

# Made.... for the NHS



**Hootvox will enable the NHS to invest in the relationships between their hospitals, the patients and the public, change the public's perception of healthcare services with unbiased real time trusted patient feedback and show that patients are at the heart of improvement to services by promoting a co-productive approach to service design and delivery.**

## **Relevant Actionable Insight:**

Hootvox asks people for feedback against specific criteria relevant to the services they have used and provides an opportunity for patients to rate those criteria from 1 to 10. The criteria (typically covering up to 8 areas) act as 'Driver Questions' designed to provoke a detailed response in the following section where the patient is asked in an area of free text for both 'Good points' and 'Bad points / suggestions'.

This kind of patient generated feedback is vital in transforming NHS services and supporting patient choice. The feedback gathered through Hootvox can be used to stimulate continuous local improvement and empower staff to carry out the sorts of changes that make a real difference to patients and their care. Genuine patient feedback will help the service to identify areas of waste which will result in cost savings through process improvement.

## **Trust and Transparency:**

People trust the opinions of 'people like them' which makes it vital that any feedback which is made accessible to the public is validated as being provided from genuine service users. It needs to be backed by a trustmark so people know that the feedback has been independently collected and has not been gamed, filtered or manipulated in any way by the hospital or service provider.

## **Bias Free Feedback:**

Hootvox is a 'closed' review system, because only verified patients are invited to leave feedback for a service. Hootvox users cannot be subjected to malicious reviews as is often the case with an 'open' review system where feedback is frequently left by anyone with an axe to grind.

Passive 'open' review systems such as Trip Advisor or NHS Choices mostly attract users with extremes of opinion, either Mr Angry or Mr Very-Happy. Because Hootvox is a 'closed' and pro-active review system which surveys

every patient, the numbers of reviews returned and published can be very high, usually exceeding 15% of people surveyed. Pro-active systems such as Hootvox still attract the same positive and negative reviews, but they also gather a huge amount of feedback from people who are happy with the service and don't feel the need to seek out a place to leave their feedback, but will quite happily do so when asked in a neutral way. This feedback from the middle ground makes up the bulk of the feedback and helps to give a much more accurate picture of the service being reviewed.

All feedback is collected off-site either by email or SMS Text message. When feedback is collected in person the results are proven to have a significant positive bias which is not representative of the service being reviewed and is misleading to the NHS and to the public.

Note: Because a significant (but reducing) number of patients do not have access to email or smartphones, Hootvox can provide a solution which allows feedback to be collected in person. From the users perspective the solution is identical. But Hootvox are very insistent that in situations where Hootvox reviews are available to the public, the feedback collected on-site or in-person will not be available, nor will it contribute to any overall ratings because of its inevitable positive bias. This information will only be accessible to the NHS Trust themselves.

### **Metrics:**

Due to a standardised feedback collection method which does not promote either positive or negative bias, results will be statistically comparable with similar wards and services across the whole of healthcare and social care in the UK.

### **With ratings and reviews it will be possible to compare patient perceptions of the following:**

A ward in one hospital with a like ward in another hospital.

Any specific criteria across every ward in the NHS.

Ratings of one hospital against another.

Ratings of services in one geographical area against another.

### **Reporting:**

Hootvox can plot ratings over time on graphs to identify trends and anomalies.

Ratings and reviews are published in real time and are accessible on the Hootvox dashboard. They may also be shared with the public in real time via any chosen websites.

It is not possible to filter or game Hootvox ratings and reviews in any way. Wherever Hootvox ratings and reviews are visible on the internet, they are delivered directly from the secure Hootvox owned servers.

**Summary:**

Hootvox is an independent feedback tool that supports the fundamental principle that people who use NHS services should have an equal opportunity to provide feedback on their experience.

Turn the voice of patients into actionable insight through independently collected patient feedback. Engage with, listen to and learn from patients. The third party Hootvox trustmark means the NHS' feedback will become synonymous with transparency, openness, trust and a culture of patient focused continuous improvement.

**When patients leave feedback through Hootvox about a service they have experienced they will know that they are helping to improve that service for the next person.**