



○ **Sussex Friends & Family  
Sentiment Reaction**

Hertzian Health+



# INTRODUCTION

## Sussex Partnership

NHS Foundation Trust

### The Challenge

Hertzian were contacted by Scott Durairaj, Director of Patient and Carer Experience at The Sussex Partnership (now National Programme Delivery Director at NHS England). Scott was interested in Hootvox, our Digital-First Friends and Family style Patient Feedback software and Hertzian Health, our Sentiment Analysis Software. Following a demonstration, Scott arranged for the Sussex Partnership to provide Hertzian with a data feed including more than 8,000 existing Friends and Family Test and Carer Survey comments to be analysed.

### The Problem

All NHS Trusts face at least two common problems with their Patient Feedback.

1. They have large amounts of Patient Feedback collected via F&FT and other surveys which they have to sort manually to identify any patterns or topics for quality improvement (QI) work.
2. The F&FT does not provide NHS Trusts with any useful form of measurement so Trusts cannot easily understand if their QI work is leading to improvement.

The CQC currently use 'Risk Profiles' to help them identify Trusts and Hospitals for inspection, however 'Risk Profiles' have proven to be unreliable. Often CQC inspectors will turn up to inspect a provider and everything is fine in which case they waste their time, or alternatively they turn up to find a crisis, in which case they are woefully late.

## Hertzian Health

Hertzian are a leading UK provider of Artificial Intelligence Software. Developed initially for the Computer Games industry, our Sentiment Analysis Software identifies key patterns amongst large volumes of user feedback.

### How?

Hertzian sorts data to understand and rate customer sentiment within written text making it searchable by category and presenting it using easy to understand graphics to help set key actionable points with the aim of improving the customer experience.

To find out more, go to <http://www.hertzian.co.uk>

# THE RESULTS

Hertzian have analysed staff and patient feedback from The Sussex Partnership and have provided them with an interactive online dashboard which allows them to sort their 8,000+ F&FT comments by subject at the touch of a button.

Hertzian also allows The Sussex Partnership to see and track sentiment scores by ward, and by two sets of pre-determined categories. The CQC's Key Lines of Enquiry and Caman's Healthcare Dimensions' which we added following a suggestion from Scott Durairaj who studied \*Carman as part of his research into healthcare quality measures.

We have produced the report below which displays a sentiment output in the same style as a CQC report.

The Friends and Family Test itself is a fairly blunt instrument and has received plenty of criticism in the past for its many faults. However it has collected 30 million pieces of patient feedback (and counting) which Hertzian can transform into something very useful for Nurses, Managers, Hospitals, Trusts, Commissioners, NHS England, Academics and The CQC.

We are planning a further trial of our software with The Sussex Partnership including use of our Digital-First F&FT Software which we expect to perform much better than existing F&F solutions and will have a significant impact on the output of our sentiment analysis software.

Based upon initial conversations we expect adoption of our software will realise a cost saving for The Sussex Partnership of between 30% and 50%. It will perform much better in terms of cost, quality and delivery and will provide the Trust with additional features that will deliver indirect cost savings and help them to measure and significantly improve the patient experience.

## Cause / Opportunity

1. F&FT Surveys do not include or allow for any kind of reliable measurement.
2. Patient Feedback cannot be sorted by date or theme etc...
3. Patient Feedback cannot be considered as a whole over time, it can only be understood as snapshots.
4. F&FT surveys cannot easily be used for QI work.
5. Existing manual methods of sorting F&FT comments are labour intensive and very costly.



# OVERVIEW

	Safe	Effective	Caring	Responsive	Well Led	Overall
Brighton	Requires Improvement	Requires Improvement	Inadequate	Good	Requires Improvement	Requires Improvement
East Sussex	Requires Improvement	Requires Improvement	Inadequate	Requires Improvement	Requires Improvement	Requires Improvement
Hampshire	Inadequate	Inadequate	Requires Improvement	Requires Improvement	Requires Improvement	Requires Improvement
Kent	Requires Improvement	Requires Improvement	Inadequate	Good	Requires Improvement	Requires Improvement
West Sussex	Requires Improvement	Requires Improvement	Requires Improvement	Good	Good	Good
Overall	Requires Improvement	Requires Improvement	Inadequate	Good	Requires Improvement	Requires Improvement



# WEST SUSSEX WARD BREAKDOWN

	Safe	Effective	Caring	Responsive	Well Led	Overall
Adur, Arun and Worthing	Not Rated	Requires Improvement	☆ Outstanding	Good	Requires Improvement	Good
Amber Ward	Inadequate	Requires Improvement	Good	Inadequate	Inadequate	Good
Chichester AOT	Not Rated	Not Rated	Not Rated	Not Rated	Not Rated	Not Rated
Chichester Liaison Team	Not Rated	Not Rated	Good	☆ Outstanding	Not Rated	Good
Complex Trauma	Not Rated	Not Rated	Not Rated	Not Rated	Not Rated	Not Rated
Coral Ward	Requires Improvement	Inadequate	Inadequate	Inadequate	Good	Requires Improvement
Jade Ward	Good	Good	☆ Outstanding	☆ Outstanding	Good	Good
Larch Ward	☆ Outstanding	Good	☆ Outstanding	☆ Outstanding	☆ Outstanding	Good



# WEST SUSSEX WARD BREAKDOWN

	Safe	Effective	Caring	Responsive	Well Led	Overall
Maple Ward	Good	Inadequate	Good	Good	Requires Improvement	Good
Mid Sussex	Good	Good	Requires Improvement	☆ Outstanding	Requires Improvement	Good
Oaklands	Requires Improvement	☆ Outstanding	Good	Good	Inadequate	Requires Improvement
Opal Ward	Requires Improvement	Good	☆ Outstanding	☆ Outstanding	Good	☆ Outstanding
Orchard Ward	Not Rated	Good	☆ Outstanding	☆ Outstanding	☆ Outstanding	Good
Rowan Ward	Good	☆ Outstanding	☆ Outstanding	☆ Outstanding	Requires Improvement	Good
Western CRHT	Good	Requires Improvement	Good	Good	Not Rated	Requires Improvement
Worthing AOT	Not Rated	Not Rated	Not Rated	Not Rated	Not Rated	Not Rated