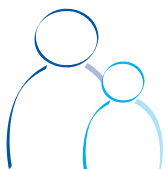


Continuous Patient Experience Monitoring

Powerful, Simple & Cost-Effective



Patient Perception
a Mahmud-Medicology Partnership

Helping Healthcare Professionals Improve the Patient Experience

Patient Perception – The Vision

To create a simple, highly cost-effective and powerful tool to help Trusts performance-manage the patient experience they are delivering.

Medicology is passionate about people, performance & health, assisting teams in improving all that they do, simply and with maximum impact. Dr Taher Mahmud is a true champion of patient experience, following more than 5 years of measuring it in near real time. Together, we represent a powerful partnership that can assist you in delivering exceptional levels of experience consistently, reliably and with maximum team commitment.

Patient Experience – The Imperative

In a system where patients have increasing choice and funding follows activity (Payment by Results or local tariffs), a steady flow of patients represents the lifeblood of service success. That steady flow is influenced by the experience of those who have gone before, as they return to their GPs, post their experiences on NHS Choices and social networking environments and simply talk to their friends, relatives and more. Delivering an exceptional experience is an investment in future financial security. Beyond simply finance, when the patient-professional experience is excellent, patients are more likely to:

- > Adhere to medication
- > Make lifestyle changes advised by professionals
- > Turn up for appointments and call if they can't
- > Be ambassadors for your service
- > Help you conserve resources and reduce costs

The impact of good experience is so powerful, that assessing and delivering it is becoming mandatory to derive the full financial return under the tariff system. It's a brave service that doesn't want to know the actual experience being delivered day-in day-out in clinics, on wards and in any other interaction with the patient.

Patient Perception – The Principles

When we set out to create Patient Perception, we were committed to creating a system that was practical enough to use daily and cost effective enough to use continuously. Our guiding principles were:

- > Simple & practical, so it doesn't get in the way
- > Quick & patient friendly, so that you achieve maximum returns
- > Low cost without loss of function, so that it represents a rock-solid first choice
- > Powerful in impact, assisting you in making giant steps forward in delivered experience

What's not to like?





Simple, practical & flexible

Simple Methodology

Patient Perception is a form-based system, with online completion for those that wish, using a simple, cross-in-the-box approach. Many patients, especially the elderly, are reluctant to use handheld devices, which in any event significantly add to the collection cost whilst limiting capture. Completed forms are volume scanned and the results automated.

Doctor-level Capture & Reporting

Once a department is set up on Patient Perception, the administrative contact may add individual doctors (or any member of staff). Forms for that doctor are then simply printed off for use in their clinic etc. When these forms are scanned, the results are automatically applied to the individual, meeting the needs of multi-source feedback for annual appraisal, relicensing and recertification.

Appropriate to Each Setting

Patient experience is influenced by the location and type of healthcare being experienced. Patient Perception has 4 different scenarios to ensure that you measure experience meaningfully across a service. Scenarios include:

- > In-patient
- > Outpatient
- > Day Case
- > General Practice

Highly Informative

The questionnaire examines a wide range of factors influencing patient experience, allowing you to know where you are getting it right and where it needs to improve. The ultimate measure is the propensity to recommend your service, an established approach to understanding the aggregated effect of everything you do.

Key Features

- ✓ Simple setup
- ✓ Cost effective
- ✓ Easy access
- ✓ User friendly
- ✓ High response rate
- ✓ Near real time feedback
- ✓ In-depth reporting
- ✓ Technical support
- ✓ Follow up services



Powerful Results

How do I get my results?

Results are aggregated and stored by the Patient Perception system for access at any time. Generated as PDFs, they can be printed or saved for electronic distribution. You can examine the experience you delivered and captured by department or by individual, with master account holders e.g. the Trust, also looking at the whole organisation.

Report features:

- > Powerful series of standard reports
- > Use any date range (e.g. last 7 days, 14 days, 30 days, 3 months, 6 months & 12 months)
- > Look at results both graphically and in tabular formats
- > Set departmental target results and report against these
- > See an individual staff members results compared against departmental targets

How can I use my results?

Patient Perception is designed to help you identify the actual experience delivered over a period of time, measured across a range of influencing factors. The quantified results can help you manage performance in the area of patient experience, contributing to maximisation of the tariff, whilst also ensuring you build a patient-centred service that your population is committed to.

Additionally, the Patient Perception team provides a number of services to support your ongoing development of patient experience, including:

- > Training programmes in delivering the best overall patient experience
- > Leadership development focused on patient experience, including how to embed a consistent approach throughout a team of people
- > Consultancy support to help address any specific issues identified
- > Diagnostic services to establish what is leading to a degradation of experience and how this can be rectified

The Simple Process in 4 Steps

1 Setting Up



A Trust-level representative creates an account on Patient Perception, specifying the organisational type, and is provided with a master account code and password. If a single department wishes to use the system, then we retain Trust-level control. The Trust-level representative can create any number of departments, each with its own administrator, code and password.

Each departmental administrator sets up the reporting defaults and adds any individuals that experience data will be collected against e.g. individual doctors. You are now ready to start collecting.

2 The Questionnaires



Against the department and/ or the individuals within the department, you will now find access to PDF questionnaires for different settings (inpatient, outpatient or day case). Simply select the questionnaire that you wish to use and print off copies to be made available to patients.

- > Standard A4 colour or black & white forms, nothing to order, nothing to run out of
- > Simply print off as many as you need locally, saving money and paper

3 Collecting Feedback



Simply provide patients with the questionnaire, which they can complete before they depart or later online. Completed forms are placed in the collection box.

At regular intervals to suit, the forms are bulk dispatched to Medicology.

Once received, the questionnaires are volume scanned and the results automatically applied to the account, tagged by Trust, department and individual.

4 The Results



The results are available as soon as the forms have been scanned or data entered online, in PDF form, using the defaults set up.

You can also look at specific results by setting a date range.

Your results are always available online for examination at any time.



The People Behind Patient Perception

A collaboration of like minds

Patient Perception is the product of an ongoing collaboration between Medicology Ltd and Dr Taher Mahmud, Consultant Physician & Rheumatologist at Pembury and Kent & Sussex Hospitals. Medicology is passionate about people, performance and health, focusing on 6 cornerstone imperatives that add up to service success in the evolving healthcare landscape. Patient experience is one of those cornerstones. Taher is equally passionate about the importance of patient experience, having collected this information on his own patients for more than 5 years, using the results to improve practice in numerous ways. Together, we are committed to providing a simple, cost-effective method that allows all services to collect meaningful experience data in a cost-effective manner so that they too can actively manage the experience they deliver.

Dr Taher Mahmud MD MSc MRCP

Having commenced his medical training as a student at Kings and houseman at the Kent & Sussex, Taher trained in General Medicine at Kings, St Thomas and Pembury Hospitals, before specialising in Rheumatology again at Kings under Professor Scott and Dr John Goodwill, the Lupus Unit at St Thomas's with Professor Graham Hughes and then Guy's Rheumatology Unit with Professor Gabriel Panayi and Dr Terry Gibson. Dr Mahmud went on to provide the Ankylosing Spondylitis service at the Royal National Hospital for Rheumatic Diseases in Bath. Dr Mahmud now has a General Medicine and Rheumatology practice at Pembury and Kent & Sussex Hospitals, is the Lead for Clinical Governance in Acute Medicine and Audit & MTW Lead for Osteoporosis. Dr Mahmud remains passionate about the quality of care delivered to patients and his ongoing study & improvement in this area undoubtedly contributed to his success in Clinical Excellence Awards.

Medicology Ltd

Medicology is not simply a training company, we are people-focused performance specialists passionate about creating the highest levels of performance in the following areas:

- > Organisational Performance
- > Leadership Performance
- > Team Performance, Respect & Harmony
- > Personal Performance
- > Clinical Performance
- > Healthcare Performance

We do have the most extensive range of open courses in leadership, management & personal performance in the healthcare arena but way beyond this we work within Trusts on an in-house basis, conduct research, publish and develop performance enhancing tools in the areas of morale, 360 degree assessment, patient experience and more. Whatever your performance challenges, we're confident of making an inspirational difference. So much so, we guarantee it!

Trust & Insight

Medicology has run literally hundreds of training days in all types of NHS organisations from single departments to whole organisations, Acute Trusts, PCTs, Medical Schools, SHAs and more. Important groups trust us because we have the right insight, a passion for improvement and we deliver the results people expect. This is reflected in a diverse, extensive client list of Trusts the length and breadth of the country, such as:



Our Vision

The undisputed leader in healthcare performance training & services based on the four cornerstones of effectiveness:

PASSION INSIGHT COMMITMENT IMPACT

Taking this Forward

If you wish to find out more or purchase the patient perception tool please contact Sian on 01332 821271 or email sian@medicology.co.uk

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