



East Kent Hospitals University



NHS Foundation Trust

The 'We Care' Programme

An Update

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Putting patients first


We Care: An Overview

‘We Care’ is about supporting staff to deliver the quality of service they aspire to for your patients and each other by:


- Listening to staff and patients’ experiences – to find out what is most important to them
- Developing shared **values**, service standards and expectations of each other, based on what we hear
- Taking **action** where we can on the priorities identified
- Ensuring our values and standards then shape everything we do in the future.




The way the Board behaves and makes decisions



The way we behave with patients and each other



How we recruit, induct, appraise and develop our staff



What we measure and how we keep improving patient / staff experience

The objective of 'We Care' is...

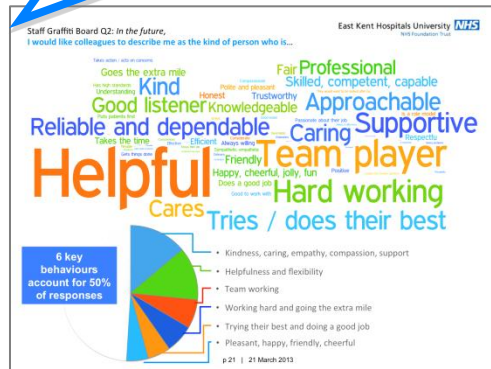
...To inspire, develop and support our teams to consistently deliver the experience we can when we are *at our best*. To ensure 'we care' for every patient, every colleague, every day.

Reminder of who we listened to

110 patients and 125 staff attended "In Your Shoes" sessions. We also reviewed a year of patient feedback.

700 staff wrote Graffiti Boards and 100 attended "In Our Shoes" sessions

Over 1000 staff took part in Values into Action sessions to set out 'we care' behaviour standards



What staff expect of each other

- Be helpful – very important to staff, going the extra mile for others
- Active means nothing when other people need help, and doing something, not just walking past
- Being attentive to when people do a good job and saying "Thank you" more
- Be professional, positive attitude, smart appearance, knowledgeable
- Respecting: being self aware of impact on others, getting people at ease, not asking on their
- Being consistent of practice
- Missing – courage to give feedback and willingness to hear it as an
- Be professional and reassuring so I feel safe and I am safe
- Clinical care that supports my life to get back to normal
- Clinical care is important but it focused on clinicians - outcomes and results important for everyone
- Setting high standards, and being accountable for improving them wherever your role
- Not "getting the back to normal"

What makes a GOOD DAY for staff

What makes a BAD DAY for staff

We care Patients told us ...

Be attentive to my need kind and helpful

Patients told us this looks like...

Nothing staff does tried to make sure she was reassured, given assistance etc.

Not sat and asked her what was going to happen, she was told to sit but they did not bring a job

Consultant's admin staff were helpful and understanding

Staff were quick response to my needs. Absentee.

Nothing too much trouble for nurses

Staff frequently checking on patient's needs.

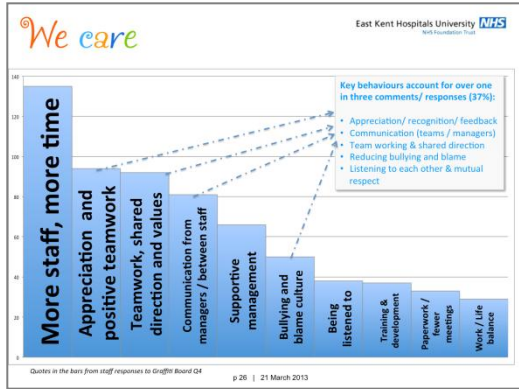
Very nice team!

Arrived on ward at lunchtime - staff offered sandwich and when I asked, I had a picnic basket - it exceeded expectations.

Domestic staff got up as much respect as they when help patients by giving them their drink or listening to them.

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EKHUFT Shared Purpose Framework

Shared Purpose framework - developed at EKHUFT as a tool to enable staff to connect their work to a shared vision.

We care – how we deliver a great staff and patient experience: commitments, values and behaviours

Value: CARING

People feel cared for as individuals

- Nursing 6 Cs
- Care
 - Compassion

Value: SAFE

People feel safe, reassured and involved

- Nursing 6 Cs
- Communication
 - Competency



A shared vision for patient and staff experience

Value: MAKING A DIFFERENCE

People feel confident we are making a difference

- Nursing 6 Cs
- Commitment
 - Courage



Shared Purpose Framework



Introducing the 3 Values and Standards

The Summer Campaign
3 Weeks during August 2013



The Summer Campaign – Week 1

- **CARING. People will feel cared for as individuals.** Because we are welcoming and polite; attentive and helpful; we respect people, their dignity and their time, and we have the courage to speak up when others don't.



People feel
cared for
as individuals

Behaviour

- We say thank you to each other this week, smile, acknowledge, make eye contact

Improvement Activities

- Mealtime Experience
- Communication around discharge and preparing patients
- Daily ward rounds by Matrons

The Summer Campaign – Week 2

- **SAFE. People will feel safe, reassured and involved.**
Because we are consistently safe and reassuringly professional, we listen and communicate clearly, and we work as an effective team.

People feel
safe,
reassured
and involved



Behaviour

- Clean Hands Campaign in including telling patients we have cleaned our hands. Helping patients to clean their hands prior to mealtime.

Improvement Activity

- Pain control. 'Manage My Pain'
- Answering call bells quickly

Summer Campaign – Week 3

- **MAKING A DIFFERENCE.**
People will feel confident we are making a difference.
Because we take responsibility for delivering the best outcomes, act as leaders where we can, and we look to improve and develop ourselves and our services.

People feel
confident
we are making
a difference



Behaviour

- Make time to listen to someone. Take a moment to put ourselves in another person's shoes.

Improvement Activity

- Evaluate this and make a change based on one piece of feedback.
- Seek feedback from 1 patient and/or 1 colleague

Next Steps – over next 2 years

- Autumn Campaign
 - November
 - Working with HR
 - Introduce the Values and Standards
- Culture Change
 - 18 month Programme
 - Organisational Development
 - Training
 - Align to employee lifecycle: recruit, induct, appraise, progress to values





Any Questions?

