

Maternity services:

Bassetlaw Maternity services gets delivery perfect Using Fr3dom Health handheld solutions

About Bassetlaw

Bassetlaw Primary Care Trust (PCT) is an organisation that brings together General Practitioners (GP's), Community Nurses, Practice Nurses, other community services and other agencies dealing with health matters within the Retford area. Operating under the East Midlands Strategic Health Authority Bassetlaw is committed to developing effective working partnerships with other local stakeholders through developing and enhancing primary and community services that are offered to patients, carers and other service users. Working alongside local hospitals meet the needs of the local population and ensuring efficient application of resources is at the heart of enhancing services in Bassetlaw.

Introduction

Bassetlaw Public and Patient Involvement (PPI) lead Ray Johannsen-Chapman has been at the forefront of developing patient centred feedback for Bassetlaw. The requirement to better understand service delivery is a key area for the PCT as it continues to focus on the quality of services provided to the community. One area in which a study was required was Maternity Services. Traditionally paper based questionnaires have been used to explore the patient experience and while this was generating a certain level of insight it was felt more could be gained from a different approach. Having established the need to find new and stimulating ways to gather feedback from Maternity Services users the decision was taken to pilot handheld technology.

Situation

Maternity Services is an area where the experience the users receive is likely to inform not just the view of the service that a new mother may adopt, but also the view of her loved ones and support network as well. It was felt that the paper surveys completed by visitors were not generating the insights as to *why* users were rating services the way they were.

The opportunity arose to work with Bassetlaw and the Maternity Services to use the Fr3dom platform as the interviewing tool instead of paper. It was important that the questionnaire and interface was simple as interviews were in the main to be assisted self complete. (the respondent fills in themselves with help if required)

“ward2board’s implementation was immaculate, with a simple interface that all respondents were comfortable with. Recommending assisted self complete was a masterstroke as the involvement of staff in the interview process helped create a positive experience for respondents and real engagement between all parties.”
Ray Johannsen-Chapman PPI lead Bassetlaw Primary Care Trust

Managing the research process can be difficult for health care professionals. As Ray Johannsen-Chapman, PPI lead at Bassetlaw explains; “The fact that ward2board™ have research experts in house gave a lot of comfort in the set up and confidence in the results. This meant we could concentrate on our roles without worrying about paperwork, admin or if questionnaires were returned incomplete. In truth the service felt fully managed throughout and a lot easier than our usual process”.

**Bassetlaw PCT:
United Kingdom**

Research challenges

- Engage easily with respondents
- Keep the questionnaire short enough to maintain interest
- Include enough content to make the survey meaningful
- Rapid turnaround of data required



ward2board™ lite

- PDAs provided with software pre loaded and data cards included
- Managed service allowed coding to be completed quickly and to specification
- Rules engines ensured answers could not be missed
- Full instructions given on screen to help users throughout questionnaire

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Selection

Bassetlaw looked at a wide range of mobile data capture solutions. “We looked at a variety of suppliers, but ward2board™ was the only one we could rely on to deliver the flexibility and the quick turnaround we wanted.” explains Ray. “Add to this the expertise of The Picker Institute within the sector, and it became clear who we should use. We chose ward2board™.”

“As well as the all important technology, ward2board™ also provided practical and relevant advice. It is this ability to understand what we are trying to achieve and the empathetic approach to the sector that set it apart from other solutions.”

The solution

A fully integrated package of hardware, software and data was delivered. The ability of the ward2board™ platform to operate multiple languages was not required on this occasion but the ability to utilise as many questions as required on the platform meant no corners had to be cut.

All data collected was stored locally on the device until interviews were completed, when data was sent up on demand. All the data was fully encrypted and secure. With devices fully locked down only the designated application can run, ensuring accurate time and date stamping as well as high quality management information such as length of interview and accurate time and date of interviews were recorded automatically.

Reporting was a post process although all data was available from day one. Ward2board™ provided simple topline charts included in the project on the same day as the project finishing. For ongoing projects automated reporting is standard and where media assets are collected such as images or audio and movie clips a simple naming protocol is agreed and assets are stored in a simple download area for client access.

Results

It was not only the data that was invaluable. “During the course of interviewing our patients we found out that a change in midwife had a profound impact on the experience of our services. This has been acted on and now we have a direct action as a result of working with ward2board™. Their combination of consultancy, technology and methodology has delivered a lot more to users of Maternity Services in Bassetlaw than the surveys alone would have yielded” says Ray Johannsen-Chapman PPI lead at Bassetlaw PCT.

- 90 surveys completed
- 100% up time and availability of data
- 100% up time of devices and connectivity
- Same day turnaround for all results and raw data
- 5% respondent refusal

A significant impact was also made with the comments clients were happy to make. “from the positive question 44 respondents out of 90 commented. From the service improvement/negative question 42 respondents out of 90 commented. Traditional surveys, would have done extremely well to get more than 10 comments, incredible” added Ray.

**Bassetlaw PCT
United Kingdom**

At what stage did you first seek care during your pregnancy?
Select one answer below:

8 to 11 weeks

12-15 weeks

16-20 weeks

After 20 weeks

Not sure

Did not seek any care

Quit Q1 Back Next

Data capture

- Intuitive and easy to use
- Can not move forward until answer given
- Use of colour for ease of reading
- Quick and simple to explain
- Data quality 100%
- Data completion rate 100%
- No spoilt or incomplete records
- Assisted self complete meant only the right respondents were targeted

Please tell us anything that you think is good about the Service:
Record text in box below:

good staff in outreach centre. felt very comfortable.]

123 1 2 3 4 5 6 7 8 9 0 - = ⬅
Tab q w e r t y u i o p []
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Quit Q15 Back Next