User feedback in maternity services

3rd November 2016

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Our research

› **Objectives:**
  
  • Understand range and benefits of local tools
  
  • Highlight enablers

› **Methodology:**
  
  • Literature review
  
  • Interviews with providers
Why collect feedback?

Monitoring and accountability

'Though you’ve got a good service, unless women are confirming that that’s how it felt for them'

Service improvement

'Because the population you serve evolves, and different communities need different things'

Comparison and choice

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Ideas that change health care
Different approaches

- Reactive approaches
  - Collation of feedback which is unsolicited

- Advocacy approaches
  - Feedback relayed by a third party

- Direct approaches
  - Proactive collection of feedback
Some examples...
The right tools?

Information generated must be **representative** and **actionable**

- **Targeting** - capturing a range of views
- **Timing** – when and how often
- **Anonymity** – ‘accuracy’ vs context

‘women will think.. “if I’m going to give a negative feedback, that’s going to affect my care”’

‘...it’s a bit too much for people, so they just don’t do it.. And so you only get a very few people’s opinions’
Beyond the tools – “the feedback loop”

- **Feedback collection** only the first step
- **Listening to and acting on feedback** is key to participation
- **Sharing feedback** helps to encourages sense of responsibility
Beyond the tools

› **Clarity of purpose and leadership**
  • A culture of feedback

› **Staff engagement**
  • Staff engagement supports patient experience
  • Engagement with feedback processes

› **Involvement of users**
  • At all stages – from design of tools to development of action plans

‘...[for] a culture that is properly, genuinely looking at patient experience.. You have to look at staff experience too’
Key messages

› A **multi-method approach** is best

› Success depends on much **more than tools**

› **User involvement** is key

› **Opportunities** to develop
Thank you

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