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The Economic and Wider Benefits of Real Time Patient Feedback from Hospedia

This White Paper draws on substantive analyses, performed by Deloitte and Picker Institute Europe, of Hospedia's Real Time Patient Feedback service, alongside recent industry commentary, to assist hospitals in creating an evidence base and business case for using the service to improve patient care while supporting Cost Improvement Programmes (CIPs)

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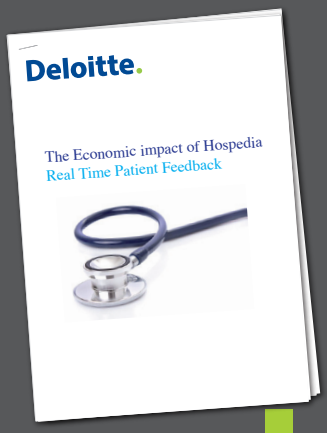
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Based on economic assessment by



Executive Summary

The need for the NHS Acute sector to focus on the importance of gathering patient feedback has been widely publicised following the findings of the Francis Report, and the growing pressures to reduce costs while improving patient care indicate a need for Trusts to effectively utilise existing resources to deliver on their Cost Improvement Programmes.

Investing in Real Time Patient Feedback from Hospedia has been validated by Deloitte to deliver financial benefits worth at least £250k per annum in a typical hospital, supporting not only cost improvement goals but also patient engagement and involvement, improvements in patient care and NHS initiatives such as the drive to become paperless.

This paper draws on substantive analysis performed by Deloitte and Picker Institute Europe[1], as well as recent industry commentary, to provide an independent evidence base for the use of Real Time Patient Feedback from Hospedia in your Hospital.

Introducing the Need for Real Time Patient Feedback

There is a demonstrable need for hospitals to actively seek out patient feedback in order to meet the challenges of enhancing patient experience.[2] One of the key themes identified by the Francis Report was the importance of listening to patients, in real time, and using that feedback to improve outcomes.[3]

With the NHS Commissioning Board stating their aim for all patients to be able to leave feedback in real time by 2015[4], hospitals must assess the most cost-effective method of not only gathering feedback but also reporting on that data in a fast and accessible way.

Against a backdrop of the NHS needing to find £15-£20 billion of savings[5], the time is right to consider how existing infrastructure can be leveraged to capture the required feedback, while avoiding the barriers to use that affect mobile solutions – such as the high cost of purchasing and maintaining the devices and the reliance on staff and volunteer time.

The Hospedia system is uniquely placed to deliver an interactive, electronic Real-Time Patient Feedback (RTPF) service; utilising the power of existing point of care systems directly at the patient bedside and providing a method of feedback capture that is available to patients at any time during their hospital stay, 24/7/365; a truly real time solution that drives down investment costs and delivers revenue gains, all through the use of a multi-purpose device.

A deeper understanding of how patients view the care they received is essential to the goal of service improvement,[6] relying not only on the feedback that is gathered but also the quality and accessibility of the information produced from that feedback. RTPF collects and aggregates patient feedback in real time, providing the opportunity to review the data from hospital-wide results to granular, ward-level feedback, supporting immediacy in responding to the information captured.

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[1] Picker Institute Europe are pioneers in patient experience measurement and methodology, having established the national in-patient survey in 2002
[2] Source: NHS Operating Framework
[3] http://www.midstaffspublicinquiry.com/report
[4] http://www.hsj.co.uk/news/real-time-patient-feedback-for-whole-nhs-by-2015/5053013.article
[5] http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/@ps/documents/digitalasset/dh_113807.pdf
[6] Source: Putting Patients First The NHS England business plan for 2013/14 – 2015/16

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Analysis by the Picker Institute Europe reveals that the Hospedia RTPF service provides high response rates, unbiased data and a respondent profile that includes traditionally hard-to-reach demographics such as young and ethnically-diverse patients[7]. The Picker analysis further shows that efficient use of existing bedside technology generates higher response levels than traditional real-time capture methodologies, such as handheld devices, with minimal staff involvement, allowing frontline staff to focus on patient care.

With hospital budgets under consistent pressure, adoption of software-based solutions can run into the barrier of initial upfront and investment costs as well as the longer term "lifetime costs" of hardware and devices. Establishing the business case for electronic feedback capture systems is a crucial step in identifying the appropriateness of a technological solution to support a hospital's services. We are therefore delighted to be able to provide independently produced business case support for Real Time Patient Feedback, detailing not only the estimated financial savings but also the indirect benefits to patients and staff, based on a number of case studies produced by Deloitte detailing the quantitative and qualitative benefits arising from Hospedia's products and services.

Using the Treasury Green Book Methodology, including in person interviews and deriving calculations from real world examples, Deloitte evaluated the economic impact of using Hospedia's RTPF system to support hospitals in gathering reliable real time patient feedback, identifying service and operational improvements as well as verifying the quality of the data gathered through the system.



Figure 1: Methodology Diagram[8]

[7] http://www.pickereurope.org/assets/content/pdf/Frequent%20Feedback/Bedside%20TVs%20survey%20pilot%20report_LD_SS_v2%200%20(2).pdf

[8] Source: Deloitte Report "The Economic benefits of Hospedia. Supporting hospitals and patients"

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The Quantitative Benefits of Hospedia RTPF

"In a typical hospital, on screen surveys are estimated to help realise one-off income of £83k, income of £100k per annum and additional wider benefits of £150k per annum"[9]

Based on the current Government initiatives incentivising collection of patient feedback data, Deloitte identified a one off[11] income of £83k following implementation of RTPF to meet the CQUIN Friends and Family Test Target.[12]

Benefits	Hospitals	Patients (QALY)
Collecting real-time data	£83k one-off	-
Service improvements	£100k p.a.	-
Wider service charge	-	£150k p.a.

Figure 2: Economic Benefits[10]

Collecting patient feedback in real time enables hospitals to quickly identify potential areas of improvement; through their analysis, Deloitte estimates that RTPF supports improvements in patient experience by 4.5% per annum, representing recurring CQUIN revenue benefits of £100k per annum[13].

Hospitals can use RTPF as part of various healthcare initiatives, such as those designed to improve and maintain hygiene standards; academic research indicates that such initiatives can increase staff compliance by 13% and reduce infection rates by 10%,[14] generating substantial improvements in patient outcomes. The use of patient feedback in supporting service improvements generates additional benefits arising from wider service change and improvements to patient wellbeing,[15] equating to £150k per annum.

These figures don't cover the additional cost savings leveraged by using Hospedia's network-connected devices already provided at the point of care, rather than needing to invest in a high number of alternative devices such as kiosks or tablets. Further savings can be achieved by hospitals that currently employ a paper survey methodology, as a result of the electronic data capture method eliminating the time and costs associated with the manual recording and collating of responses.

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[9] Source: Deloitte Report "The Economic impact of Hospedia. On-Screen Surveys"
[10] Source: Deloitte analysis
[11] As the CQUIN framework changes each year, it has been conservatively assumed that this may be a one off benefit, but noted that it could extend to the future.
[12] The Friends and Family Test, has a minimum value recommended to be approximately £250k per annum, linked to achieving high response rates to patient surveys. Hospedia.
Real Time Patient Feedback helps to achieve around 50 responses within a 30 minute period.
[13] Figures based on a representative hospital of 500 beds
[14] http://medlineindustriesinc.com/media/assets/pdf/sterillium-comfort-gel/Effectiveness-of-a-hospital-wide-programme-to-improve-compliance-with-hand-hygiene.pdf
[15] Quality Adjusted Life Years (QALY) framework

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The Qualitative Benefits of Hospedia RTPF

"On screen surveys can support hospitals in becoming more patient focused, improving outcomes and enhancing the evidence base available to support change."[16]

Using the powerful computer functionality at every bedside to gather intelligence from patients can provide benefits far in excess of the pure financial gains generated by Real Time Patient Feedback.

Robust Evidence Base

The data provided through the RTPF system is of higher quality than that collected through paper-based surveys.[17] This data quality is driven by the unique position of the Hospedia platform at the point of care, allowing patients to complete the surveys in confidence, without influence from staff and without the risk of selection bias.

Benefits	On-screen Surveys	Paper surveys
Bias of data	Low	High
Data aggregation	Real-time	Manual
Speed of collection	High	Low
Staff / volunteer intensity	Low	High
Response rate	High	Low

Figure 3: Comparative Benefits of On-Screen vs Paper surveys[19]

Response rates from on screen surveys are higher than paper-based surveys, providing a more representative feedback view. Furthermore, the respondent profile also provides a better representation of the overall patient demographic. The RTPF methodology returns a significantly higher proportion of respondents from ethnic groups, while young people and males are also more likely to complete a patient experience survey through this methodology, verified through studies conducted by the Picker Institute Europe.[18]

Responsiveness

Having patient feedback collected and delivered in real time enables identification of issues as they arise, allowing managers to act to remedy or improve healthcare services without delay by providing timely, accurate data derived from information collected as part of the care process and linked along care pathways.[20] Timely patient feedback helps hospitals identify and deliver patient-centred healthcare efficiently.[21]

[16] Source: Deloitte Report "The Economic Impact of Hospedia. On Screen Surveys"
[17] Source: Deloitte analysis
[18] Source: Picker Institute Europe Report "Bedside TV Survey Pilot"
[19] Source: Deloitte Report "The Economic impact of Hospedia. On-Screen Surveys"
[20] http://www.hsj.co.uk/news/real-time-patient-feedback-for-whole-nhs-by-2015/5053013.article
[21] Source: Deloitte Report "The Economic impact of Hospedia. On-Screen Surveys"

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Operational and Service Changes

Patient feedback can provide insights into areas of potential operational improvements. For example the use of a plate waste survey, asking patients how much of their meals they have eaten, gives catering managers a method of evaluating their menus using valuable feedback direct from their end consumers on a ward by ward basis. Subsequent changes as a result of such feedback can improve patient food consumption and nutrition while tackling the issue of wastage.

Patient experience improvements can be achieved through the use of patient feedback, helping hospitals to focus on the issues that matter most to patients and measure the impact of changes as they are implemented.[22]

Hospital-wide Reach

RTPF can be delivered across multiple locations within the hospital, from wards and day rooms to emergency departments and elective care, proving hospital managers with a granular view with which to evaluate and refine best practice at ward and, more globally, at hospital level.

RTPF collates the data from all areas into a single data set, providing a holistic view of hospital services and generating greater value for hospital management in responding to issues affecting some or all services.

[22] http://www.institute.nhs.uk/images/Patient_Experience/Final%20Project%20Report%20pdf%20doc%20january%202012.pdf

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How Hospedia RTPF Works

> " ... daily patient feedback is captured in real-time across the whole hospital... consolidating our feedback in real-time into one easy to use, organisation wide system"
>
> Lynn Thomas, Head of Patient Experience & Public Engagement – Mid Essex Hospitals NHS Trust

Once the software is in place, targeted surveys can be published immediately; from hospital-wide to ward- focused. Accessible 24 hours/365 days a year, the ability to provide feedback is available when the patient needs it the most, and does not rely on staff or volunteer involvement, reducing selection bias and increasing the quality of data collected.

Surveys can be added, adjusted and removed at any time, providing complete flexibility and allowing hospitals to focus on the topics that matter, at the time they are relevant; whether those are long-term objectives or short-term issues.

Reports can be generated from the moment the first survey is completed; available in real-time, the reports provide data as and when it is needed, without the need to wait for manual data collection. As evidenced in the Francis Report, results and analysis of patient feedback need to be made available to all stakeholders in as near real-time as possible,[23] a key feature of the Hospedia service.

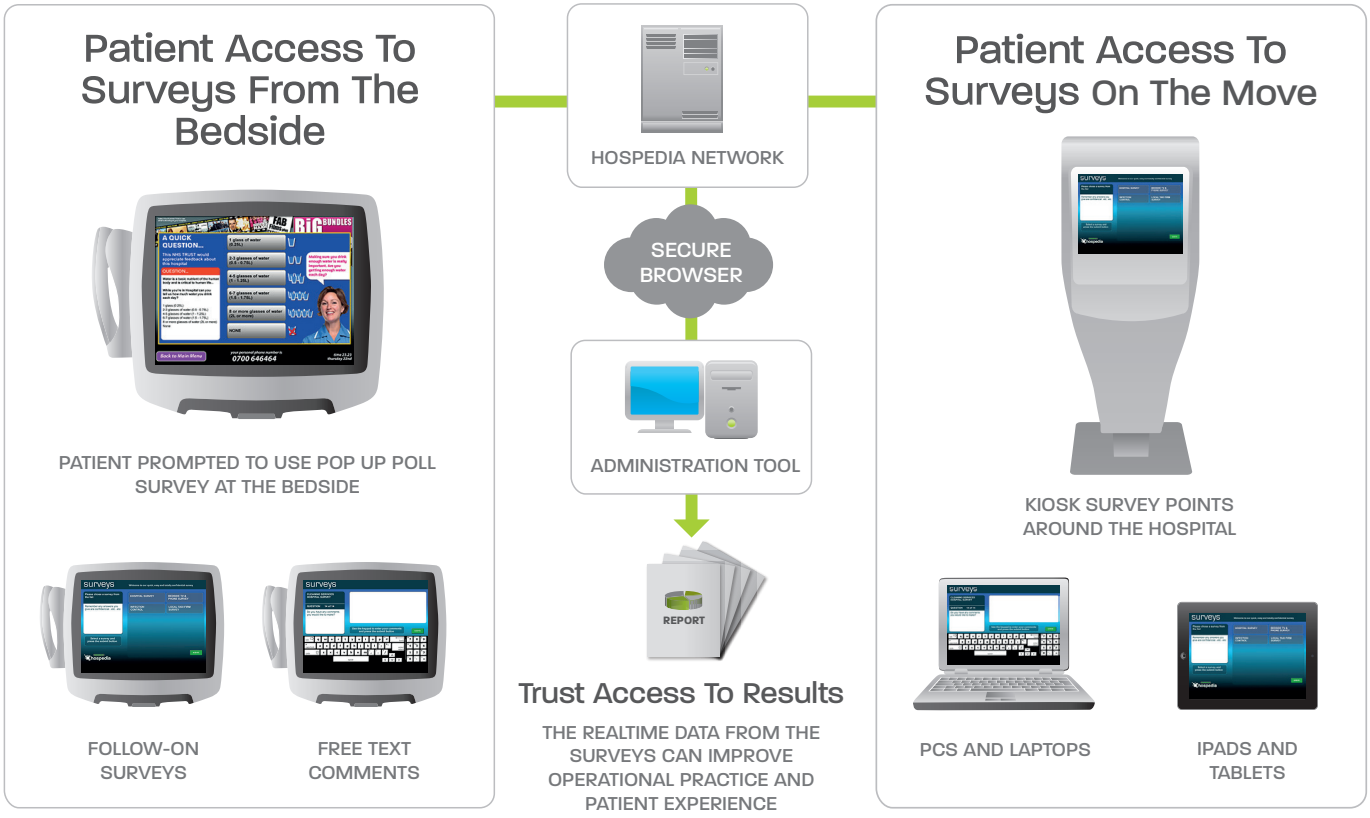


Figure 4: Overview Diagram[24]

[23] http://www.midstaffspublicinquiry.com/report

[24] Source: Hospedia

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Implementation - Process and Support from Hospedia

The post contract implementation of RTPF is a simple, non-disruptive process. Once the software and web portal are set up, a dedicated member of Hospedia's team will provide training and support in using the simple tool designed to generate and activate on screen surveys and access the results.

Hospedia also offer a managed service option, where reports are remotely generated based on pre-defined parameters and delivered directly to the hospital staff responsible for the gathering patient feedback. This option provides easy to understand information without the need for the hospital to divert attention from operational activities.

In partnership with Picker Institute Europe, Hospedia can also provide a value-added service with survey design from Picker, providing proven, cutting edge survey methodologies from the market leader in patient experience surveys. In addition to the support of the Hospedia team, the Frequent Feedback service provides a dedicated Picker Institute project manager and access to the Picker survey question library, to develop even more robust patient feedback capture.[25]

1	Project kick-off meeting to agree goal milestones, resources and reporting requirements
2	Joint working between NHS and Hospedia teams to enable firewall for Survey Management Tool access by Trust
3	Basic 1 hour system training for real time data access
3	Establish survey questionnaire based on User Acceptance Testing (UAT) signoff
5	Publish survey questionnaire on bedside units and other devices where applicable
6	Frequent reporting submisison to Trust, including Trust 's ability to have real time access to results
7	Ongoing support, including engagement in Hospedia User Groups to enable Trust contributions to the product roadmap

Figure 5: Implementation Process for Managed Service[26]

[25] http://www.pickereurope.org/assets/content/pdf/Frequent%20Feedback/Picker%20Frequent%20Feedback%20Services%20-%20Bedside%20(A4%202%20pager)%20f%20[Press].pdf

[26] Source: Hospedia

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How Hospitals are Using RTPF

At the time of publication, over 30 hospitals are currently using Hospedia's RTPF solution at the bedside.

Southport and Ormskirk Hospital NHS Trust

Southport and Ormskirk adopted RTPF in 2011 to provide patient feedback capture across all in-patient wards. Replacing paper-based surveys and handheld devices, the hospital chose the service for its real-time functionality and high response rates.

Alongside the standard RTPF service, Southport and Ormskirk have also embraced the additional "Pop-Up Poll" feature provided by Hospedia, enabling the transmission of a single question to all patient beds. This feature generates significant response rates within a time span of less than an hour, providing valuable data at a moment's notice.

> "The on-screen surveys are great because they allow us to collect patient feedback in real-time. The best thing about RTPF is the additional pop-up functionality as it generates extremely high response rates and gives us the flexibility to get patients' opinions on a wide variety of issues."
>
> Bridget Lees, Nurse Advisor for Quality and Performance – Southport & Ormskirk Hospital NHS Trust

Since the quick and easy implementation of RTPF, Southport and Ormskirk have used the service to continually monitor and develop services in line with patient feedback. In addition, the data captured has provided the necessary evidence to enable the hospital to achieve CQUIN payments.

Mid Essex Hospitals NHS Trust

Mid Essex Hospitals NHS Trust have been using RTPF since 2011, to deliver their inpatient surveys. By gathering patient feedback in real time the Trust is able to not only recognise timely opportunities for service improvements but also reward successes.

The Trust also uses the RTPF service to deliver the Friends and Family Test requirement. From April 2013 all Trusts are required to ask patients a single question to identify if they would recommend a particular A&E department or ward to their friends and family.[27] Daily patient feedback from the test is captured and monitored across the whole hospital, from inpatient wards to discharge lounges and A&E.

> "We use Hospedia to deliver the new friends and family survey requirement... This requirement is delivered by the same system Hospedia provide us to capture in-patient surveys – consolidating our feedback in real-time into one easy to use, organisation-wide system"
>
> Lynn Thomas, Head of Patient Experience & Public Engagement – Mid Essex Hospitals NHS Trust

[27] https://www.gov.uk/government/publications/nhs-friends-and-family-test-guidance-on-scoring-and-presenting-results-published

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Conclusion

Gathering real time patient feedback is of strategic importance in the NHS Acute sector. Through the case studies and the reports produced by Deloitte, and the NHS priorities identified throughout this paper, it is clear that Hospedia RTPF can play a significant role in the importance of "keeping the focus on patients, first and foremost"[28]

Leveraging annual financial benefits of £250k per annum, alongside significant direct and indirect benefits, RTPF puts patient feedback capture right where it is most valuable, at the heart of the patient environment.

Utilising a bedside device that also provides entertainment services to patients not only saves investment in survey infrastructure, it also puts patients in control; presenting a familiar and ever-present device and tying in to the concept of patient-centred care, the importance of which has been heavily emphasised following the Francis Enquiry.[29]

Hospedia's RTPF solution can be configured and tailored to the needs of any hospital, whether the priority is the need to monitor operational change, improve the patient experience or to implement the Friends and Family Test initiative.

[28] Mike Farrarr, NHS Confederation chief executive, in response to the Kings Fund Quarterly Monitoring report Q1 2013
[29] http://www.midstaffspublicinquiry.com/report

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About Hospedia

Hospedia is the world's leading provider of point of care systems in healthcare. Hospedia's Patient Centred Care Platform provides patient media, patient engagement and clinical workflow solutions that support hospitals, staff, patients and visitors worldwide, through powerful software, hardware and integration capabilities. The Platform delivers a range of services that make a real difference to patient care while providing clinical efficiencies and substantial financial benefits.

If this white paper has been of interest, and you would like more information about how the solution can be implemented to support your hospital priorities, please contact our team of experts. This paper summarises the case studies produced by Deloitte; our team can provide the full cases and work with you to help build a business case for individual circumstances, formulate an implementation plan that works around operational requirements and assess how to tailor the service to your specific needs.
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