

**Elective Care Transformation Programme
NHS England and NHS Improvement
Skipton House
80 London Road
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england.eyeswise@nhs.net

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Re: 100 Voices campaign

Dear colleague

We are launching a major patient experience initiative for eye services and we need your help.

EyesWise is an NHS project that aims to save sight and improve lives. Since April 2018, work has been underway in hospital eye services across the country to streamline and speed up outpatient treatment for patients at highest risk of sight loss. As part of EyesWise we are now launching the [100 Voices campaign](#) to find out what it feels like to use those services.

What would patients, carers and staff like the people involved in commissioning and providing services to know? What is their experience of making appointments and attending ophthalmology outpatient clinics since April 2018? Our 100 Voices campaign will gather and share their stories.

100 Voices has the enthusiastic support of national charities including the Royal National Institute for Blind People, the Macular Society and the International Glaucoma Association which form part of the 100 Voices stakeholder steering group. They will use their channels to encourage people with experience of ophthalmology services to take part and give their stories. It also feeds into the work being undertaken to implement the outpatient transformation commitments of the NHS Long Term Plan. As one of the highest volume outpatient specialties, ophthalmology is a key focus and understanding the perspective of patients is essential to understanding the priorities for the redesign of ophthalmology services. Forthcoming work on the redesign of ophthalmology services will build on the outcomes and learning from EyesWise and the 100 Voices campaign.

However, we need support from hospital eye services to ensure experience of patients from across the country is captured and shared.

NHS England and NHS Improvement



What we are asking you to do

- **Identify** two or three patients in your local health economy who would like to tell their story of using your hospital eye service since April 2018
- **Share** [this link](#) to our online form with those patients so they can give their stories

- **Put up** the 100 voices poster in your ophthalmology clinics until 1 November 2019 so other patients have the chance to get involved too. The poster can be accessed on the [Elective Care Transformation Community of Practice](#). Please email ECDC-manager@future.nhs.uk for access if you are not already a member.
- **Tell** your staff, including Eye Clinic Liaison Officers, that we would like to hear their stories, via the same link
- **Work** with your communications team to publicise 100 Voices, through both your internal and external channels, and raise awareness of what you have been doing to ensure that those who need to see a specialist are treated faster. The 100 Voices patient information leaflet may be of assistance with this, which can also be accessed on the [Elective Care Transformation Community of Practice](#).
- **Provide us** with the name of a key contact in your ophthalmology team who will be part of calls with the national team to support your progress, and who will take responsibility for receiving and acting on a list of your patients who say through 100 Voices that they wish to work with you.

If possible, it would be even better if your communications or patient experience team:

- **recorded or filmed** patients who want to tell their stories, using the attached information leaflet to explain what it is all about
- **uploaded** the stories 'unlisted' on YouTube and shared the link to their story with patients so they can use it when they complete the [online form](#)
- **invited** any patients who have already been filmed or interviewed about their experience of using outpatient eye clinics since April 2018, to complete the [online form](#), sending us the link to where their information is publicly available on your website or YouTube channel.

Benefits for you of 100 Voices

100 Voices gives you the opportunity to celebrate success, highlighting your achievements to your staff, colleagues, patients, and the wider community, working with your communications team.

We believe it will give you and your commissioners real insight into patients' experiences, so you can use this information when setting priorities and taking decisions on eye services. Information on how to use patient insight most effectively to deliver improvements to services is attached.

It also presents you with an opportunity, which we hope you will take, to work with some of the patients who respond. To this end, we are asking patients who give their stories to let us know if they would like to be involved with their hospital eye service. We will compile a list to share with trusts in November 2019.

Stories from 100 Voices which show the positive impact of transformation will be shared with the public via the NHS England and NHS Improvement channels, including YouTube, the website and social media.

EyesWise

EyesWise includes a Virtual Development Collaborative which brings together health professionals working to transform eye care from across the country, to enable and encourage sharing of learning and resources.

The EyesWise Hub on the [Elective Care Community of Practice](#) has examples of excellent eye services, failsafe prioritisation models, case studies, and other resources developed during our High Impact Intervention programme.

If you are not already part of the EyesWise Virtual Development Collaborative, we would encourage you and your colleagues to join for up to date information on, for instance, best practice in introducing virtual clinics for ophthalmology, including webinar discussions.

To sign up please email ECDC-manager@future.nhs.uk

Thank you – and our very best wishes for your continuing work to transform services, improving the quality of care for patients, patient experience and efficiency.

Yours sincerely



Lis Nixon

Director, Elective Care Transformation Programme