

Case Study: Patient Connect

Birmingham Women's NHS Foundation Trust

Introduction

Birmingham Women's Hospital (BWH) were keen to respond to the growing trend of smartphone apps increasingly becoming a vital part of communicating with patients. The research shows that:

- **76%** of adults in the UK now have a smartphone (this has been increasing 10% year on year)
- **80%** of browsing time on smartphones is spent on Apps rather than browsers

The Head of Patient Experience at BWH recognised that that patients and the public liked to personalise their digital content, choosing information from trusted sources like the NHS. They invited *Captive Health* to replace their patient feedback solution and integrate it into a custom built app.

Overview

BWH set out to overhaul their current patient feedback solution. The core aims of the project were to:

- **Make patient feedback more accessible**
- **Streamline analysis and reporting process**
- **Save money**
- **Promote patient involvement in new ways**
- **Future proof their investment**

Birmingham Women's 
NHS Foundation Trust



**local care:
global impact**

Approach

Keen to deliver patient feedback on an e-platform that integrates seamlessly with apps and tablets, BWH worked with Captive Health and implement patient feedback and patient smartphone app*



This is world class innovation. I recently visited 17 sites in the USA. No one has a product like this yet.

Amy MacLean, Head of Patient Experience, BWH



BWH focused in on populating the app with useful information to help patients access Trust services on the go. The key areas of focus for content on the app were:

- **Wayfinding:** guiding patients around and between sites through maps and personalised directions using geo-locations;
- **Vital service information:** placing directory, contact details and service locations into the palm of patients hands;
- **Patient leaflets and videos:** to support patients with health literature, use videos to bring service information to life and make it all more accessible to more users.

One of the key attractions to the Captive Health solutions was that **the smartphone app is fully content-managed**. This meant that the Trust was able keep the content on the app fresh and current and they were able to by-pass expensive development costs every time small changes such as locations of clinics or telephone numbers needed to be updated.

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On the feedback side, having an e-platform was important, but the Trust also recognised that there was still a percentage of their patient population who preferred paper surveys and finding a solution that was capable of managing both whilst integrating seamlessly into their app was critical to the success of the project. BWH focused in on taking advantage of the:

- **Real time analytics:** benefiting from live response rate tracking and real time automated reports
- **Smart demographic profiling to target patients with relevant surveys, allowing the Trust to move away from** long lists of surveys that put the onus on patients to select the right survey. Now with a few clever questions patients would be automatically taken to the right survey.
- The combination of Captive Health's feedback solution and smartphone app enabled the Trust to **capture feedback in new ways and in a format that was convenient for patients.**

Challenges and solutions

The project already symbolises the Trust's commitment to a culture of patient centred care. Not satisfied to leave it at that, the Trust

wanted to push the boundaries even further for patient feedback, and asked Captive Health to **integrate video feedback to the product.** Video feedback went live in May 2015 and patients can now record video feedback through their app at a touch of a button from their smartphone app. Captive Health took the spirit of what BWH were trying to achieve one stage further and also added **an instant feedback function, to capture PALS-style questions** giving BWH patient another route for



Impact - What the Trust says:

*The **Patient Connect solution** enables us to filter online resources in a user-friendly way for our patients, providing relevant health literacy videos, tailored social media feeds, links to approved health literature, signposting to user groups, booking for antenatal classes, as well as the ability to provide feedback on the specific service used, close the feedback loop and promote choice and accountability both internally and externally.*



direct feedback.

*BWH chose **Patient App** and **Patient Feedback**, just 2 of the 8 products we offer.

Results

In the first 12 months of the new system going live BWH had:

- **Over 50,000 questions answered in patient feedback**
- **Some 12,000 sessions completed in the App**

Furthermore BWH has benefited from:

- ✓ **Increased efficiency** by automating data manipulation and dissemination, saving time and money.
- ✓ **Improved quality**, by ensuring that team by team, **staff know what they have to do to improve.**
- ✓ **Increased accountability**, by ensuring this key outcomes data is accessible to the managers of each service through automated and personalised reporting.
- ✓ **Reduce dependence on costly outside suppliers** by enabling the Trust to maintain content through browser-based content management systems that sit behind each product.
- ✓ **Increased patient choice**

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