What’s the story with Patient Stories?

NHS England
Midlands and East

22nd September 2014
http://mikequah-arthink.blogspot.co.uk/2011/08/artists-of-altamira.html
Launch of…

- Patient Stories research undertaken in the region
- Regional week of action
Background - Patient Story Journey

- NHS Midlands and East Ambition
  - Patient Revolution
  - Review

- Compassion in Practice – Vision and Strategy
  - Implementation plans
Project Aims and Ambitions

- Build on previous work in region
- Baseline – regions current position
- Contributed to regional joint patient experience priorities
- Opportunity to develop and learn together
- Provide direction for further work
How work was undertaken?

- Research methodology - working framework
- Survey to NHS healthcare providers/commissioners
- Participation regional steering group and feedback from participants
Research Approach- Realist Evaluation

Asks not, ‘what works?’
or ‘does this programme work?’
but asks instead what works for whom,
in what circumstance,
and in what respects, and how?

Pawson and Tilley 2004
# Regional Response and Returns

<table>
<thead>
<tr>
<th>Organisational Type</th>
<th>Possible Numbers</th>
<th>Response Numbers</th>
<th>Evidence Returns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Commissioning Group</td>
<td>61</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Acute Hospital Trust</td>
<td>23</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Community Hospital Trust</td>
<td>9</td>
<td>4</td>
<td>2</td>
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<tr>
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<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Mental Health Foundation Trust</td>
<td>11</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Ambulance Trust</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>NHS England - Region/ATs</td>
<td>1 (+8)</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Commissioning Support Unit</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Regional Total</strong></td>
<td><strong>147</strong></td>
<td><strong>39</strong></td>
<td><strong>29</strong></td>
</tr>
</tbody>
</table>
Findings

- Structured storytelling process/systems in organisation + listening audience/forum = action and outcomes
- Storytelling activity + story aligned to organisation objectives= actions and outcomes
- Storytelling by patient or carer = emotive power on audience
Findings

- Having Leadership/champion + supporting resources = learning outcomes produced
- Storytelling at board + reflective time = board development
- Storytelling + learning forum = individual personal educational and practice developments
Regional mapping findings

- Storytelling in the region was impacted by the architectural changes to the NHS
- CCGs are steaming ahead
- Staff and Carer stories are an important emerging feature for storytelling organisations
- Patient leaders / Volunteers play a critical supporting role
- Innovative approaches to storytelling are being explored and used.
Discussion

- What are your initial thoughts about the findings?
- What are your local experiences of storytelling?
What did we learn as an organisation?

- Importance of co-design
- Engage early with participants
- Ensure clarity about expectations timescales and outputs
- Communicate effectively
- Keep people in the loop & maintain engagement
- Demonstrate progress
- Important to develop something tangible that people can use
- Be flexible and adaptable
What happened at the end of the story?

- Final report – two parts
  - Realist evaluation findings and patient story programme framework
  - Mapping against the 2012 review findings
  - Organisational learning
  - Resources to support the development of a regional storytelling toolkit
Storytelling Framework

1. Stories are used to learn from Patient / Carer/ Staff experiences within the organisation
2. Patients/Carers/Staff benefit from the organisation using Stories
3. Patients/Carers/Staff develop the appropriate skills & knowledge that supports the use of stories within the organisation
4. Innovation & Improvement to the structure/process occurs based on review/evidence/evaluation findings
5. Individuals and the organisation learn from Stories & effectively communicate that learning
What's the next chapter in the story?

- NHS England
  - Regional Area Teams – Local work happening
  - Regional Work – Development of a ‘toolkit’
- Over to you!
Project Support Acknowledgements

- Derbyshire Community Healthcare Services NHS Trust
- Derbyshire Health United
- North Derbyshire CCG
- Hertfordshire Partnership University NHS Foundation Trust
- West Hertfordshire Hospitals NHS Trust
- NHS England, Regional Support Team & Midlands and East Area Teams
- Helen Brooker, East Anglia AT (Data analysis peer review)
Question

What are your initial thoughts about further actions you or your organisation could take?
Any final questions?
Patient Stories - Week of Action

- Commit to taking action on patient stories
- Share and communicate the report
  http://www.england.nhs.uk/mids-east/patient-stories/
- Join the week of action activities and carry on the conversations after the week
- Join in the current conversations and share information and local resources via twitter
  #PtStories
## Area Team Contacts

<table>
<thead>
<tr>
<th>Area Team</th>
<th>Name</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
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Resources:

The following publicly available resources emerged:

- **Experience Based Design**
  http://www.kingsfund.org.uk/projects/ebcd

- **Patient Revolution**

Resources:

- NICE quality standard and guidance – Patient Experience
  http://www.nice.org.uk/guidance/qualitystandards/patientexperience/home.jsp and
  http://www.nice.org.uk/cg138

- Leadership for Safety: How to guide supplement. Using patient stories with boards
Resources:

Thank You!

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