

Patient Experience Strategy: Workshop Outputs

September 2021



Draft Patient Experience Vision 1: Corporate Workshop – 7 Steps

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Step name	Welcome, your hospital is our hospital	First Impressions count	Communication	Care and Treatment	Leaving our services	Continuing care	Welcoming and responding to your feedback
Brand aim/expectation	What matters to you matters to us	Meeting your needs from the start	My family and I know who to talk with about my care	Delivering personalised, safe and quality care	You know what to expect next	Working together to look after your health	Learning and improving from your experiences

Comments:

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Draft Patient Experience Vision 2: Women & Children's Division – Our Commitment to You

	Commitment 1	Commitment 2	Commitment 3	Commitment 4	Commitment 5	Commitment 6
Commitment name	Reputation	Communication	First Impression	Care and Treatment	Safe follow up and discharge	Feedback for innovation
Brand promise	Why go anywhere else?	I was well informed	I felt welcome and cared for	I was respected and received excellent care/treatment	I am confident in my recovery	My feedback was listened to

Comments:

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Draft Patient Experience Vision 3: Facilities Management Services – Chain of Care

	Link 1	Link 2	Link 3	Link 4	Link 5	Link 6
Link name	W elcome & Trust	I ntroduction & Accessibility	R espect & Information	R oad to Recovery	A wareness & Efficiency	L asting Memories
Brand promise	Trust us to welcome you	I feel confident about my care	In it together	Making the journey with dignity together	Above and beyond to keep me informed	A stay with us will stay with you

Comments:

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Draft Patient Experience Vision 4: Diagnostics & Clinical Support Division – 5 Phases

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Phase name	Your local hospital	First Impression	Inclusive	Care and Treatment	Safe discharge
Brand Promise	Why go anywhere else?	I felt welcome and supported	I was involved in decision making about my care	My treatment was explained clearly so I felt confident, safe and reassured	I was discharged with advice and a plan that my GP is aware of

Comments:

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Draft Patient Experience Vision 5: Medicine Specialties Division – The 5 Pillars of Patient Promises

	Promise 1	Promise 2	Promise 3	Promise 4	Promise 5
Promise name	Your local hospital	First Impression	Working in partnership with you	Care and Treatment	Planned aftercare
Brand promise	Always here for you	I felt welcome, safe and reassured	I was listened to, involved and kept informed every step of the way	I felt safe and had confidence in the staff	I was part of my discharge planning and aftercare

Comments:

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Draft Patient Experience Vision 6: 2nd Facilities Management Services – Our Promises to You

	Promise 1	Promise 2	Promise 3	Promise 4	Promise 5	Promise 6
Promise name	W e Welcome You	I nitial Expectations	R espect	R ecovery	A ftercare	L asting Impression
Brand promise	We promise to be warm, friendly and caring	We promise you will feel safe and in good hands	We promise to put your personal wishes at the centre of your care and treatment	We promise to ensure you are fully supported throughout your recovery	We promise to support you throughout your journey	We promise your experience will have met your initial expectations

Comments:

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Draft Patient Experience Vision 7: Surgery Division – The Wirral Way (Your Patient journey)

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Step name	W hy Us?	I ndividual Care	R esponsive	R espect & Reassurance	A ll about you	L ife Long
Brand promise	I felt safe in your care	I felt listened to and respected as an individual	Care designed with me and for me	Cared for by highly skilled professional and compassionate teams	Nothing was too much trouble	Our family caring for yours

Comments:

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Draft Patient Experience Vision 8: Nurse Leaders – The Wirral Welcome

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Step name	W elcome	E mpowering	L isten	C ommitted to Caring for You	O ngoing Care and Support	M eeting your Expectations	E xperience
Brand promise	Your trust within our Trust	Empowering patients, families and carers to make the right choice for them	Your voice heard	Individual compassionate care for you and your family	Continuing to care together wherever you are	Making decisions together	Your experience is our reflection

Comments:

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Draft Patient Experience Vision 9: Board – The Wirral Promise

	Promise 1	Promise 2	Promise 3	Promise 4	Promise 5
Promise name	First Impression	Communication	Care and Treatment	Safe Discharge and Aftercare	Feedback
Brand promise	I was welcomed and knew what to expect	We make/made decisions together	My care and treatment was consistently high quality	I knew what would happen next	They were keen to listen and learn

Comments:

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Draft Patient Experience Vision 10: Patient Group – WUTH Patient Experience Vision

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Step name	A reputation You can Trust	First impression	No decision about me without me	Care and treatment	Preparing your aftercare	Continued communication
Brand promise	Every person matters	The staff were educated to meet the needs of everyone	Step by step planning and understanding my care	I will be kept updated about my care and I will be prepared for what is coming next	Safe discharge taking into account my individual needs	I knew who to contact next in my patient journey

Comments:

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Draft Patient Experience Vision 11: Patient Group – The Seven Milestones/The WUTH Way

	Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6	Milestone 7
Milestone name	What you can expect	When you arrive	While you are with us	With the care and compassion you deserve	When you leave our care	What to expect from your after care	We listen and improve
Brand promise	It's ok to ask	I received a friendly welcome and felt reassured	I felt involved in all treatment discussions around my personalised care plan	I felt safe, informed and had choice about my care	I was involved in my discharge planning and informed about my next steps	I was aware of who to contact should I need to after leaving hospital	I was able to give feedback and I felt listened to

Comments:

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Draft Patient Experience Vision 12: Patient Group – Patient Experience Vision

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Step name	Help before hospital	Help arriving at hospital	Help you to have the right information, choice and control about your care and treatment	Help you get care and treatment	Help you prepare to leave hospital safely	Help you to know who to contact if you need support
Brand Promise	Communication clear for all	Professional welcome for all and understanding my personal needs	Nothing about me without me	Personalised care and support	My voice was heard	The right people know about my needs

Comments:

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Draft Patient Experience Vision 13: Patient Group – 6 Phases

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
Phase name	Trust in our Trust	First Impressions Count	A Warm Wirral Welcome	Treatment and Care	What Next?	Ongoing Support
Brand promise	Trust us we care	I felt welcome and safe	Communication is key	My care was individual and personal to me	Continued Support	I felt prepared for the next phase of my journey

Comments:

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Draft Patient Experience Vision 14: Patient Group – Your Journey with Us

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Step name	Reputation	Honest Communication	Right Treatment at the Right Time in the Right Place	Informed About the Next Steps	Aftercare	Anything to Share?	Respond with Action
Brand promise	Trust in our local hospital	I felt informed and received timely treatment	I had choice about my treatment and confidence in the clinical team	Holistic safe discharge	Signposting and support for patient and family	Respond quickly and positively	Listen and learn to improve the patient experience

Comments:

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