

The title text is positioned in the lower right quadrant of the page. It is enclosed in a semi-transparent white rectangular box. The text is centered within the box and uses a bold, pink, sans-serif font. The background of the entire page is a photograph of a park with trees and a path, overlaid with a pattern of overlapping circles and diagonal stripes in shades of blue, green, and pink.

**PATIENT EXPERIENCE
REPORT 2020/2021
QUARTER 4
JANUARY-MARCH**

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Executive Summary

This report details the analysis of the reviews that Healthwatch Ealing obtained during Quarter 4 (Q4) of 2020/21 (January – March) and provides evidence-based recommendations for how services in the borough can continue to improve in order to meet the needs of Ealing residents. This quarter, a total of 1400 patient experience reviews were collected. Approximately 80% (n.1,110) were positive, 17% (n.242) were negative and 3% (n.48) were neutral.

Feedback for GP services was largely positive, with most patients reporting a good primary care treatment experience. However, further analysis indicated that further work can still be done to improve the interactions between GP staff and patients/ service users. Patients also still found it a struggle to book appointments during this quarter as well as some experiencing long waiting times for the next available appointment, despite the 'virtual by default' approach to primary care. These findings may be related to the overall lack of support that some patients reported during this quarter, however, given the context of the COVID-19 pandemic these findings must be interpreted with caution.

The feedback for Ealing Hospital indicated that, on the whole, patients were satisfied with their overall experience and were happy with the treatment and care that they received. Both the quality of treatment and the high standard of staff member's engagement and behaviours were regularly highlighted as positive aspects of the service. Although the analysis of service user feedback received for Ealing Hospital did not identify any areas for improvement, it is worth noting that significantly less feedback was received for Ealing Hospital this quarter (n.90) - the same number as Q3 - compared to the usual amount of feedback that we receive.

With regard to other services (Dentists, Opticians, Pharmacies, etc.), individuals were generally happy with the services that they were provided with. The majority of feedback for these other services suggested that they were proficient in meeting individual's needs, with positive feedback indicating that service users were particularly happy with the level of professionalism and general attitude of members of staff. However, this positive sentiment toward staff members wasn't unanimous and other additional sources of negative feedback indicated that improvements can still be made to the operational management of services as well as how patient's medication is being handled at Pharmacies. In conjunction with the feedback received for GP services, it is clear that one of the predominant sources of negative feedback is the interactions and engagement with primary care staff. Many factors may contribute to this sentiment and each one must be considered when this area of service is reviewed.

Introduction

Healthwatch was created in light of the Health and Social Care Reforms of 2012, with the ambitious goal of putting people at the centre of health and social care. To help realise this ambition, Healthwatch delivers on a number of duties in order to gather and represent the views of patients and service users who access care in the borough of Ealing.

One of the ways in which we achieve this is through the implementation of our Patient Experience data collection programme. This ongoing programme captures Ealing resident's views and experiences of local health and social care services. The data that we collect enables us to identify quarter-on-quarter trends, conduct thematic analysis regarding residents' main views and concerns and identify any individual cases that require immediate attention.

In normal circumstances, our Patient Experience Officer and a team of Healthwatch volunteers obtain this feedback through regular community outreach; visiting health and social care services to hear from patients, service users, carers and relatives about their experiences of local services. The Healthwatch Team captures this information using our standardised Patient Experience Form (see appendix A) that they fill in with the individual. This form includes questions for individuals to provide their overall ratings for the service, ratings for specific aspects of the service; such as ease of booking appointments and staff attitudes, and the opportunity to provide further detail about their experience, should they see fit. This engagement method is supplemented by independent feedback that individuals are able to provide for the service in question, by visiting our website and filling out the exact same Patient Experience Form, online.

Due to the COVID-19 pandemic and the resulting government guidelines, Healthwatch Ealing has adapted the way in which we engage with the community. Since April 2020 we are focusing on:

- A regular presence on social media (Twitter, Facebook etc.)
- Online Review collection
- Attending online forums/meetings
- Telephone Consultations (Direct Contacting)
- Obtaining the feedback of patients via our COVID-19 Impact survey

Introduction cont.

These new methods of feedback collection bring their own limitations. First, although a concerted effort is made to ensure participant diversity, there is less opportunity through telephone and online contact, to speak to the diverse range of Ealing residents that Patient Experience Officers would usually speak to in Primary and Secondary Care settings. A second limitation of collecting online reviews is that there is the potential for a Selection Bias regarding the sentiment of feedback - individuals are more likely to input a negative experience online than a positive one. Both these limitations, the general context of the COVID-19 pandemic and indeed the strain that it is putting on healthcare services and patients' own wellbeing, must be taken into account when reviewing the findings of these reports.

This report covers the period of Quarter 4, from January to March, 2021. In ordinary circumstances, face-to-face community outreach yields a minimum of 1,200 patient experience feedbacks, per quarter. In spite of being in this time of adapted engagement, we were able to reach and surpass this target, gathering a total of 1400 patient experience reviews were collected. Approximately 80% (n.1,110) were positive, 17% (n.242) were negative and 3% (n.48) were neutral.

The information presented in this report reflects the individual experiences of patients and service users of health and social care services, untainted and without agenda. This is to ensure that the genuine observations and commentaries of the community are captured. Healthwatch Ealing presents this as factual information to be considered and utilised to improve service provision and highlight areas of good practice. Alongside our Patient Experience work reported here, Healthwatch Ealing carries out a number of different activities in order to hear from patients, carers and relatives and assess health and social care services from the patient's perspective. To see our other reports, including Enter & View and research reports please visit our website at <https://healthwatchealing.org.uk/what-we-do/ourreports>

Our data explained

To be able to understand the intricacies of patients' experiences, our Patient Experience Form captures feedback in several different ways:

1. Using a star rating system to capture patient's overall feedback for a service (from 1-5 stars)
2. Using the same star rating to capture patient's feedback on specific aspects of the service in question.
3. Using free text boxes to allow patients to provide detailed comments about their experiences and reasons for their star ratings

All of the feedback that our team collects is inputted online, using our digital feedback centre. We are then able to analyse the aggregated data set using our Informatics analysis software. This system is currently used by approximately one-third of the Healthwatch Network across England and enables us to understand broad trends within patients' views and experiences of borough services as well as conducting more detailed qualitative analysis that uncovers key themes within comments and explanations.

The qualitative data is analysed in two different ways, resulting in two different data sets:

- In the first instance, the Informatics System assigns a sentiment to each review, based on the overall star rating provided. Each sentiment assignment is confirmed by one of the Healthwatch Ealing Patient Experience Officers. Where overall sentiment is highlighted in the report, it relates to this process.

- In the second instance, free text comments are broken down and analysed for themes and sub-themes. Where relevant, up to 5 themes and sub-themes can be applied to a single patient experience comment. Upon each application of a theme or sub-theme, a positive, negative or neutral sentiment is also applied. This is a manual process undertaken by trained staff and specially trained volunteers. The process is overseen by the Patient Experience Officer and regularly audited in order to ensure consistency. Where themes and related sentiment are discussed in the report, it relates to this aspect of the process.

Our data explained cont.

Each set of data is distinguishable, but not mutually exclusive. The aggregation of these data sets, therefore, provides an overview of the general opinion of service categories, with the addition of more in-depth insight into an individual service or particular 'domain' within that service. It is important to note that there may not always be a linear correlation between these two data sets. For example, some individuals may give an overall star rating of 5 for a service, however, go on to score each specific domain relatively low. This is down to the opinion of the individual and how they personally feel about the service delivered.

At the start of each feedback form, individuals are asked to provide consent for their data to be used and told that they can either leave their name/details, or comment anonymously. In instances when individuals express concern about their treatment, the team is trained to inform them of their rights as well as the feedback and complaints mechanisms available to them. In addition, it is stated that a member of Healthwatch Ealing staff can call them to discuss the issue in more detail at an appropriate time. This may be appropriate if a patient is uncomfortable discussing the issue during that time or in that particular location. During the feedback process, the Healthwatch Ealing team approaches each case with sensitivity. If any safeguarding concerns are observed, the case is immediately escalated up to the Operations Manager and a safeguarding referral made where appropriate. Similarly, the Patient Experience team will relay any urgent matters to the manager of the service in question, if required.

Ealing is home to one of the most diverse populations in the UK. Healthwatch Ealing strives to gather and represent the views of all of our communities. However, it should be noted that some communities are harder to reach than others and some individuals choose not to provide us with the information that we require to indicate what communities (age, gender, ethnicity, ward) they are a part of. The demographic information for the individuals who submitted their feedback this quarter can be found toward the end of the report (page).

Overall Star Ratings

Individuals are asked to provide an overall star rating for the service that they are reviewing, with one star being the lowest and five being the highest.

Figure 1 shows the proportion of overall star ratings received during each month and during the whole quarter (pie chart in the bottom right of fig. 1). During Quarter 4, an overall rating of 5 stars was the most common service rating (70%), consistently accounting for the majority of reviews received each month. However, an overall rating of 1 star was the second most common rating received during this quarter (15%), with the highest proportion of these reviews occurring in January (15%) and March (16%), respectively.

The service categories and specific domains that require these improvements are explored in more detail throughout this report.

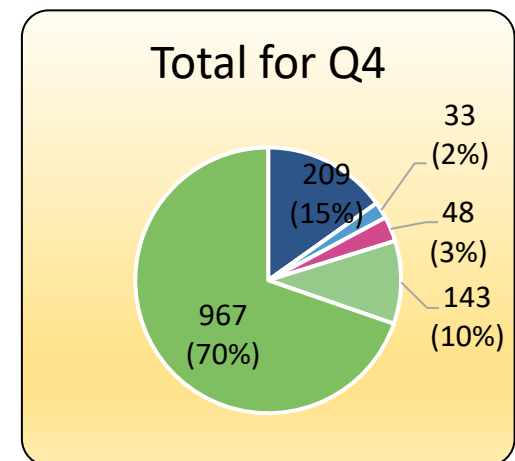
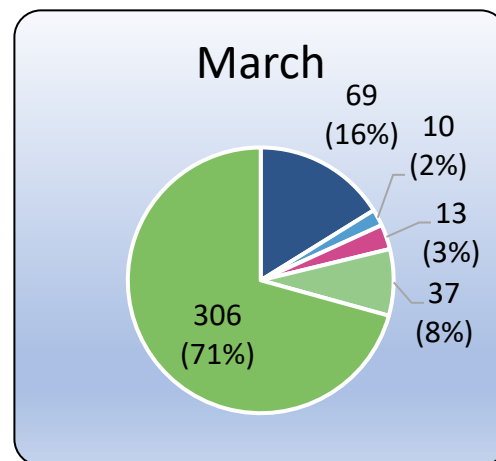
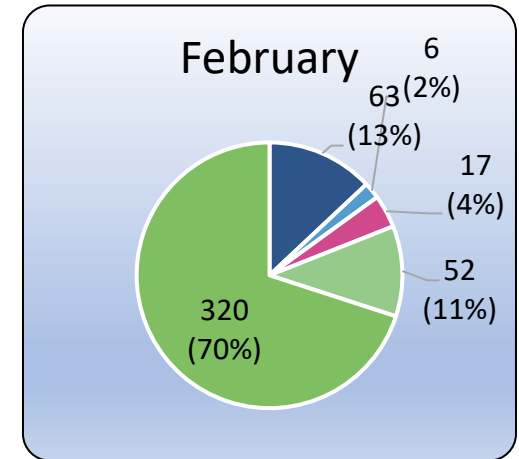
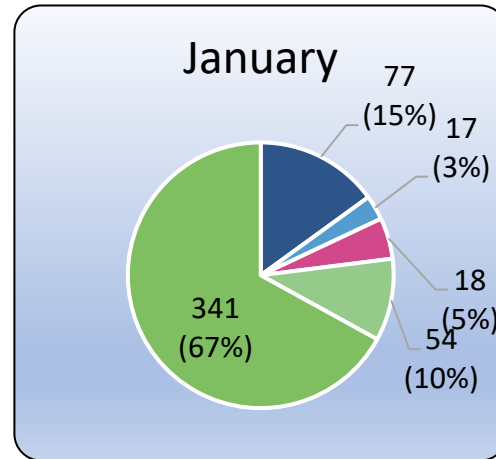


Figure 1: A monthly breakdown of reviews based on their sentiment

Feedback Sentiment

The next step of the patient experience analysis involves assigning a sentiment of 'positive', 'negative' or 'neutral' to a service review, based on the overall star rating provided. An overall star rating of 1 or 2 indicates a negative response, a star rating of 3 indicates a neutral response and an overall star rating of 4 or 5 indicates a positive response. This quarter, a total of 839 positive responses, 195 negative responses and 54 neutral responses were recorded.

The table below (Table 1) shows the monthly breakdown of service review sentiment based on the overall star rating provided.

Table 1: The monthly breakdown of overall star ratings during Q3

Month	1 - 2 Star Reviews (Negative) ★ ★ ☆ ☆ ☆	3 Star Reviews (Neutral) ★ ★ ★ ☆ ☆	4 - 5 Star Reviews (Positive) ★ ★ ★ ★ ★
January	94	18	395
February	69	17	372
March	79	13	343
Total	242	48	1110

Feedback Sentiment cont.

The graph below (Fig. 2) shows how the reviews gathered during each month break down by their sentiment in comparison to the total number of reviews received for that month (yellow bar).

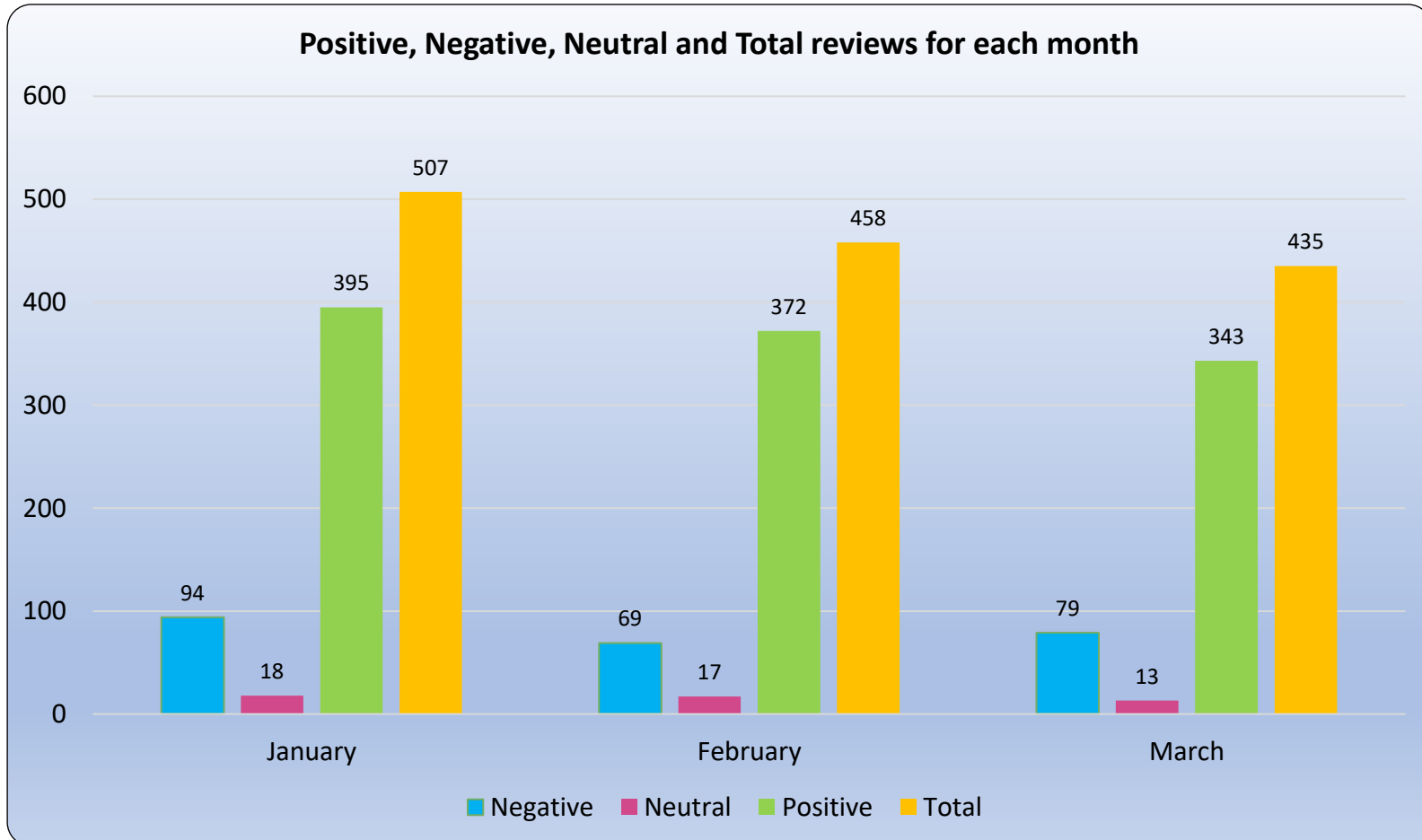


Figure 2: A monthly breakdown of reviews based on sentiment

Total Reviews per Service Category

As seen in Figure 3, the reviews received during this quarter cover nine different types of service categories. Out of these nine categories, Dentists received the highest number of reviews (n.417), accounting for 30% of the total number of reviews.

The "Other" category consists of reviews for: Mental Health (2), Hospice (2), Homecare/Supported Living (1), Social Care (1), and Emergency Care (1).

For this quarter, we have seen a new category 'COVID-19' added, with 3% (n.52) of the reviews submitted dedicated to this service. The majority of the reviews are about patients experience with the ongoing vaccination programme. These findings are explored in more detail on pages 11, 12, and 23 of this report.

Type of services

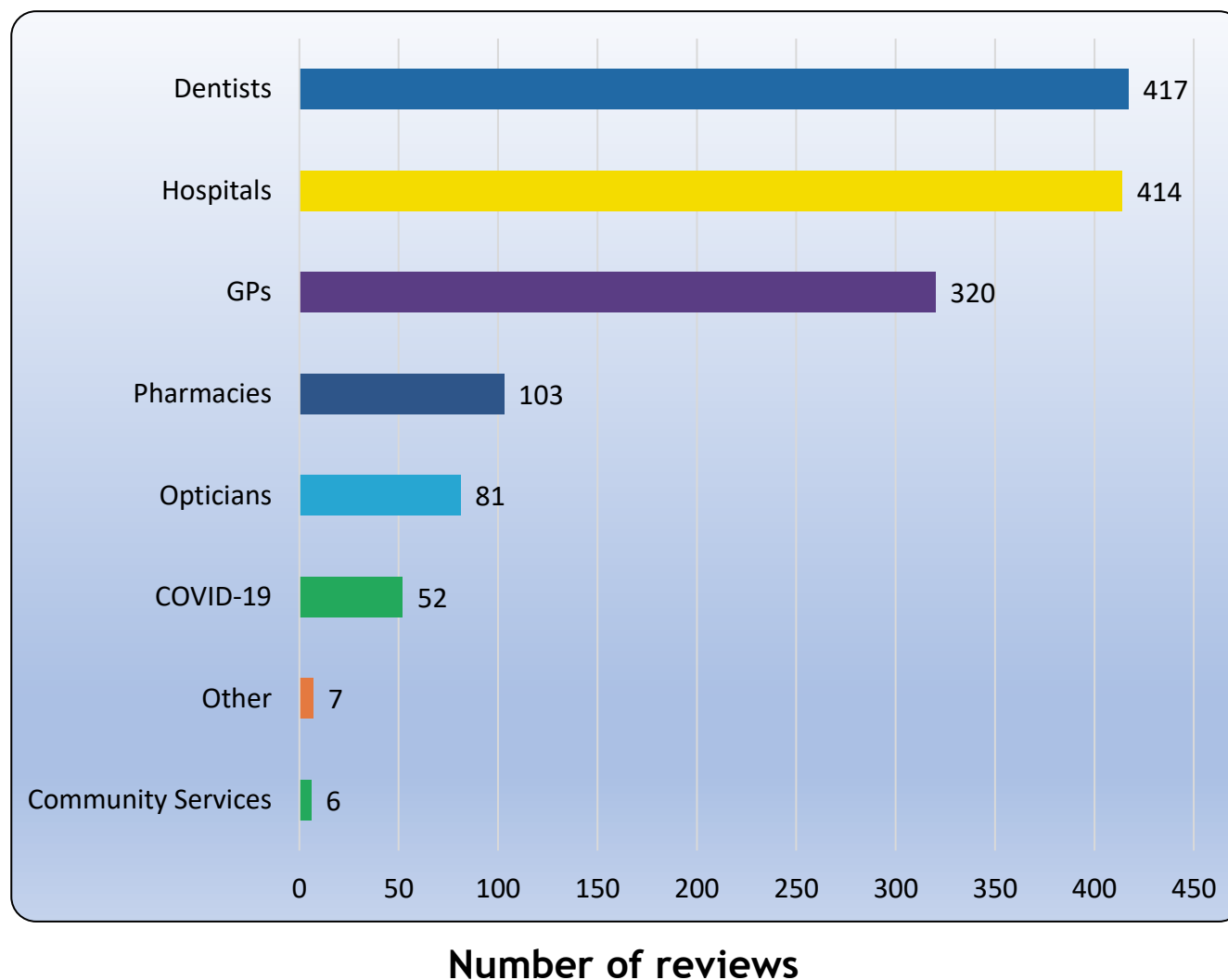
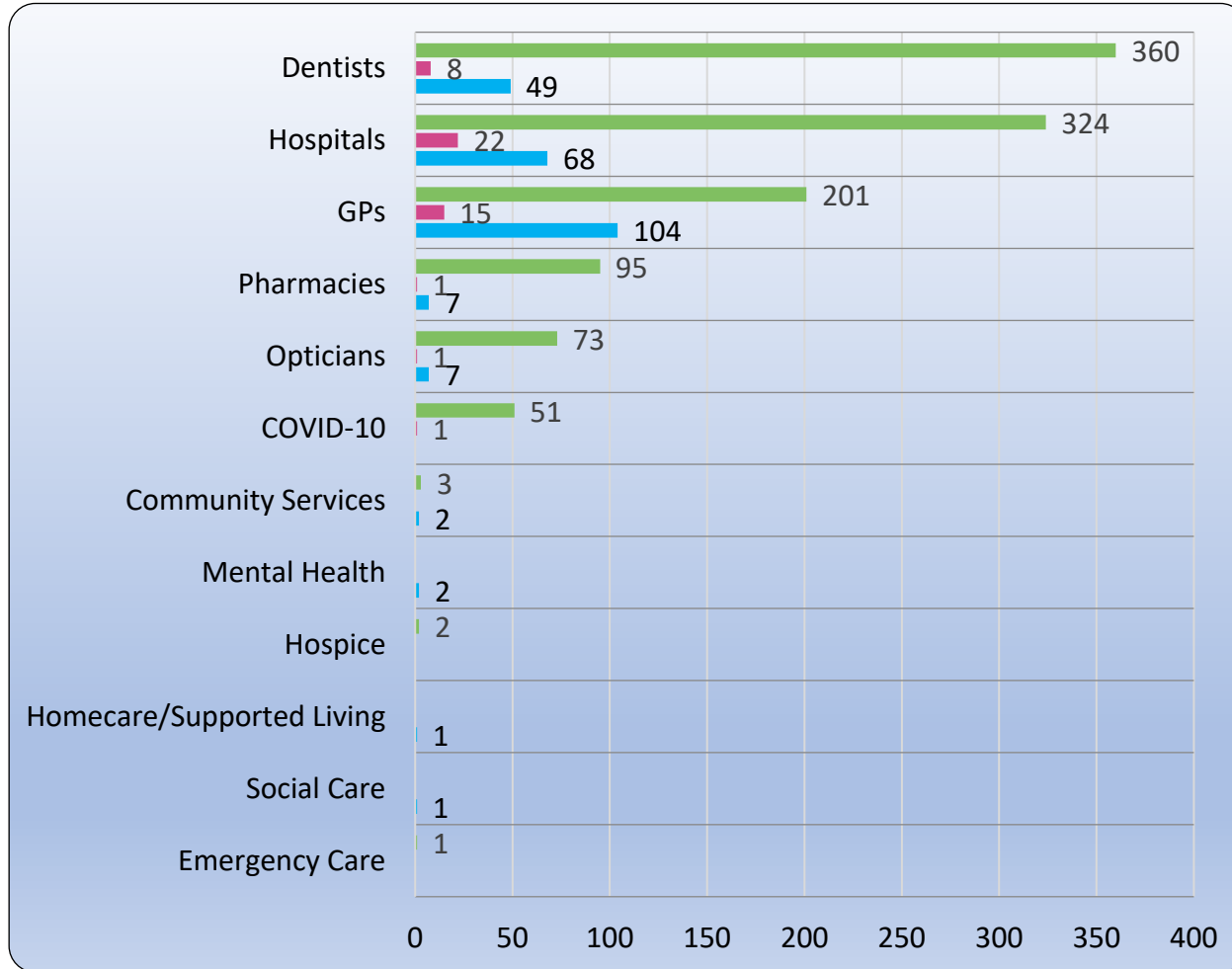


Figure 3: Total Reviews per Service Category

Distribution of Positive, Neutral & Negative Reviews

Type of services



Number of reviews

Figure 4: A comparative representation of service user sentiment toward each service category

Figure 4 displays the numerical breakdown of reviews for each service category, by sentiment.

This comparative representation shows that during this quarter, the service category that received the most negative reviews was GP surgeries (n.104). We did receive 8 less reviews this quarter (n.320), than Q3 (n.328), but the number of negative reviews for this quarter compared to Q3 increased by 4, with the positive reviews compared to Q3, decreasing by 1.

Of particular interest is that 98% (n.51) of patients that submitted a review for the new service category, 'COVID-19' gave it a positive rating. This shows that patients this quarter were happy with their vaccination experience.

Despite the continuous rise in the number of reviews gathered for Dentists (n.288 in Q3 vs. n.417 in Q4), 86% (n.360) of these reviews were positive. This indicates that most patients this quarter were happy with their dental treatment. However, these reviews represent the experiences of patients that actually did receive dental treatment and not those that were unable to access dental care due to the pressures of the pandemic on this service category.

Distribution of Positive, Neutral & Negative Reviews cont.

Name of Service	Negative	Neutral	Positive	Total Number of Reviews
Dentists	11%	3%	86%	417
Hospitals	16%	6%	78%	414
GPs	32%	5%	63%	320
Pharmacies	7%	1%	92%	103
Opticians	8%	2%	90%	81
COVID-19	0%	2%	98%	52
Community Services*	50%	0%	50%	6
Mental Health*	100%	0%	0%	2
Hospice*	0%	0%	100%	2
Homecare/ Supported Living*	100%	0%	0%	1
Social Care*	100%	0%	0%	1
Emergency Care*	0%	0%	100%	1

The percentage breakdown of service category reviews by sentiment (Table. 2) further highlights this disparity in negative reviews. Out of the total number of reviews for GP surgeries, 32% (n.101) were negative. When compared to the next four most commonly reviewed service categories (Dentists, Hospitals, Pharmacies, Opticians), this encompasses a significantly greater proportion of the total number of reviews for a service category.

These findings highlight the service categories which should be prioritised when improving service delivery. However, they also clearly show how well other service categories are performing in spite of the pandemic, as Dentists (86%), Hospitals (78%), Pharmacies (92%) and Opticians (90%) received largely positive feedback.

NB: In table 2, an asterisk () has been placed next to the services that received fewer than 10 reviews. This asterisk indicates that the reader should exercise caution when generalising these findings to the individual service categories.*

Table 2: A percentage breakdown of service categories by sentiment

Themes and Sub-Themes GPs and Ealing Hospital

As part of the patient experience feedback form, individuals are encouraged to provide an explanation for their overall star rating, allowing for further insight into their experience with the health service in question. Qualitative analysis is conducted on individuals comments to identify emerging or trending themes and sub-themes (see Appendix C, pages -, for a full list of themes and sub-themes). It should be noted that, depending on the content of an individual's comment(s), more than one theme and or sub-theme may be identified. As such, the total number of themes and sub-themes will differ from the total number of reviews for each area of service.

This section provides a breakdown of the main themes and sub-themes for GP surgeries in Ealing and for Ealing Hospital. Ealing Hospital received significantly fewer reviews this quarter (n.90) than we usually obtain. As a result of which, this report explores the top three themes identified during Q4 and not a fourth theme that was identified in fewer than ten reviews.

GP Themes and Sub-Themes

As shown in the graph below (Figure. 5), thematic analysis of the GP surgery reviews identified **Staff** (n.210) as the most commonly referenced topic, with **Administration** (n.184), **Treatment and Care** (n.168) and **Access to Services** (n.125) also regularly identified in patients' feedback. This slightly differs from the findings in Q3 which indicated that **Administration** was the most commonly identified theme, followed by **Staff** and **Access to Services**. Compared to Q3, the theme **Communication** has increased by a count of 12, with these reviews mainly referencing a lack of communication received from their GP surgeries. The **Other** theme category is a combination of themes **Making a Complaint** (n.4) and **Discharge** (n.1).

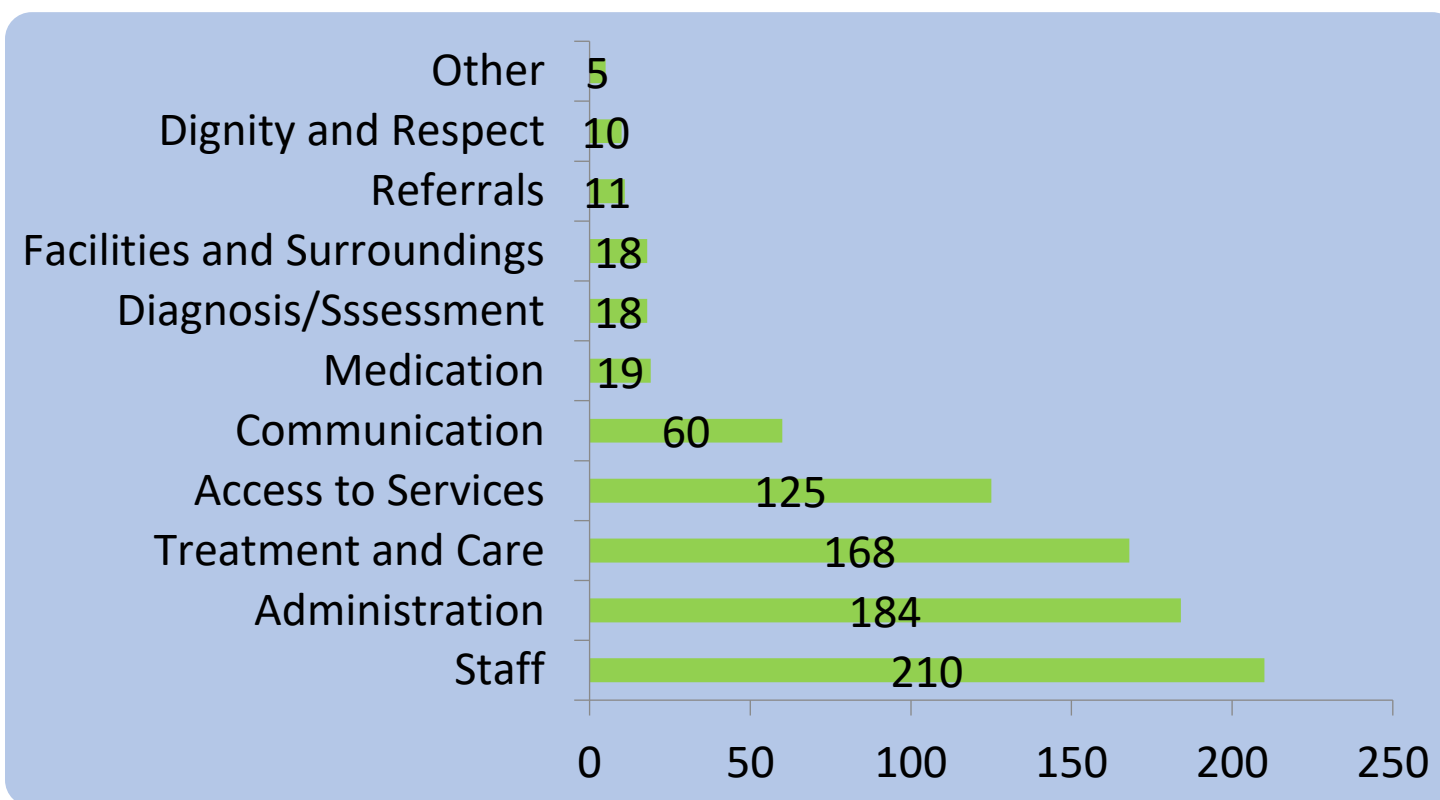


Figure 5: Count for the Themes Identified in GP service reviews

GP Themes and Sub-Themes

The theme **Staff** (n.210) was the most identified theme in GP surgery reviews, this quarter. This is an increase from the number of times that **Staff** was identified in the reviews gathered in Q3 (n.179).

Figure 6 shows the breakdown of **Staff** into its sub-themes. Consistent with the previous three quarters, the sub-theme of **Attitudes** was the most frequently identified sub-theme (n.126), with 53% (n.67) of these instances being positive in sentiment and 43% (n.54) being negative. With a 10% difference between the positive and negative sentiment, shows that there remains room for discussion between health partners around how interactions between members of staff at GP surgeries and their patients can be improved through means which are in Ealing health partners' control.

Suitability was the second-most identified sub-theme (n.44). Positive sentiment regarding **Suitability** outweighed the negative sentiment, making up 62% (n.34) of this sub-theme compared to 24% (n.13), respectively. Below is a representative sample of individual comments on GP surgeries, relating to the theme of **Staff**.

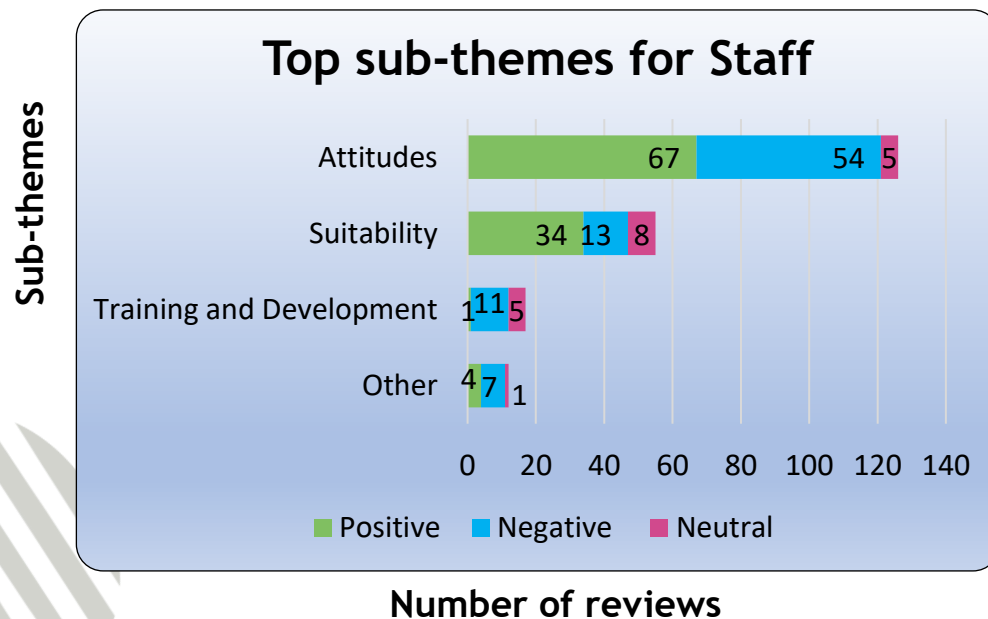


Figure 6: Sentiment distribution for the sub-themes of Staff

Positive reviews

"I visited my GP for my long term health issues and the lady was friendly." *GP Surgery*

"Staff were very friendly..." *GP Surgery*

Negative reviews

"GPs here can be quite rude and off hand as well as the admin staff who are often very rude when ringing in particular one admin staff was giving out medical advice over the phone,..." *GP surgery*

"The doctor was so vile and he made me feel so bad,..." *GP surgery*

GP Themes and Sub-Themes

The theme of **Administration** (n.183) was the second most identified theme in GP surgery reviews, this quarter. This is a decrease from the number of times that **Administration** was identified in the reviews gathered in Q3 (n.184).

Figure 7 shows the breakdown of **Administration** into its sub-themes. Consistent with the previous three quarters, the sub-theme of **Management of Service** was the most frequently identified sub-theme (n.100), with 69% (n.67) of these instances being positive in sentiment and 28% (n.28) being negative. **Appointment Availability** was the second-most identified sub-theme (n.47). Positive sentiment regarding availability of appointments outweighed the negative sentiment, making up 60% (n.28) of this sub-theme compared to 28% (n.13), respectively.

The third-most identified sub-theme in the theme of **Administration** was **Booking Appointments** (n.31). Of these instances, 52% (n.16) were positive in sentiment, while 39% (n.12) were negative and 10% (n.3) were neutral.

Below is a representative sample of individual comments on GP surgeries, relating to the theme of **Administration**.

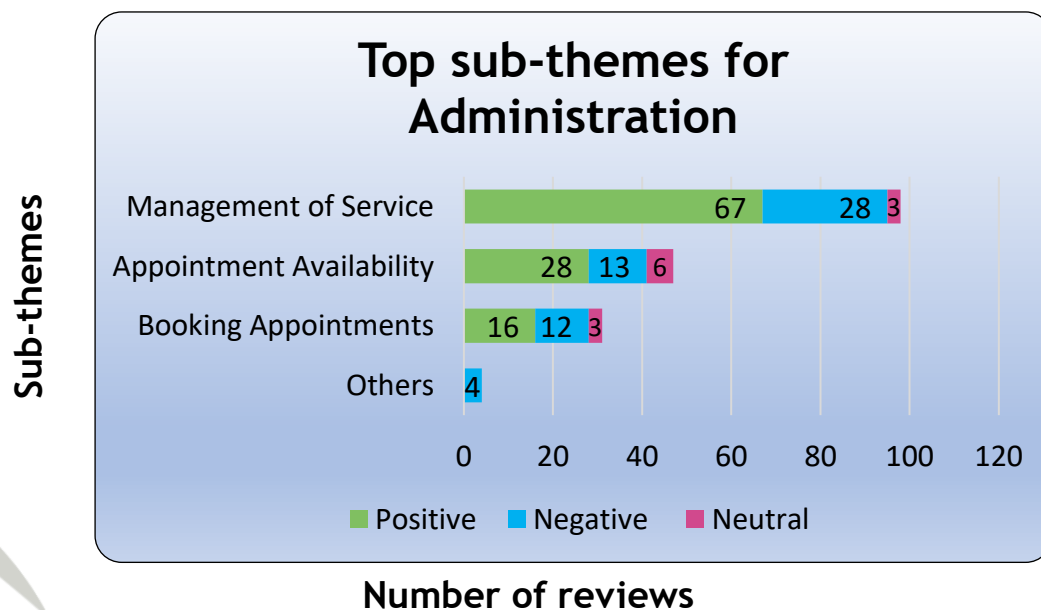


Figure 7: Sentiment distribution for the sub-themes of Administration

Positive reviews

"I can get a same-day call back from the doctor. Sometimes it is unclear which member of the family a text is for but other than that, a great service!" GP Surgery

"Everything is great, and service runs as normal..." GP Surgery

Negative reviews

"Online services are over complicated to activate and don't work..." GP surgery

"I'm over 80, and its difficult for me sometimes to communicate to the receptionists on why I need an appointment, which is a bit concerning for my health..." GP surgery

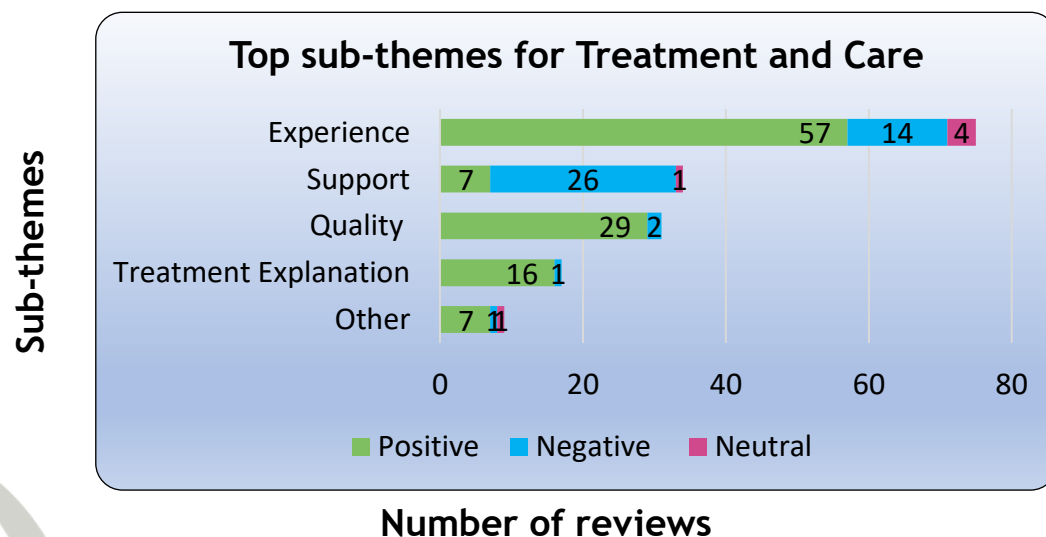
GP Themes and Sub-Themes

Figure 7 provides a detailed breakdown of **Treatment and Care**, the third most identified theme in reviews for GP surgeries. In Q3, this was the fourth most commonly identified theme, indicating that there has been an increase from the previous quarter in how many Ealing residents are talking about issues pertaining to the treatment and care that they receive at GP surgeries.

Overall, patients were positive about the treatment and care that they had received. During this quarter, 70% (n.116) of the cases in which this theme was identified were positive in sentiment, 27% (n.43) were negative and 4% (n.6) were neutral.

Consistent with the previous quarter, the sub-theme, **Experience**, was the most commonly identified theme (n.75) with 75% (n.57) of these instances displaying positive sentiment, 19% (n.14) displaying a negative sentiment and 5% (n.4) displaying a neutral sentiment. Although feedback from the last three quarters has shown that the majority of patients are happy with the treatment and care that they have received, it cannot be ignored that approximately 24% of the sample (negative and neutral feedback) are indicating that the quality of care can be improved upon. In addition, 76% (n.26) of the reviews that referenced the sub-theme of **Support** were negative.

Below is a representative sample of individual comments on GP surgeries, relating to the theme of **Treatment and Care**.



Positive reviews

“A good experience here. Go here for my health check.”
GP surgery

“..., I have had a positive, professional caring experience.” *GP surgery*

Negative reviews

“...Even after being diagnosed finally with a list of extremely difficult health issues and cancer I don't get the support I desperately need.” *GP surgery*

Figure 8: Sentiment distribution for the sub-themes of Treatment and Care

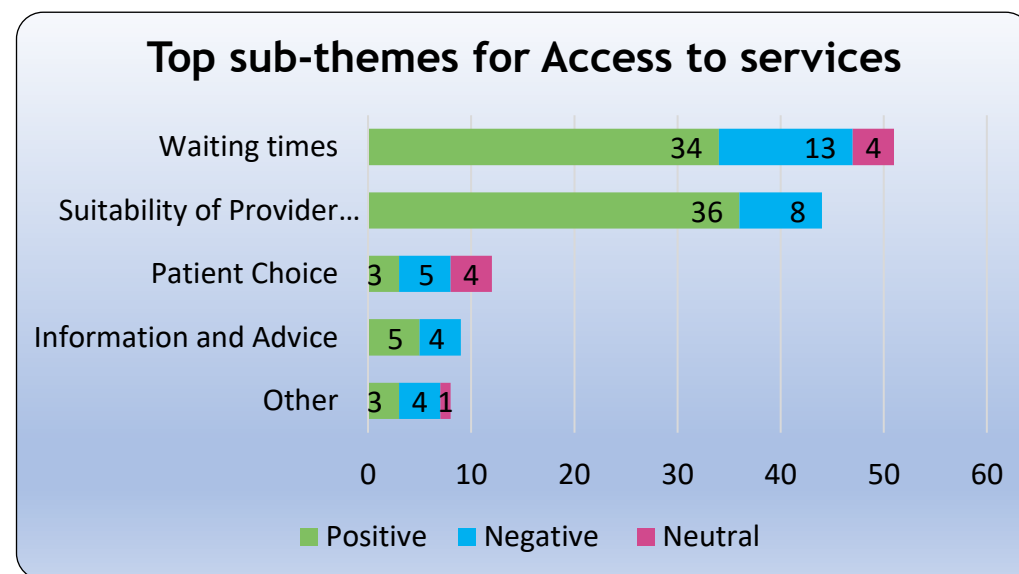
GP Themes and Sub-Themes

Access to Services was the fourth-most identified theme for GP surgeries (n.124). Of these, 64% (n.81) were positive in sentiment, 29% (n.34) were negative and 7% (n.9) were neutral. Figure 9 illustrates the breakdown of the most cited sub-themes for the Access to Services theme for GP surgeries.

The sub-theme **Waiting Times** was the most applied sub-theme this quarter (n.51), compared to being the second-most applied theme in Q3. Of the instances identified, 65% (n.34) were positive in sentiment, 27% (n.13) were negative and 8% (n.4) were neutral. These findings suggest that the GP services in Ealing are, successfully working to address the length of time that patients are having to wait for their appointments. This may be attributable to the digital by default approach to appointments and provides an indication of how this method of engagement can be utilised in the future.

The second most identified sub-theme was, **Suitability of Provider (Organisation)** (n.44). Of these counts, 82% (n.36) were positive in sentiment, 18% (n.8) were negative. These findings indicates that patients, for the most part, found their GP surgery suitable in meeting their needs. Below is a representative sample of individual comments on GP surgeries, relating to the theme of **Access to Services**.

Sub-themes



Number of reviews

Positive reviews

“The waiting time is not that long, only maximum 10 minutes which is good.” *GP surgery*

“They are doing their very best during the pandemic. I am getting everything I need. Keep up the excellent work!” *GP surgery*

Negative and Neutral reviews

“The waiting times is about 10-15 minutes, depending on the patient, sometimes you have to wait a little bit longer.” *GP surgery*

“...Sometimes the waiting can be quite a bit which I don't like, can be far too long for me” *GP surgery*

Figure 9: Sentiment distribution for the sub-themes of Access to Services

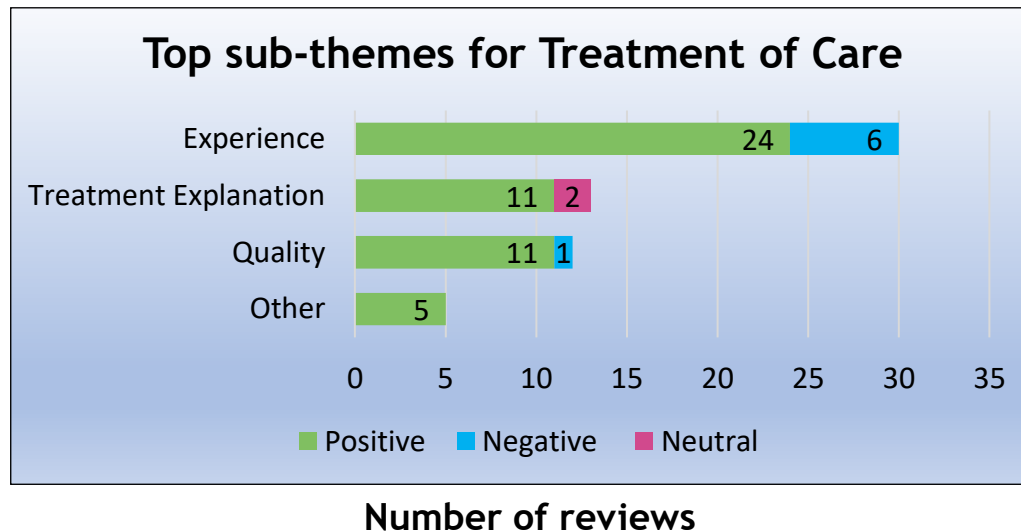
Ealing Hospital Themes and Sub-Themes

Treatment and Care (Fig. 10) was the most identified theme for Ealing Hospital (n.60). Of these, 85% (n.51) were positive in sentiment, 12% (n.7) were negative and 3% (n.2) were neutral. Figure 10 illustrates the breakdown of the most cited sub-themes for the **Treatment and Care** theme for Ealing Hospital.

In line with Q2, the sub-theme **Experience** was the most applied sub-theme this quarter (n.30). Of these instances, 80% (n.24) were positive in sentiment, and 20% (n.6) were negative in sentiment. There were no neutral applications this quarter. These findings suggest that patients this quarter were happy with their overall experience at Ealing Hospital.

The second most applied sub-theme was **Treatment Explanation**, which saw no negative sentiments applied while 85% (n.11) of the reviews were positive in sentiment. This indicates that patients who submitted reviews this quarter were happy with the explanations that they received from health care staff regarding their treatment. This likely highlights effective translation of medical language into easily digestible information.

The third most applied sub-theme was **Quality**, which demonstrated a similar narrative to **Treatment Explanation**, with 92% (n.11) of the reviews being positive in sentiment. This indicates that patients who submitted reviews this quarter were happy with quality of care and treatment they received at Ealing Hospital.



Positive reviews

“I went to the hospital for X-ray, and the doctors explained the issues very clearly.” *Ealing Hospital*

“They provided excellent care when I visited them.” *Ealing Hospital*

Negative reviews

“...Mum was in hospital for three weeks and the way she was treated was disgusting...” *Ealing Hospital*

Sub-themes

Number of reviews

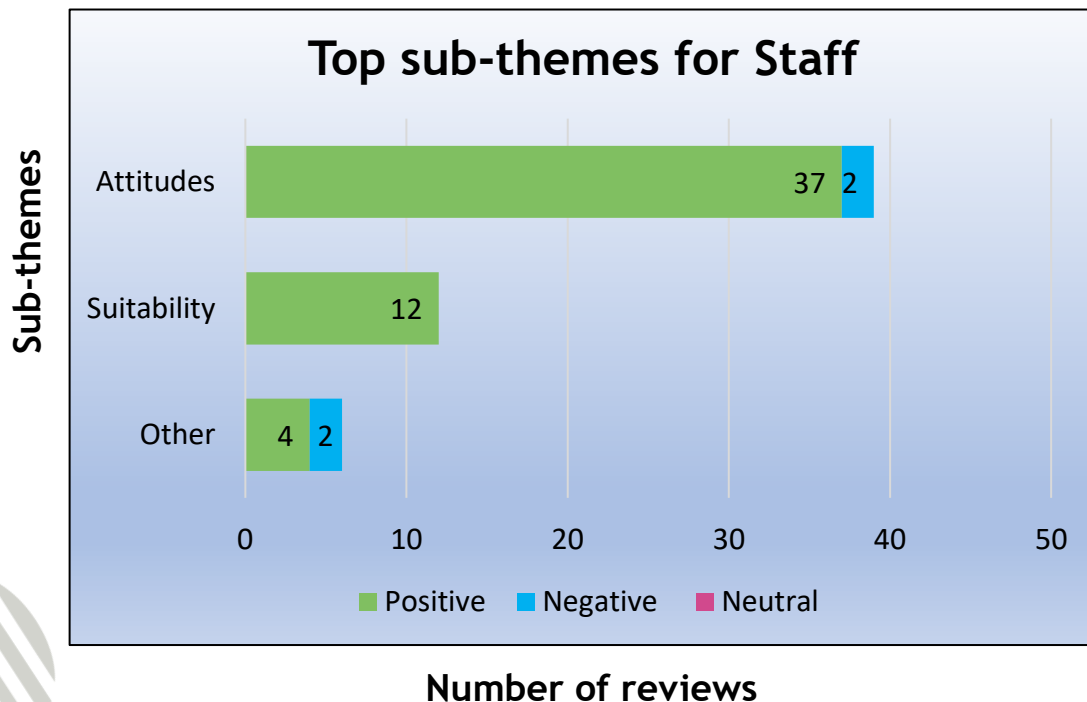
Figure 10: Sentiment distribution for the sub-themes of Treatment and Care for Ealing Hospital

Ealing Hospital Themes and Sub-Themes

Staff was the second most identified theme for Ealing Hospital (n.57). Of these, 93% (n.53) were positive in sentiment, and 7% (n.4) were negative. There were no reviews with a neutral sentiment during this quarter. Figure 11 illustrates the breakdown of the most cited sub-themes for the **Staff** theme for Ealing Hospital.

The sub-theme **Attitudes** was the most applied sub-theme this quarter (n.39). Of these instances, 95% (n.37) were positive in sentiment, and 5% (n.2) were negative in sentiment. There were no neutral applications this quarter. These findings suggest that patients were extremely happy with their interactions and engagement with staff members at Ealing Hospital. This notion is reinforced by the 100% positive sentiment rating for the **Suitability** of members of staff in relation to the tasks and activities they undertook when caring for patients.

Below is a representative sample of individual comments on GP surgeries, relating to the theme of **Staff**.



Positive reviews

“The physio was excellent, brilliant and helpful people there” *Ealing Hospital*

“...and the staff were very friendly...” *Ealing Hospital*

Negative reviews

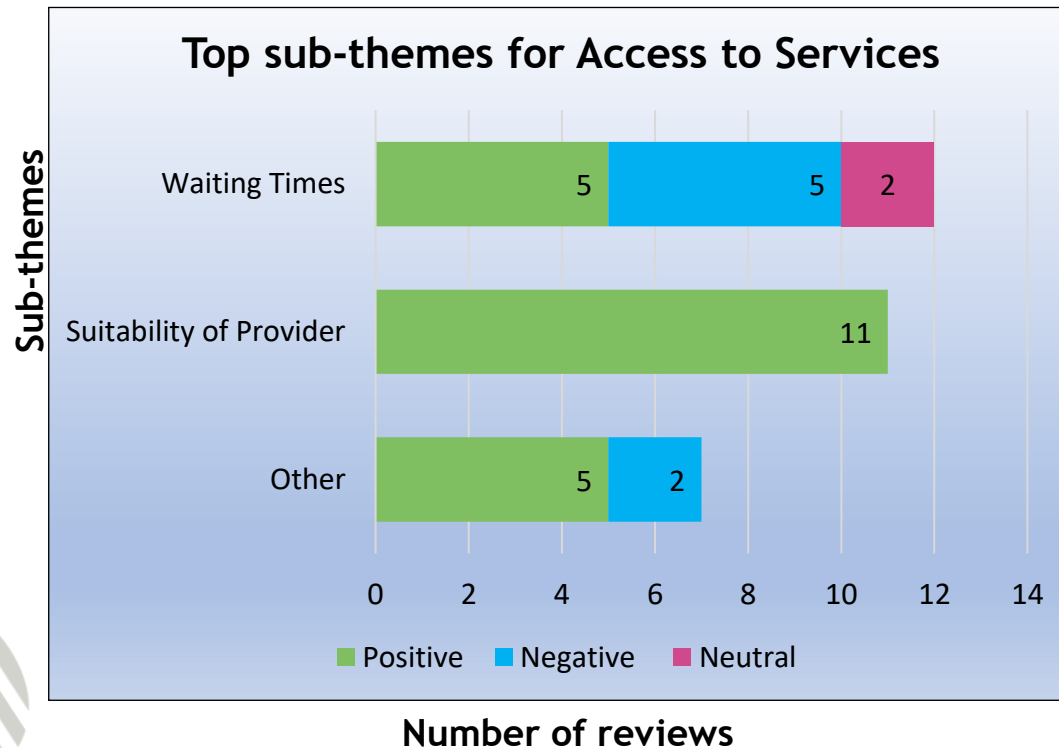
“...and the nurse was very rude to Mum...” *Ealing Hospital*

Figure 11: Sentiment distribution for the sub-themes of Staff for Ealing Hospital

Ealing Hospital Themes and Sub-Themes

Access to Services was the third most identified theme for Ealing Hospital this quarter (n.30). Of these, 70% (n.21) were positive in sentiment, 23% (n.7) were negative in sentiment, and 7% (n.2) were neutral in sentiment. Figure 12 illustrates the breakdown of the most cited sub-themes for the **Access to Services** theme for Ealing Hospital.

The sub-theme **Waiting Times** was the most applied sub-theme this quarter (n.12). Of these instances, both positive and negative sentiment reviews received 42% (n.5) of the total number of reviews, with 17% (n.2) being neutral in sentiment. It is important to point out that the review counts were low this quarter compared to previous quarters. While these individual instances suggest that some patients are experiencing longer waiting times, these findings cannot be generalised. On the other hand, the sub-theme **Suitability of Provider** was only identified in positive reviews (n.11). Taken together these findings suggest that although waiting times may sometimes be longer than expected. The overall quality of care and treatment has not dropped from Ealing Hospital's high standards.



Positive reviews

“A routine check up. They gave me a good discussion as to what my problems are/were and frankly I was completely satisfied with their appointment.” *Ealing Hospital*

“...and I was able to have a long chat about the treatment and what medication may help, without the rush or the guilt of knowing someone was waiting for an appointment behind me.... ” *Ealing Hospital*

Negative reviews

“...long waiting times...” *Ealing Hospital*

Figure 12: Sentiment distribution for the sub-themes of Access to Services for Ealing Hospital

Positive Reviews For Remaining Service Categories

This section provides an overview of the positive reviews received for the other services in the borough including, Dentists, Pharmacies, Opticians, COVID-19 Vaccination Centres (COVID-19), and Community Services.

Figure 14 illustrates the number of positive reviews gathered for these service categories during the Quarter 4 period (January-March 2021). In comparison to Quarter 3 (October-December 2020), the number of positive reviews gathered for Dentists saw a significant increase (Q3, n.245 versus Q4, n.360). Compared to Q3, the number of positive reviews for Pharmacies decreased from 117 to 95 and the number of positive reviews for Opticians increased slightly from 60 to 73.

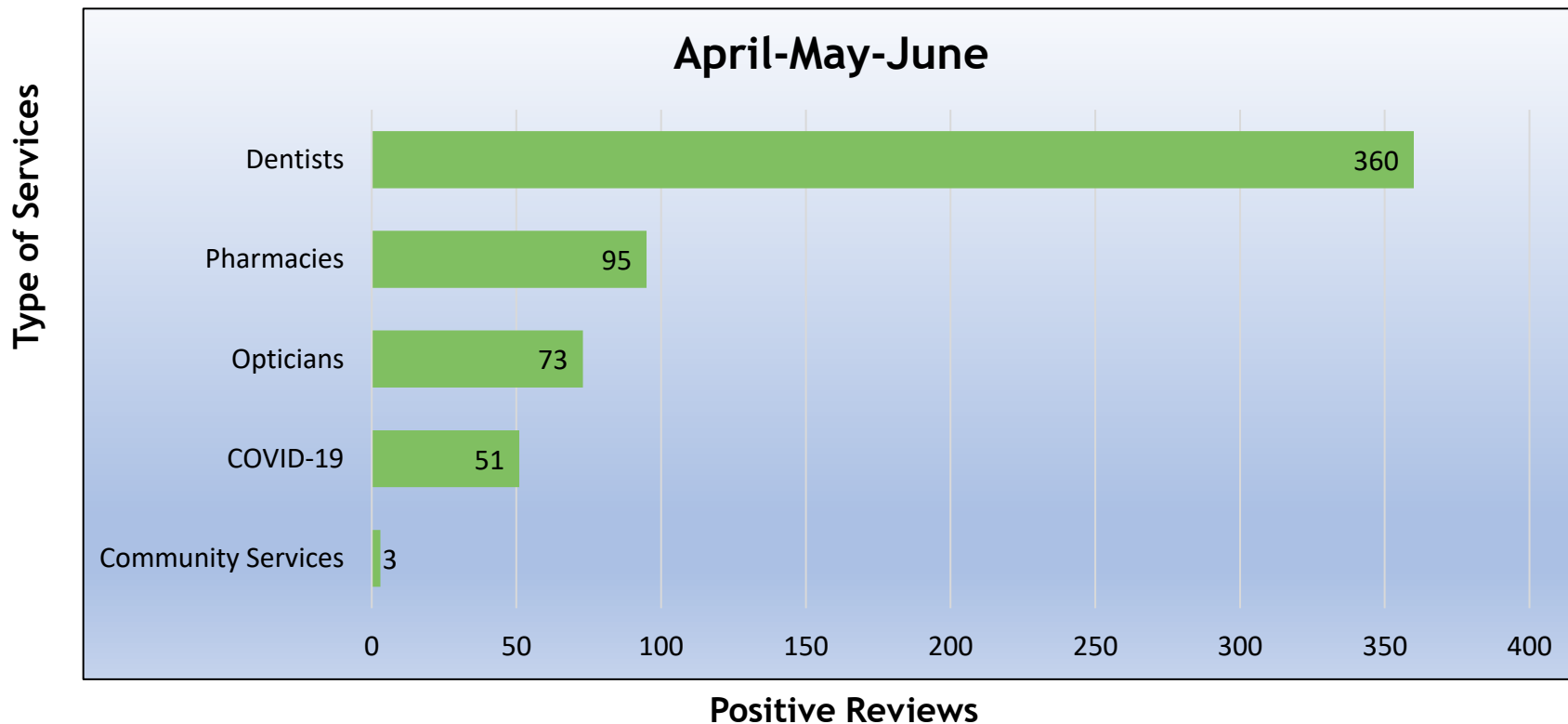


Figure 14: Positive review count for services in Ealing



Dentists

“They are easy to get hold of. They do check ups and general dentistry.”

Dentists

“Ease of getting an appointment is good. The dentist is very good at explaining what he is doing.”

Dentists

“People are friendly, accommodating, always try and make appointments to suit me, professional and well trained staff, comfortable all the time and the treatment is excellent.”

Dentists



Pharmacies

“Consistent service throughout the lockdown.”

Pharmacy

“Good service, even during the lockdown. Organised and helpful.”

Pharmacy

“The pharmacy is very good, staff are very friendly and quick, depending on who's on the till that day. Treatment explanation and advice is very helpful and clear.”

Pharmacy



Opticians

“Easy to get hold of. Provide a good service and are friendly.”

Opticians

“Easy to get an appointment. Good explanations and friendly staff.”

Opticians



COVID-19

“It was wonderful! Very well organised.”

COVID-19

“Overall, the experience was excellent. Very efficient and social distancing was very respectful.”

COVID-19



Community Services

“Excellent service even during the lockdown. I get everything I need.”

Community Services

“It was to have my diabetic screening. No waiting.”

Community Services

Negative and Neutral Reviews for Remaining Service Categories

This section provides an overview of the negative and neutral reviews that were received for Dentists, Pharmacies and Opticians as well as those that received lower numbers of reviews such as, Community services, Mental Health, Social Care, and Homecare/Supported Living. Figure 14 illustrates the number of negative and neutral reviews gathered for these service categories during the Quarter 4 period (January-March 2021).

Negative reviews for Dental services made up the majority of negative reviews this quarter with people complaining about the attitudes of members of staff, as well as the management of the service. It should also be noted that while COVID-19 Vaccination Centres received 51 positive reviews, they received no negative reviews (and just 1 neutral review). This is a tremendous achievement.

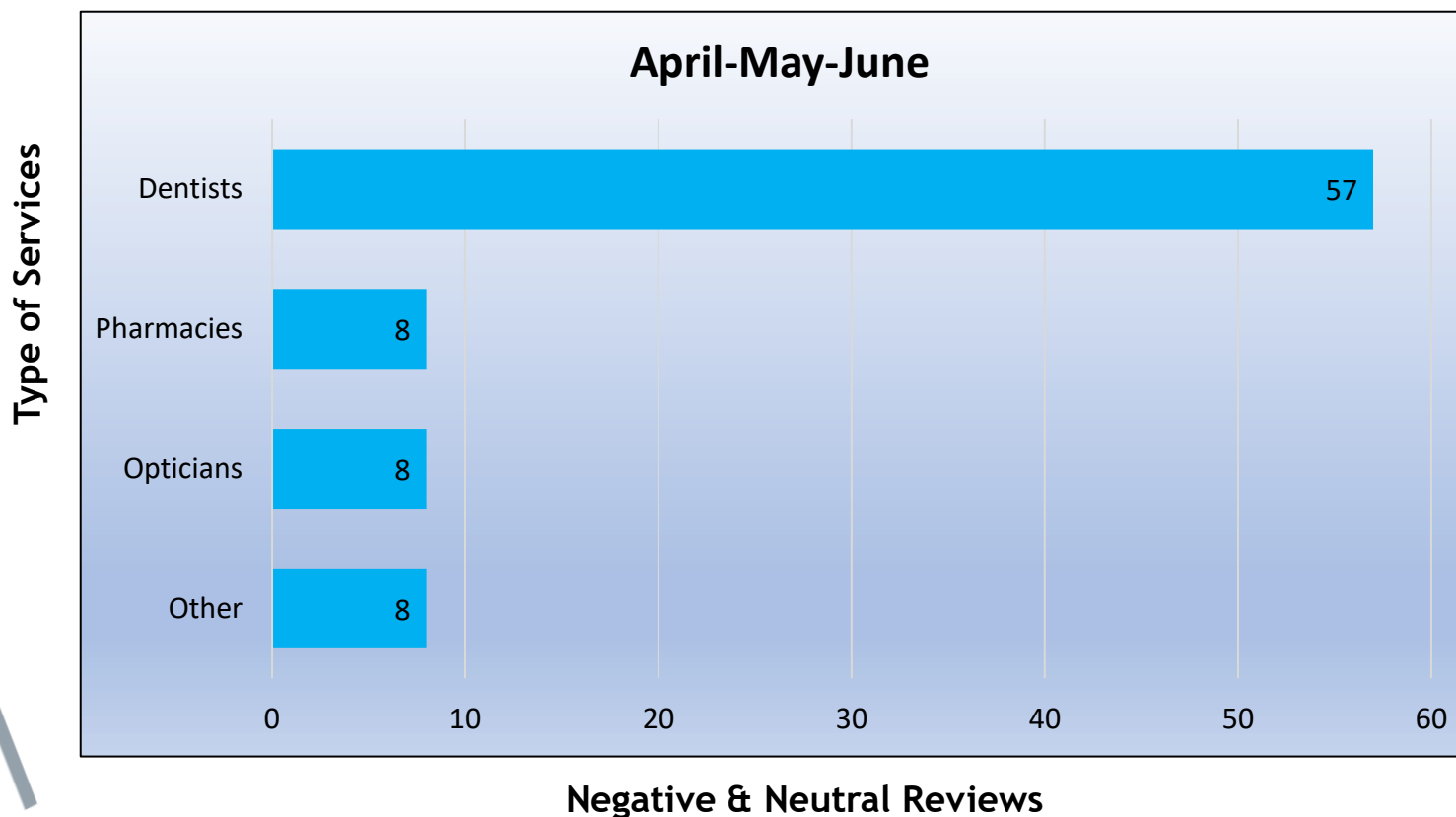


Figure 15: Negative and Neutral review count for services in Ealing



Dentists

“No check ups at all since last March. No emails to let us know.”

Dentists

“It is too difficult to get through on the phone. They charge in extortionate prices. They have specialists rather than a normal dental service.”

Dentists

“I had a root filling that was very painful. Normally the treatment is fine but for some reason that was really bad.”

Dentists



Pharmacies

“They are bit slow. They sometimes don't have all the medication. They need to up their game a little bit.”

Pharmacies

“Sometimes prescriptions are available the next days sometimes a couple of days. It would be good for the service to be consistent”

Pharmacies

“...I received the wrong medication from my pharmacy...”

Pharmacies



Opticians

“It is alright. I have very bad vision, they helped me as much as they felt they could but they suggested that I went to the Hospital.”

Opticians



Other

“Experience is totally negative. Never keep an appointment and then when I complain, the visit is scheduled for tomorrow.” *Community Services*

“Original date and time was cancelled and rescheduled. The rescheduled date and time was not adhered to. ”
Community Services

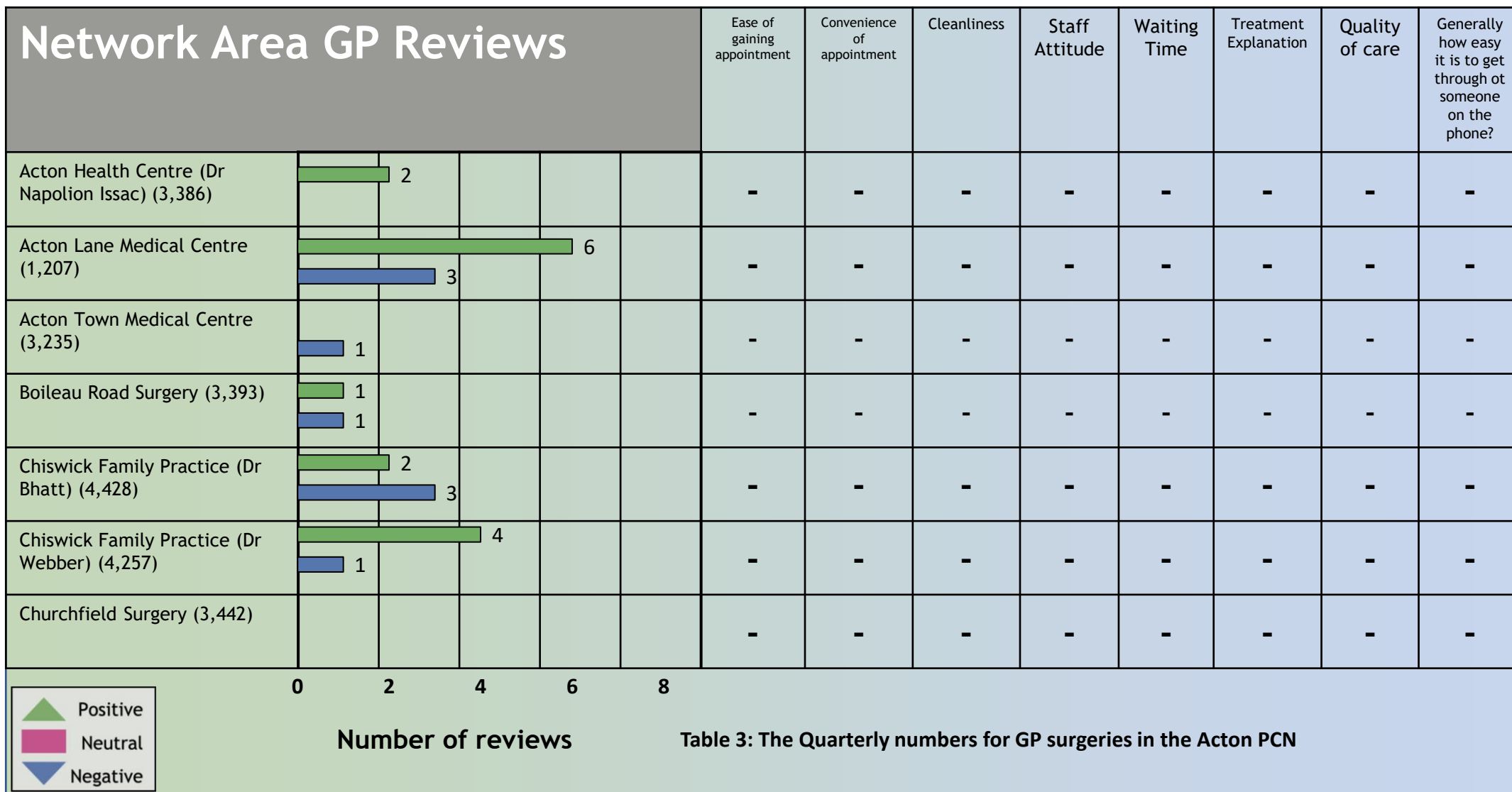
“Triggering, rude, late, awful.” *Mental Health*

Network Area Specific GP Reviews

The following tables (table 3 - table 10) highlight the number of positive, negative and neutral reviews for each of the GP surgeries in the borough of Ealing. As indicated, each surgery falls under one of the eight Primary Care Networks (PCN) in Ealing: Acton, The Ealing Network, Northolt Greenford Perivale (NGP), North Southall, South Central Ealing, Northolt, Greenwell, South Southall.

The left side of the table indicates the number of the reviews received for each GP surgery and their sentiment. The data displayed on the right-hand side reflects the average star rating given by patients regarding specific aspects of the surgery, such as; Ease of gaining an appointment, Waiting times and Staff Attitudes. It should be noted that the GP surgeries that received less than ten reviews during this quarter (January to March) are not included in the average ratings on the right-hand side. This is to avoid generalising the findings from smaller samples sizes.

PCN Specific Reviews - Acton



PCN Specific Reviews - Acton Continued

Network Area GP Reviews					Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through of someone on the phone?
Cloister Road Surgery (8,894)	2	2			-	-	-	-	-	-	-	-
Crown Street Surgery (8,836)	3	4			-	-	-	-	-	-	-	-
Hillcrest Surgery (7,791)	11	2	1		3.5	4.5	4.5	4.5	4	4	4.5	4.5
Horn Lane Surgery (4,581)	1	1			-	-	-	-	-	-	-	-
Mill Hill Surgery (7,692)	1	2			-	-	-	-	-	-	-	-
The Bedford Park Surgery (3,539)	1				-	-	-	-	-	-	-	-
The Vale Surgery (5,303)	2	1			-	-	-	-	-	-	-	-
Western Avenue Surgery (3,025)	1	3			-	-	-	-	-	-	-	-

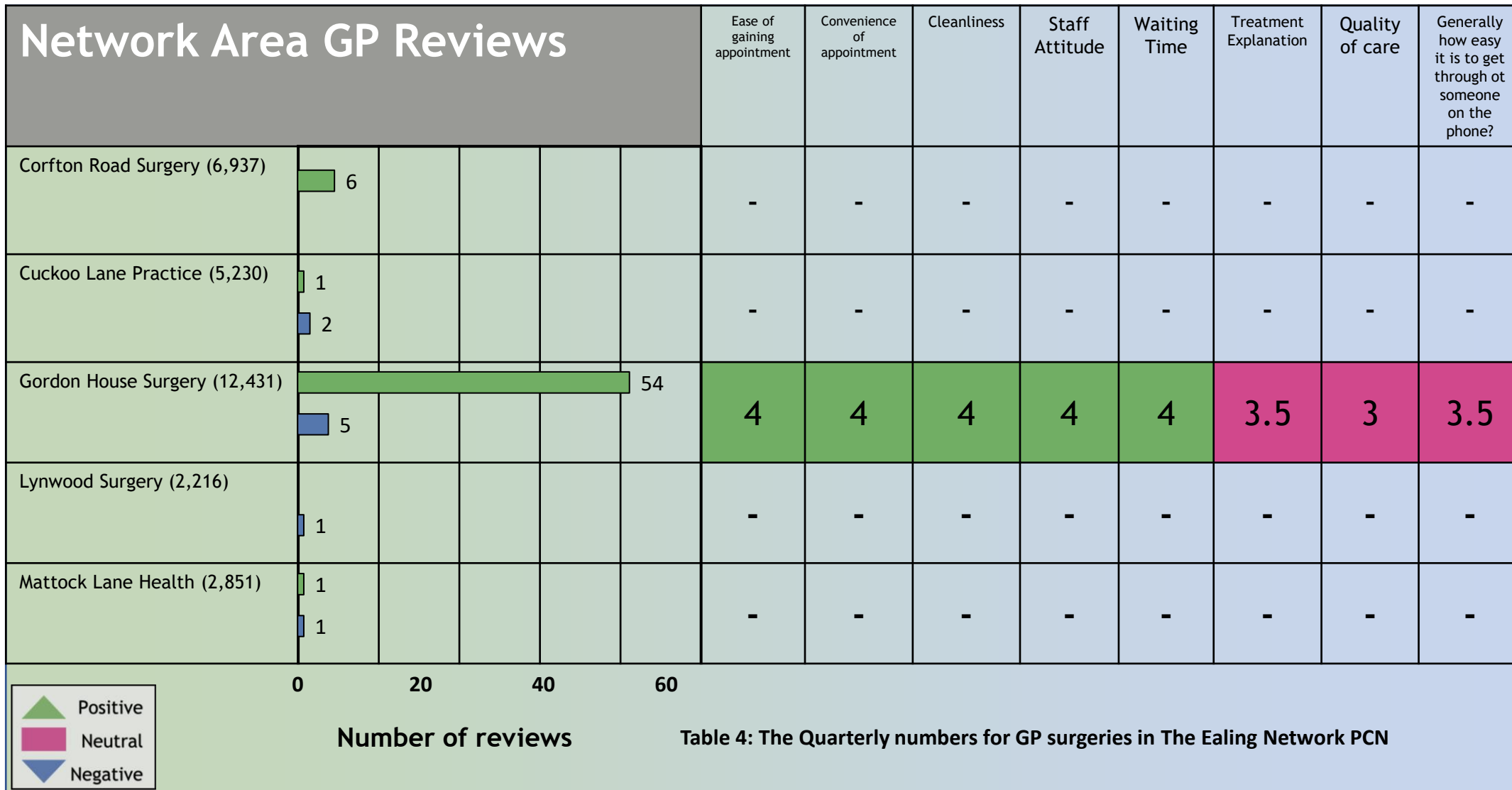
▲ Positive
■ Neutral
▼ Negative

0 5 10 15

Number of reviews

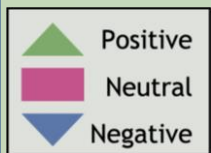
Cont. Table 3: The Quarterly numbers for GP surgeries in the Acton PCN

PCN Specific Reviews - The Ealing Network



PCN Specific Reviews - The Ealing Network Continued.

Network Area GP Reviews					Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through on the phone?
Pitshanger Family Practice (3,009)					-	-	-	-	-	-	-	-
Queenswalk Practice (10,048)					-	-	-	-	-	-	-	-
St Marks Medical Centre (1,610)					-	-	-	-	-	-	-	-
The Argyle Surgery (8,140)					-	-	-	-	-	-	-	-
The Avenue Surgery (3,028)					-	-	-	-	-	-	-	-



Number of reviews

Cont. Table 4: The Quarterly numbers for GP surgeries in The Ealing Network PCN

PCN Specific Reviews - Northolt, Greenford, Perivale

Network Area GP Reviews					Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through to someone on the phone?
Hillview Surgery (10,338)	2	2			-	-	-	-	-	-	-	-
Islip Manor Medical Centre (3,498)	1				-	-	-	-	-	-	-	-
The Grove Medical (6,785)		2			-	-	-	-	-	-	-	-
The Medical Centre (4,123)					-	-	-	-	-	-	-	-
Barnabas Medical Centre (9,282)					-	-	-	-	-	-	-	-
Elm Trees Surgery (5,016)	1				-	-	-	-	-	-	-	-

▲ Positive
■ Neutral
▼ Negative

0 1 2 3

Number of reviews

Table 5: The Quarterly numbers for GP surgeries in the NGP PCN

PCN Specific Reviews - Northolt, Greenford, Perivale continued.

Network Area GP Reviews				Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through to someone on the phone?
Greenford Road Medical Centre (7,888)	2	1	2	-	-	-	-	-	-	-	-
Mandeville Medical Centre (5,361)				-	-	-	-	-	-	-	-
Meadow View Surgery (5,385)	3		1	-	-	-	-	-	-	-	-
Perivale Medical Clinic (4,349)	1		1	-	-	-	-	-	-	-	-
Allendale Road Surgery (4,240)	2		1	-	-	-	-	-	-	-	-

▲ Positive
■ Neutral
▼ Negative

0 1 2 3 4

Number of reviews

Cont. Table 5: The Quarterly numbers for GP surgeries in the NGP PCN

PCN Specific Reviews - North Southall

Network Area GP Reviews				Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through on the phone?
Chepstow Medical Centre (2,445)	3	1	2	-	-	-	-	-	-	-	-
Dormers Wells Medical Centre (6,914)	2	2	6	3.5	3.5	-	4	3	4	3.5	3.5
Lady Margaret Road (3,108)	3			-	-	-	-	-	-	-	-
Saluja Clinic (9,557)	3			-	-	-	-	-	-	-	-
Somerset Family Practice (2,946)	1	1	3	-	-	-	-	-	-	-	-

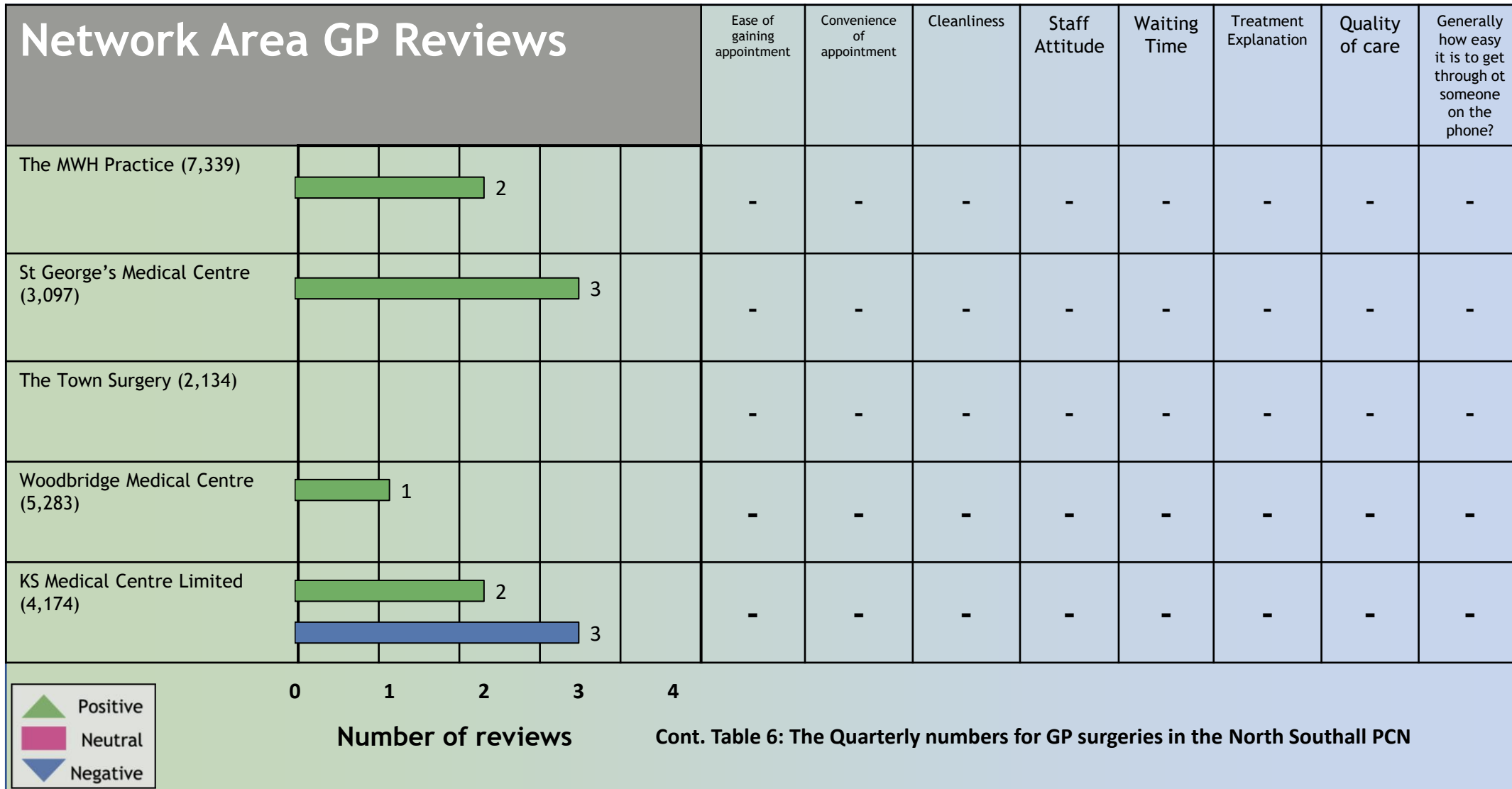
▲ Positive
■ Neutral
▼ Negative

0 2 4 6 8

Number of reviews

Table 6: The Quarterly numbers for GP surgeries in the North Southall PCN

PCN Specific Reviews - North Southall continued.



PCN Specific Reviews - South Central Ealing

Network Area GP Reviews				Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through to someone on the phone?
Grosvenor House Surgery (6,150)	1	4		-	-	-	-	-	-	-	-
Ealing Park Health Centre (9,691)	5	2		-	-	-	-	-	-	-	-
Elthorne Park Surgery (8,620)	3	4		-	-	-	-	-	-	-	-
Northfields Surgery (9,360)	1	6		-	-	-	-	-	-	-	-
The Florence Road Surgery (18,048)	14	2	1	4.5	4.5	4	4.5	4.5	5	5	4
Bramley Road Surgery (13,048)		1		-	-	-	-	-	-	-	-

▲ Positive
■ Neutral
▼ Negative

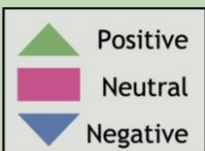
0 5 10 15

Number of reviews

Table 7: The Quarterly numbers for GP surgeries in the South Central Ealing PCN

PCN Specific Reviews - Northolt

Network Area GP Reviews						Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through of someone on the phone?
Jubilee Gardens Medical (7,203)	4	3	2			-	-	-	-	-	-	-	-
Somerset Medical (1,746)	1					-	-	-	-	-	-	-	-
Goodcare Practice (6,408)	3		1			-	-	-	-	-	-	-	-
West End Surgery (4,478)	1			5		-	-	-	-	-	-	-	-
Yeading Medical Centre (7,208)	1		2			-	-	-	-	-	-	-	-
Allenby Clinic (2,064)						-	-	-	-	-	-	-	-
Broadmead Surgery (4,224)	7	1	2			1	1	4	5	1	4	1	-
Northolt Family Practice (4,111)						-	-	-	-	-	-	-	-



Number of reviews

Table 8: The Quarterly numbers for GP surgeries in the Northolt PCN

PCN Specific Reviews - Greenwell

Network Area GP Reviews					Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through to someone on the phone?
Elmbank Surgery (3,349)	1				-	-	-	-	-	-	-	-
Greenford Avenue Family Health Practice (6,905)					-	-	-	-	-	-	-	-
Mansell Road Practice (5,823)	1				-	-	-	-	-	-	-	-
Westseven (3,604)	1				-	-	-	-	-	-	-	-
Eastmead Avenue Surgery (6,084)					-	-	-	-	-	-	-	-
Hanwell Health Centre Dr Less Naish Basil (5,668)					-	-	-	-	-	-	-	-
Oldfield Family Practice (4,145)	3	1			-	-	-	-	-	-	-	-

▲ Positive

■ Neutral

▼ Negative

0 1 2 3 4

Number of reviews

Table 9: The Quarterly numbers for GP surgeries in the Greenwell PCN

PCN Specific Reviews - South Southall

Network Area GP Reviews				Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through on the phone?
70 Norwood Road/Dr Sanghera				-	-	-	-	-	-	-	-
Southall Medical Centre (7,755)				-	-	-	-	-	-	-	-
Belmont Medical Centre (7,662)				-	-	-	-	-	-	-	-
Featherstone Road Health Centre (8,622)				-	-	-	-	-	-	-	-
Guru Nanak Medical Centre (12,283)				-	-	-	-	-	-	-	-

0 2 4 6

Number of reviews

Table 10: The Quarterly numbers for GP surgeries in the South Southall PCN

PCN Specific Reviews - South Southall continued.

Network Area GP Reviews					Ease of gaining appointment	Convenience of appointment	Cleanliness	Staff Attitude	Waiting Time	Treatment Explanation	Quality of care	Generally how easy it is to get through on the phone?
Medical Centre (Beaconsfield Road) (8,305)	2				-	-	-	-	-	-	-	-
The Welcome Practice (3,903)	2	6			-	-	-	-	-	-	-	-
Waterside Medical Centre (4,851)		4			-	-	-	-	-	-	-	-
Hammond Road Surgery (4,233)	1				-	-	-	-	-	-	-	-
Sunrise Medical Centre (4,156)	1	1			-	-	-	-	-	-	-	-

▲ Positive
■ Neutral
▼ Negative

0 2 4 6 8

Number of reviews

Cont. Table 10: The Quarterly numbers for GP surgeries in the South Southall PCN

The pie chart below (fig.16), represents the number of reviews received from each gender, during Q4 (January to March). The majority of reviews received during this quarter were from Females with a total of 61% (n.204). Males, therefore, accounted for 39% (n.133) of the reviews received in Q4.

The pie chart below (fig.17) represents the breakdown of the sample population based on patients' area of residence. The highest number of reviews were received from residents in the ward of Ealing, making up 46% (n.150) of the sample population, followed by residents from Outside The Borough, making up a further 23% (n.74) of the sample. The least number of reviews received from a specific ward was just one review from a resident living in Perivale with just one.

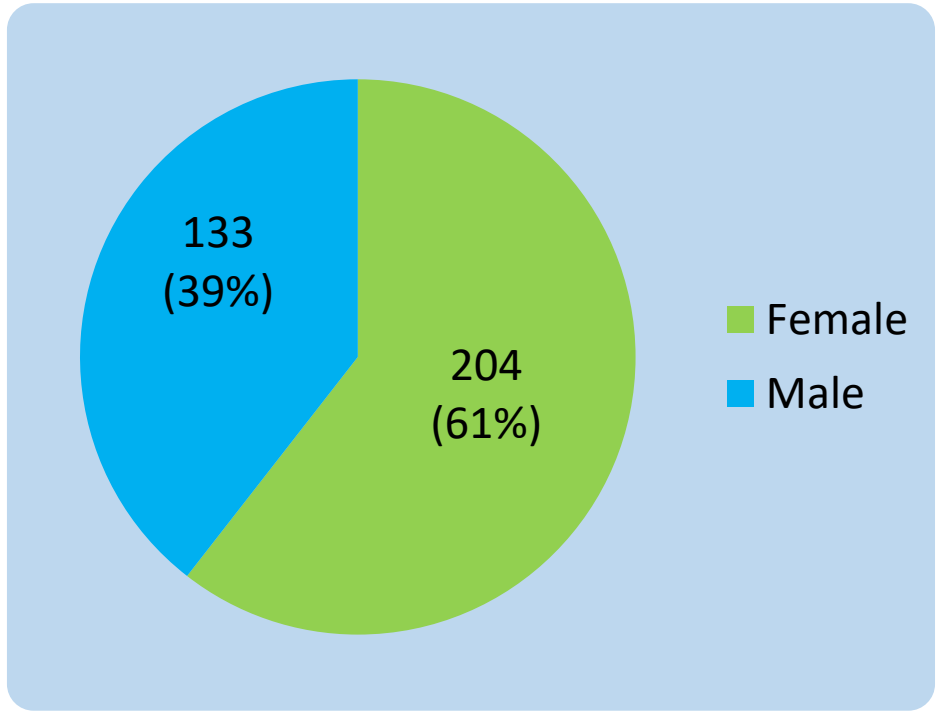


Figure 16: Patient and Service User's Gender

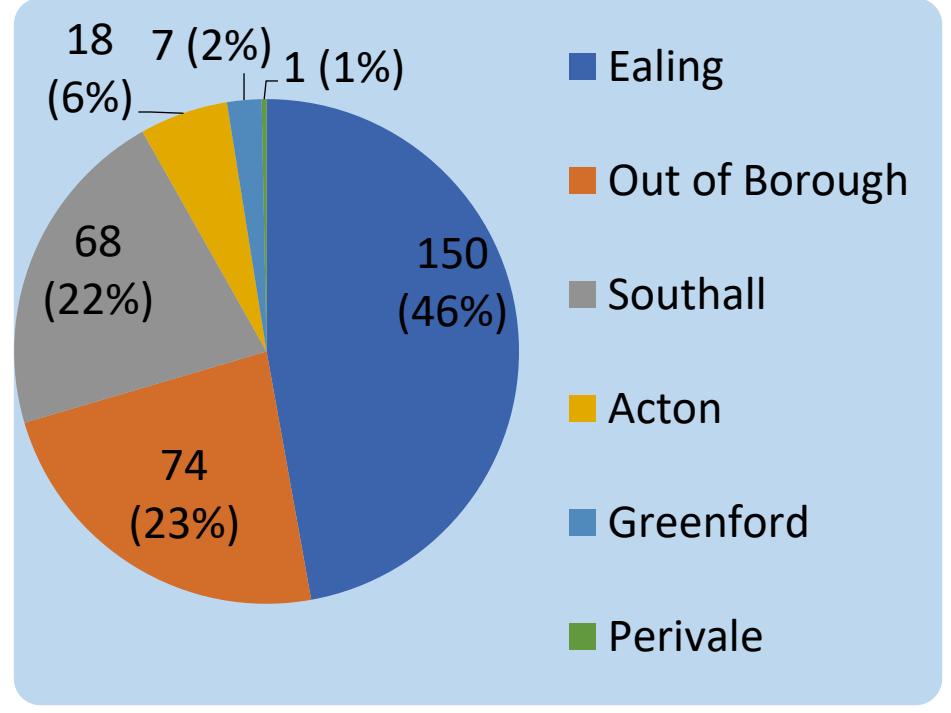
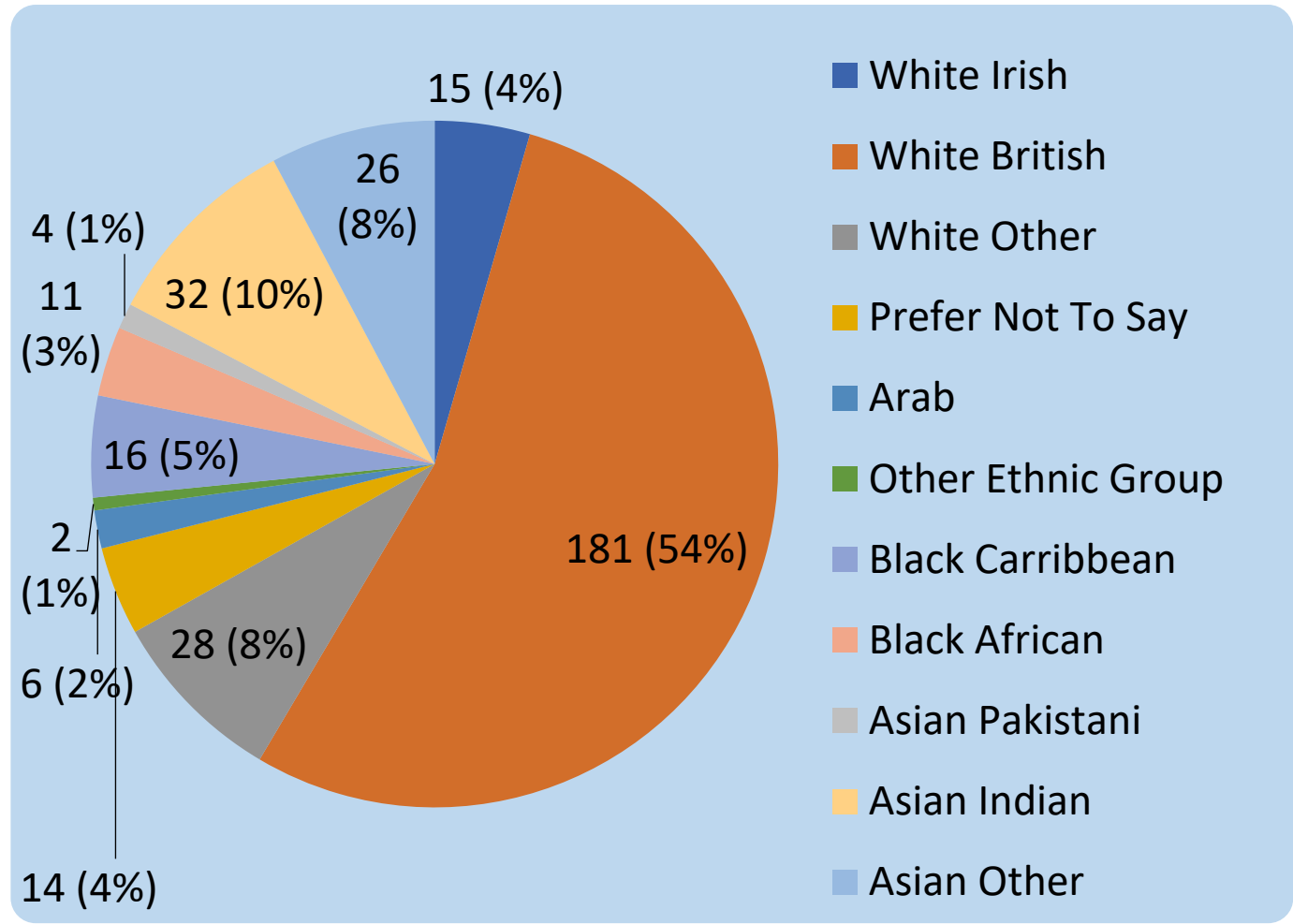


Figure 17: Patient and Service User's area of residence



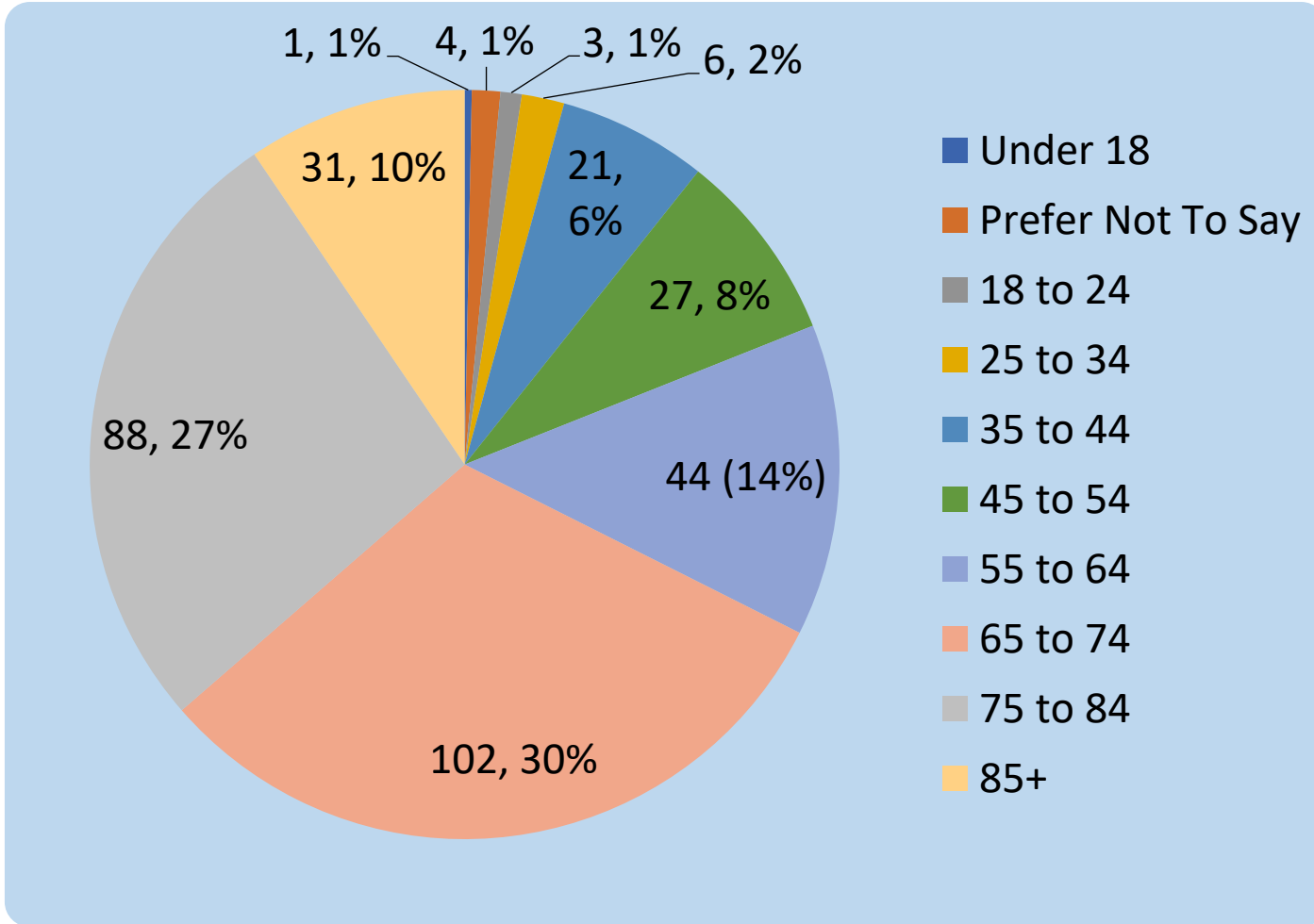
The pie chart below (fig.18) shows the number of reviews received this quarter from each ethnicity.

The majority of feedback received was from people who were White British, making up a total of 54% (n.181) of the sample population. The second-most present ethnicity in this report was Asian Indian, making up 10% (n.32) of the sample population.

It is worth noting that White Irish (n.15), Asian Pakistani (n.4), Black African (n.11), Black Caribbean (n.16), Other Ethnic Group (n.2), Arab (n.6), and Prefer Not To Say (n.14) each made up 5% or less of the sample population, respectively.

One of our main areas of focus when we return to face-to-face community engagement is to hear from these communities that have been underrepresented during the pandemic.

Figure 18: Patient and Service User's Ethnicity



The pie chart (fig.19) represents the number of patients and service users from each age group who provided their feedback.

The age group recorded the most this quarter was 65 to 74 – 36% (n.102). This was followed by 75 to 84 – 31% (n.88) and then 55 to 64 – 14% (n.44).

Excluding the category ‘Prefer Not To Say’, the age group that recorded the least this quarter was, Under 18 (n.1).

As we move back to our preferred face-to-face engagement model for our Patient Experience programme, we hope to address this skew in the data toward the older age groups. Speaking to younger residents will help us to understand how different communities have been affected by the pandemic and will provide us with additional perspectives on how we can continue to develop our health and social care services.

Figure 19. Patient and Service User’s Age Group

This quarter, a total of 1400 patient experience reviews were collected. 80% (n.1,110) were positive, 17% (n.242) were negative and 3% (n.48) were neutral. This follows the consistent trend in Ealing that the positive experience of patients and service users outweighs the negative. However, as the distribution of the overall star ratings for services showed, 1–3-star ratings made up at least 18-23% of the reviews received this quarter, with the 1-star rating being the second-most prevalent rating behind 5 stars for all three months. These findings provide an indication that more can still be done by services and stakeholders to ensure that a high standard of care is being consistently delivered across service categories within the borough. The findings from the thematic analysis within this report outline several key areas for improvement that will help services in meeting these standards. Although the total number of reviews received during this quarter increased (Q3 – 1,088, Q4 – 1,400), we saw GPs (n.100 to n.104), Hospitals (n.32 to n.68), and Opticians (n.37 to n.49) all received an increase amount of negative reviews, to varying degrees. Continuing from the previous quarter, we saw a significant increase in reviews for Dentists (Q3 - n.288, Q4 – n.417), becoming the service category with most reviews this quarter. It is worth noting that the adapted approach to the patient experience feedback collection process is likely to contribute to this increase. Interestingly, the overall increase in the number of negative reviews obtained this quarter (n.47), in fact equated to a percentage decrease of 1%, compared to quarter 3. These findings, combined with the significant amount of positive feedback received across all nine service categories, demonstrates just how hard service providers in Ealing continue to work to ensure that residents are receiving the best possible health and social care. The findings for each service category highlights where these services can further improve.

GP Services

The themes of **Treatment and Care** (62%), **Administration** (70%) and **Access to Services** (64%) were regularly referenced in positive reviews, indicating that patient's overall Experience of receiving treatment and care from their GP surgery met their needs (75%). However, findings from the negative reviews, suggest that although GP appointments are meeting the initial needs of the patient, there is a lack of post-appointment communication from healthcare professionals. These negative reviews highlighted a lack of out-of-appointment support from GPs regarding information on how to handle both COVID and non-COVID related health issues during the pandemic and how to best access services and information during this time.

Negative reviews relating to GP practices in Ealing highlighted **Administration** and **Staff** as two areas that can be further understood and explored for possible development. Relating to the theme of **Administration**, we saw a similar trend to the previous quarter, with **Booking Appointments** (39%) receiving a significant amount of negative sentiment. Although these findings are somewhat expected in the current climate of the pandemic, caution must be exercised to ensure that these extended appointment waiting times are not of significant detriment to the health of the patient.

In relation to the theme of Staff, 40% of reviews were negative in sentiment. These reviews mostly referenced staff member's **Attitudes** (43%) and **Training and Development** (65%), albeit the latter being referenced significantly fewer times, in comparison. As the findings show, sub-themes not relating to staff such as, **Suitability of Provider (Organisation)** (82%) and **Management of Service** (69%) received largely positive reviews. Upon further analysis, the positive and negative sentiment for the sub-theme **Response Times** (which is part of the **Communication** theme) were both 48%. This may indicate that patients are having to wait longer than they would like to hear from their GP and therefore lead to a negative perception of primary care staff's level of engagement.

The findings pertaining to GP staff have remained relevant both during and even before the COVID-19 pandemic and, therefore, could be an area that is worth exploring by health partners to understand if there are some practical actions that can be taken to improve this aspect of Primary Care. It must be noted, however, that several contributory factors could influence these findings. This includes Healthwatch Ealing's adapted method of data collection as well as the possibility that the impact that the pandemic has had on patients has increased the likelihood of a negative exchange between patient and provider. These findings highlight the need to share best practices amongst GP surgeries. An exercise that Healthwatch Ealing would be keen to support with specific GP analysis.

To understand the factors that contribute to this negative feedback, further analysis was conducted comparing feedback from this quarter to the feedback received prior to the pandemic (Q3 and Q4, 2019/20 reports). The analysis showed that the number of reviews that negatively referenced communication issues were greater this quarter (n.10) compared to quarter 3 (n.1) and quarter 4 (n.2) of 2019/20. Taken together, these findings show that the pandemic has likely contributed to the increase in communication issues between GP surgeries and patients. It is worth monitoring how this trend evolves as consistency in the delivery of a proactive and full journey of care is essential to creating an integrated and holistic health and social care system.

Ealing Hospital

Once again, for Ealing Hospital, there appears to be no significant areas of concern. However there was again, a reduced sample size this quarter (n.90, same as Q3) and therefore caution must be exercised when generalising these findings without being supplemented by historic and further evidence. The findings in this report clearly show an overwhelming degree of positive feedback, most notably in the following areas of the service:

- **Staff** (93% positive) - For all three sub-themes of the theme of Staff, positive sentiment reviews outweighed the negative sentiment reviews, particularly with the attitudes of the staff. Overall, findings indicate that patients were happy with staff member's attitudes, with feedback regularly referencing staff's friendly nature, professionalism and level of knowledge/competency. This trend has continued throughout the quarterly reports and, most notably, has remained consistent throughout the pandemic.
- **Treatment and Care** (87% positive) - In addition, and in relation to, the positive sentiment toward Ealing Hospital staff, feedback on the treatment and care received at the hospital has remained positive throughout the pandemic. The emergence of this positive trend indicates that the quality of care, the provider-to-patient communication regarding treatment plans and patients' overall hospital experience has improved since this time last year. In order to form any robust conclusions as to whether this emerging trend in feedback will stabilise and remain overwhelmingly positive, subsequent quarterly reports must gather more reviews from patients who used Ealing Hospital services.
- **Access to Services** (70% positive) – All three top sub-themes had a high positive sentiment rate, with The Suitability of Provider (Organisation) sub-theme receiving only positive reviews. This indicates that the patients that provided their feedback were entirely satisfied that Ealing Hospital was able to meet their medical needs. However, due to the small sample size, it cannot be definitively concluded that this view accurately represents the population who were admitted to Ealing Hospital during this three-month period and more evidence is needed to draw any firm conclusions. It is also worth noting that the sub-theme Waiting Times had a joint positive and negative sentiment rate, indicating that there is still room for improvement on how long patients are waiting to get the treatment, support or overall necessary access that they require from Ealing Hospital.

Other Services:

Dentists: The majority of sentiment around dental services this quarter was positive (81%). Ease in gaining an appointment was regularly identified as both a positive and negative aspect of dental services while price increases were also referenced. However, these reviews are a representation of the people that have managed to access dental services and Healthwatch are aware of the difficulties that many Ealing residents have faced in accessing NHS covered dental care during this quarter. Therefore, while these findings do indicate good patient experience, this does not represent the negative sentiment that is being expressed by those that cannot currently access dental treatment.

Pharmacies: Continuing from Q3, the sentiment around Pharmacies, remains largely positive (89%). The delivery of prescriptions was a primary source of positive feedback while on the other hand, some people had a negative experience of delays in receiving their medication.

Opticians: Out of the total number of reviews for Opticians (n.81), 85% were positive in sentiment. The quality of treatment and ease of gaining an appointment were identified as positive aspects of the service category while price for services and treatment was the main source of negative sentiment. Once again, this positive trend remains stable across the last three quarters encompassing the total life cycle of the pandemic. In order to form more robust conclusions about Opticians in Ealing the Patient Experience team must increase our direct contact with residents both in person and over the phone.

COVID-19 – This is the first report in which we have engaged with patients about their experiences with the COVID-19 Vaccination programme. Out of the 52 reviews submitted for this quarter, 83% of the reviews were positive, indicating that overall patients were happy with their experience getting the vaccine. Upon further analysis, patients touched up the management of service at the vaccination sites/centres, as well as their overall experience of the treatment. Findings relating to the local vaccination programme highlight just how incredible the efforts of all staff and volunteers have been and Healthwatch Ealing is very pleased to be able to report these findings.

Actions, impact and next steps

Healthwatch Ealing continues to be proactive in improving both our methods of outreach and the way in which we represent the voices of Ealing communities in the borough's decision-making processes. Since the publication of the Quarter 3 report, we have:

- Continued to upskill our volunteer team through the Volunteer Hub training and development offering. This includes preparing volunteers for our stepped approach back to face to face patient experience work. Patients who are willing and comfortable to conduct their work face-to-face are now aware of all the appropriate risk assessments and COVID-19 safety measures that we must put in place.
- Continued to build on relationships within the voluntary sector to increase accessibility to our Patient Experience Feedback survey, with our user friendly versions and easier online access.
- Worked collaboratively with Ealing Council to promote our survey via the communications team's online channels and service user network.
- Further developed our online presence, including the use of the Nextdoor app to promote our Patient Experience programme.
- Developed the Patient Experience Report to make it more reader-friendly and provide a more in-depth understanding of how patients are currently being supported by services in Ealing.
- Finalised our reports on Dental Services and Pharmacies during Q2 and Q3 for further insight into specific service categories. This in depth analysis will continue throughout the coming quarters looking at other areas of interest such as other, less reviewed services and a comparative analysis of different population characteristics such as age and ethnicity.

Based on the findings of this report and as we progress into Q1 we ask stakeholders to envisage where they could lend their support in the following actions.

Use our Patient Experience programme to further understand attitudes toward, and experiences of, the COVID-19 vaccination.

Healthwatch Ealing has developed the patient experience outreach strategy to include space in the conversation for patients to give their feedback on; whether they would take the vaccination, reasons for not wanting to take it and, if they have had it, how their experience was. Residents can also review the vaccination centre they attended on our website. These findings will contribute to the feedback on the vaccination rollout that we have received through other work streams and provide us with a deeper understanding of how attitudes are changing over time.

Actions, impact and next steps cont.

Take a stepped-approach back toward face-to-face engagement.

During the next quarter, we aim to implement our stepped-approach to integrating ourselves back into the community, and conduct our Patient Experience work in person. Our Patient Experience Officer has started conversations with local GP surgeries to identify which ones would welcome our patient experience team back into their waiting rooms. These conversations have been unanimously welcomed by all GP surgeries, thus far and we are working with them to ensure that the appropriate risk assessments and COVID-19 safety measures are outlined in order to keep patients and volunteers wellbeing as a priority. The aim for the team is to incrementally increase our GP visits week on week, in line with the government road map and the reception that we receive from members of the public and GP staff, with the view to conduct our Patient Experience work in other healthcare settings in Q2 of 2021/22.

Gather more reviews for Ealing Hospital to support current feedback.

The feedback that we have received for Ealing hospital during the pandemic has been overwhelmingly positive. In order to form more robust conclusions and further support these claims we need to improve the amount of feedback that we receive for Ealing Hospital as well as pay close attention to how these positive trends evolve as we move out of lockdown. The Patient Experience team at Healthwatch Ealing will therefore make concerted efforts to increase the number of reviews that we gather for Ealing Hospital and provide further evidence of the outstanding work that is being done at Ealing Hospital and at the LNWH NHS Trust.

Gather more feedback from Black, Asian and Minority Ethnic Communities in Ealing, including those of Eastern European nationalities.

The breakdown of participants by ethnicity sees a similar split to Q2. While 16% (n.50) of our feedback in Q3 was from people from an Asian Indian background, this was reduced this quarter to 10% (n.32). In addition, little feedback was received from individuals from a Black African background (n.11) or a Black Caribbean background (n.16). While recruitment for volunteers who speak other languages apart from English remains a priority, we hope that the gradual move back to face-to-face engagement with the community will enable the Patient Experience staff and volunteers to increase the level of diversity seen within these sample populations.

Actions, impact and next steps cont.

An analytical review of current Patient Experience data with the aim of identifying any variation in the experiences of different ethnicities.

This review is due to take place in Q2 2021/22, following on from the production of the most recent Dentist and Pharmacy Patient Experience Reports.

Improve the level of feedback that we gather across PCNs and from each GP surgery.

As indicated by the PCN breakdown (page 29-41) the distribution of feedback that we receive regarding each GP surgery is skewed. This is partially due to the current online/telephone model of our Patient Experience programme. As we move toward face-to-face engagement, hearing from a more even distribution of people will be a priority in order to provide more robust evidence as to how each GP surgery in the borough is supporting its patients. This, in turn, will enable all borough health partners to make more decisive decisions when it comes to improving services.

Explore actionable ways in which we can improve feedback on staff at GP practices that receive negative reviews.

It may be beneficial to share the names of the practices that significant proportions of the negative reviews can be attributed to, and subsequently explore the ways in which we could approach this area in need of development. This could be through; a staff training for specific practices; an internal communications initiative aimed at all primary care healthcare professionals to reiterate the impact of their conversations with - and actions toward – patients; or facilitate a discussion with practice managers to gain an understanding of what they think needs to be changed in order to improve. Specific practices could be monitored closely to establish whether any changes made influence the reviews that they receive.

Work to improve the consistency in appointment follow-up and proactive communications across GP practices throughout Ealing.

This has undoubtedly been made more difficult as a result of the pandemic and subsequent vaccination rollout. However, now more than ever patients must feel supported through access to both information and services. We must ensure that the distribution of information from GP practices across Ealing is uniform; communications initiatives developed by the NHS and Public health are being widely utilised and; communications with individuals who have non-COVID related issues is approached with transparency and assigned the appropriate degree of urgency.

Appendix A

Leave feedback

How likely are you to recommend this organisation to friends and family if they needed similar care or treatment?

- Extremely likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Extremely unlikely
- Don't know

How do you rate your overall experience of this service?*



Summary of your experience* (max 45 characters)

Give a brief description of your experience, or highlight a key observation

Tell us more about your experience*

Expand on your experience here. Why was your experience a good / bad one? List any reasons or specific detail that might help explain

Where do you live? (town/city)

Acton, Ealing, Greenford, Hanwell, ...

Your ratings (select if applicable)

Ease of gaining appointment	☆☆☆☆☆ (5)
Convenience of appointment	☆☆☆☆☆ (5)
Cleanliness	☆☆☆☆☆ (5)
Staff Attitude	☆☆☆☆☆ (5)
Waiting Time	☆☆☆☆☆ (5)
Treatment explanation	☆☆☆☆☆ (5)
Quality of care	☆☆☆☆☆ (5)
Quality of food	☆☆☆☆☆ (5)
Generally how easy is it to get through to someone on the phone?	☆☆☆☆☆ (5)

In relation to your comments are you a:

Select one

When did this happen

Do you know the name of the ward / department? (if applicable)

If applicable, describe your overall experience of making an appointment

Have you shared your experience with any of the following?

- Informally with the Service Provider (those who run the service)
- Formally with the Service Provider (via an official complaint)
- Patient Liaison and Advice Service (PALIS)
- Ealing Clinical Commissioning Group
- Ealing Council Social Services (including safeguarding)
- Care Quality Commission (CQC)
- Other

If other, please specify

Where did you hear about us?

Select one

Do you want to know more about how to make an official complaint?*

- No Yes

Would you like to speak to Healthwatch directly?*

- No Yes

About you

Name

Leave feedback anonymously?

Email* (So you can be notified of provider responses and we can prevent spam, an email is required. Your email will be kept private and you will not be sent any marketing material. If you do not wish to add your email, please use info@healthwatchealing.org.uk)

I accept the [Terms and conditions](#)

I consent to being contacted regarding my feedback by Healthwatch*

- Yes No

I confirm I am over the age of 16*

- Yes No

Subscribe to the newsletter?

If you are willing to provide us with some monitoring information please [click here](#).

Appendix B



5. Where do you live? (town/city)

.....

.....

6. Your ratings (select if applicable)

Ease of gaining appointment
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Convenience of appointment
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Cleanliness
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Staff Attitude
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Waiting Time
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Treatment explanation
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Quality of care
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very poor

Quality of food
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Generally, how easy is it to get through to someone on the phone?
5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

7. In relation to your comments, are you a:

- Patient Carer Relative Carer and Relative
 Service Provider Visitor Professional

8. When did this happen

.....

.....

9. Do you know the name of the ward / department? (if applicable)

.....

.....

10. If applicable, describe your overall experience of making an appointment

.....

.....

11. Have you shared your experience with any of the following? (Please tick)

- Informally with the Service Provider (those who run the service)
 Formally with the Service Provider (via an official complaint)

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Share Your Experience with Us

Healthwatch Ealing gives you the chance to say what you think about how local health and social care services are run. Your experiences are important and can help to inform the commissioners and service providers. Whether it is a compliment, concern or complaint, it is easy to tell us about your experience by completing and submitting this form or contacting us, our details are at the bottom of this form.

Thank you very much for agreeing to participate in this survey.

The information provided by you in this questionnaire will be used for research purposes only and will not be used to personally identify you.

The information you give today will be held in a secure database, you can ask for it to be removed at any time.

Do you give consent for your information to be used in this way?

- Yes No

Name of Service:

Month/Year:

1. How likely are you to recommend this service to anyone who needs similar care or treatment?

5 = ~~Extremely~~ Likely 4 = Likely 3 = Neither likely nor unlikely 2 = Unlikely
1 = ~~Extremely~~ unlikely () Don't know

2. How do you rate your overall experience?

5 = Excellent 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

3. Summary of your experience

.....

.....

4. Tell us more about your experience

.....

.....

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.....

.....

.....

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Appendix B cont.



- Patient Liaison and Advice Service (PLAS)
 - Faling Clinical Commissioning Group
 - Faling Council Social Services (including safeguarding)
 - Care quality Commission (CQC)
 - Other
- If "other", please specify

12. Where did you hear about us? (Select one)

- Event
- Newspaper / Magazine
- TV
- Radio
- Internet / Website
- Word of mouth
- Healthcare setting
- Q&A
- Social media (Twitter/Facebook)

13. Do you want to know more about how to make an official complaint?

- No
- Yes

14. Would you like to speak to Healthwatch directly?

- No
- Yes

About you

Name

Email

- Leave feedback anonymously

Monitoring information

What gender do you identify yourself as?

- Female
- Male
- Other
- Prefer not to say

Which age group are you in?

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 to 84
- 85+
- Prefer not to say

What is your ethnicity?

White

- English / Welsh / Scottish / Northern Irish / British
- Gypsy or Irish Traveller
- Any other white background

Asian / Asian British

- Bangladeshi
- Chinese
- Indian
- Pakistani
- Any other Asian background

Black, African, Caribbean, Black British

- African

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- Caribbean
- Any other Black, African, Caribbean background

Mixed, Multiple

- White and Asian
- White and Black African
- White and Black Caribbean
- Any other mixed / multiple background

Other Ethnic Group

- Arab
- Any other ethnic group

Which area of the borough do you live in?

- Acton
- Perivale
- Northolt
- Gilling
- Southall
- Prefer not to say
- Greenford
- Other
- Hanwell
- Out of the Borough

Do you consider yourself to be disabled?

- Yes
- No
- Prefer not to say

Do you consider yourself to have a long-term condition or health and social care need?

- Yes
- No
- Prefer not to say

Are you a carer?

- Yes
- No
- Prefer not to say

What is your religion?

- Buddhist
- Christian
- Hindu
- Jewish
- Muslim
- Sikh
- Q&A
- Prefer not to say

What is your sexual orientation?

- Bisexual
- Gay man
- Lesbian
- Straight / Heterosexual
- Prefer not to say

Which of these categories best describes your employment status?

- In unpaid voluntary work only
- Not in Employment & Unable to Work
- Not in Employment / not actively seeking work - retired
- Not in Employment (seeking work)
- Not in Employment (student)
- Paid: 16 or more hours/week
- Paid: Less than 16 hours/week
- Prefer not to say

Thank you for sharing your experience!

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Appendix C

Theme	Sub-themes	Theme	Sub-themes
Access to services	Convenience/Distance to travel	Communication	General
Access to services	Inequality	Communication	Interpretation Services
Access to services	Information and Advice	Communication	Lack of
Access to services	Lack of	Communication	Community engagement and involvement
Access to services	General		Response times
Access to services	Patient choice	Communication	
Access to services	Service Delivery/Opening Times		
Access to services	Suitability of Provider (Individual or Partner)	Continuity and integration of care	
Access to services	Suitability of Provider (Organisation)	Diagnosis/assessment	General
Access to services	Waiting times	Diagnosis/assessment	Lack of
		Diagnosis/assessment	Late
		Diagnosis/assessment	Mis-diagnosis
		Diagnosis/assessment	Tests/Results
Administration	Admission Procedure	Dignity and Respect	Confidentiality/Privacy
Administration	Appointment availability	Dignity and Respect	Consent
Administration	Booking appointments	Dignity and Respect	Death of a Service User
Administration	Commissioning and provision	Dignity and Respect	Death of a Service User (Mental Health Services)
Administration	General		Equality & Inclusion
Administration	Incident Reporting	Dignity and Respect	Involvement & Engagement
Administration	Management of service		
Administration	Medical records	Dignity and Respect	
Administration	Quality/Risk management	Dignity and Respect	
Care Home Management	Registered Manager - Absence	Discharge	Coordination of services
Care Home Management	Registered Manager - Suitability	Discharge	General
Care Home Management	Registered Manager - Training &	Discharge	Preparation
Development		Discharge	Safety
Care Home Management	Staffing levels	Discharge	Speed
Care Home Management	Suitability of Staff		

Appendix C cont.

Theme	Sub-themes	Theme	Sub-themes
Facilities and surroundings	Buildings and Infrastructure	Referrals	Waiting times
Facilities and surroundings	Car parking		
Facilities and surroundings	Cleanliness (Infection Control)	Safety/Safeguarding/Abuse	
Facilities and surroundings	Cleanliness (Environment)		
Facilities and surroundings	Cleanliness (Staff)	Staff	Ambulance Staff/Paramedics
Facilities and surroundings	Disability Access	Staff	Attitudes
Facilities and surroundings	Equipment	Staff	Capacity
Facilities and surroundings	Food & Hydration	Staff	District Nurses/Health Visitors
Facilities and surroundings	General	Staff	General
Finance	Financial Viability	Staff	Midwives
Finance	Transparency of Fees	Staff	Staffing levels/Lack of
Finance	Lack of funding	Staff	Suitability
		Staff	Training and development
Home support	Care	Treatment and care	Effectiveness
Home support	Co-ordination of Services	Treatment and care	Experience
Home support	Equipment	Treatment and care	Quality
Making a complaint	Complaints Management	Treatment and care	Safety of Care/Treatment
Making a complaint	General	Treatment and care	Treatment Explanation
Making a complaint	PALS/PACT	Treatment and care	Lack of support
Medication	Pharmacy Repeat Prescriptions		
Medication	Medicines Management		
Transport	Patient Transport Service (non NHS)		
Transport	Ambulance (Emergency)		
Transport	Ambulance (Routine)		
Referrals	General		
Referrals	Timeliness		