

# How to Analyse 30 Million FFT (Friends and Family Test) Comments.



The NHS introduced the Friends and Family Test in April 2013, it's produced about 30 million pieces of feedback so far and it's on an upward curve!

## **The NHS deals with a million people every 36 hours.**

30 million comments represents a lot of data to wade through. It's an incredible task to make any sense of them especially when the only tools you have are a highlighter pen, scissors and Pritt-Stick.

In every hospital or Trust up and down the country someone is reading through their FFT comments. They may have 5,000 or 50,000 to go through, this week they're looking for comments about the food, next month they will be looking for comments about the hospital's discharge process.

Our sentiment analysis software specialises in discovering patterns in large sets of data through the use of advanced computing techniques. We utilise a wide-range of data analysis techniques including Machine Learning, Natural Language Processing & Big Data storage solutions to uncover patterns amongst the patients' stories that you would never otherwise see.

## **We have 26 filters and a search box to help hospitals interrogate their FFT comments by a range of criteria.**

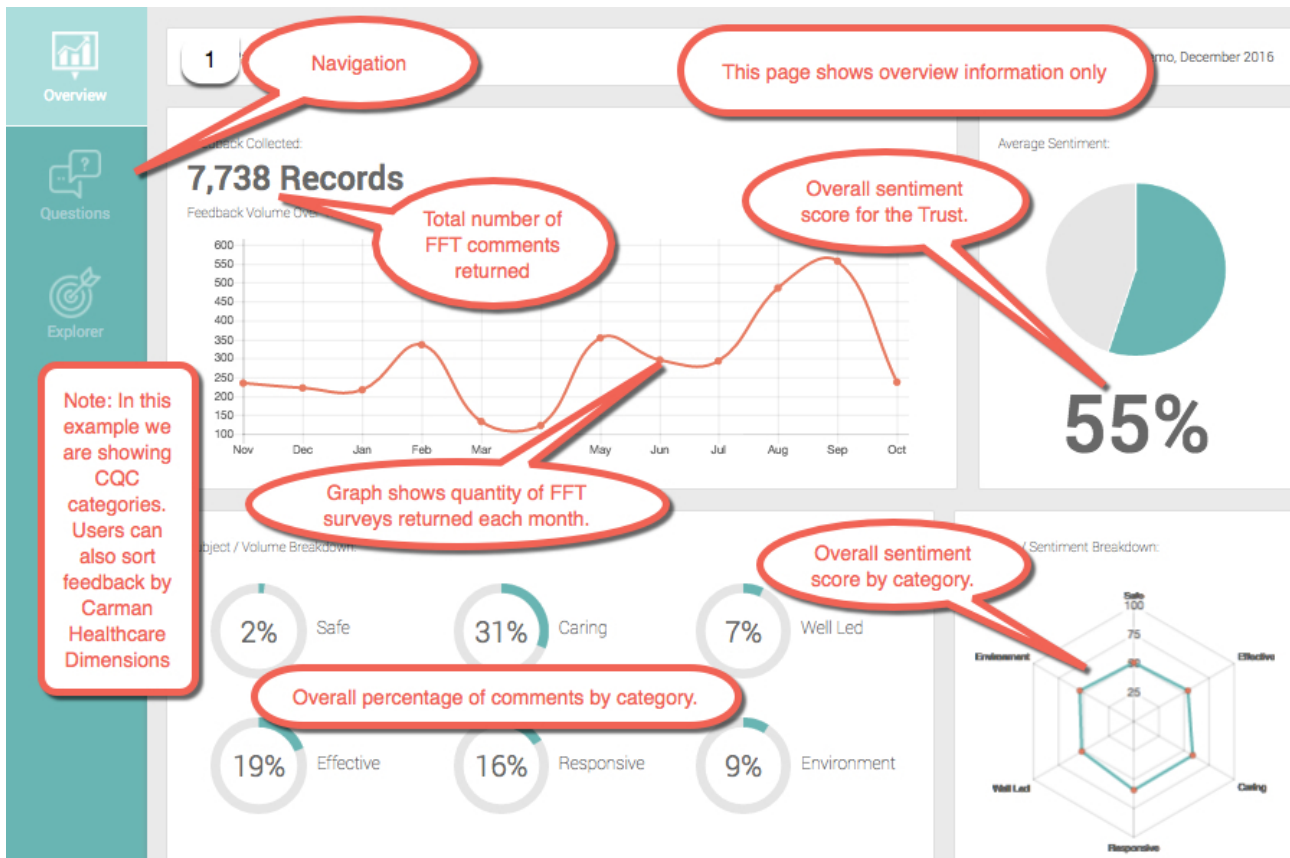
### **Our filters include:**

#### **The CQC's key lines of enquiry:**

Safe - Caring - Responsive - Effective - Well-led.  
Plus 'Environment' (one we've added).

#### **And Carman's Healthcare Dimensions:**

Care & Relationships - Accommodation - Clinical interactions - Food Quality & Service - Discharge Process - Health Outcomes



If we want to find feedback about 'Responsiveness' or 'Safe and Caring' we just check a box or two and the software returns only the comments where those topics are discussed. 'Safe' and 'Caring' don't need to be mentioned in the feedback, the software understands when the patient feels 'safe' or 'cared for' without them having to say it.

The software understands what it reads, the sentiment of every sentence is scored and every piece of feedback receives an overall sentiment score. It even picks up on topics that are trending and of course it lets us know if they are being talked about in a positive or negative way.

The Friends and Family Test isn't very big on measurement, it records how many patients would be likely or unlikely to recommend the hospital to a friend or relative, but that's it. So in addition to helping hospitals mine their data to find nuggets of insight we have introduced measurement.

**The patient's perception is your reality, so measuring and understanding perceptions is important.**

When you have measurement you can prove the effectiveness of your Quality Improvement work. And with a clever prediction tool we can forecast the benefit of your Quality Improvement work. With 30 million FFT comments we can paint a picture of patient sentiment across the whole of the country and the more comments we add the more detailed the picture will become.

**Is it fast.....?**

**We can run reports before you can find the end of the Sellotape.**

We have two software products at Hootvox, one is the best patient feedback and FFT tool on the planet and one is our new addition to the family Healthview, the best sentiment analysis machine known to healthcare. Of course Healthview and Hootvox plug together so that we can understand sentiment in the feedback that we gather through Hootvox, but we can also help hospitals to analyse their existing FFT comments.