HOOTVOX

"In God we trust…..
All others must bring data"

Healthcare needs to understand what industry has known for a long time. There can be no improvement without measurement, and to continuously improve measurement must become a way of life.

At Hootvox we are big fans of measurement - that is why we place so much importance on our measurement and reporting tools. You really can't be sure that you have improved something if you cannot measure it, improving a situation for one patient may worsen the situation for many more. This is why in every best practice activity (in industry) we place our trust in measurement and the PDCA (Plan, Do, Check, Act) Cycle.

At Hootvox we survey patients on a set of 8 criteria bespoke to the ward and the needs of the patients in that ward. We ask patients to

rate the criteria based upon their experiences from 1 to 10. The 8 criteria are selected from a list of over 20 that we use, but all surveys have 4 criteria which are common to every survey.

With response rates of over 20% we expect to receive thousands of completed surveys for each hospital every month. Every returned survey is specific to a particular ward. If the ratings for any ward were to suddenly drop we would know. In fact our alert system would notify managers immediately when low scoring feedback is returned, but outside of one-off events we can spot and highlight a trend in days.

For every criteria we use in our surveys we can compare how all wards compare against each other, we can report a range of scores for each criteria or group of selected criteria and say where each ward sits on a league table. We can also compare 'like' wards from different hospitals, again creating league tables, and we can compare one hospital with another and so on.

The patient feedback we collect at Hootvox is so granular that we can report and compare it any way that you can imagine which opens up a world of opportunity for anyone who wants to understand in minute detail the performance from a patient perspective of a ward, a hospital or an entire healthcare system. The more data we have the more we can do with it.

As Roy Lilley at The Academy of Fabulous NHS Stuff said about inspections: 'Arrive and find everything is ok: you've wasted your time. Arrive and things are a dangerous mess: it's too late'.

Hootvox enables intelligent management and regulation of care services which means no more wasted or late inspections. In fact we think that you could do away with inspections completely and replace the CQC with a Best Practice Task Force that solves specific problems in targeted areas.

Remember 'There can be no improvement without measurement.' Where is the measurement in your patient experience programme?