



Wirral University  
Teaching Hospital  
NHS Foundation Trust

# Patient Experience Strategy: patient experience vision

2021-2026



together  
we will



# Foreword

*“I am pleased and excited to introduce you to our Patient Experience Strategy. Our patient experience vision is the first stage in developing our Patient Experience Strategy which symbolises a fresh start and outlines our intension to strive for improvements. The Patient Experience Strategy will support us in achieving our Trust vision; **together we will deliver the best quality and safest care to the communities we serve.**”*

*The patient experience vision statement has been co-designed with our partners by listening to feedback detailing what is most important to our patients, relatives, carers and staff in relation to the patient journey and breaking down the patient journey into promises. This approach has resulted in high levels of engagement and personal investment from our staff, creating ownership in delivering our patient experience vision and promises.*

*The next step is developing our delivery plan and using the patient experience vision to measure ourselves against, to demonstrate we have listened to feedback, will continue to listen and take action to improve the patient experience and benefit our service users.*

**Tracy Fennell,  
Interim Chief Nurse**

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# Introduction

Our journey to deliver the best quality and safest care to the communities we serve

Our Patient Experience Strategy forms 1 of 7 enabling strategies, through which Our 2021-2026 Strategy will be delivered. This strategy sets out our commitment to developing ways to measure and optimise the patient experience through listening to our patients, service users, families and carers. This strategy along with our other enabling strategies will support us in our 'Journey to Outstanding' Care Quality Commission (CQC) rating, by April 2026.

Identifying the Patient Experience Strategy as an independent strategy was important for our organisation due to improvements being made in recent inspections and the need to harness and continue this work to benefit our patients and service users. Acknowledgement of where we are now has also revealed areas for further improvement and future focus, including across all domains of the national inpatient survey and themes from complaints and incidents relating to patient experience.

Our Patient Experience Strategy is: patient and family centred at the core, a staff motivator through being co-produced with our stakeholders, aligned to our values and behaviours and 6 strategic objectives. Our Patient Experience Strategy has also been designed to be visual, easy to remember and easy for our staff to apply to their areas of work.

Our Patient Experience Strategy is broken down into 2 key elements; patient experience vision and delivery plan.

The patient experience vision is a statement of our intention to deliver a high quality patient experience for all and the patient journey broken down into promises, to inform our patients what they can expect from us. The delivery plan will detail how we will improve the patient experience, monitor and measure ourselves to assess our success in achieving the patient experience vision.

Our Patient Experience Strategy is owned by us all. We are all responsible for and can influence the patient experience. Therefore, the patient experience vision and promises are for our staff to own and deliver and for our patients to experience. The level of interest throughout the development of our patient experience vision has been high, leading to engagement with over 190 members of staff, patients, relatives and carers during a series of workshops. Our staff have shown clear ambition in their desire to optimise the patient experience for our community, with Wirral University Teaching Hospital (WUTH) being the local hospital for the majority of staff who live and work on the Wirral and within this strategy we detail two patient experience stories from our staff.

This document launches our patient experience vision statement and promises and describes the undertaken development process. Development of our delivery plan will follow and is discussed within the next steps section.

# Background

## Developing Our 2021-2026 Strategy

Our previous strategic focus was upon our top three priorities: patient flow, outpatients and peri-operative medicine. Our Clinical Divisions aligned their operational plans to support improvements in each of these three areas. However, clear strategic objectives for all to work towards, aimed to ultimately deliver our vision were not defined. Therefore, our Trust Board decided further work was needed to create a new, clear and meaningful strategic direction.

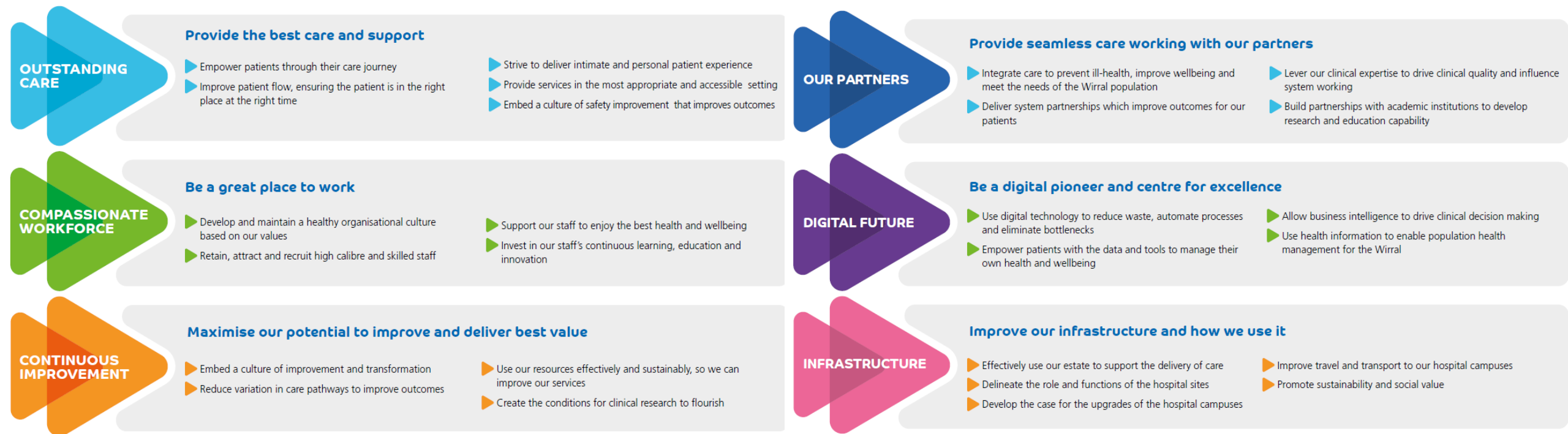
Our journey to develop our new strategic direction began early 2020, through a robust process of research and engagement as described.

Our 2021-2026 Strategy launched October 2020 outlining our intentions and setting out our specific strategic objectives to focus progress over the next five years.



# Our 2021-2026 Objectives and Priorities

Our six strategic objectives and priorities demonstrate our intension to provide outstanding care across the Wirral through our hospital sites and units, as a lead provider within the Wirral system. We will be a Hospital Trust that patients, families and carers recommend and staff are proud to be part of.



# Strategic Framework

## Our Enabling Strategies

Our 2021-2026 Strategy will be delivered through seven enabling strategies as shown.

This Patient Experience Strategy sets out our road map of improving patient experience.

Our Patient Experience Strategy has been separated out from Quality & Safety Strategy to ensure:

- We set out clear intentions
- It's easy for us to follow, embed and measure our success

Our Patient Safety plan will be taken forward early 2022.

The Patient Experience Strategy will be complemented and supported by the other enabling strategies, including Patient Safety and Estates Strategy.



# Developing Our Patient Experience Vision

Our Patient Experience Strategy is broken down into 2 elements; patient experience vision and delivery plan

Each engagement workshop group developed a draft patient experience vision based on what they felt was most important to them (Appendix 1: 14 draft patient experience visions)

Gaining Executive and Non-Executive Director support was important to ensure future strategic alignment; everything we do must be related to the patient experience vision



The workshops were well attended and included: recent patients, Healthwatch, patients with learning disabilities, support workers, Mencap, Treat me well, Together all are able, protected characteristics representatives sought by co-ordination with our Diversity and Inclusion Lead, Age UK, Open door, cancer and mental health co-ordinators

The 14 draft patient experience visions produced during the staff and patient engagement workshops were firstly narrowed down to 3, by identifying common themes and key priorities (Appendix 2: top 3 draft patient experience vision statements, promises, graphics and voting results)

May  
2021



November  
2021



# Patient Experience Stories

During the engagement workshops to develop our Patient Experience Strategy, two members of staff shared their own patient experiences with us:

In January 2021 Stephen, woke in the night with crushing chest pain and was extremely concerned. He rang 111 and was advised to go straight to the Emergency Department.

Stephen was attended to immediately and underwent a number of tests, such as an ECG, angiogram, X-ray and blood tests. Stephen said: *“The attention I received could not have been any better or any quicker. Everyone I came into contact with was extremely professional, kind and friendly, regardless of their role.”*

Following Stephen’s patient experience, Stephen decided he would like to work at WUTH and help other patients. Stephen is now working as a Porter at WUTH.



Stephen Esser,  
Porter



Karen Banks,  
Domestic Supervisor

When Karen's father was a patient on Ward 21, about four years ago, she attended as a visitor. During this time Karen witnessed one of the Domestics, going over and above his duties, talking to the patients on the ward to brighten their day.

Karen was very impressed with the way the Domestic treated all the patients, not just her father, by showing genuine interest in them. The Domestic was also very keen to include the family in his conversations, with a real friendly approach.

After seeing first-hand how patients were treated on the ward, Karen said: *“I had a great desire to become a Domestic, giving me the opportunity to interact with the patients in the same way and make a difference to their stay.”* She was able to secure a post soon after this and has now become a Domestic Supervisor.



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# Patient Experience Vision

2021-2024



together  
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# Our Patient Experience Vision

Here we reveal our patient experience vision. The patient experience vision is the first of two elements that together make up of our Patient Experience Strategy. The patient experience vision is a statement of our intension to deliver a high quality patient experience for all and the patient journey broken down into promises, to inform our patients what they can expect from us.

The second and final element that makes up our Patient Experience Strategy is the delivery plan which will subsequently follow the patient experience vision and utilise the promises to measure our success in achieving our patient experience vision.

To ensure our patient experience vision is: easy to remember, easy to relate to and apply to our areas of work, we have created a visual representation as shown on the next page.

# Patient Experience Vision



We care, we listen and we act

# Next Steps

## Implementation, Monitoring and Review



Step 1

Communication of the patient experience vision; posters around the organisation. Recommendations, suggestions and expectations to support our teams to apply the patient experience vision to their areas of work.

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Step 2

Patient experience delivery plan formulation, approval and launch.

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Step 3

Monitor our success in improving the patient experience through delivering the patient experience vision by actively gaining frequent patient and family feedback and reporting against the delivery plan monthly at PSQB and quarterly at Quality Committee.

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Step 4

Annual review of our Patient Experience Strategy to ensure it remains relevant to our evolving patient needs and maintain delivery momentum.

## Appendix 1: 14 Draft Patient Experience Visions



# Appendix 1: 14 Draft Patient Experience Visions




Developed by our staff and patients during the engagement workshops



Microsoft  
PowerPoint Presentati

# Appendix 2: Top 3 Draft Patient Experience Visions

Staff and Patients voted for their favourite patient experience vision statement, promises and graphics

Staff and Patient Vote For	Voting Options	Results																									
Patient Experience Strategy Promise Options	 Microsoft Word Document	<table border="1"> <thead> <tr> <th></th> <th>Paper Vote</th> <th>Online</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Option 1</td> <td>88</td> <td>239</td> <td><b>327</b></td> </tr> <tr> <td>Option 2</td> <td>46</td> <td>104</td> <td><b>150</b></td> </tr> <tr> <td>Option 3</td> <td>54</td> <td>172</td> <td><b>226</b></td> </tr> </tbody> </table>		Paper Vote	Online	Total	Option 1	88	239	<b>327</b>	Option 2	46	104	<b>150</b>	Option 3	54	172	<b>226</b>									
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