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Patient Experience
Pharmacies

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01

INTRODUCTION

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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**.

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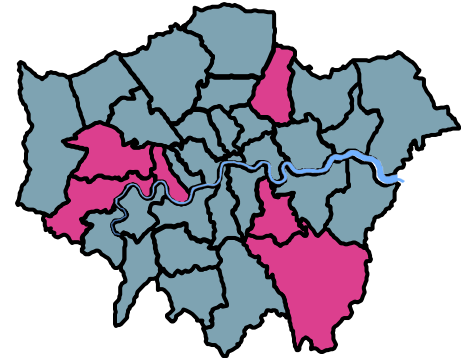
02
DATA COLLECTION

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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.
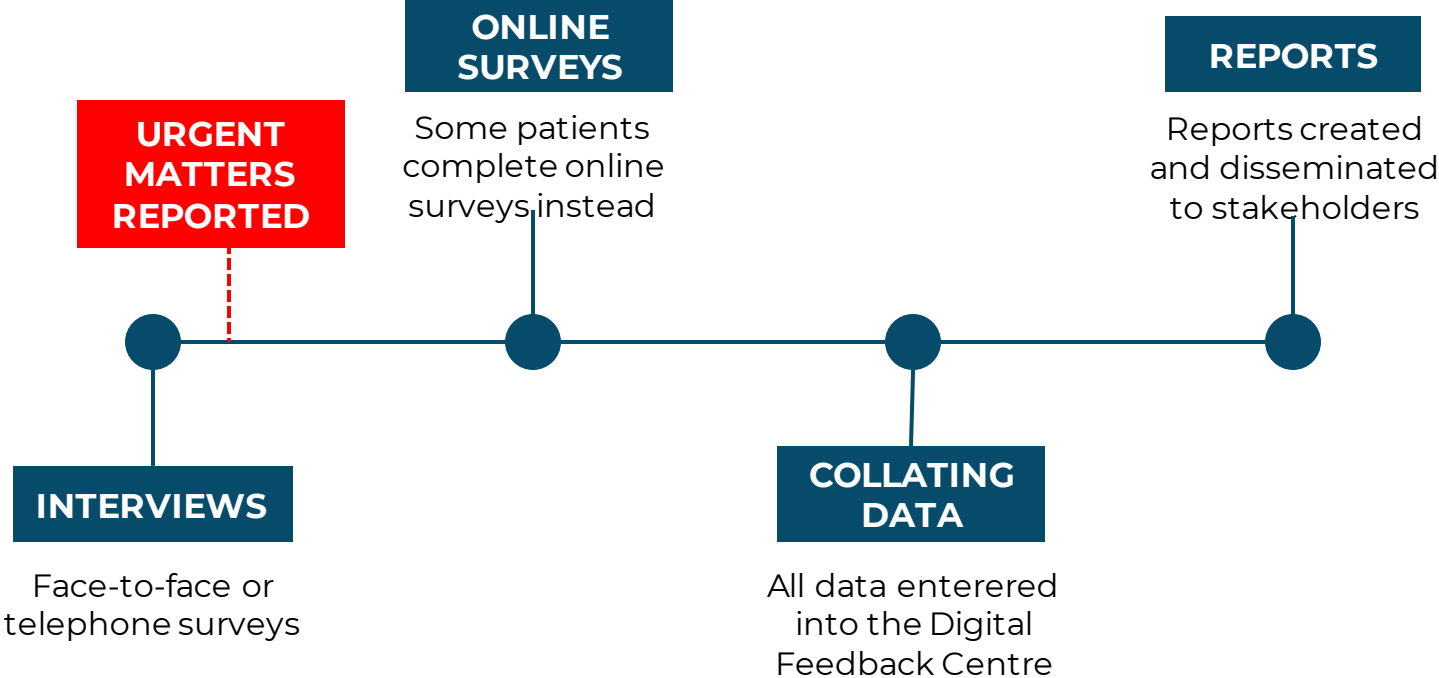

A NEW APPROACH
In adapting to these challenging new circumstances we developed and introduced a new model for our Patient Experience Programme, involving the collection of feedback via our zoom engagement sessions and collating existing online reviews from relevant platforms, such as NHS.uk, Care Home,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

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DATA COLLECTION TIMELINE

URGENT MATTERS REPORTED

ONLINE SURVEYS

Some patients complete online surveys instead

REPORTS

Reports created and disseminated to stakeholders

INTERVIEWS

Face-to-face or telephone surveys

COLLATING DATA

All data enterered into the Digital Feedback Centre

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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.healthwatchealing.org.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.

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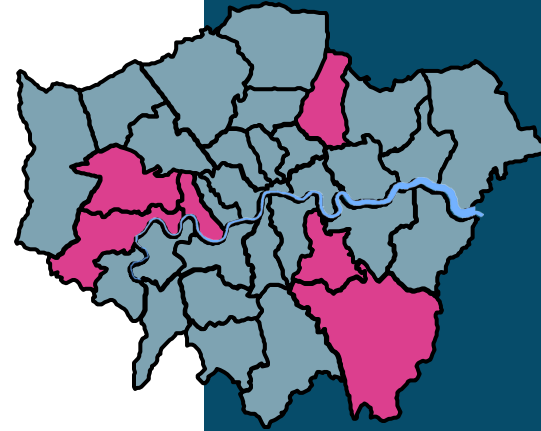
1.   It asks for an overall star rating of the service, (between 1-5) ⭐⭐⭐⭐⭐
2.   It provides a free text box for comment
3.   Its asks for a star rating against specific domain areas, (between 1-5). Unfortunately for this quarter as most of the reviews were collected online this information are not available.

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.

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SUMMARY
## FINDINGS

Summary of all Pharmacies Oct 2020 - Dec 2020

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

★★★★☆
80.50%   4.02/5

Average of Rating by Borough

% Patients Surveyed by Borough and Sentiment

Reviews are manually allocated a negative, neutral or positive 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.
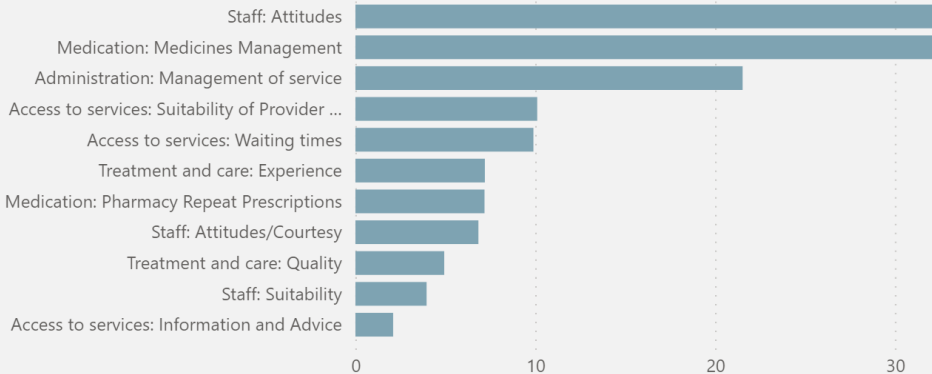
Overall sentiment when asked about specific themes

- 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 starts is negative.
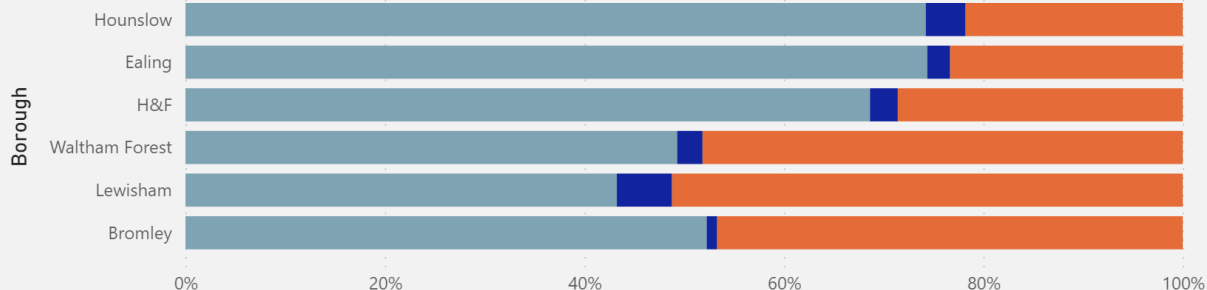
Main causes of dissatisfaction

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

*where total n>20.

COVID-19 OBSERVATIONS ACROSS THE BOROUGHS

PPE & CLEANLINESS

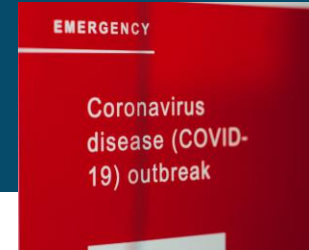Not wearing adequate mask and gloves. Unclean surfaces.

PROFITEERING

Taking advantage of handsanitzer and mask supply shortages.

DELIVERIES

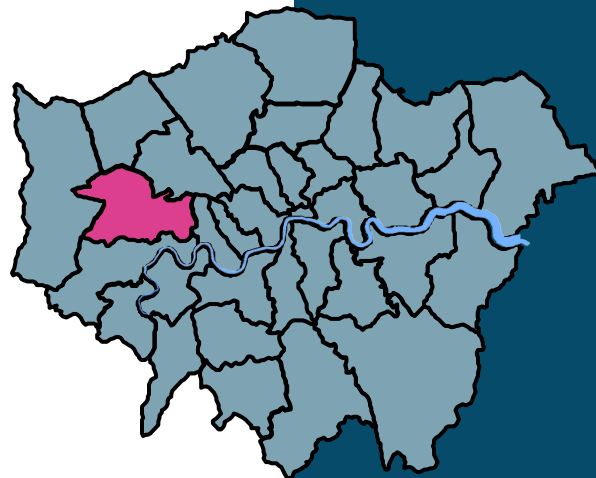Self-isolating patients appreciating home deliveries.

OUTBREAKS

No raising of awareness when there has been an outbreak among staff/customers.
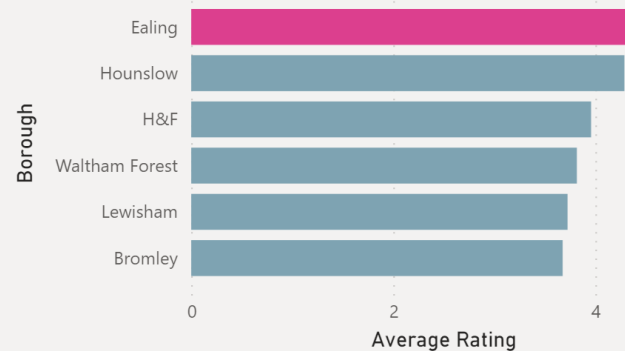
04
EALING

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Summary of feedback and rating for Ealing pharmacies.

133
Patients Surveyed

Average Rating

★★★★⯪

87.37%   4.37/5

Average Rating by Borough

Sentiment Rating from Reviews

● Positive ● Neutral ● Negative
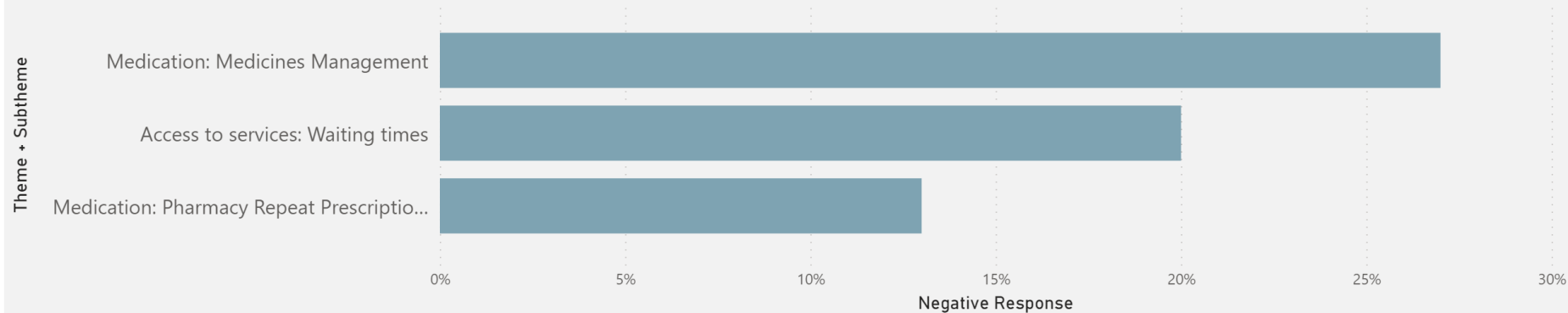

Positive, Neutral and Negative
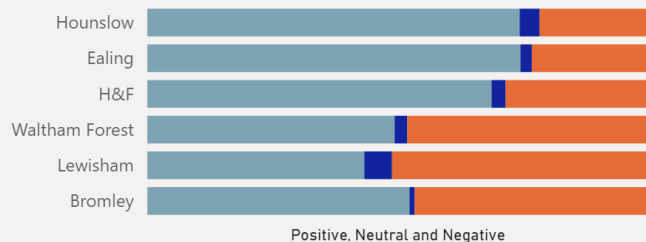
Ealing pharmacies were the best performing amongst the boroughs for this quarter, with an overall rating of 4.37 out of 5 star rating.

Top 3 causes of dissatisfaction and sample of negative reviews.

Main Reasons for Dissatisfaction

When looking at individual categories, **Medicines Management** was the greatest cause for negative ratings for Ealing pharmacies this quarter with 27% (n.8) being negative for this category.

Waiting Times (20%, n. 4) and **Pharmacy Repeat Prescriptions** (13%, n.4) were also significant causes of negative ratings. Qualitative reviews also highlight a number of grievances with pharmacies not answering their telephones and rudeness.

Sample of Negative Reviews

Used this place once as I was passing only to find out they then requested all of my future prescriptions be sent there without my knowledge or consent when I said about this in store, I got no apology and they was not a least bit surprised, so I'm guessi

Poor! Not much more to say. They are rude, unprofessional and never seem to get my medication correct! Also they never answer the phone and always give pathetic excuses and laugh when I explain my desperate situation. Plus I am always having to go back t

Poor service. They don't know how to speak to a customer. Too much bad attitude and a lack of knowledge.

Made me go two times back and forth to get the prescription signed by doctor, only to find after that they don't have the item quantity in stock

EALING COMPLAINTS

Sample of 1 & 2 star reviews

"Too much bad attitude and a lack of knowledge."

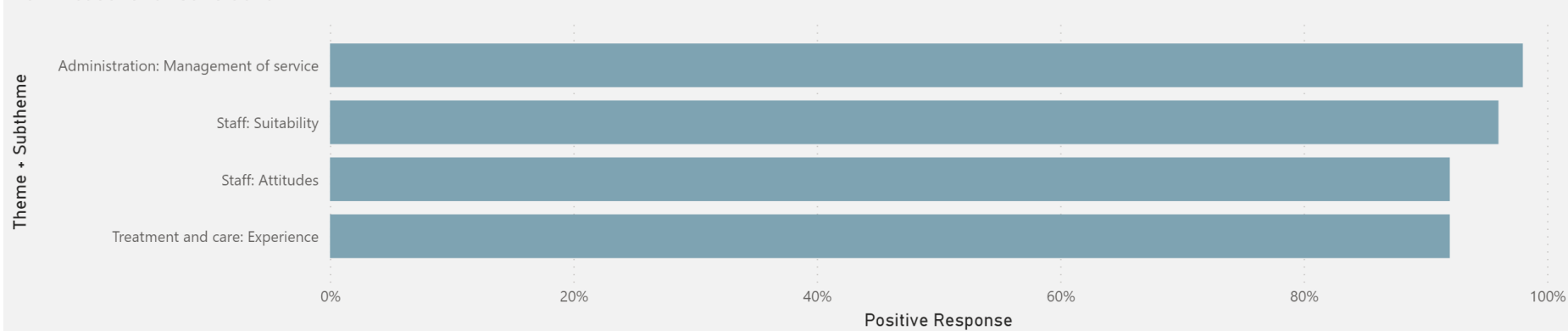"They are rude, unprofessional and never seem to get my medication correct!"

"The phone always went straight to answer-phone."

"Made me go two times back and forth to the get the prescription signed by a doctor."

Top 3 causes of satisfaction and sample of positive reviews.

Main Reasons for Satisfaction

When looking at individual categories, **Administration: Management of Service** was the greatest cause for positive ratings for Ealing pharmacies this quarter with 98% (n.39) being positive for this category. **Staff: Suitability** (96%, n. 24) and **Staff: Attitudes** (92%, n.43) were also significant causes of positive ratings.

The ratings are supported by the open text reviews which repeat on a number of occasions "friendliness" and "efficiency" of the staff and pharmacies.

Sample of Positive Reviews

A friendly and fast service.

A very efficient, fast and friendly service.

Always have everything we need. Very friendly and helpful staff.

Because I am shielding they deliver my medication and that is very important to me and they are very accurate with their delivery. Very accommodating,

Very well connected with my GP. They deliver my prescriptions well before I need them. Great work!

Wonderful, kind and reliable service. Always willing to go the extra mile for my family. They have saved us more than once! We don't go anywhere else.

EALING COMPLIMENTS ★★★★★★★★★★★

Sample of 4 & 5 star reviews

❝ ❝

Staff are extremely friendly and helpful."

"Anytime I phone they answer straight-away."

"Easily booked appointment online and was in the clinic 2 hours later."

"Very well connected with my GP. They deliver my prescription well before I need them."

05
CONCLUSION & NEXT STEPS

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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.

Partner Meetings

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

Continue to Innovate

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

Promote our Service

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