Experience Based Design – Digital Resource and Tool

September 2023

EBD Survey - User View Screenshots

How do you feel? Patient Experience Questionnaire

This experience questionnaire will help you think about how you feel at different stages of your journey.

Please select the emoji face that best represents how you were feeling

Please select the word that best describes your feelings at each stage or provide your own word

What was it that made you feel like this? Was it friendly staff, a nice conversation, or a long wait – whatever it is we'd like to know.

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Guidelines for Healthcare Professionals

This survey should be completed at the end of the patient's journey.

An emoji must be selected before you can press 'Next' to move to the next question.

If the patient does not know which word to choose, it can be left blank.

The Comments box can be used to capture any specific positives and negatives about the touchpoint in question.

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EBD Survey - User View Screenshots Contd..

1. Referral to the Community Diagnostic Centre (CDC)

How did you feel?

What made you feel like this?

Please select a response before continuing

Happy	Supported	Safe
Good	Worried	Comfortable
Lonely	Sad	Happy
Supported	Safe	Good
Worried	Comfortable	Lonely
Sad	Happy	Supported
Safe	Good	Worried
Comfortable	Lonely	Sad
	+ Additional	

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What information did you receive when being referred to the Community Diagnostic Centre (CDC)?

Do you have any other comments or thoughts about your visit?

Please let us know so we can continue improving the service we deliver, thank you

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EBD Survey - User View Screenshots Contd..

Was your appointment on time?

Please select a response before continuing?

👍 Good

👎 Poor

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What type of test did you have?

Please select a response before continuing

- ⭕ Blood tests
- ⭕ Radiology (X-Ray, CT, MRI, Ultrasound)
- ⭕ Endoscopy
- ⭕ Respiratory Tests
- ⭕ Cardiac Tests
- ⭕ Not Sure

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How long did you wait for your appointment?

Please select a response before continuing

- ⭕ Same day / Walk-in
- ⭕ 1 day
- ⭕ 2-3 days
- ⭕ 1 week
- ⭕ 2-3 weeks
- ⭕ 1 month
- ⭕ more than 1 month

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EBD Survey - User View Screenshots Contd..

2. Arrival at the Community Diagnostic Centre (CDC)

How did you feel?

Please select a response before continuing

Happy	Supported	Safe
Good	Worried	Comfortable
Lonely	Sad	Happy
Supported	Safe	Good
Worried	Comfortable	Lonely
Sad	Happy	Supported
Safe	Good	Worried
Comfortable	Lonely	Sad

+ Additional

What made you feel like this?

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Was the CDC easy to find?

Please select a response before continuing?

Good   Poor

Back   Next

Were you able to access the CDC easily?

Please select a response before continuing?

Good   Poor

Back   Next

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3. Waiting to be seen

How did you feel?

Please select a response before continuing

Happy	Supported	Safe
Good	Worried	Comfortable
Lonely	Sad	Happy
Supported	Safe	Good
Worried	Comfortable	Lonely
Sad	Happy	Supported
Safe	Good	Worried
Comfortable	Lonely	Sad

+ Additional

What made you feel like this?

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Were you happy with the environment and facilities?

Please select a response before continuing?

Good   Poor

Back   Next

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4. Communication with the team

How did you feel?

Please select a response before continuing

Happy	Supported	Safe
Good	Worried	Comfortable
Lonely	Sad	Happy
Supported	Safe	Good
Worried	Comfortable	Lonely
Sad	Happy	Supported
Safe	Good	Worried
Comfortable	Lonely	Sad

+ Additional

What made you feel like this?

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EBD Survey - User View Screenshots Contd..

Did you understand the information provided during your visit?

Please select a response before continuing?

Good   Poor

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5. Undergoing the test

How did you feel?

Please select a response before continuing

What made you feel like this?

Happy	Supported	Safe
Good	Worried	Comfortable
Lonely	Sad	Happy
Supported	Safe	Good
Worried	Comfortable	Lonely
Sad	Happy	Supported
Safe	Good	Worried
Comfortable	Lonely	Sad
	+ Additional	

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How many tests did you have during your visit?

Please select a response before continuing

○ 1   ○ 2   ○ 3
○ 4   ○ 5   ○ 5+

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6. Leaving the service

How did you feel?

Please select a response before continuing

What made you feel like this?

Happy	Supported	Safe
Good	Worried	Comfortable
Lonely	Sad	Happy
Supported	Safe	Good
Worried	Comfortable	Lonely
Sad	Happy	Supported
Safe	Good	Worried
Comfortable	Lonely	Sad
	+ Additional	

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Did you understand next steps?

Please select a response before continuing?

Good   Poor

Back   Next

Any other comments?

Do you have any other comments or thoughts about your visit?

Please let us know so we can continue improving the service we deliver, thank you

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EBD Survey – Example report:

Patient Experience Based Design: Community Diagnostic Centre Report

Wood Green CDC

Data from all time

Patient EBD Background

The aim of this approach is to understand how patients 'felt' at each stage of their journey and to identify areas for improvement to improve the patient experience.

Patients experience questionnaires were completed by users the Community Diagnostic Centre, by either the patient or a representative.

Patients express their feelings at each stage of the journey, by;

- Selecting an emoji to indicate if they felt happy, sad or indifferent
- Sharing a word to describe their feelings
- Adding a comment
- a thumbs up and thumbs down (Good or Poor) to indicate in response to supplementary operational questions

Analysis of this data is presented as an emotional map, at each 'touch point' of the patient journey (see Figure 1). The bar chart is filled with colour according to emoji responses e.g., red indicates the number of patients unhappy at this stage, green happy, and yellow indifferent. 'Feelings' shared by patients are plotted on the map. The size of the text of the feelings changes depending how often it was used.

Figure 2 shows a map of the thumbs up and thumbs down responses to the six supplementary questions. Figure 3 shows patient waiting times, and Figure 4 shows the number of tests each patient had had. Figure 5 shows the type of tests service users received during their appointment at the CDC.

Page 6 details comments made by patients at each stage of the journey. Where a patient has selected an unhappy emoji face, they are given the option to suggest any changes that would have improved their experience at this point. These suggestions are included on Page X.

1. Patient Emotional Map

Figure 1: Emotional map showing the percentage of positive, neutral, and negative emojis selected at each of the 6 touchpoints., along with direct quotes taken from comments to annotate the chart.

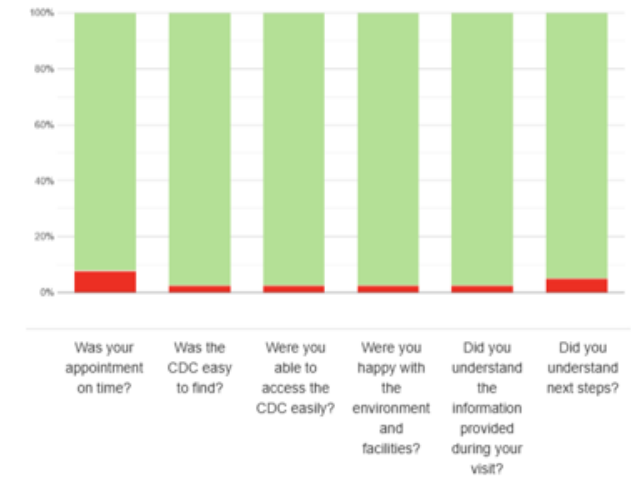### 2. Patient thumbs up and down

Figure 2: The proportion of 'thumbs up' (green) and 'thumbs down' (red) responses to the six supplementary questions along the X-axis from patients.

EBD Survey – Example report Cont..

3. Patient waiting times

Wait Time	Wait %	Responses
Same day / Walk-in	30.77%	12
1 day	12.82%	5
2-3 days	2.56%	1
1 week	15.38%	6
2-3 weeks	28.21%	11
1 month	10.26%	4
more than 1 month	-	0

Figure 3: The length of time service users waited for their appointment at the CDC, with data labels showing the percentage of all service users waiting that length of time.

4. Number of tests

Number of Tests	Tests %	Responses
1	69.23%	27
2	23.08%	9
3	2.56%	1
4	-	0
5	2.56%	1
5+	2.56%	1

Figure 4: The number of tests service users received during their appointment at the CDC, with data labels showing the percentage of all service users receiving that number of tests.

5. Types of test

Type of Test	Tests %	Responses
Blood tests	28.21%	11
Radiology (X-Ray, CT, MRI, Ultrasound)	69.23%	27
Endoscopy	-	0
Respiratory Tests	-	0
Cardiac Tests	2.56%	1
Not Sure	-	0

Figure 5: The types of tests service users received during their appointment at the CDC, with data labels showing the percentage of all service users receiving that type of test.

6. Comments made by patients at each touchpoint

Question : 1. Referral to the CDC

I felt the technician was very dismissive when I asked further questions about what he saw. It made me feel like I was being stupid for asking and I left feeling quite upset.

Happy

Clear communication

The appointment was booked very quick and they were helpful

Staff were welcoming and nice

Friendly staff. The procedure being explained beforehand through the letter I was sent

Femi and Angela were so sweet and made me feel some comfortable, I was so scared and nervous and they were honestly the most amazing people I have come across in the NHS!!

Rosemary, the phlebotomist, is a treasure. Painless, professional, and kind.

Very nice staff and very quick

Very nice service and helpful.

EBD Survey – Example report Cont..

Apart from slow computer system, no problems.

Special thanks to the team. You're awesome!

It is stressful for patients to be treated with such suspicion and intrusiveness by security guards- please train them how to interact with patients appropriately or hire staff that have a more personable manner and better interpersonal skills. Patients are people who are worried about their health and do not need more unnecessary stress from being treated rudely by these security guards

It's a great location. Just difficult to understand where unit 51-53 is, though the signs were helpful

I would recommend the CDC to friends and family

All very good

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7. Patients' comments on ideas for improvement

Question : 1. Referral to the CDC

I felt upset and not very reassured.

Fine

Question : What information did you receive when being referred to the CDC?

(no negative feedback matches these filters)

Question : Was your appointment on time?

Yes it was

Make sure systems are up to date. Be it on a daily basis or as frequent as possible. Also troubleshoot, to ensure there's no issues with waiting for appointment past the appointment time.

My appointment was a little bit later than the booked time

Question : What type of test did you have?

(no negative feedback matches these filters)

Question : How long did you wait for your appointment?

(no negative feedback matches these filters)

Question : 2. Arrival at CDC

Make sure the NHS has their own buildings, not using private buildings

Staff were unfriendly

Question : Was the CDC easy to find?

more signs outside the mall

Question : Were you able to access the CDC easily?

not too easy

Question : 3. Waiting to be seen

I would have preferred to have been left in peace to wait

Question : Were you happy with the environment and facilities?

Shopping centre which is a private building used for NHS services is unacceptable

Question : 4. Communication with the team

ok

ok the phone lins were too busy

Security staff need to be trained in how to interact nicely with patients, or be instructed not to interact at all. I found their behaviour stressful

Question : Did you understand the information provided during your visit?

EBD Survey – Example report Cont..

I received confirmation my ovary was in tact. That was fine and very welcome news. I heard the technician say to his colleague that he saw a fibroid and did not speak to me. I then asked what the fibroid was or where he saw it. He said â€œon the uterus â€ I asked where does that come from - he replied â€œfrom the uterus â€ I tried to reword my question and again asked how does this grow or how does it form and just didnâ€™t speak to me. As I was leaving I asked him could he let me know a bit more about what he saw and he responded â€œI already told you â€ I felt very dismissed by this and it was upsetting. Iâ€™ve left feeling stressed about what is going on in my body and itâ€™s added more stress instead of reducing stress. All it wouldâ€™ve taken was a simple explanation to me of what a fibroid is, how it gets there, what can it mean. Thatâ€™s it. Instead Iâ€™ve just gone home a googled it and ended up with more questions than answers.

Question : 5. Undergoing the test

I think I have covered this in a previous answer.

It was alright. I think the person who conducted my ultrasound was clear with the instructions. And the the supporting health are professional was patient with me and very kind making me feel at ease

Polite member of staff.

no comment

Question : How many tests did you have during your visit?

(no negative feedback matches these filters)

Question : 6. Leaving the service

I felt safe.

Security guards should understand that patients undergoing tests will be feeling anxious and should be trained to interact with them in a polite and friendly way that does not make them feel more stressed

Question : Did you understand next steps?

I think I have already answered this in previous responses. I can say I was grateful for the female staff member who reassured me of the next steps being that my doctor would contact me with the full results.

I was told to leave with no further update on anything else.

Question : Any other comments?

(no negative feedback matches these filters)

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8. Things to think about to improve the CDC

Example 1: There were very positive comments around Communication. It would be good to explore this further to understand what good practice can be shared.

Example 2: You may also wish to collect data from staff to be used as a 'sense-check' for the patient EBD results. If there are distinct differences between the two, this may indicate a disconnect between staff and patients.

Example 3: Patient results indicate that some work is needed to understand what would improve experience around referral to the CDC. This will mean working with patients, staff and referrers to understand what is possible.

Example 4: There is also room for improvement around signage and parking facilities and these could be explored within the focus group.

8. Next Steps

Now that you have the analysis and an emotional map created from your survey results, you need to work with a representative group of patients and staff to make improvements.

Suggested next steps should include:

- Review the results and share them with your team
- Work with your local PPI lead to select a representative group of staff and patients/carers, you will only need 3 or 4 people to form a focus group to work with
- Schedule a meeting of the focus group with some staff and the patient reps
- Share the emotional map results with the focus group to gather ideas for improvement
- Co-design a plan to improve staff and patient experience â€“ remember you may need to PDSA some of the ideas before fully adopting them

Ideally you should re-survey 3-6 months after any improvements are implemented to measure the impact of your changes.

For more information, please contact:

[Full name of author(s)]

[Job title of author(s)]

[Enter your email address(es)]

Existing Functionality List:

NHS Elect

Administration Level Functionalities

a) Creating/editing survey

b) Setting-up regions/sites

c) Creating User Log-ins

d) Onboarding users and attaching to site and survey

e) Tracking progress of sites and surveys

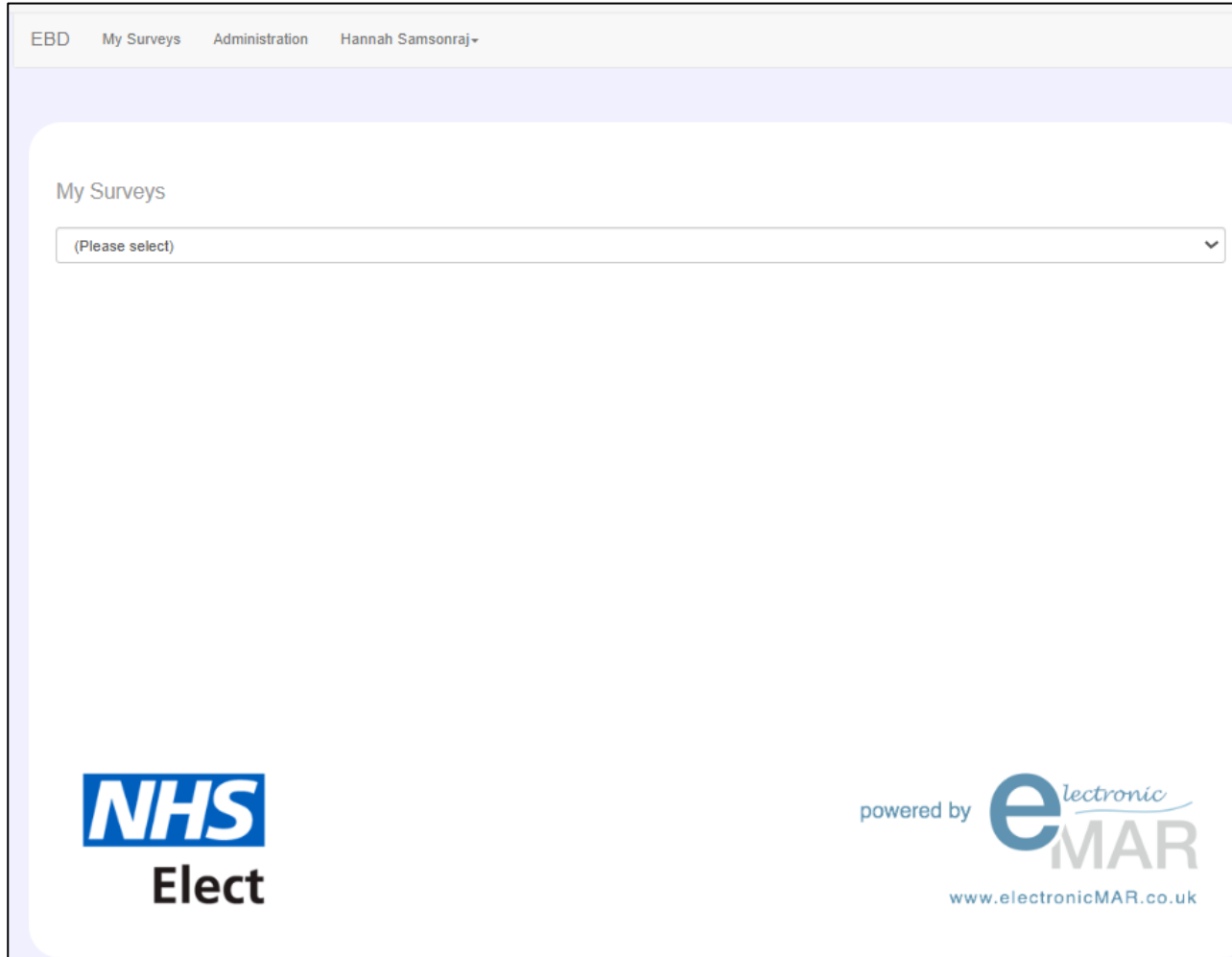f) Generating survey reports

Client Level Functionalities:

a) Access the EBD App User Account; reset password Etc

b) Generating QR Codes

c) Generating survey reports/graphs

d) Downlaoding Report

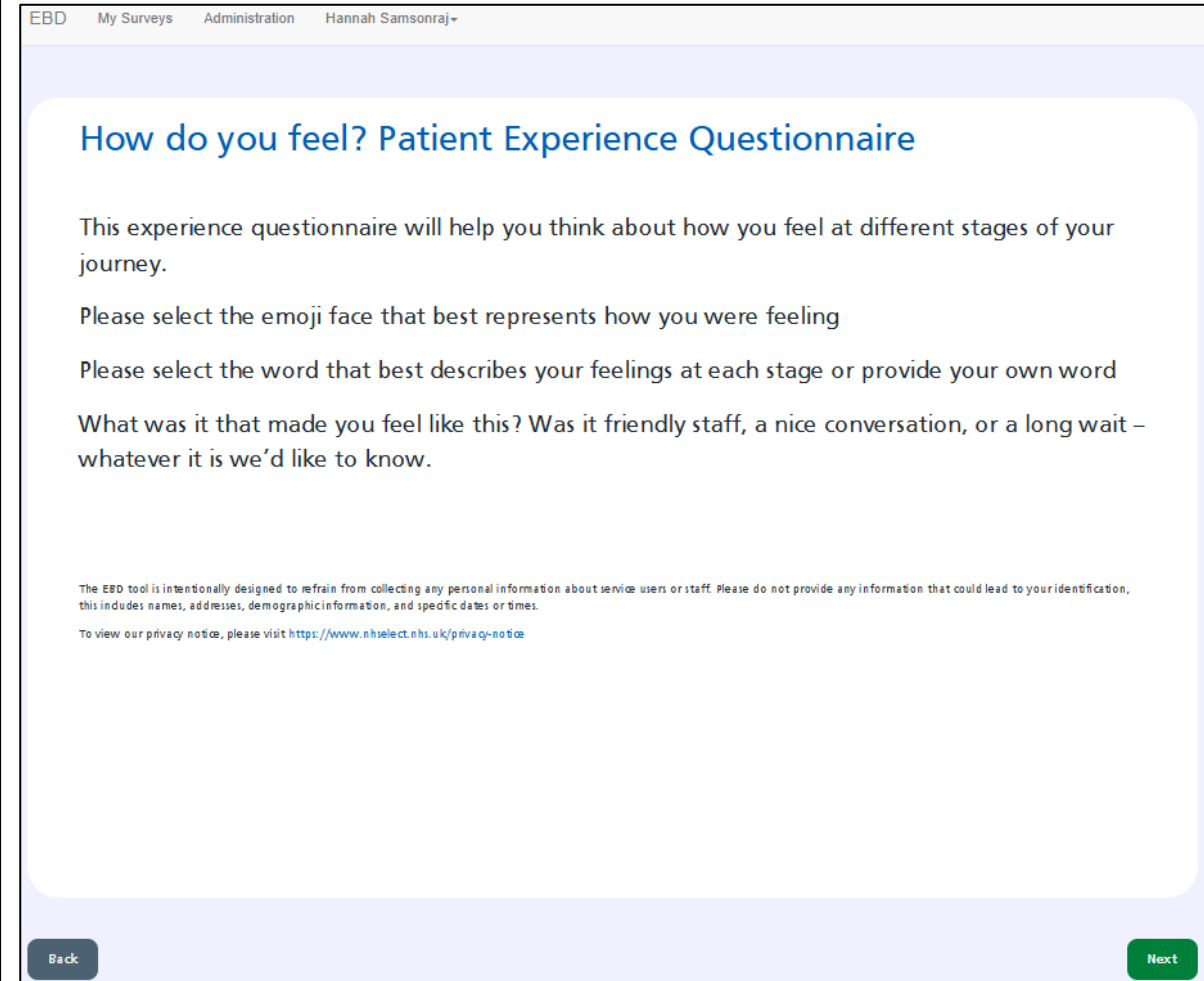**See attached user guides for detailed list of functionalities.**

1. **Survey Report User Guide**

2. **Survey Regional Manager User Guide**

Screenshots From EBD App – Client View
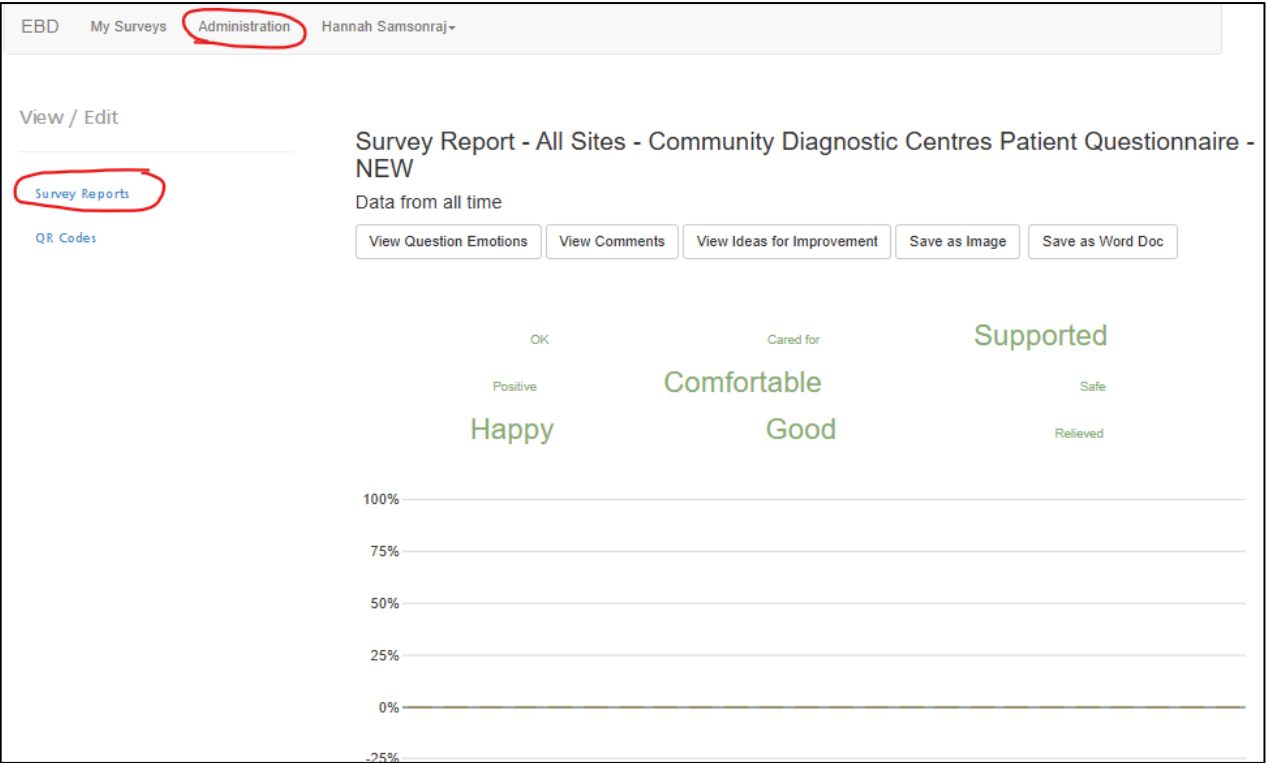
1. Landing Page

EBD   My Surveys   Administration   Hannah Samsonraj▾

My Surveys

(Please select)   ⌄

NHS Elect

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2. Survey View Page

EBD   My Surveys   Administration   Hannah Samsonraj▾

How do you feel? Patient Experience Questionnaire

This experience questionnaire will help you think about how you feel at different stages of your journey.

Please select the emoji face that best represents how you were feeling

Please select the word that best describes your feelings at each stage or provide your own word

What was it that made you feel like this? Was it friendly staff, a nice conversation, or a long wait – whatever it is we'd like to know.

The EBD tool is intentionally designed to refrain from collecting any personal information about service users or staff. Please do not provide any information that could lead to your identification, this includes names, addresses, demographic information, and specific dates or times.

To view our privacy notice, please visit https://www.nhselect.nhs.uk/privacy-notice

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Client View Contd.

3. Survey Reports

4. Generating QR Code

List of Upgrades Requested – July 2024:

1. *Report generating function (via one click), likely on an MS word format*

2. The 'Survey Sites Used' report can be exported into Excel

3. The platform could be linked to AI to aid analysis of free text

4. *The reports could be pulled together at a touch of a button (our report template is attached)*

5. There could be a survey complete button

6. The platform sent reminders to sites once they are onboarded

7. For reporting could there be a collated report function? i.e. select a group of sites and create a collated report.

8. System to be notified if the data collection has started and if they have 50 responses

Items Actioned from Above:

1. Report generating function (via one click), likely on an MS word format

4. The reports could be pulled together at a touch of a button (our report template is attached)

Pending list of upgrades

- CDC-level dashboard/summary line when using Survey Reports Function to see progress and no. of responses.

- Platform to be linked to AI to aid analysis of free text

- Survey complete button

- Survey Sites Used Report – Export to Excel

- The platform sent reminders to sites once they are onboarded

- Reporting on a selected group of sites

- Platform to notify if data collection has started and if sites have achieved 50 responses

- User expiry/removing duplicate employees

- Drop-down of list of sites to choose from, when adding a survey reporter or user rather than searching through the entire list of 170 CDCs.

Attachments:

Quote from Graphix Asset for All Tasks: See attached PDF

Survey Reporter – User Guide

Survey Regional Manager – User Guide