

Community Diagnostic Centre Improvement Vignette

Site Name: Montague Community Diagnostic Centre
Core Components/Principles <p>Using patient and staff experiences at key Community Diagnostic Centre (CDC) pathway touchpoints to co-create service improvements</p>
Our Challenge <ul style="list-style-type: none"> • Confusing layout and poor signage made navigation difficult for patients, especially elderly visitors. • Limited space and inadequate facilities affected patient and staff comfort as services expanded.
What we did (the process) <p>The Montagu Community Diagnostic Centre (CDC) initiated its improvement efforts in response to feedback collected through the Experience-Based Design (EBD) questionnaire. As a non-acute hospital site, the CDC faced specific challenges, including integrating services such as endoscopy, cardiology, and mobile diagnostics across a sprawling and often confusing layout. Initial surveys highlighted issues with communication, signage, and patient experience. Elderly visitors, in particular, found navigating the services difficult and described the environment as bland and impersonal. The expansion of services, such as cardio-respiratory clinics, further strained the space, creating a pressing need for additional chairs and improved facilities for patients and staff. Staff surveys also emphasised the importance of supportive workspaces, from basic amenities to dedicated areas for documentation and patient interaction.</p> <p>Recognising that QR codes were challenging for elderly patients, staff introduced dedicated iPads to simplify survey participation. Healthcare assistants (HCAs) stationed in waiting and discharge areas provided support, helping patients complete surveys and ensuring strong participation in the EBD study.</p> <p>Using £40,420 in funding from NHS England, via the CDC EBD programme, the team launched a series of improvements informed by the survey feedback. A key initiative was employing a bank HCA to support patients in the waiting area and throughout their journey at the CDC. This role ensured patients had the necessary information, reached the right locations on time, and experienced a seamless pathway through the CDC. HCAs played a vital role in enhancing patient experiences, making patients feel supported and cared for during their visits.</p> <p>Efforts to improve the physical environment included ordering new chairs to accommodate increased patient volumes, particularly for escorts accompanying endoscopy patients, and commissioning external signage to make CDC locations and services more identifiable. Internal maps were updated, and plans for directional signs and banners were initiated to improve navigation. Inspired by feedback, the team collaborated with staff and patients to add scenic artwork and pictures, creating a welcoming yet professional atmosphere. Two televisions were also installed to provide silent but informative content, keeping patients engaged while they waited.</p> <p>For staff, improvements targeted practical needs such as additional desk space for echo reporting, whiteboards, and lockers. These measures aim to enhance the workspace, foster a sense of ownership, and improve overall job satisfaction.</p>

What we achieved (the outcomes / data)

The funding has driven significant progress, transforming the CDC into a space that is appreciated by both patients and staff. Updating signage and maps aims to improve navigation and reduce confusion for patients accessing multiple services. The additional chairs have alleviated congestion in waiting areas, ensuring comfort for patients and their escorts. Patient feedback reflects a heightened sense of support and care, with many praising the role of HCAs in guiding them through their pathways and assisting with surveys. The addition of TVs and scenic artwork has brightened the space, making it more inviting and calming for visitors.

For staff, the enhancements have bolstered morale. Having their concerns and ideas for improvement addressed has been rewarding, and the inclusion of staff suggestions in the planning process has fostered a collaborative and inclusive work environment.

Testimonial

"Being involved in the EBD survey has been really good as it has helped us be very focused on where we are in addressing challenges in order to meet patient expectations. It has helped us know where to improve. Now that we understand the reason behind the EBD survey and what we can achieve from it, the team are really engaged. The staff feel that they are being listened to, and it has been great to have funding available to action improvement ideas."

Shahida Khalele
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Montagu Community Diagnostic Centre

Key System contacts

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Community Diagnostic Centre Improvement Vignette

Site Name: Telford Community Diagnostic Centre
Core Components/Principles <p>Using patient and staff experiences at key Community Diagnostic Centre (CDC) pathway touchpoints to co-create service improvements</p>
Our Challenge <ul style="list-style-type: none"> • Patient comfort and accessibility within the CDC waiting areas • Absence of adequate internal and external signage making wayfinding difficult for patients • Practicality challenges with phlebotomy chairs
What we did (the process) <p>The Telford Community Diagnostic Centre (CDC) opened its doors as a new facility designed to offer streamlined diagnostic services in a setting distinct from a traditional hospital environment. While the setup presented significant opportunities, it also brought its share of challenges, which were highlighted by Experience-Based Design (EBD) patient surveys.</p> <p>A collaborative approach was adopted for the EBD patient surveys, engaging staff, volunteers and patient representatives in the process. The EBD survey tool proved instrumental in capturing and analysing patient feedback, and volunteers played a crucial role in collecting responses both electronically and on paper during morning and afternoon sessions. Recognizing that QR codes were not widely used by the patient population, the team ensured a visible presence of volunteers and staff to encourage participation. This hands-on approach fostered conversations with patients, enabling deeper insights into their experiences. In addition, patient representatives were involved in reviewing survey results and working with staff and volunteers to prioritise highlighted areas for improvement.</p> <p>Patient feedback collected through the EBD survey highlighted issues such as uncomfortable seating in the waiting area, lack of adequate signage, limited access to refreshments, and an overly plain interior that felt clinical and unwelcoming. Externally, road and pathway signage to direct patients to the CDC were absent, leaving many struggling to locate the facility. Staff, while enthusiastic about the new CDC, identified practical concerns, such as phlebotomy chairs that were difficult to adjust and waiting areas that didn't fully support patient comfort, accessibility and mobility needs or infection control requirements.</p> <p>With £9,672 in funding from NHS England, via the CDC EBD Programme, Telford CDC set out to address these challenges using insights from the EBD survey. In response to the feedback, new seating was procured for the waiting area. Collaborating with the procurement team and infection control specialists, chairs were selected that met all requirements, including height adjustments, bariatric accommodations, and ease of use. Similarly, phlebotomy chairs were replaced with user-friendly, ergonomic models.</p> <p>To create a more welcoming environment, murals featuring calming jungle scenes were installed in phlebotomy rooms, providing both distraction and conversation starters for patients. Additionally, a room with special lighting was designated for neurodiverse and anxious patients, ensuring their comfort during procedures. Vending machines were introduced to provide refreshments in the waiting area, while a TV was installed in both the staff room and waiting room to improve the overall experience.</p>

Efforts to address signage challenges included ordering updated internal signage and liaising with the council to install external directional signs. Though the external signage is still pending due to council scaffolding delays, the updated internal signs improved navigation within the facility.

What we achieved (the outcomes / data)

The improvements have transformed the patient and staff experience at the Telford CDC. The new seating addressed accessibility concerns, enabling patients of all mobility levels to use the waiting area comfortably. The murals and designated room for neurodiverse patients received overwhelmingly positive feedback, with many patients noting how the changes reduced their anxiety and created a more inviting environment.

The addition of vending machines and a TV significantly enhanced the waiting experience, with a noticeable increase in patient satisfaction. Feedback highlighted how these amenities contributed to a calmer atmosphere compared to traditional hospital settings.

On the first day of the new EBD survey wave, the team collected 50 responses despite snowy weather, underscoring the success of the hands-on approach with volunteers and staff facilitating participation. Patients consistently praised the facility for its less clinical, more serene environment and appreciated not having to visit a busy hospital.

Staff morale also improved, with team members expressing enthusiasm about the positive changes. Phlebotomy staff, in particular, appreciated the new chairs and murals, noting that these adjustments made their work more enjoyable and patient interactions smoother.

Through the EBD programme and targeted funding, Telford CDC has demonstrated how listening to patients and staff can lead to meaningful improvements, ensuring the facility meets the needs of its community while fostering a positive working environment.

Testimonial

“The response to the EBD survey and the changes has been overwhelmingly positive. Having a way of capturing both staff and patient feedback, and having the funding available to respond to concerns raised in the feedback has been refreshing. Teams are engaged in the process as they can see the point of the process as suggestions come to fruition. Patients have expressed how much they’ve enjoyed their experience at the CDC. They have found the environment less clinical and much calmer than a busy hospital, and have the perception that staff are also happier in the CDC.”

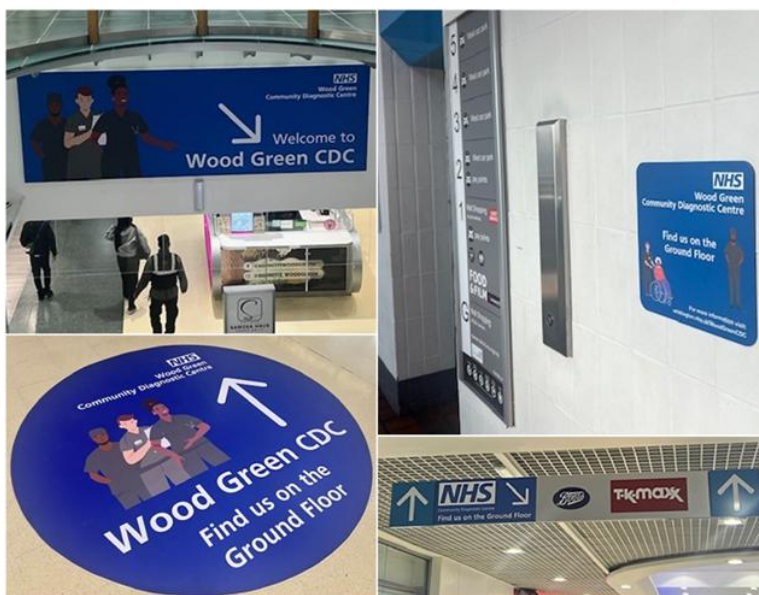
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Community Diagnostic Centre Improvement Vignette

Site Name: Wood Green Community Diagnostic Centre
<p>Core Components/Principles</p> <p>Using patient and staff experiences at key Community Diagnostic Centre (CDC) pathway touchpoints to co-create service improvements</p>
<p>Our Challenge</p> <p>Difficulty for patients in locating the CDC (hosted within a busy shopping mall), ineffective communication about available services, and limited amenities within the CDC.</p>
<p>What we did (the process)</p> <p>Initial engagement with the CDC Experience Based Design (EBD) survey was low, with few patients participating in the first few days. A key focus was enhancing patient engagement with the survey. Small laminated QR code business cards were distributed, and a large QR code was displayed prominently in reception. Staff actively guided patients through the survey process, resulting in a significant increase in participation. Over three weeks, 112 patients and 22 staff members completed the survey, making it one of the highest uptakes in London and across the country. The Wood Green CDC faced several challenges following feedback from the Experience-Based Design (EBD) patient survey. Key issues included difficulty in locating the CDC, inadequate communication about available services, and limited amenities, such as drinking water and seating in waiting areas. Additionally, staff feedback via their EBD survey highlighted the need for better locker facilities and dedicated female changing rooms.</p> <p>To address these challenges, the CDC implemented a series of targeted improvements using £57,000 in funding from NHS England, via the CDC EBD programme. The CDC installed new signage throughout the mall (see right), including banners directing patients from nearby train stations to the centre. Additional signs incorporated arrows and core test information to reduce confusion and improve wayfinding. To enhance amenities, a water fountain was installed on the lower ground floor, addressing the lack of access to drinking water for patients. Seating arrangements in the waiting area were revised to accommodate more patients, particularly with the addition of new piloted pathways, like Fibroscan.</p> <p>Efforts were also made to improve locker facilities and create a dedicated female changing room for staff, though space constraints in the shopping mall presented challenges. A coffee machine and TV screen were thoughtfully procured for the kitchen and staff rest room, reflecting the commitment to staff well-being and creating a more comfortable, relaxing environment. These additions were implemented in direct response to feedback received from the staff survey, demonstrating that team needs and suggestions are both valued and acted upon. To ensure consistent branding and</p>



communication, over 8,000 leaflets and flyers were distributed to GPs in Haringey and Islington. Meetings with GPs were held to educate them about the services available at the CDC, ensuring clear communication with patients. Plans for sky effect lights in CT, Ultrasound, and Fibroscan rooms were initiated to create a more welcoming and calming atmosphere for patients.

What we achieved (the outcomes / data)

The efforts led to one of the highest survey uptakes nationally, with 97% of feedback being positive. However, navigation to the CDC remained a prominent issue. The new signage system significantly enhanced wayfinding, reducing confusion for patients and visitors. GP feedback indicated growing patient preference for referrals to the Wood Green CDC. The installation of a water fountain and additional seating has improved patient comfort and experience. Consistent branding and widespread distribution of informational materials have increased awareness of CDC services, evidenced by a rise in GP referrals and positive patient feedback.

Testimonial

"The improvements at the Wood Green CDC have been transformative. It's now much easier to find, and the new water fountain has been a welcome addition during scans. GP feedback is that patients are increasingly asking to go to Wood Green CDC now, which has not always been the case. These changes have made a real difference."

Michael Adebawale
Operational Service Manager - Wood Green CDC

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