

Patient Experience Pharmacies



October – December 2020

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01

INTRODUCTION

INTRODUCTION

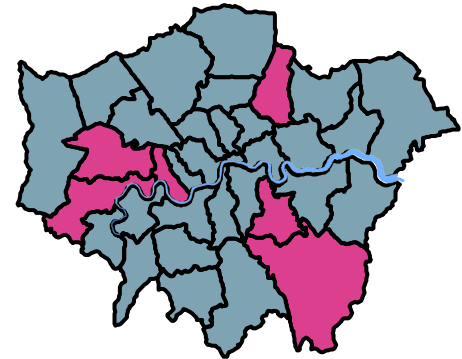
This Patient Experience Report for Healthwatch covers pharmacies in six London boroughs for the period October-December 2020. The Patient Experience Data Collection Programme comprises of ongoing in-person/telephone data collection and the Digital Feedback Centre which gather patient experiences all 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 Officer, 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.

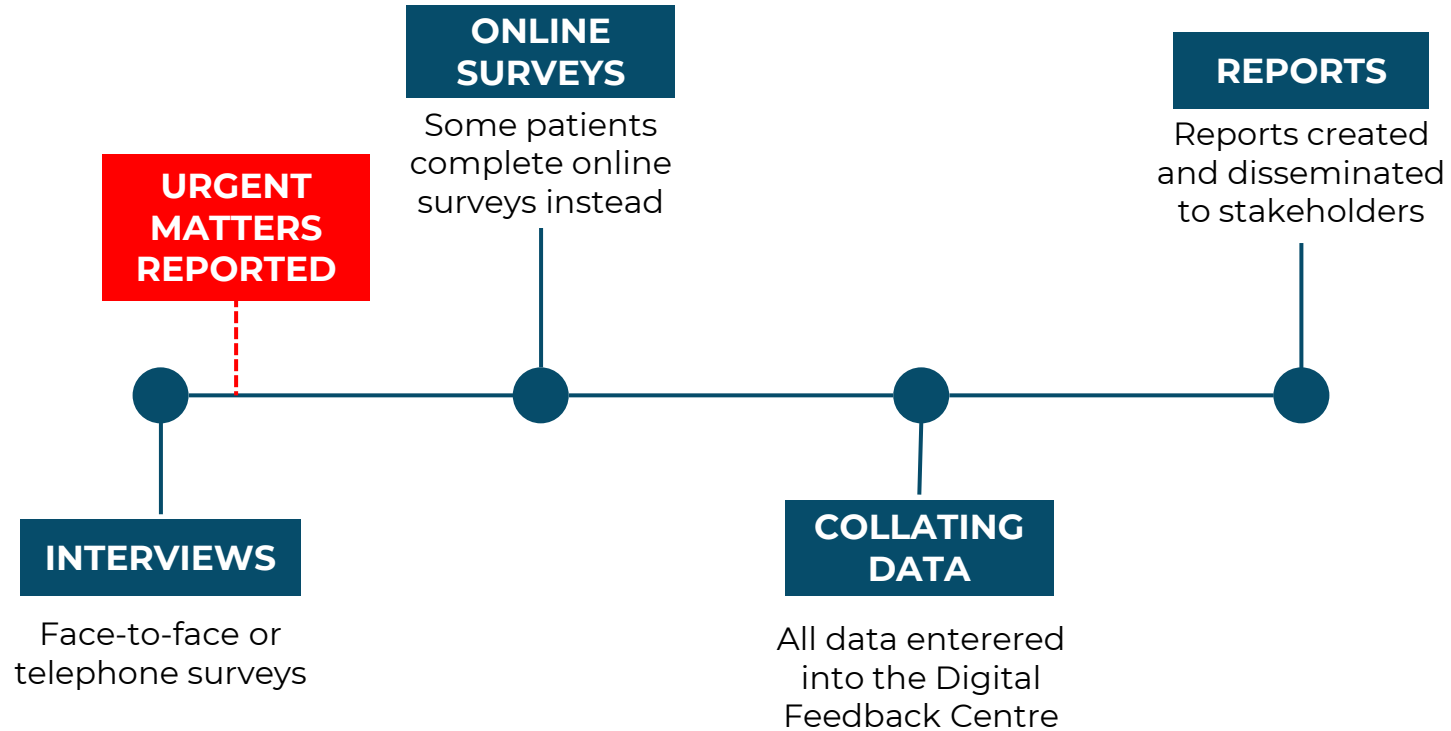


A NEW APPROACH

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, through direct telephone engagement 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. healthwatchhounslow.co.uk](http://www.healthwatchhounslow.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

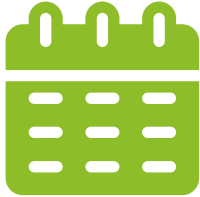
STANDARDISED FEEDBACK FORM

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 relevant 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:

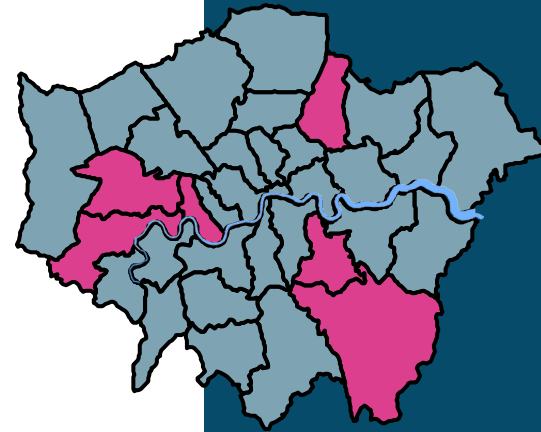
1. It asks for an overall star rating of the service, (between 1-5) 
2. It provides a free text box for comment
3. It asks for a star rating against specific domain areas, (between 1-5). Unfortunately for this quarter as most of the reviews were collected online this information is not available.

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



Summary of all Pharmacies Oct 2020 - Dec 2020

Borough

☐ Bromley

☐ Ealing

☐ H&F

☐ Hounslow

☐ Lewisham

☐ Waltham Forest

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

881

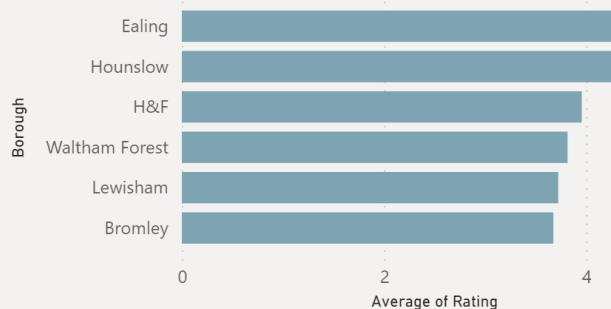
Count of Patients
Surveyed

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



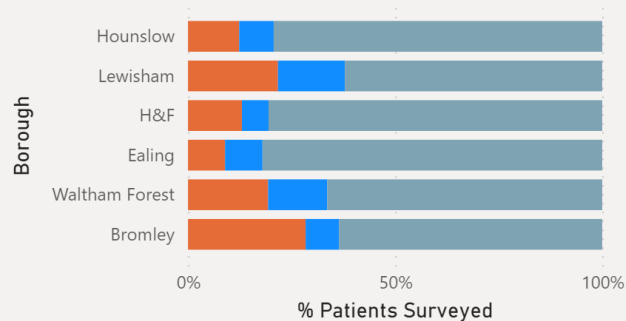
Average of Rating by Borough



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

% Patients Surveyed by Borough and Sentiment

Sentiment ● negative ● neutral ● positive



Frequently said words



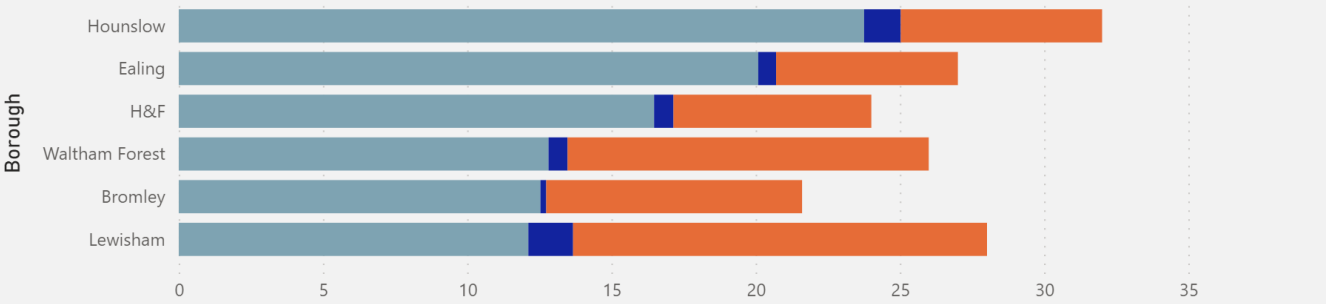
Summary of all Pharmacies
Oct 2020 - Dec 2020

Borough

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

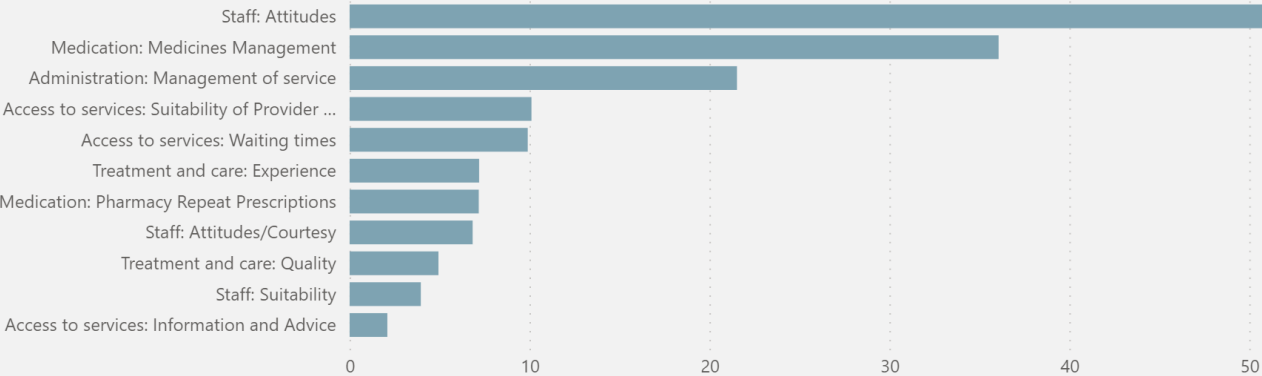
Overall sentiment when asked about specific themes

Positive Neutral 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.

Number of cases

COVID-19 OBSERVATIONS ACROSS THE BOROUGH



PPE & CLEANLINESS

Not wearing
adequate mask
and gloves.
Unclean surfaces.



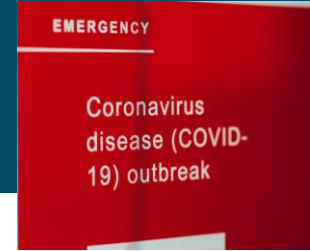
PROFITEERING

Taking advantage
of handsanitizer
and mask supply
shortages.



DELIVERIES

Self-isolating
patients
appreciating
home deliveries.

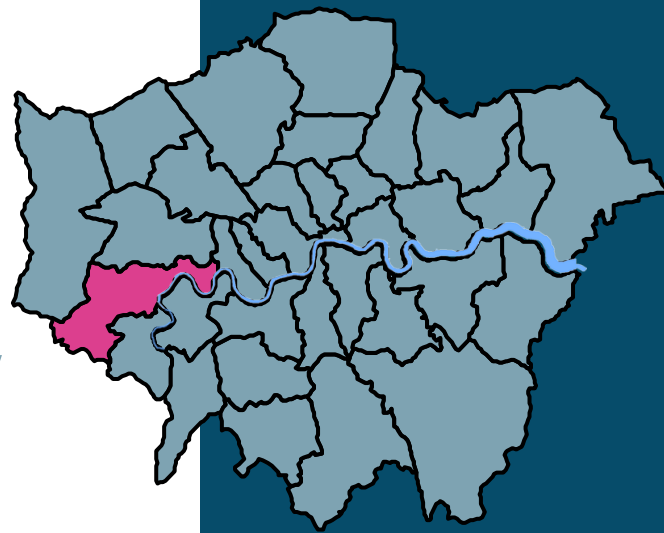


OUTBREAKS

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

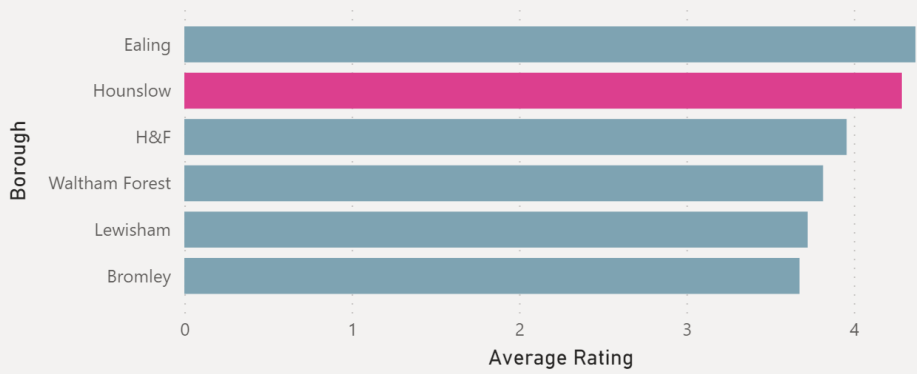
04

HOUNSLOW

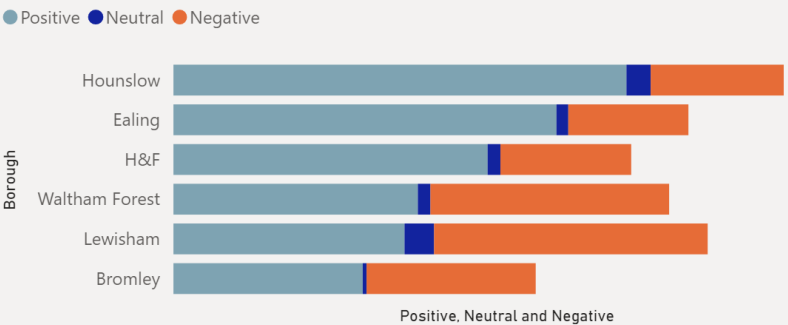




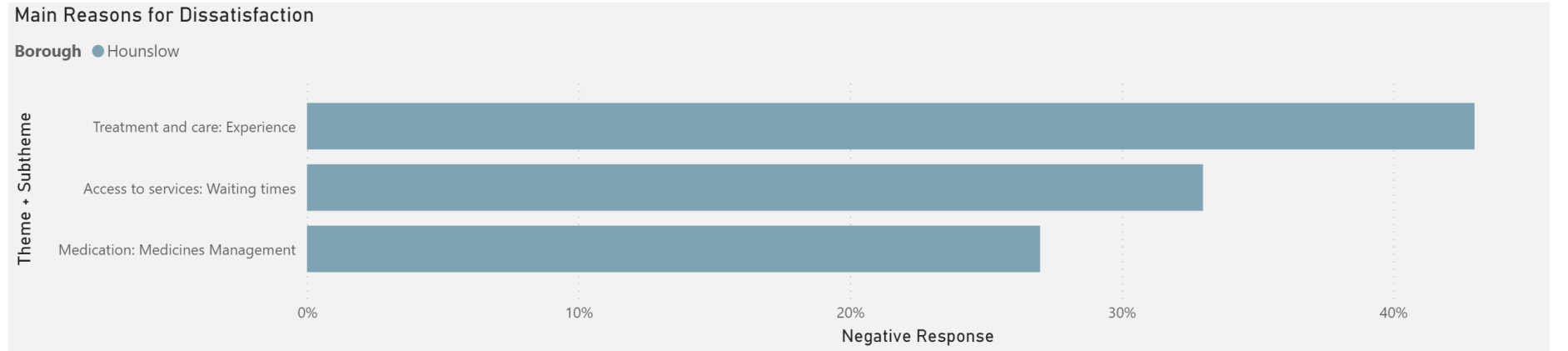
Average Rating by Borough



Sentiment Rating from Reviews



For this quarter, Hounslow had the most patients surveyed. Hounslow pharmacies performed second best in the borough this quarter, with an overall rating of 4.29 out of 5 star rating.



When looking at individual categories, **Treatment and Care: Experience** was the greatest cause for negative ratings for Hounslow pharmacies this quarter with 43% (n. 6) being negative for this category. **Waiting Times** (33%, n. 5) and **Medication: Medicines Management** (27%, n.4) were also significant causes of negative ratings. The reviews also highlight grievances with pharmacies not answering their telephones, profiteering on Covid-19 tests and staff rudeness.

Sample of Negative Reviews

Cranford is a highly affected area of COVID-19, the staff are going in the shop floor and none of the two staff members I saw was wearing a mask, this is really concerning virtually every store in Cranford is wearing a mask, apart from the store that deal

I have an urgent prescription and the lady in there said it would arrive in two days and she didn't even bother to order it and denied all knowledge.

The staff and manager here are rude, they have no idea of customer service. They need to be trained on how to treat customer service.

They don't answer calls, they need to hurry up to answer the phones.

They have poor customer service and limited product range.

HOUNSLOW COMPLAINTS

Sample of 1 & 2 star reviews



“

The staff don't know the meaning of customer service.”

“I went in and wasn't even assisted properly when in need!”

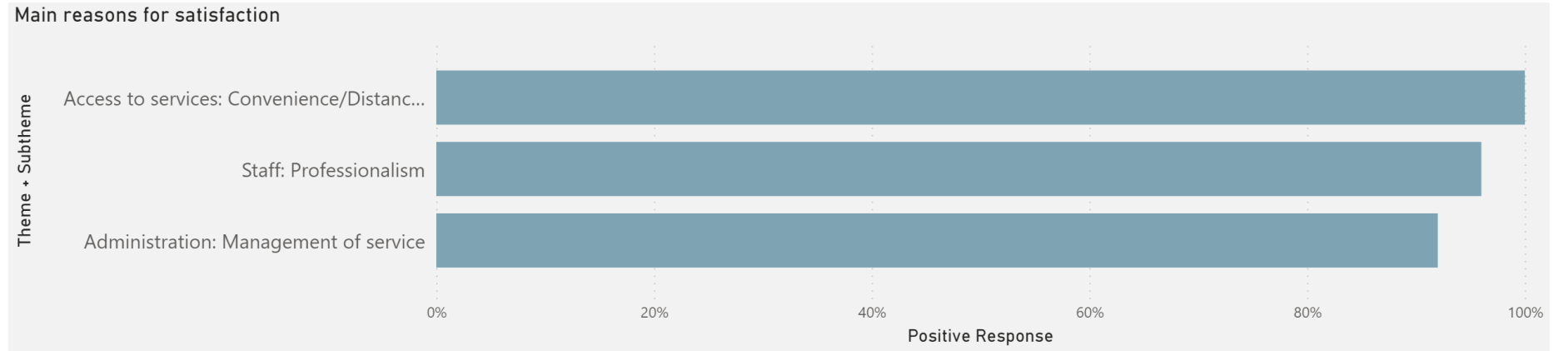


“They also very hardly have anything, I always have to order online.”



“The staff and manager here are rude, they have no idea of customer service.”





When looking at individual categories, **Access to Services: Convenience/Distance to travel** was the greatest cause for positive ratings for Hounslow pharmacies this quarter with 100% (n.7) being positive for this category. **Staff: Professionalism** (96%, n. 22) and **Administration: Management of Service** (92%, n.72) were also significant causes of positive ratings. From the open text question, patients commented on "politeness" and "pleasantness" being factors in their higher ratings and also "cleanliness" and "covid-19 testing."

Sample of Positive Reviews

- Brilliant pharmacy. The pharmacist is fantastic as well as the staff. They are all very polite, caring and helpful.
- I did the covid-19 travel test at the pharmacy and the crew were very helpful. They are so professional.
- It is always very efficient here and they are always on time. They have been very helpful recently.
- Many years of great service. They are always prompt with delivery and have always gone the extra mile to help us.
- Medicines are always there, they are pleasant, nice and feels like a family to me.
- The service here is efficient and the place is very clean.

HOUNSLOW COMPLIMENTS

Sample of 4 & 5 star reviews



The staff are extremely helpful and trustworthy.”

“The service here is very efficient, I'm very thankful.”



“They are always prompt with the prescriptions, helpful and deliver whenever I can't pick them up.”



“All the staff are so friendly and nothing is too much trouble.”



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.
