

East of England NHS Collaborative Procurement Hub



East of England Homecare Patient Satisfaction Questionnaire – Overview

July 2015

Joe Bassett – Procurement Project Manager (Pharmacy)

Delivering real value for

the NHS in the East of England

Working to deliver procurement benefits for NHS Trusts in Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk

East of England NHS Collaborative Procurement Hub Victoria House, Capital Park, Fulbourn, Cambridge, CB21 5XB Tel: 01223 597746 Email: cphenquiries@eoecph.nhs.uk

www.eoecph.nhs.uk



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Introduction

Current practice sees many homecare providers operate individual surveys with often limited NHS consultation or sharing of findings. This compartmentalised approach severely limits the ability to benchmark results between homecare providers. A coordinated approach driven by a standard questionnaire for all homecare providers has the potential to deliver significantly greater outputs with fewer patient contacts and reduced overall resource requirement through removal of duplicated workload.

Chief Pharmacists across the East of England (EoE) region commissioned the East of England NHS Collaborative Procurement Hub (EoECPH) to undertake a homecare patient satisfaction questionnaire, using guidance in the Royal Pharmaceutical Society (RPS) Handbook¹, to support compliance with the RPS Professional Standards² (standards 2.3.5³ and 8.2.5⁴). A regional level approach on behalf of member trusts was agreed as the most efficient approach utilising the centralised homecare governance model established in the East of England. This paper details the process undertaken, regional level results and recommendations for future questionnaires.

Objectives

- > To support member trusts to meet relevant professional standards.
- > To collect NHS patient feedback for all homecare services managed by EoE member trusts.
- > To adapt the template questionnaire published in the handbook for use in the East of England by patients receiving all levels of homecare service, including nursing elements, across multiple suppliers.
- > To undertake comparative analysis of feedback responses between suppliers and NHS trusts, allowing benchmarking of patient satisfaction in snapshot and, with future questionnaires, over time.
- > To identify potential areas of improvement within existing services.
- To share results widely with relevant stakeholders including NHS, Homecare Providers, Pharma companies and Patients.
- > To promote greater collaboration with industry for future collection of patient feedback.

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¹ Handbook for Homecare Services in England – May 2014 – Royal Pharmaceutical Society - http://www.rpharms.com/support-pdfs/homecare-services-handbook.pdf

² Professional Standards for Homecare Services in England – Sept 2013 – Royal Pharmaceutical Society - http://www.rpharms.com/support-pdfs/homecare-standards-final-sept-13.pdf

³ "Regular patient satisfaction surveys are performed to monitor and guide improvement in homecare services."

⁴ "Feedback from patients, service users and colleagues inform the development of homecare services."



Scope

The scope of this exercise included all homecare services where prescriptions originate from an acute, community or mental health trust. This includes services procured through:

- National NHS Framework Agreements
- Regional NHS Framework Agreements
- Pharma funded services
- Local trust arrangements

Mental health patients treated under Risperdal Consta and Xepilon pharma scheme services were excluded as patients do not have direct contact with the homecare provider under these models and therefore would not be able to provide the required response to the questionnaire.

Methodology

The paragraphs below outline the methodology used for this patient feedback exercise. It does not constitute guidance or recommendations for any future questionnaires in its own right.

Design:

The template published in the Royal Pharmaceutical Society (RPS) Handbook for Homecare Services was adapted for use by the East of England Homecare Sourcing Group whose membership includes representation from member trusts homecare teams. It was agreed that no patient identifiable data should be requested for completion on the questionnaire. It was acknowledged that patients might provide some data voluntarily but that this would be at their own risk. Scoring methodology used from 1 (Poor) to 5 (Excellent); values 2-4 did not have text prompts. A single summary free text question was asked at the end of the questionnaire to allow a full patient response and minimise burden at analysis stage. The survey was designed in both greyscale and colour for flexibility whilst minimising printing costs where necessary. See Appendix 3.

Adaptations to the published standard questionnaire in the handbook

Change	Reason
Removed "Name:" field	Trusts requested an anonymous questionnaire design.
Added "Name of Hospital:" field	Necessary to differentiate responses.
"Delivery times" split to "Choice of Delivery Arrangements" and "Punctuality and completeness of deliveries".	Considered less ambiguous. (See "lessons learnt")
Added further explanation for each question point.	Aimed to ensure consistent interpretation and completion.
Added "Training provided by the Homecare Provider's nurse"	Aimed to capture nursing service elements where applicable.
Added "Administration of treatment by Homecare Provider's nurse"	Aimed to capture nursing service elements where applicable.
Added "Would you recommend this Homecare service to others?"	Considered a useful metric for satisfaction. (See "lessons learnt")
Comments boxes amalgamated into a single box at the end of the questionnaire.	Simplifies data entry and analysis stages whilst maintaining opportunity for patients to provide a free text response.
Removed priority (important/not important scoring)	Considered to send wrong message to patient e.g. that we are unable to deliver all of the basic listed elements to a satisfactory standard. Focus is determined by satisfaction response rather than perceived importance.

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Distribution:

Each participating homecare provider printed the agreed questionnaire and distribution was undertaken by single mailshot per provider giving a snapshot patient view over a restricted time period. Questionnaires were distributed in hardcopy to all "active" EoE homecare patients by the homecare providers on behalf of the EoECPH and all EoE trusts; thereby eliminating the requirement for any further transfer of patient data between organisations. Pre-paid envelopes were supplied by the homecare providers to patients for return of completed questionnaires; these were addressed to the provider's head office and marked prior to mailout for later identification.

Collection:

Responses were primarily collated by the homecare provider (unopened) and forwarded in bulk to the EoECPH for data entry. Agreement was reached between the trusts, EoECPH and Healthcare at Home (HaH) for data entry of their questionnaires to be completed by Sciensus Ltd (wholly owned by HaH) due to the high volume response predicted and limited NHS resource. A random sample of 1% of HaH response data was verified with hardcopy to ensure accuracy of transcription.

Patients receiving services from four out of the five participating homecare providers (HaH as the exception) were offered the opportunity to complete the questionnaire online using a web link printed on the covering letter (See Appendix 1 – Online Questionnaire Completion). The link directed patients to an online version of the questionnaire hosted by survey monkey. No additional patient identifiable or contact information was collected from patients using this communication route.

Analysis:

Free text responses were categorised by EoECPH against a list of 40 service elements and common complaints / incidents to allow generalised analysis of these unique fields. Data analysis was performed by EoECPH on behalf of local trusts using a single, consistent report design for all providers' data. There was collaboration with all stakeholders, including homecare providers, to identify best graphical and tabular representation designs for use. Sample sizes and standard deviation values were included into reports to factor in sample size, range and outliers. Analysis was applied at both regional and local data levels.

Distribution & Publication:

Document outputs from this work include:

- East of England Homecare Patient Satisfaction Questionnaire Overview [Public domain]
- Local Trust Data Analysis Reports [Restricted access. Member trusts only]
 - Interpretation Guidance for "Local Trust Data Analysis Report"
 - Supporting data spreadsheet for "Local Trust Data Analysis Report"

The "Local Trust Data Analysis Reports" consists of:

Title	Chart Type	Scope/Description	
Total number of responses	Table	By participating homecare provider (HC)	
Would you recommend this	Pie chart	Yes/No – Count & percentage.	
homecare services to others?[1]		Amalgamation of all HCs	
Average overall service score	Column / line –	Average (Mean) score by HC [column].	
	Dual Chart	Standard deviation by HC [line]. Sample	
		size indicated per HC.	

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Text Comments – Positive vs Negative	Stacked Column Chart	Count of free-text comments categorised as positive or negative by HC. Also shown as percentage per HC.
Average Scores	Column Chart	Average score per numerically scored question by HC. Sample size indicated per HC.
Would you recommend this homecare services to others?[2]	Stacked Column Chart	Yes/No – Count & percentage by HC.
Overall Service – Positive vs Negative	Stacked Column Chart	Count and percentage of Positive (score 4-5) Satisfactory (3) Negative (1-2) by HC. Sample size indicated per HC.
Text Categorisation	Column Chart	Count of text comments by category. One per HC.
Total number of responses by therapy area	Table	By HC.

Timeline

The project started in March 2014 with objective, method and design discussions. The questionnaire was conducted in Q2 2014/15 with the first patients of the first homecare participating homecare provider contacted in August 2014. The majority of responses were received by end of November 2014 and data entry completed by early February 2015.

Lessons Learnt

The following bullet points, recorded throughout this exercise, summarise the key learning points which the EoECPH will consider prior to undertaking future questionnaires. Additionally, it is hoped that other organisations and individuals may benefit from the learning points identified.

Design:

- Tighten questions to refer to single specific service element adding further questions where
 necessary in order to do so e.g. "Punctuality and Completeness of deliveries" are two different
 elements and could be scored independently.
- Inclusion of recommendation question beneficial though could be further improved through incorporation of the NHS England Friends and Family test questions as an agreed standard wording.
- Change "Name of treatment" to "Name of Medication delivered by Homecare Provider" & "Diagnosis treated with medication delivered by Homecare Provider".
- A large volume of patients provided illegible, unrelated or no information in the fields provided e.g.
 - o 455/5058 (9%) unmatchable for "Name of Hospital"
 - o 928/5058 (18%) unmatchable for "Name of Treatment"
- Consider inclusion of "importance" questions for enhanced specification options only to help trusts identify where available funding is best directed.
- Consider appropriateness of questions relating to nurse training provided by the homecare provider where this may have taken place months / years prior.
 - An independent, short, targeted questionnaire following receipt of these services may be more appropriate.

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• Ensure formalised proofreading by multiple individuals ahead of publication. The British public will identify any mistake and highlight it.

Distribution:

- Homecare providers identified that given the single region scope of this particular exercise, distribution via routine deliveries (as referenced in many local contracts and originally planned) would not be appropriate. We recognised that this route would also restrict the number of patients surveyed or greatly extend the duration the questionnaire is live.
- Costs incurred by homecare providers to undertake this questionnaire in addition to existing company surveys are significant and would be passed to the NHS if adopted routinely.
 - Administrative costs (stationary and staff resource) quotes received circa £1.50 –
 2.50 per questionnaire
 - Postage costs associated with the mail out and subsequent use of homecare providers pre-paid envelope for patient response.
- A rolling questionnaire based on x% sample per month may be considered as more effective method of monitoring patient satisfaction in closer to real time rather than an annual snapshot. However, this process may add significant administrative burden for both NHS and industry.
- Homecare provider's active patient lists are not always accurate. Instances of questionnaires
 directed to deceased patients are inevitable unless data quality is improved through better
 communication between NHS and homecare providers.
- Where patient email addresses are held on file by the homecare provider. Emailing of online
 questionnaire to reduce inconvenience to patient and minimise administrative burden of
 collection and data entry could be considered.

Collection:

- Data entry is very resource intensive. It is unlikely that the EoECPH (and perhaps the wider NHS) is capable of inputting this data routinely on a large scale with current resources.
 - Numerical data input approximately 150 per hour (10 questions)
 - For this exercise approximately 1500 questionnaire responses were entered by the EoECPH equating to ~100 hours.
 - Free text data input time significantly higher but heavily varied by patient. Also requires categorisation as well as data entry.
 - For this exercise 668 text comments entered (Excluding categorisation) by EoECPH equated to ~11hours.
- The majority of patient responses received within first 8 weeks following mail shot.
 Questionnaire could be closed off at around this point for reporting purposes though a small trickle of response may continue through for many months after. Responses should always be processed to take any necessary action identified by the content of the patient's response though may not be included in the final report.

Analysis:

- The anonymous nature chosen for this exercise led to numerous instances of identification of complaints / incidents / requests for assistance without any method of identifying patient for corrective action.
 - Pseudo-anonymisation should be considered (currently offered by HaH) to allow identification of patient where necessitated. This practice was dismissed by some EoE

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- trust Information Governance (IG) leads therefore prior discussions with these leads and Caldicott Guardians would be necessary to agree boundaries and responsibilities.
- Alternatively, it may considered appropriate to add a patient demographic data section to the questionnaire, clearly identified as non-mandatory.
- Some patients will provide patient identifiable data whether requested or not.
- Variation in sample sizes should be considered when comparing suppliers against each other.
 Concern was raised by some providers as to the interpretation of the final reports displaying direct comparison of average scores to ensure sample size and data spread is considered. Data specialists from both NHS and providers should be engaged to ensure appropriate conclusions are drawn from the responses received.

Distribution & Publication:

- For this exercise, staff resource restrictions and experimental, first time processes meant that
 publication of the results was delayed to the point where data relevance to current practice
 could be questioned. Nationally approved processes should support a faster turnaround from
 data collection to publication.
- No agreement was reached regarding public sharing of supplier comparison with local level detail for benchmarking. Concerns were raised about how this data may be used by competitors. Further discussions are required with all stakeholders. Regional level comparison was undertaken and published.
- Reports were not provided to pharma industry as planned (with the exception of one provider
 where a common concern was identified in the responding patients' comments). In future,
 appropriately processed reports should be made available to pharma to maximise the
 effective outputs from the patient's feedback. This shared benefit should be reflected in any
 commercial discussions relating to cost performing questionnaire.
- Data should be shared with patients in a two-fold process:
 - Letter of thanks for completion of the survey with headline summary of findings and any responding actions. Sending to all patients may prompt improved response rate to future questionnaires.
 - Headline summary data available to patients as part of the informed consent process at registration stage.

Summary

Overall the regional homecare patient satisfaction questionnaire undertaken in the East of England was successful in providing an invaluable perspective of the quality of services delivered to NHS patients. Significant resource was required by both the NHS and the homecare providers to undertake this work; the EoECPH would like to thank participating homecare providers for their involvement and continued support.

Results indicate a healthier market in terms of patient service quality than is often considered; a significant majority of responding patients are happy with the service received from their provider. Responses show that the homecare market caters for a widely varied scope of patients with equally varied needs which adds complexity against the overarching aims for standardisation.

These findings should not be seen to belittle the risks and failings that all parties involved with the homecare market are all too familiar with; instead simply adds an element of perspective.

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Recommendations

Patient feedback is a vital part of delivering an ongoing effective service. This is recognised by every stakeholder in the homecare medicines services market including NHS, Homecare providers and Pharma. Open collaboration with each of these parties toward further development of national guidance and documentation which caters for the varying needs is required to best collect and utilise this patient feedback data.

- A patient should receive no more than one general homecare service questionnaire per year. Nb. Additional questionnaires may be required relating to one time only service provisions e.g. nurse training for self-administration.
- ➤ NHS stakeholders should agree a standard list of NHS derived questions consistently applied by all providers.
- ➤ Homecare providers should be identified as the best placed stakeholder and commissioned to provide the questionnaire on behalf of all stakeholders incorporating:
 - o The standard NHS question set
 - o Additional homecare provider data requirements
 - o Pharma data requirements

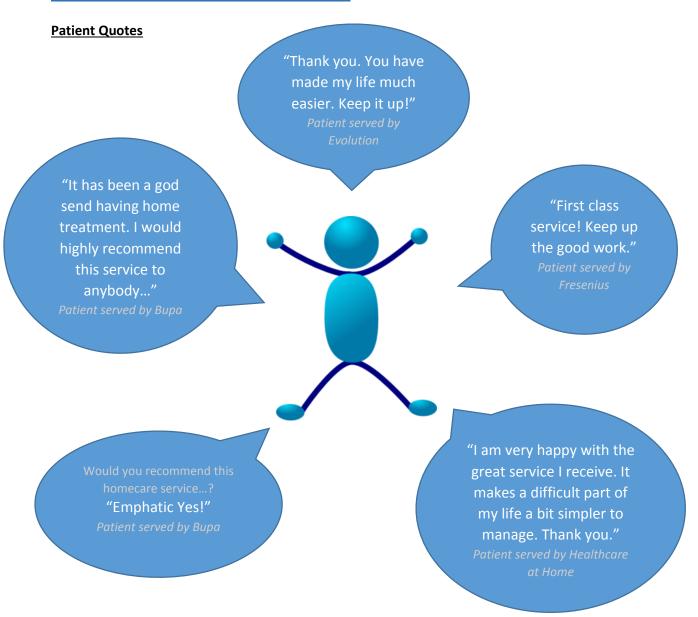
Additional questions to fulfil homecare provider / pharma requirements should not duplicate or, where possible, overlap the standard NHS set. National level NHS consultation may be considered appropriate for any additional questions prior to issue to the patient.

- > Data collection and entry should be undertaken by the homecare provider.
- NHS stakeholders should agree a standard analysis report based on the standard NHS question set.
- All stakeholders should agree appropriate reports and data levels to be available to each participating stakeholder, including appropriate levels of confidentiality.
- ➤ Patients should have access to high level data as part of information provided to allow informed consent and should also be informed of service improvements made as a result of their feedback to promote support of future questionnaires.
- Costs should be shared by all participating stakeholders including NHS, homecare providers and Pharma.
- > Data should be scalable for use at national, regional and local level service reviews.

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Appendix 1 – Regional Level Results



Overall Response Spread

The response ratio achieved with this questionnaire was in line with expectation for all participating homecare providers.

Supplier	No. Patients Questioned	Responses Received	Response ratio
Bupa	1792	676	38%
Evolution	1661	530	32%
Fresenius	605	284	47%
Healthcare at Home	8037	3469	43%
Polarspeed	201	99	49%
Total	12296	5058	41%

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As shown above, Evolution Homecare has the lowest response ration of all participating providers. A key factor in this is likely to be the volume of HIV and Hepatitis patients treated by this company in relation to the whole patient cohort. These patients are generally more concerned with confidentiality and may have chosen not to complete the questionnaire despite being anonymous.

Trust	No. of Responses Received
Norfolk and Norwich University Hospital NHS Foundation Trust	866
Cambridge University Hospitals NHS Foundation Trust	829
Mid Essex Hospital Services NHS Trust	438
Other - Undefined	392
The Ipswich Hospital NHS Trust	371
Peterborough and Stamford Hospitals NHS Foundation Trust	242
West Hertfordshire Hospitals NHS Trust	238
Southend University Hospital NHS Foundation Trust	228
The Princess Alexandra Hospital NHS Trust	201
Colchester Hospital University NHS Foundation Trust	193
Basildon and Thurrock University Hospitals NHS Foundation Trust	191
Luton and Dunstable NHS Foundation Trust	153
West Suffolk NHS Foundation Trust	147
The Queen Elizabeth Hospital King's Lynn NHS Trust	124
James Paget University Hospitals NHS Foundation Trust	116
Hinchingbrooke Health Care NHS Trust	89
Papworth Hospital NHS Foundation Trust	86
East And North Hertfordshire NHS Trust	76
Bedford Hospital NHS Trust	62
Anglian Community Enterprise	16
Grand Total	5058

Therapy Area	No. of Responses Received
Biologic	2435
Other – Undefined (includes illegible/blank/unmatched)	911
Multiple Sclerosis	540
Renal	471
Growth Hormone	175
HIV	141
Oral Chemotherapy	80
Pulmonary Hypertension	63
Osteoporosis	61
Hepatitis	51
Enzyme Replacement Therapy	41
Immunology	23
Haemophilia	22
Injectable Chemotherapy	14
Parkinson's Disease	10
Parenteral Nutrition	8
Idiopathic Pulmonary Fibrosis	6
Iron Therapy	6
Grand Total	5058

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Volume of Text Comments

Homecare Provider	Responses Received	Number of Text Responses	% Total Responses
Bupa Home Healthcare	676	323	48%
Evolution Homecare	530	255	48%
Fresenius Medical Care	284	85	30%
Healthcare at home	3469	1842	52%
Polarspeed	99	1	1%
Total	5058	2506	49%

Online Questionnaire Completion

Patients receiving services from four out of the five participating homecare providers were offered the opportunity to complete the questionnaire online as described above (Method – Collection).

Homecare Provider	Number of Online Responses	Online Responses vs Total (%)	
Bupa Home Healthcare	52	7.69%	
Evolution Homecare	34	6.42%	
Fresenius Medical Care	6	2.11%	
Healthcare at home	*Online completion not offered		
Polarspeed	2	2.02%	
Total	94	5.92%	

*Online questionnaire completion is not currently used as a standard collector for HaH (Sciensus) and there was some minor concern raised by HaH as to survey monkey privacy policy. It was agreed that the weblink would be excluded from the covering letter provided to patients served by HaH.

Sample Size

It should be recognised that there is significant variation of sample size between each homecare provider. This is to be expected given the known variance in market share though does not always make for simple statistical comparison. Average scores calculated from a small sample size can be more significantly skewed by outlier results than that of a larger sample.

To help trusts to interpret the data the sample size has been included for reference as well an indication of the standard deviation which is indicates the spread of actual scores around the mean average. The larger the standard deviation the wider the spread of actual scores is.

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Regional – Suppliers Combined

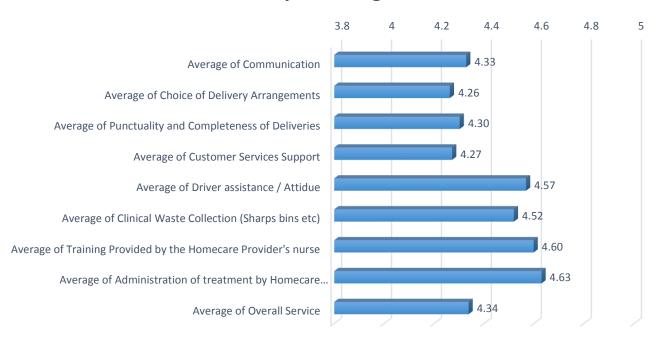
92% (4397) of 4773 responding patients would recommend their homecare provider to others.

84% (3999) of 4744 responding patients scored their homecare provider's **overall performance** as either 4 or 5 (**Positive**)

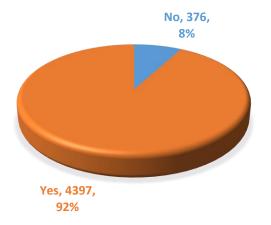
Choice of delivery arrangements achieved the lowest average score at 4.26 out of 5. Closely followed by Customer Services Support at 4.27 out of 5.

6% (303) of 4744 responding patients scored their homecare provider's **overall performance** as 1 or 2 (**Negative**)

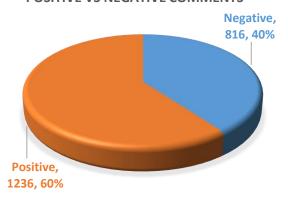
Summary of Average Scores



WOULD YOU RECOMMEND THIS HOMECARE SERVICE TO OTHERS?



POSITIVE VS NEGATIVE COMMENTS



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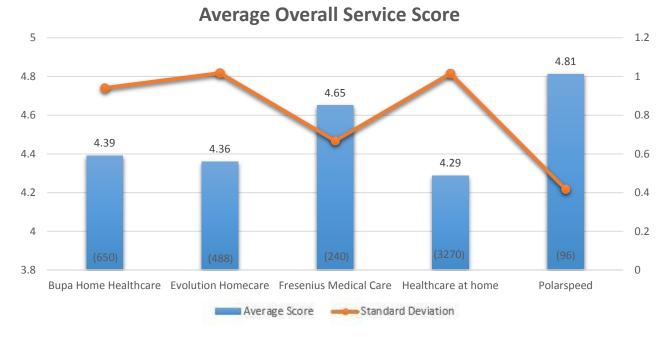


Regional – Supplier Comparison

All participating homecare providers achieved an average Overall Service score over 4.2 out of 5

0.52 average score points separate the highest and lowest average scores achieved by all providers.

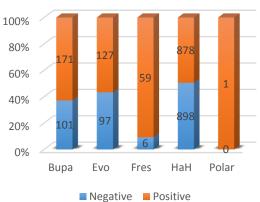
Would you recommend this homecare service to others?			
Homecare Provider	Yes (%age)	No. Yes Responses	Total Responses
Bupa Home Healthcare	92%	590	641
Evolution Homecare	91%	450	497
Fresenius Medical Care	99%	251	254
Healthcare at Home	92%	3007	3282
Polarspeed Distribution	100%	99	99



Would you recommend this homecare service to others?



Text Comments- Positive vs Negative



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1.2

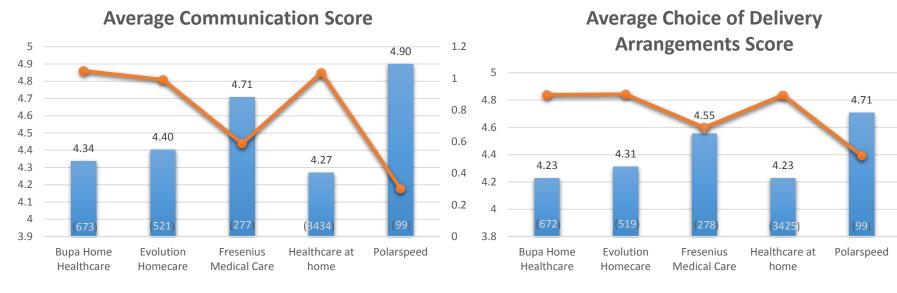
1

0.8

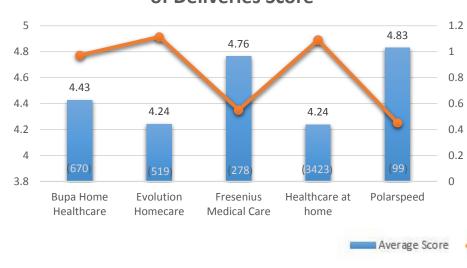
0.6

0.4

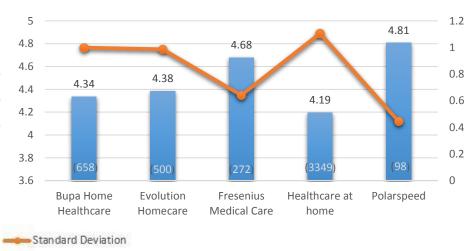
0.2







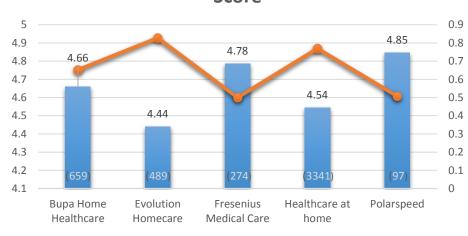
Average Customer Services Support Score



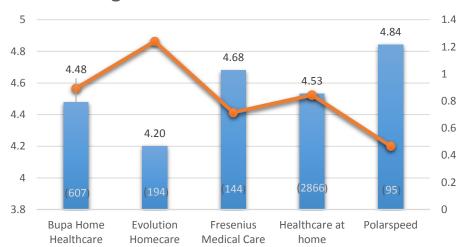
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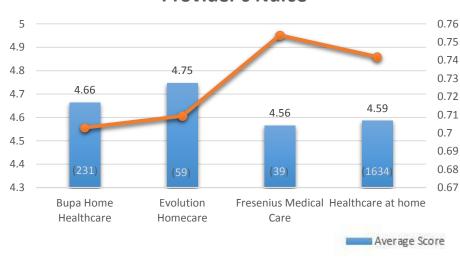
Average Driver Assistance / Attitude Score



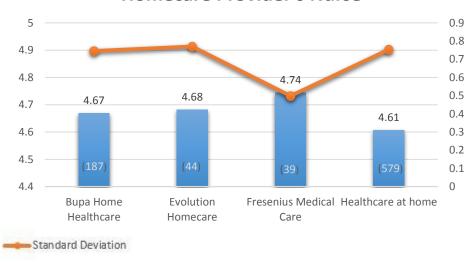
Average Clinical Waste Collection Score



Average Training by the Homecare Provider's Nurse



Average Administration of Treatment By Homecare Provider's Nurse



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Appendix 2 – Participating Organisations

Homecare Providers

Bupa Home Healthcare

Evolution Homecare

Fresenius Medical Care

Healthcare at home

Polarspeed Distribution

NHS Trusts

Anglian Community Enterprise

Basildon and Thurrock University Hospitals NHS Foundation Trust

Bedford Hospital NHS Trust

Cambridge University Hospitals NHS Foundation Trust

Colchester Hospital University NHS Foundation Trust

East And North Hertfordshire NHS Trust

Hinchingbrooke Health Care NHS Trust

James Paget University Hospitals NHS Foundation Trust

Luton and Dunstable NHS Foundation Trust

Mid Essex Hospital Services NHS Trust

Norfolk and Norwich University Hospital NHS Foundation Trust

Papworth Hospital NHS Foundation Trust

Peterborough and Stamford Hospitals NHS Foundation Trust

Southend University Hospital NHS Foundation Trust

The Ipswich Hospital NHS Trust

The Princess Alexandra Hospital NHS Trust

The Queen Elizabeth Hospital King's Lynn NHS Trust

West Hertfordshire Hospitals NHS Trust

West Suffolk NHS Foundation Trust

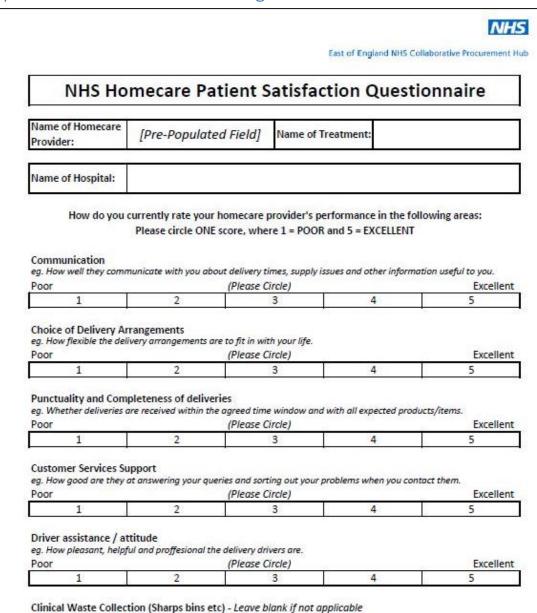
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Excellent

5



Appendix 3 - Questionnaire Design



(Please Circle)

4

Please continue overleaf

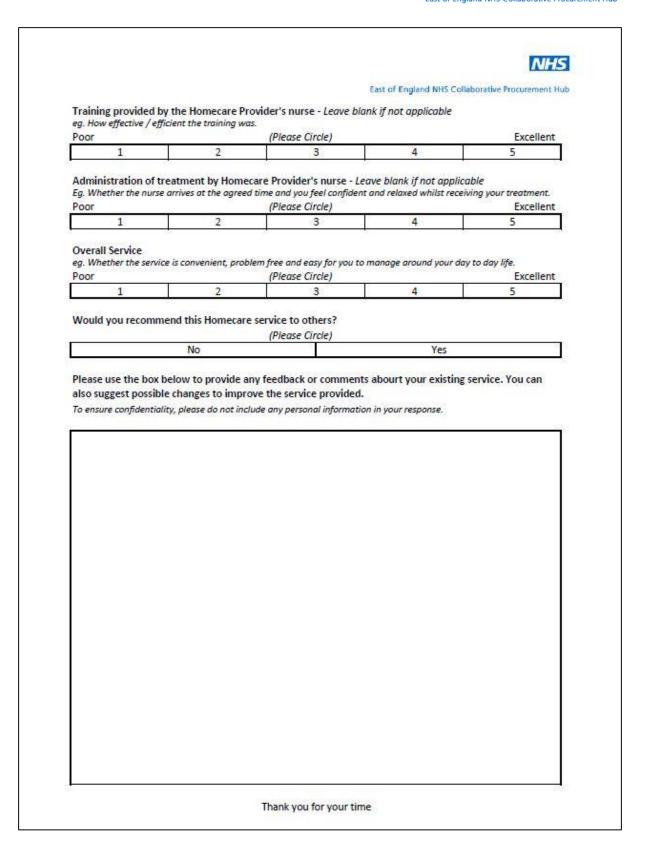
Poor

eg. How your used sharps (needles) collection is managed.

2

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