HOOTVOX

For Wards

These days using patient feedback to drive continuous improvement programmes and to improve the patient experience is an essential activity for any hospital.

The foundation for any continuous improvement programme is measurement and the insight gained from the patients themselves. When building your 'house of continuous improvement', you must make sure that your foundations are solid. Because your house will only be as robust as it's foundations.

Built from the ground up, Hootvox is customer feedback software developed around a clear and simple set of rules and principles that are designed to deliver the most robust, solid and trustworthy feedback system available to the NHS today. Hootvox provides by far the best foundation for any improvement programme where patient voice is at the centre of the activity.

The Hootvox way.

1. Patients are surveyed off-site to avoid positive bias.
Bias is the enemy of feedback and it is responsible for diluting insight.

2. Every patient must be given an equal opportunity to give their feedback.
Only a tiny number of people and only those with extremes of opinion will actively seek out a place to leave their feedback. We must capture insight from all patients for it to be more representative of the typical experience.

3. Survey patients pro-actively by email or text message.
Directing people to a website is not good enough, we must make it easier for people to give their feedback to us, otherwise they will leave it on social media where it will be lost or potentially escalate without our knowing.

4. No Fakes.
Only confirmed patients should be able to contribute feedback about NHS services. Fake feedback positive or negative is not helpful and we have no place for it.

5. Keep it simple for the patient.
A one page survey delivered to the patient that takes less than a minute to complete is more likely to be returned than a form which needs to be posted.

6. Make it convenient.
A survey which is emailed or sent by text message will keep for a convenient time and as such has a greater chance of being returned completed.

7. Trust and Transparency.
Hootvox is a third party provider with a set of simple rules which we make available to everyone. There can be no confusion about the integrity we demand from ourselves and our partners.

8. Hootvox is cost effective.
Hootvox requires no stamps, paper or envelopes, no manual uploading of comments and scores. A purely digital solution, Hootvox captures considerably more feedback than a passive TripAdvisor type website delivering a much greater return on investment.

9. No manipulating of feedback.
Hootvox delivers feedback to the dashboard and beyond in iFrames which can be shared across the internet. The feedback cannot be manipulated, gamed or filtered.

10. Easy to engage with patients.
As important as the response that the hospital gives to the patients feedback is the speed at which they reply. Hootvox has made it very simple to engage with patients quickly.

11. It's important to be flexible.
Not everyone has a smartphone or access to the internet and there are occasions when feedback has to be collected with a paper form or even on site with a tablet. That's never ideal but this feedback can be integrated with Hootvox. While we will allow the results to be mixed together for management reporting we will never display the results mixed online in a way that might be unclear the public - It's a quality issue.

12. Best in class reporting tools.
There can be no improvement without measurement, that is why Hootvox has the most versatile and adaptable reporting tools available. We can compare one ward, hospital, department or division with another across any criteria. Hootvox can create league tables, track trends and highlight the unusual or unexpected in real time.

13. Hootvox is easy.
For staff to administer…for patients to complete… for managers to understand…

Software as a Service, Hootvox is adaptable. We are adding new user friendly features all the time. We can easily make bespoke versions of Hootvox for new customers and industries, adding new features which are specific to their needs.

We can take a feed from existing digital management systems so that customers are uploaded automatically. If you want to survey a thousand or a million customers en masse you can do that too - just upload the file and let Hootvox do the rest.

Next Steps:
If you have any questions or would like to find out more about Hootvox please contact us via our website www.hootvox.com or email mark@hootvox.com

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