healthwatch Bromley

Patient Experience
Pharmacies

October – December 2020

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01

INTRODUCTION

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INTRODUCTION

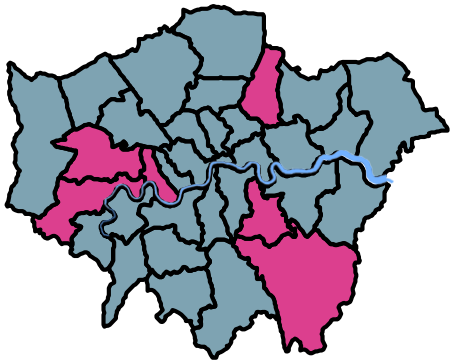
This Patient Experience Report for Healthwatch covers pharmacies in six London boroughs for the period October-December 2020. The Patient Experience Data Collection Programme comprises of ongoing in-person/telephone data collection and the Digital Feedback Centre which gather patient experiences all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

healthwatch Bromley

DATA COLLECTION METHODS DURING COVID-19

FACE TO FACE CONVERSATIONS

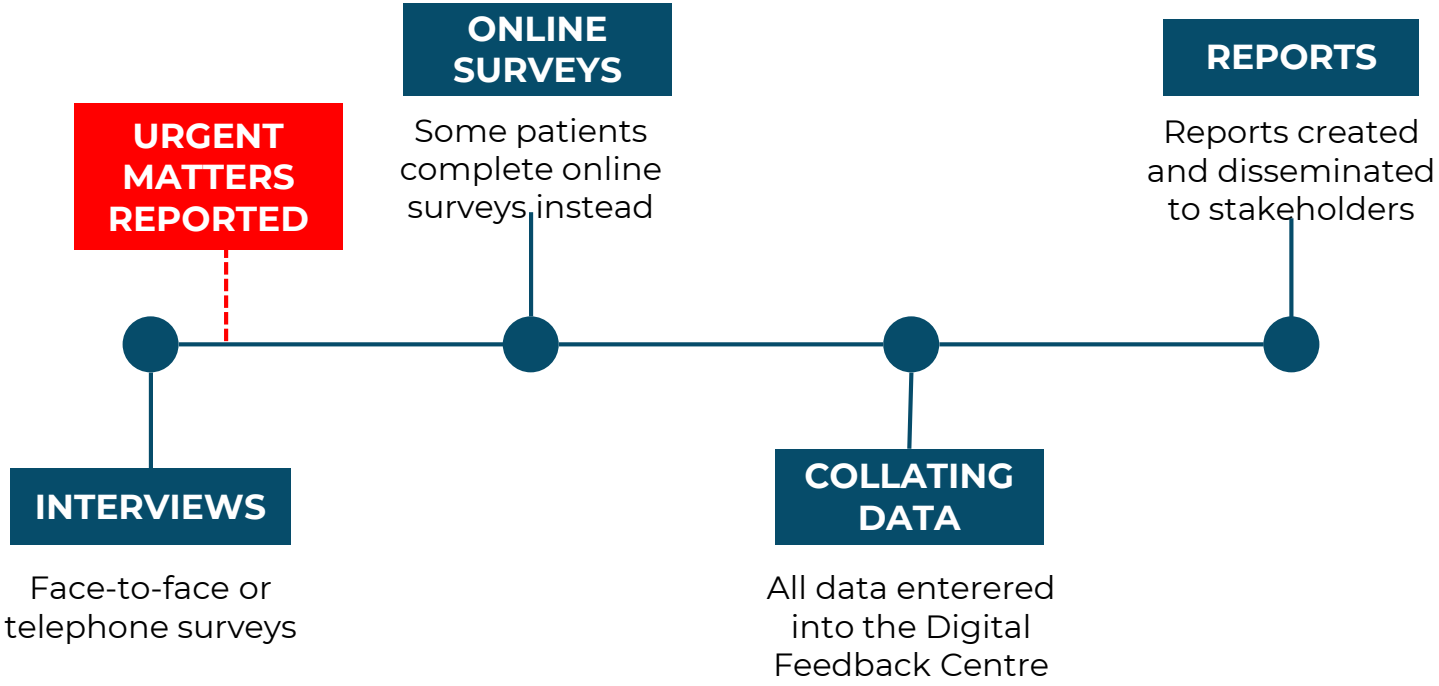
Normally, our Patient Experience Officers, supported by a team of volunteers, visit health and social care services daily to talk to and hear from patients, service users, carers and relatives about their experiences of local services. Due to COVID-19, we have been unable to carry out our traditional 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 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 our 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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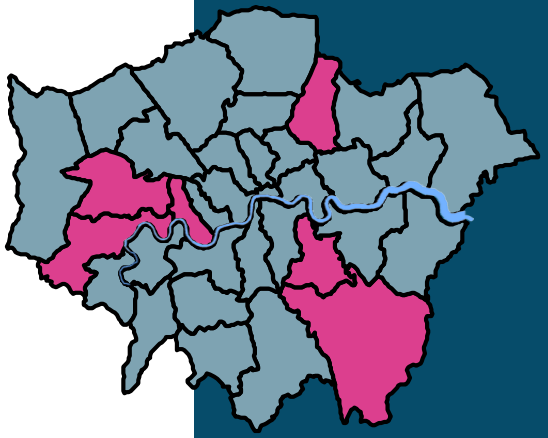
SUMMARY FINDINGS



healthwatch Bromley

Summary of all Pharmacies
Oct 2020 - Dec 2020

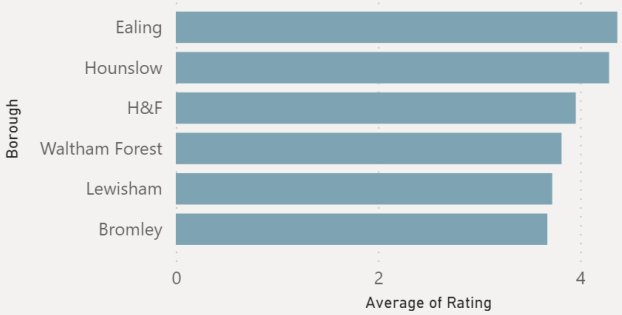
Borough
- Bromley
- Ealing
- H&F
- Hounslow
- Lewisham
- Waltham Forest

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.

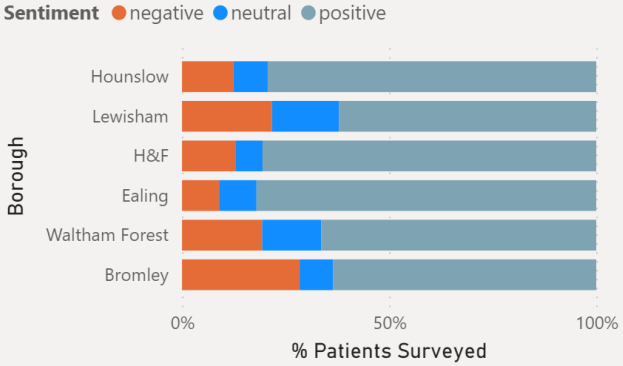
Average of Rating

Average of Rating by Borough



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

% Patients Surveyed by Borough and Sentiment



Frequently said words

Summary of all Pharmacies
Oct 2020 - Dec 2020

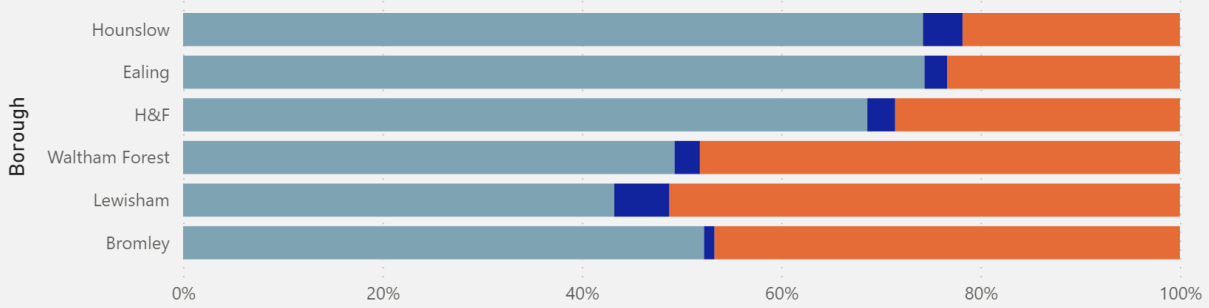
Borough

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

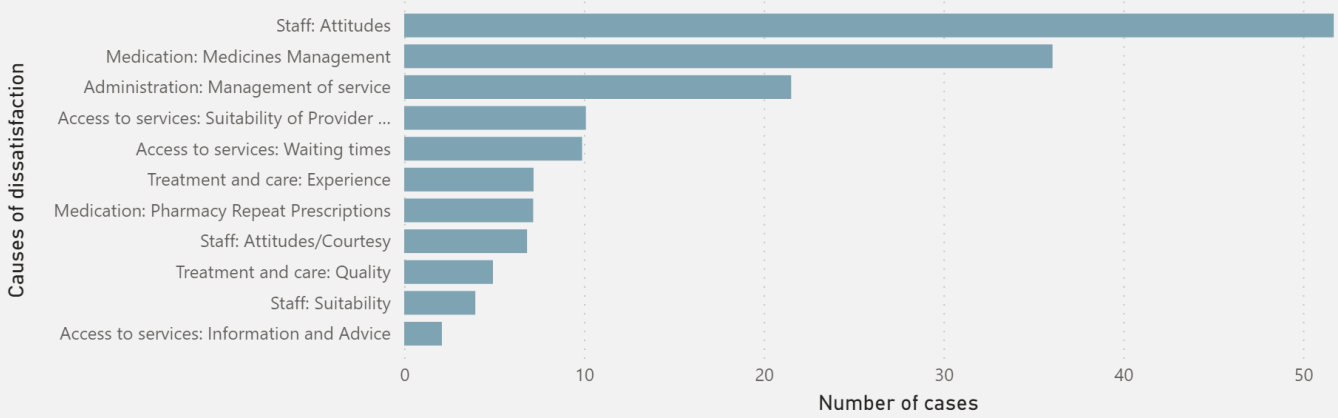
Select a Borough to see its individual performance.

Overall sentiment when asked about specific themes

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

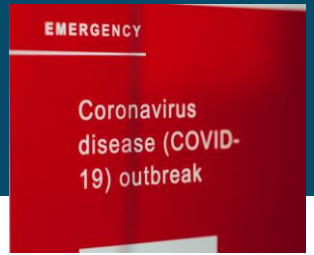
Not wearing adequate mask and gloves. Unclean surfaces.

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.

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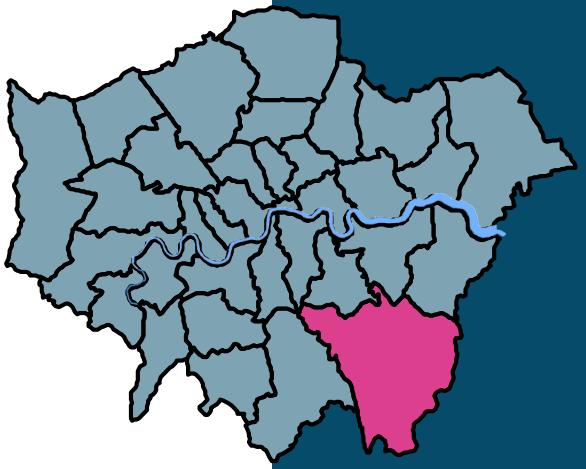
BROMLEY



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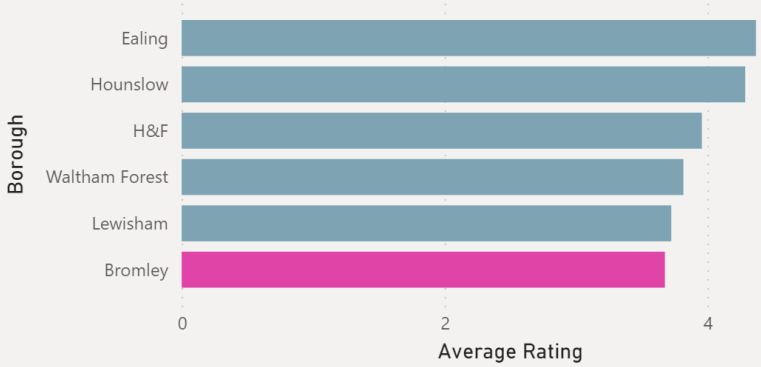
Bromley
Oct 2020 - Dec 2020

Summary of feedback and rating for Bromley pharmacies.

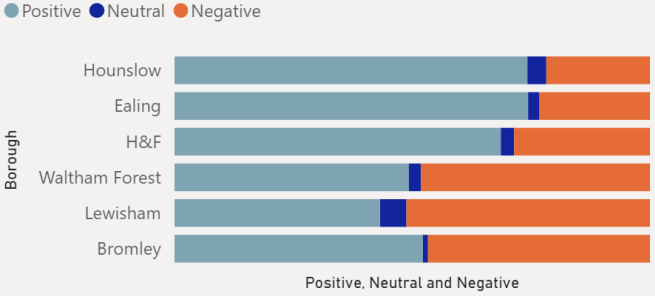
74
Patients Surveyed

Average Rating

Average Rating by Borough



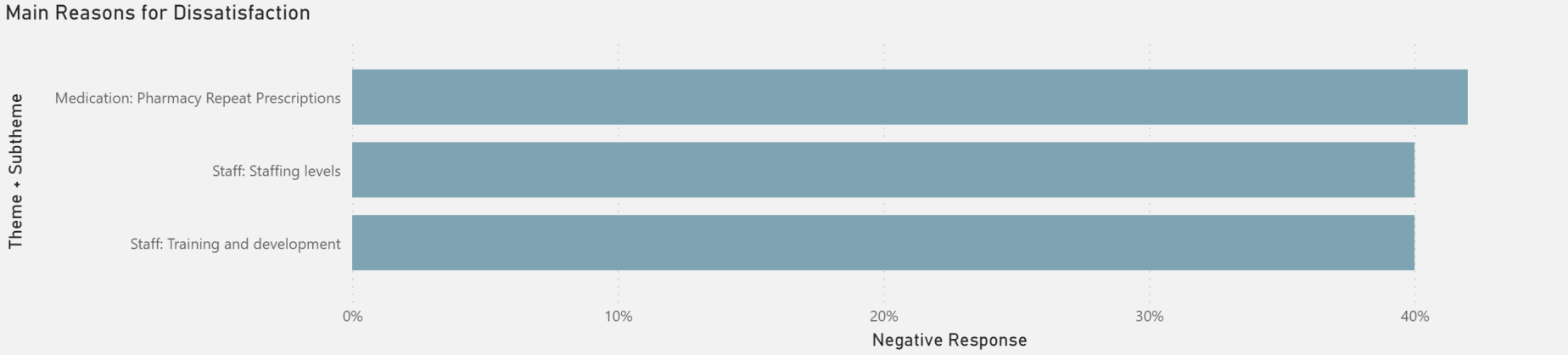
Sentiment Rating from Review



Bromley pharmacies performed least well of the boroughs this quarter, with an overall rating of 3.68 out of 5 star rating, compared with the borough average of 4.02 stars. However, the borough had the smallest number of patients surveyed which reduces the generalizability of the feedback.

Bromley
Oct 2020 - Dec 2020

Top causes of dissatisfaction and a sample of negative reviews.



When looking at individual categories, **Medication: Pharmacy Repeat Prescription** was the greatest cause for negative ratings for Bromley pharmacies this quarter with 42% (n. 8) being negative for this category. **Staff: Suitability** (40%, n. 6) and **Staff: Training and Development** (49%, n.6) were also significant causes of negative ratings.
In the open text reviews, "slow service" and "staff rudeness" and "waiting times" appeared a number of times.

Sample of Negative Reviews
Zero rating. Horrible service. I went to return the items they refused it directly. Rude behaviour . And items are over priced . At least by 30% higher
You either get wrong medicines or wait for at least 45 minutes ! No great updates while you wait, all staff has their own thing going on without noticing someone's waiting for longer than advised so far maybe they should be notified it's going to be furt
Very poor customer service. They are not able to provide information when asked about dosages relating to a medicinal product.
Usually slow and unhelpful staff.
Thieving gits Charged me twice for one prescription. When I challenged them , I was told that's the system. Go anywhere else if you can.
There is a really miserable pharmacy assistant in Tesco Extra Orpington, really opinionated and never friendly

BROMLEY COMPLAINTS

Sample of 1 & 2 star reviews

“The staff members are rude and aggressive.”

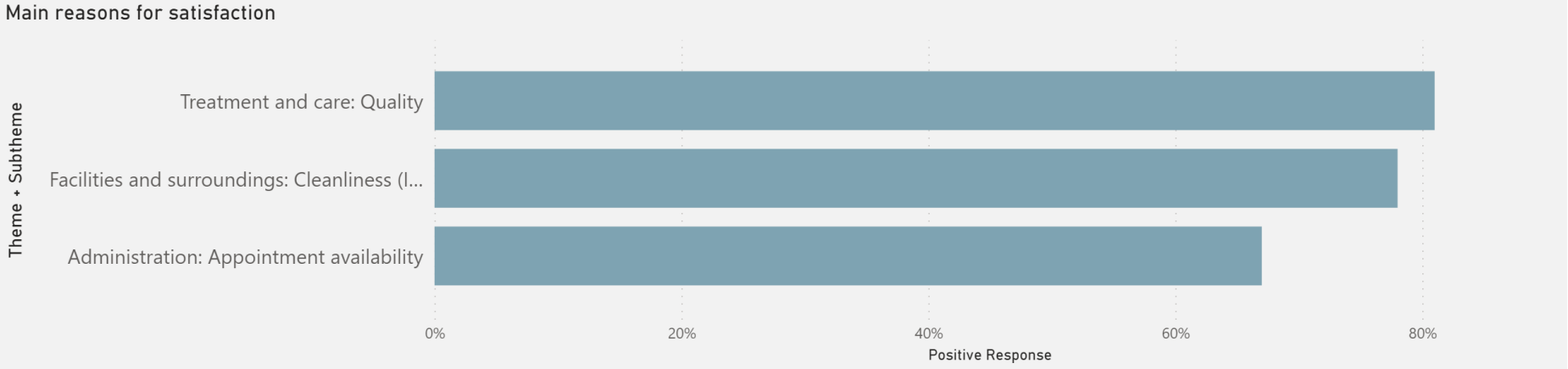
“It's impossible to contact them by phone they just don't answer. ”

“Slow service and big queues.”

“Last prescription pickup took an hour and a half wait.”

Bromley
Oct 2020 - Dec 2020

Top causes of satisfaction and sample of positive reviews.



When looking at individual categories, **Treatment & Care: Quality** was the greatest cause for positive ratings for Bromley pharmacies this quarter with 81% (n.21) being positive for this category. **Cleanliness** (78%, n.7) and **Appointment Availability** (67%, n.43) were also significant causes of positive ratings. From the open text question, patients commented on friendliness of staff, covid safety measurements being in place and efficiency.

Sample of Positive Reviews
Would highly recommend, sorted out multiple travel vaccinations with scheduled appointments to ensure I was fit and safe to travel.
Wonderful place with extremely friendly, welcoming and professional staff. You're always made to feel comfortable and the service is also superb.
Very straight forward, friendly and professional service with in a clean and modern environment. Highly recommended this place!
Very helpful, professional and friendly. I booked a last minute vaccine appointment- it was easy to book and much more affordable than other travel clinics in London.
Very happy with my pharmacy. They are wonderful.
This is such a helpful and pleasant pharmacy, I get my medication electronically now and everything is smooth.
This has been my family pharmacy for 45 years. The staff is fantastic, knowledgeable and very helpful.
They have an amazing staff who are very efficient.
They are very good and organised

BROMLEY COMPLIMENTS

Sample of 4 & 5 star reviews

"Great local pharmacy, has everything you need."

"The staff are fantastic, knowledgeable and very helpful.

"Excellent service, all of the staff are so helpful and friendly."

"I admire their work ethics. Very polite individual, and they make you feel comfortable."

5

CONCLUSION & NEXT STEPS

healthwatch Bromley

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.