

healthw@tch

Patient Experience Pharmacies



October – December 2020

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Introduction to this report and a background to Healthwatch & Your Voice in Health and Social Care.

02. DATA COLLECTION

Methology used to collect and analyse data.

03. SUMMARY FINDINGS

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Final comments and further contact details for this report.

01

INTRODUCTION

INTRODUCTION

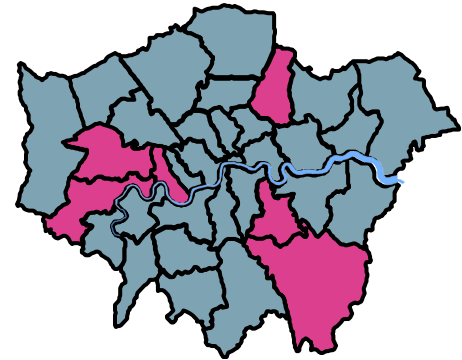
This Patient Experience Report for Healthwatch covers pharmacies in six London boroughs for the period October-December 2020. The Patient Experience Data Collection Programme comprises of ongoing in-person/telephone data collection and the Digital Feedback Centre which gather patient experiences all of which will be presented as they are received and considered as valid community opinion.

About Healthwatch

Healthwatch was created by the health and social care reforms of 2012 with a powerful ambition of putting people at the centre of health and social care. To help realise this ambition Healthwatch has a number of duties around gathering and representing the views of patients and service users in local boroughs across the country.

About Your Voice in Health and Social Care

Your Voice in Health and Social Care (YVHSC) holds the contracts for the following Healthwatch services: Healthwatch **Bromley**, Healthwatch **Hounslow**, Healthwatch **Ealing**, Healthwatch **Waltham Forest**, Healthwatch **Hammersmith & Fulham** and Healthwatch **Lewisham**.



02

DATA COLLECTION

DATA COLLECTION METHODS DURING COVID-19

FACE TO FACE CONVERSATIONS

Normally, our Patient Experience Officers, supported by a team of volunteers, visit health and social care services daily to talk to and hear from patients, service users, carers and relatives about their experiences of local services. Due to COVID-19, we have been unable to carry out our traditional face to face visits in order to engage with patients and collect patient experience information from across the borough.

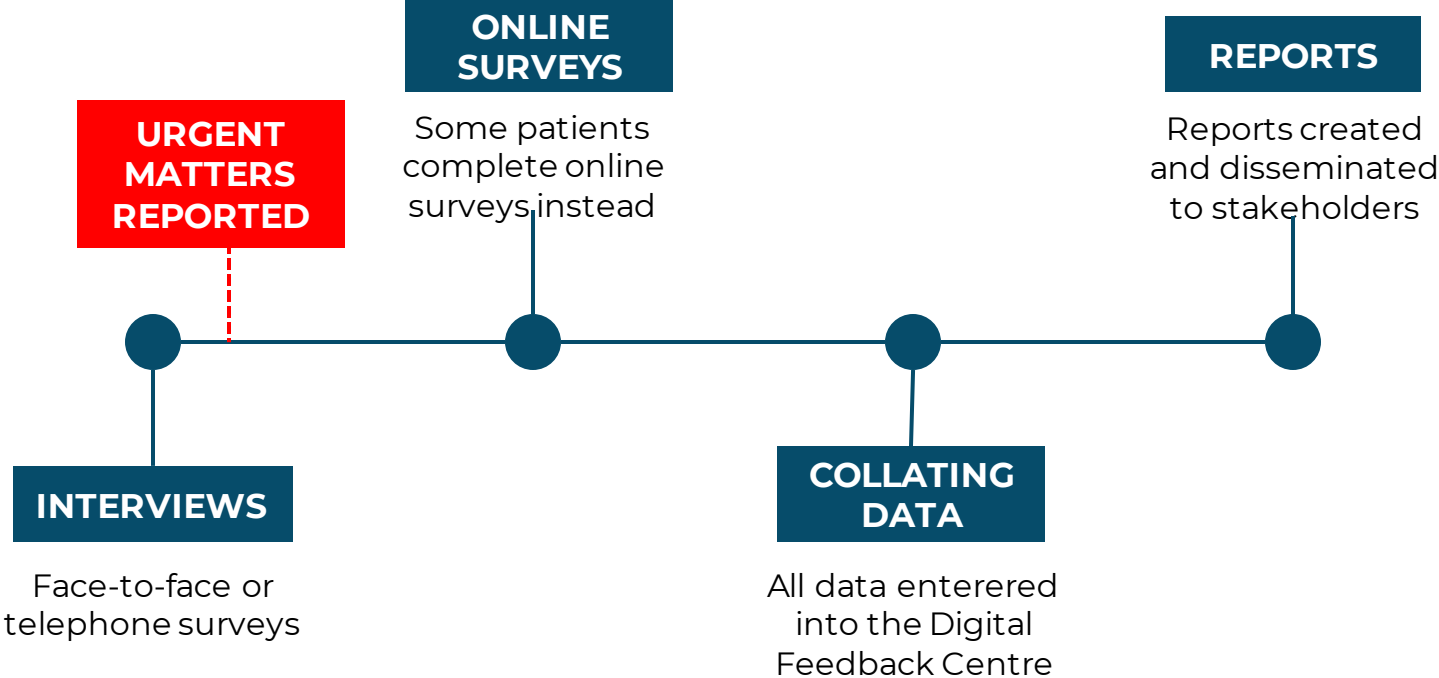


A NEW APPROACH

In adapting to these challenging new circumstances we developed and introduced a new model for our Patient Experience Programme, involving the collection of feedback via our zoom engagement sessions and collating existing online reviews from relevant platforms, such as NHS.uk, Care Home, Google reviews and Care Opinion.

This new approach has benefited residents through additional provision of information and signposting. As our service becomes further embedded across the borough, we expect greater awareness of our service and a subsequent increasing number of reviews.

DATA COLLECTION TIMELINE



DATA COLLECTION PROCEDURES

PATIENT CONCERNS

Where patients relay concerns about their treatment we inform them of their rights and the feedback and complaints mechanisms available to them. We also offer for a relevant Healthwatch staff member to call them to discuss the issue in more detail at a later date. This may be particularly relevant where a patient does not feel comfortable discussing the issue at that point or in that location. All patients are approached with empathy, patience and sensitivity.

SAMPLING

Whilst we aim to gather patient experience comments and reviews from a representative sample of the local population, we acknowledge that different people use different services at different times in their lives, and some not at all. Whilst all patients are asked for their monitoring information some do not wish to provide this. In support of our efforts to ensure feedback from all sections of the community, we recruit Patient Experience Volunteers with additional languages.

OUTREACH

The outreach element of our Patient Experience Programme is supplemented by our community engagement work and our website (www.healthwatchhf.co.uk), which people may visit independently to provide service feedback and comments. Our questions are uniform across the Digital Feedback Centre as well as the physically collected forms.

DATA COLLECTION PROCEDURES

STANDARDIZED FEEDBACK FORM

These patient experience comments and reviews are gathered using a standard form. The form asks the patient for simple star ratings on their overall experience, likelihood to recommend a service, treatment, booking and a number of other areas. In addition, there is a free text box where patients are asked to leave a review or feedback comments.

CONSENT & URGENT MATTERS

We approach every patient, capture their experience in their words and seek consent for their feedback to be published on the Healthwatch website, through the Digital Feedback Centre. People can leave their name or comment anonymously. At the end of each service visit, the Patient Experience Officer will relay any urgent matters requiring attention to the service manager. However, this was not possible during this quarter due to COVID-19 social distancing measures put in place by the UK government.

DATA COLLECTION FOR THIS REPORT



PERIOD

This report covers Q3
Oct – Dec 2020



REVIEWS

881 reviews were
collected




STAR RATING

The overall mean
star rating was 4.02
(the scale is 1 to 5,
with 5 being most
positive)

EXPLAINING THE DATA

We use the Digital Feedback Centre (on our website) and Informatics system (software sitting behind the Digital Feedback Centre) to capture and analyse patient experience feedback. The Informatics system is currently used by approximately 1/3 of the Healthwatch Network across England and it captures feedback in a number of ways:

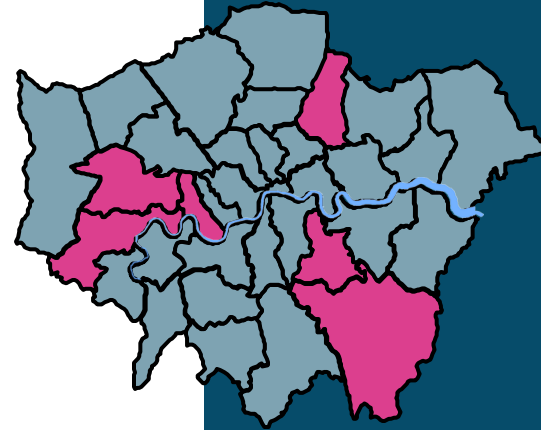
1. It asks for an overall star rating of the service, (between 1-5) 
2. It provides a free text box for comment
3. Its asks for a star rating against specific domain areas, (between 1-5). Unfortunately for this quarter as most of the reviews were collected online this information are not available.

In terms of reporting, the above provides Healthwatch with several data sets.

- Star ratings provide a simple snapshot average, both overall and against specific domain areas. Mean averages are used for comparison purposes.
- The free-text comment box is analysed in two different ways resulting in two different data sets. In the first instance, the Informatics system looks at the patient experience comment in its totality, using a sophisticated algorithm to analyse words and phrases in order to apply a sentiment score to the overall comment. The sentiment score is translated into an overall positive, negative or neutral sentiment. This is an automatic process. Where overall sentiment is highlighted in the report, it relates to this aspect of the process.

03

SUMMARY FINDINGS



- Borough
- Bromley
 - Ealing
 - H&F
 - Hounslow
 - Lewisham
 - Waltham Forest

881

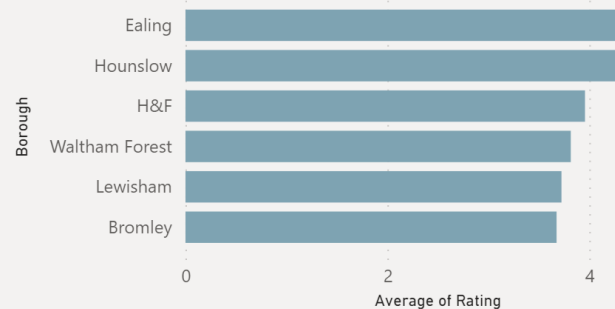
Count of Patients
Surveyed

Patients are asked to rate the service on a star system where 1 star means a very poor service and 5 stars means an excellent service.

Average of Rating



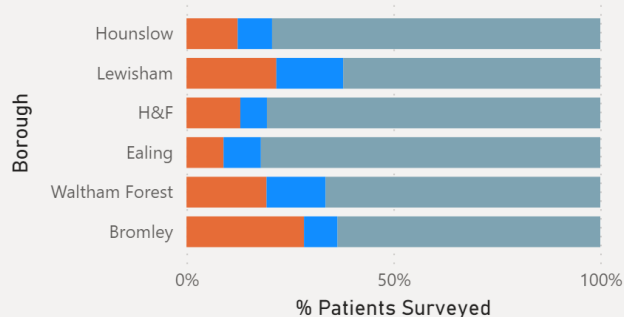
Average of Rating by Borough



Reviews are manually allocated a negative, neutral or positive sentiment.

% Patients Surveyed by Borough and Sentiment

Sentiment ● negative ● neutral ● positive



Frequently said words



Summary of all Pharmacies Oct 2020 - Dec 2020

Borough

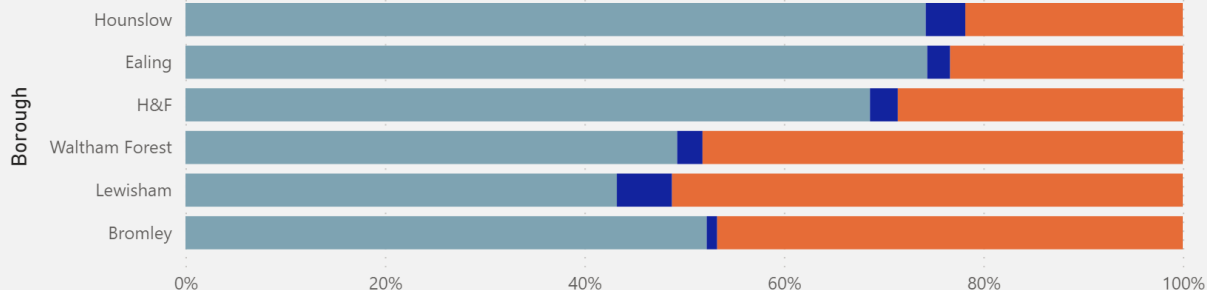
- Bromley
- Ealing
- H&F
- Hounslow
- Lewisham
- Waltham Forest

Select a Borough to see its individual performance.

Overall sentiment when asked about specific themes

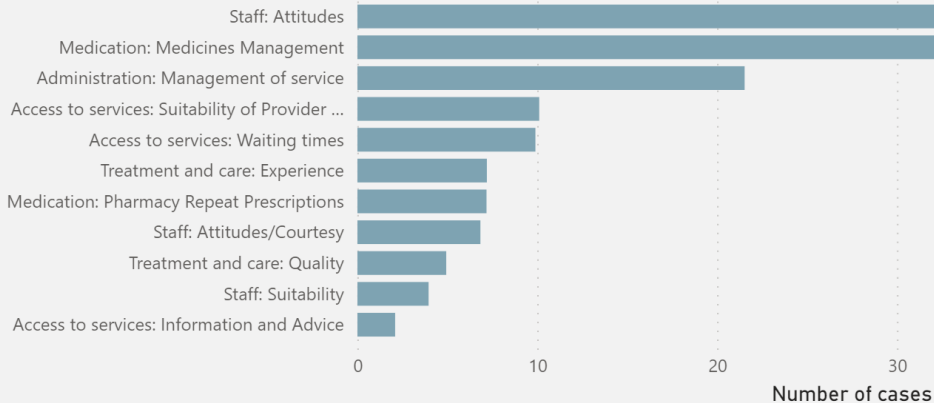
● Positive ● Neutral ● Negative

In surveys, participants tend to give more honest answers when asked to give a rating against specific topics. These scores are translated from star-ratings where 4/5 stars is positive, 3 stars is neutral and 1/2 stars is negative.



Main causes of dissatisfaction

Causes of dissatisfaction



This table shows the main* causes of dissatisfaction where patients rated the service as negative.

*where total n > 20.

COVID-19 OBSERVATIONS ACROSS THE BOROUGH



PPE & CLEANLINESS

Not wearing adequate mask and gloves.
Unclean surfaces.



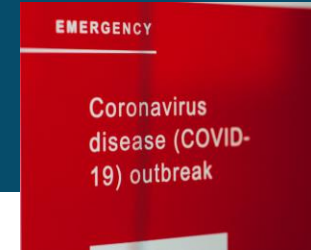
PROFITEERING

Taking advantage of handsanitizer and mask supply shortages.



DELIVERIES

Self-isolating patients appreciating home deliveries.

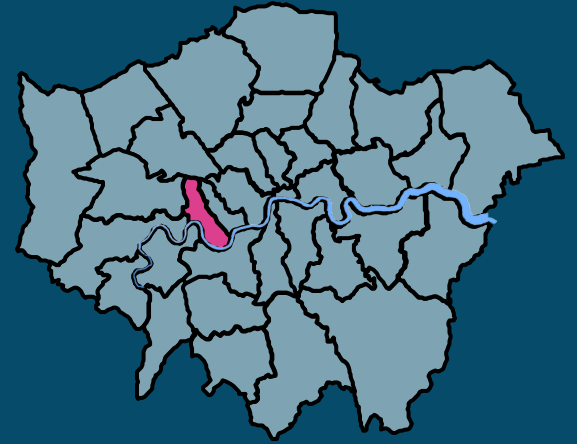


OUTBREAKS

No raising of awareness when there has been an outbreak among staff/customers.

04

HAMMERSMITH
& FULHAM

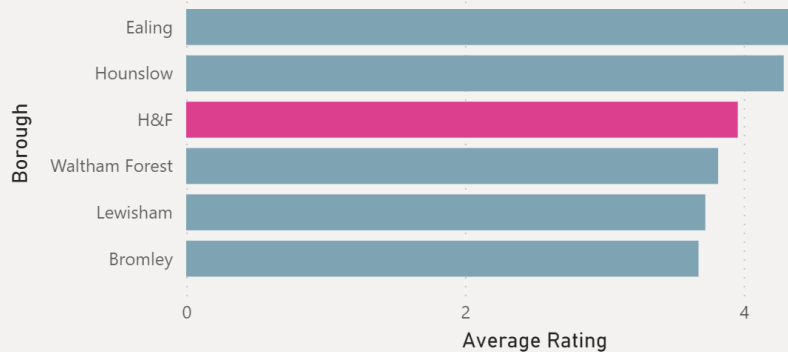


140
Patients Surveyed

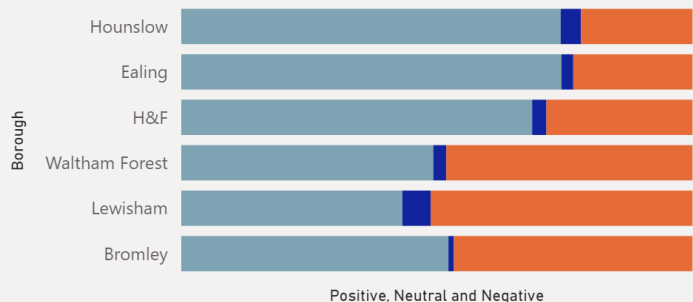
Average Rating



Average Rating by Borough

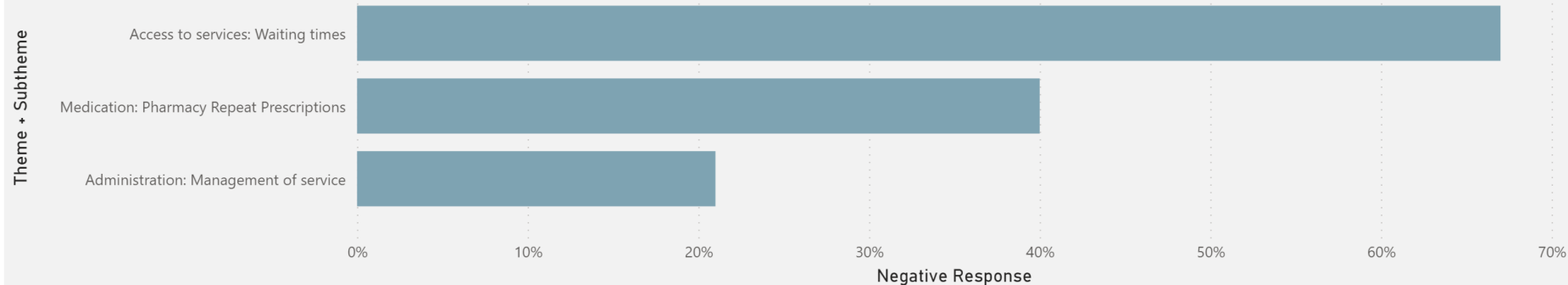


Sentiment Rating from Reviews



Hammersmith & Fulham pharmacies performed third best amongst the boroughs this quarter, with an overall rating of 3.95 out of 5 star rating.

Main Reasons for Dissatisfaction



When looking at individual categories, **Access to Services: Waiting Times** was the greatest cause for negative ratings for Hammersmith & Fulham pharmacies this quarter with 67% (n.8) being negative for this category. **Pharmacy Repeat Prescriptions** (40%, n.6) and **Administration: Management of Service** (21%, n.5) were also significant causes of negative ratings.

The reviews also highlight a number of grievances with rudeness and a lack of customer service.

Sample of Negative Reviews

It's a nightmare, the medicine is never on time, they is always a problem and I have to wait there for an hour for my medication. The management is poor, staff are not sure what they are doing. It's a total nightmare.

Never answer their phones and when they do they speak in a rude manner. Their pharmacy never have their phones on and it's meant to have a delivery service but it doesn't.

Rude staff with hostile attitude shocking behaviour. Very bad experience.

Very RUDE people. Worst customer service I've ever experienced.

HAMMERSMITH & FULHAM COMPLAINTS

Sample of 1 & 2 star reviews



Rude staff
with hostile
attitude
shocking
behaviour.”

“There are
always a
problem and
I have to wait
there for an
hour for my
medication.”



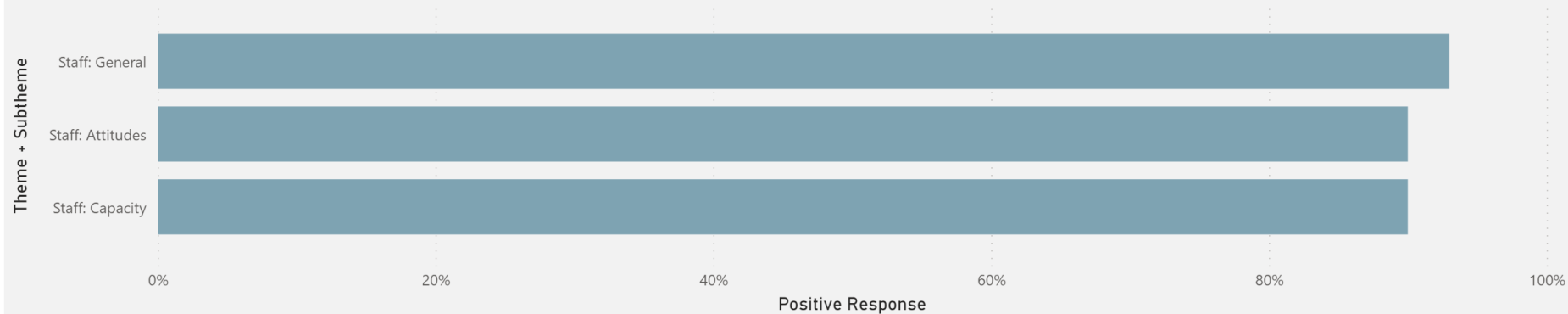
“Never
answer
their
phones
and when
they do
they speak
in a rude
manner.”



“My mother
who is
vulnerable
and a carer of
my elderly
father was
shouted today
by a staff
member.”



Main reasons for satisfaction



When looking at individual categories, **Staff: General** was the greatest cause for positive ratings for Hammersmith & Fulham pharmacies this quarter with 93% (n. 14) being positive for this category. **Staff: Attitudes** (90%, n.9) and **Staff: Capacity** (90%, n. 87) and were also significant causes of positive ratings.

The ratings are supported by the open text reviews with a number of occasions "staff friendliness" and "staff helpfulness" being cited.

Sample of Positive Reviews

Very nice staff, always have my prescription ready. Very helpful.

They are very efficient, very nice and helpful. Always on time with my prescription.

Great pharmacy, very nice staff, my prescription is always on time.

Friendly staff and shop got all toiletries and it's clean. great experience.

Amazing, friendly pharmacy! Great level of service, staff very polite and helpful went over and beyond to help with medication for my children, even followed up a few days later to see if everything was okay and if further help was needed.

Always excellent service; helpful and knowledgeable pharmacists.

HAMMERSMITH & FULHAM COMPLIMENTS

Sample of 4 & 5 star reviews



Great service,
the
pharmacists
are very nice
and helpful.”

“During the
peak of the
pandemic
they offered
to deliver my
medication.”



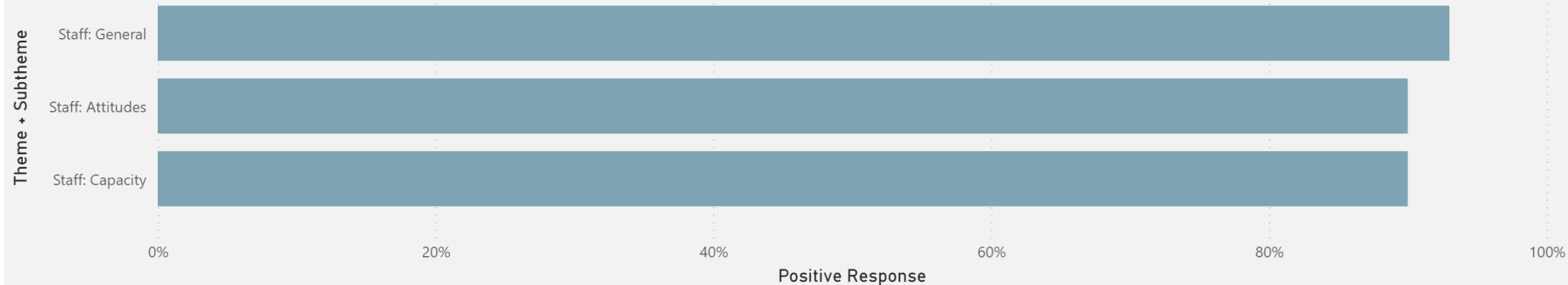
“It feels
very warm
and like a
village
pharmacy.”



“The
Pharmacist
was very
knowledgea
ble and easy
to talk to.”



Main reasons for satisfaction



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The ratings are supported by the open text reviews with a number of occasions "staff friendliness" and "staff helpfulness" being cited.

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05

**CONCLUSION
& NEXT STEPS**

CONCLUSION

Pharmacies have performed well for Q3 2020/21 across the boroughs. **Medicines Management** and **Customer Service** remain key areas for pharmacies to maintain high standards.

During the Covid-19 pandemic **patients are more aware of cleanliness and sanitised protective equipment** in pharmacies and this was commented on frequently. Similarly, **those self-isolating appreciated home delivery services** for prescription medication.

ACTION, IMPACT & NEXT STEPS

Present Findings

to various commissioning, provider and local authority led boards and committees.

Continue to Innovate

to engage in innovative ways during the COVID-19 social distancing measures in order to obtain patient feedback and experience.



Partner Meetings

to discuss the issues of concern and identify actions to take these forwards.

Promote our Service

through a range of platforms and services to capture a range of feedback and experiences.
