considered



Engagement with PCN based Patient Engagement Practitioners and access to PCN/locality specific Patient Engagement Groups to be pursued



Engagement with ICB/local authority groups to align ambitions, resources and opportunities to engage with patients and the general public.



Engagement with Diverse networks across Nottingham City to ensure that diversity of voice forms part of our engagement framework

Engagement with PCN based Patient Engagement Practitioners and access to locality specific Patient Engagement Groups to be pursued.

Understand

Understand PCN ambitions to improve the patient voice around identified health priorities.

Scope

Scope Patient Engagement Activities across all PCN's

Link

Link with Engagement Practitioners across all localities and identify opportunities to pool resources

Scope

Scope engagement events scheduled in over the coming months and identify opportunities for CityCare to get involved

6. Equality & Diversity Statement

Less favourable treatment of anyone on the grounds of their age, disability, gender, marital status, being pregnant or on maternity leave, race/ethnicity, religion or belief, sexual orientation, gender reassignment, responsibility for dependents, trade union or political activities, or any other reason which cannot be shown to be justified will not be tolerated.

Positive action may be taken to improve the diversity of our workforce to reflect the city's population and to encourage people from protected groups to participate where their level of participation is disproportionately low. (Equality, Diversity and Inclusion Policy, 2019 section 16).

7. Responsibility for the Strategy

All staff in the course of their employment have a responsibility to ensure that their actions support the objectives of the Strategy.

The Board is responsible for overseeing delivery against CityCare's Quality Strategy and delegates responsibility to its Directors/Assistant Directors. A non-executive Board Member is accountable to the Board and chairs the Patient & Public Committee.

The Community Engagement Assurance Committee monitors CityCare's delivery and performance in relation to engagement through reports and updates from the Patient & Public Experience Lead.

The Patient & Public Experience Lead (PPE) provides progress reports to the PPC, Quality Committee, and Board. The PPE Lead promotes best practice in regard to engagement and co-production and supports staff to carry out their duties.

8. Monitoring and Review

This strategy will be monitored through the Community Engagement Assurance Committee. Reports will be included as part of the Committee forward planner, which include any actions identified as part of this strategy and updates on progress against objectives.

This Strategy will be reviewed after 3 years or where changes are required, which will be highlighted through the monitoring and review process.