

# Civica Experience helps North East Ambulance Service improve patient experiences across range of services

Ambulance service increases volume and quality of patient feedback captured.

North East Ambulance Service (NEAS) NHS Foundation Trust operates across Northumberland, Tyne and Wear, County Durham, Darlington and Teesside. They provide a population of around 2.71 million people with four different services:

- an unscheduled care service in response to emergency 999 calls
- a scheduled care service of pre-planned non-emergency transport
- the NHS 111 service providing urgent medical help and advice
- emergency preparedness, resilience and response as part of the UK's national civil contingency.

To enhance their services, NEAS are committed to learning by listening to patients and using feedback as a focus for improvement.

In 2020, NEAS implemented Civica Experience to collect and analyse real-time patient feedback, which would allow them to prioritise risk areas and drive service enhancements.

## Multi-channel surveys

Using Civica Experience, NEAS has been able to deliver a variety of patient experience surveys, including web, text, app and postal surveys – enabling patients to engage with the surveys via their preferred method.

This allowed NEAS to reach a broader mix of people and demographics, and improve survey accessibility, which has helped them in achieving greater response rates and gaining greater insights into patient experiences.

## Capture more

With Civica Experience, NEAS has automated the process of sending 500 SMS surveys and 125 paper surveys per week. Increasing the frequency of surveys from monthly to weekly, when patient experiences are fresher, has helped increase response rates.

NEAS also redesigned leaflets on vehicles and added QR codes to posters to direct patients to online surveys.

1

3x increase in response rates

2

500 SMS and 125 paper surveys sent per week

3

Reduced data processing and analysis time

“In 2021-22, working with Civica, we collected over 9,200 responses from patients and over 10,400 the year before. This is three times more than the previous four years combined.”

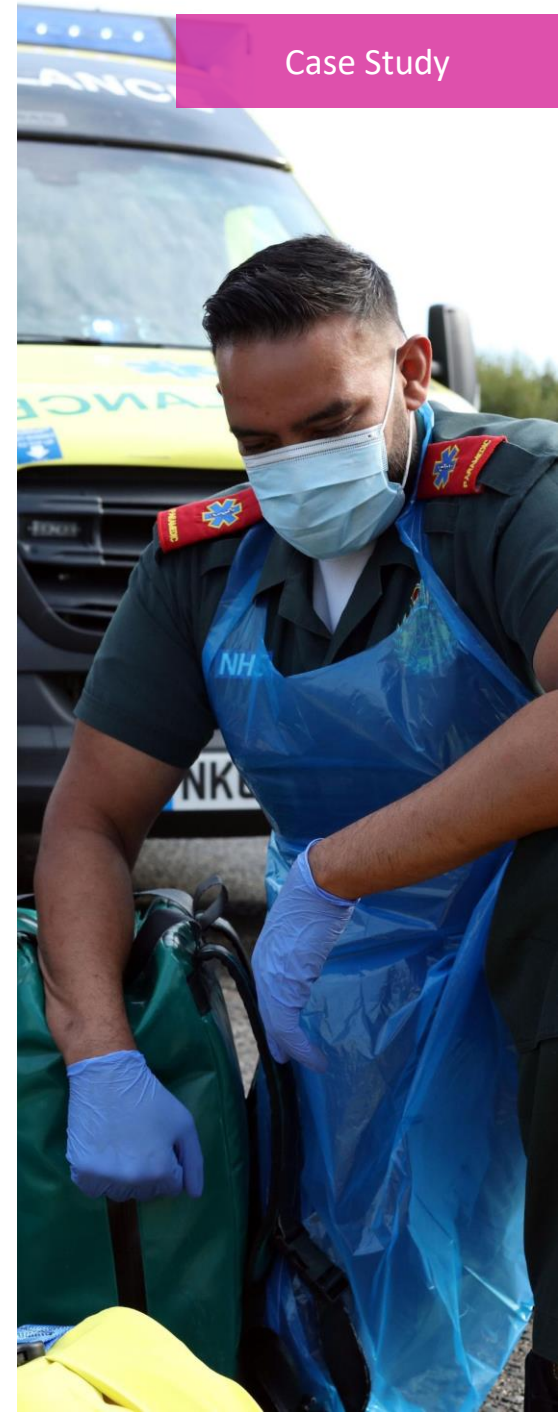
Mark Johns, Engagement, Diversity and Inclusion Manager at NEAS

Learn more:

[civica.com/experience](https://civica.com/experience)

Contact email:

[engagement@civica.co.uk](mailto:engagement@civica.co.uk)



“To improve the feedback we were capturing on our scheduled care service, we had to reduce the reliance on it being collected by staff and volunteers. Additionally, to ensure the feedback was honest, we also had to reduce the reliance on face-to-face feedback, where patients may have felt under pressure, compared with private surveys.”

Mark John, Engagement, Diversity and Inclusion Manager at NEAS

## SMS success

SMS delivery has played a key role in capturing patient experiences. With all Civica surveys being mobile friendly, they're optimised for the way people engage with surveys.

“The success of SMS-based surveys has reduced costs, improved response rates and increased the number of people we survey each month across all service lines.”

## Sentiment analysis

The text analytics dashboard within Civica Experience highlights actionable insights to drive improvements. Using the dashboard, NEAS has been able to view individual responses, and refer comments of concern to service line managers for further investigation. Data is broken down to station level, which has helped identify high performing stations and others in need of support.

“Sentiment analysis is used to inform service and improvement plans. When station managers meet, they use the data to inform learning and development to improve performance.”

“Automating sentiment analysis has reduced time and improved the consistency of comment and demographic data. It's removed human error and coding issues associated with having different people categorise sentiment.”

New themes introduced in the text analytics dashboard, specifically for the Ambulance sector, will have a big impact on the view of patient data within the service. “This is a fantastic addition and will help us hugely in our analysis.”

## Data and analytics

Civica Experience has provided NEAS with real-time data and analytics, allowing them to immediately explore the impact of an operational intervention, and where they can improve patient care and public experience.

Data from all surveys conducted, across the four different service areas, is automatically collated into Civica Experience.

Ambulance operations and clinical managers can self-serve data, allowing them to see how they're performing in their own locality, across any date and time.

Civica Experience has reduced the time required to prepare data and enabled NEAS to easily create reports their managers and staff want and need.

“In addition to increasing the reach and accessibility of our patient survey responses, Civica Experience has enabled us to reduce the time needed to manage, process and analyse data.”



## Driving real change

Using surveys and data captured using Civica Experience, NEAS has been able to make several service improvements. For example:

“We were told the seating was uncomfortable on our scheduled care vehicles. Extra padding has been added to our new vehicle specifications.”

“Data from 111 service users highlighted patients were dissatisfied with the waiting times. Managers used data to see affected areas. This influenced staffing numbers across certain parts of the region.”

Learn more:

[civica.com/experience](https://civica.com/experience)

Contact email:

[engagement@civica.co.uk](mailto:engagement@civica.co.uk)