

## Community Diagnostic Centre Improvement Vignette

### Site name:

Amersham CDC

### Core components/principles

Amersham CDC embraced Experience-Based Design (EBD) techniques from the outset. Although Buckinghamshire Healthcare NHS Trust had not previously used EBD, they recognised it as a valuable tool for engaging patients and staff to gather meaningful feedback.

The Trust's values - **Collaborate, Aspire, Respect, and Enable** - aligned closely with the principles of the EBD study. Amersham CDC undertook both the patient experience and staff wellbeing studies to better understand how people feel and to drive improvements that truly matter.

### Our challenge

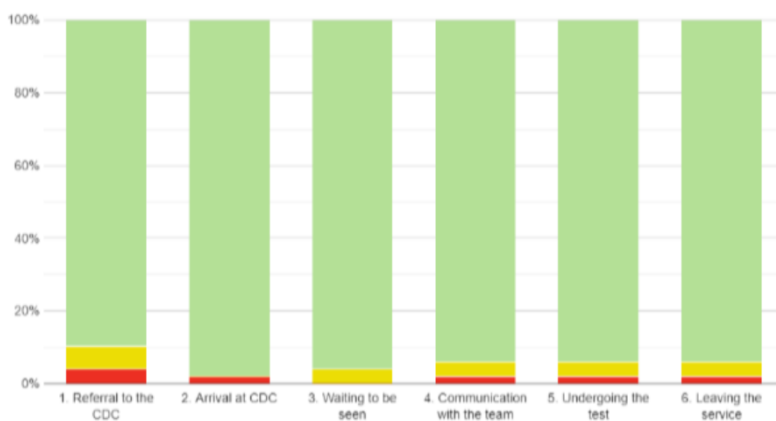


Figure 1: Emotional map generated from 49 patients responses to the EBD survey.

Forty-nine patients participated in the EBD study at Amersham CDC. The emotional map (Figure 1) showed generally positive feedback, though some negative emotions were noted at the beginning and end of the patient journey.

Further analysis using the thumbs up/thumbs down responses (Figure 2) revealed that many patients found the CDC difficult to locate. Suggestions for improvement focused on signage, as reflected in the following quotes:

*"There could have been more signage or directions to the cdc"*

*"Uniform signage on a central board"*

*"The building was not sign posted and was hard to find."*

*"It was hard to locate and confusing as there's no actual signs"*

*"Struggled to find the entrance to the building - a sign should be erected to make this more obvious"*

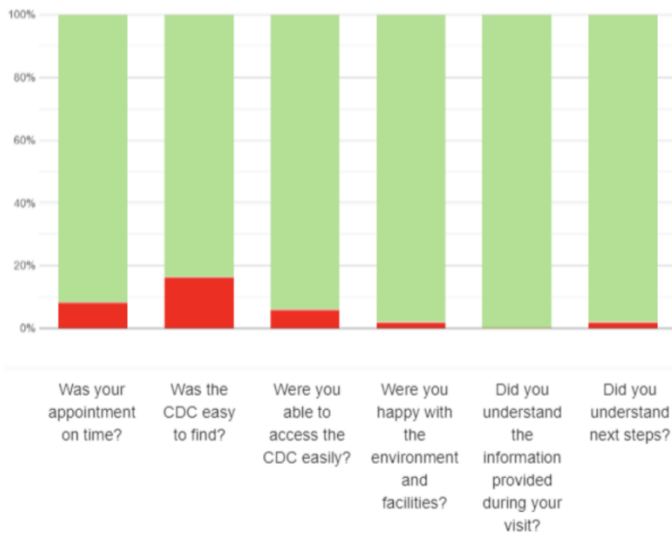


Figure 2: Thumbs up/thumbs down responses to the patient EBD survey.

The staff wellbeing study was completed by nine staff at Amersham CDC, giving a response rate of 86% of the target. The emotional map (Figure 3) showed few negative emotions, though many responses were neutral.

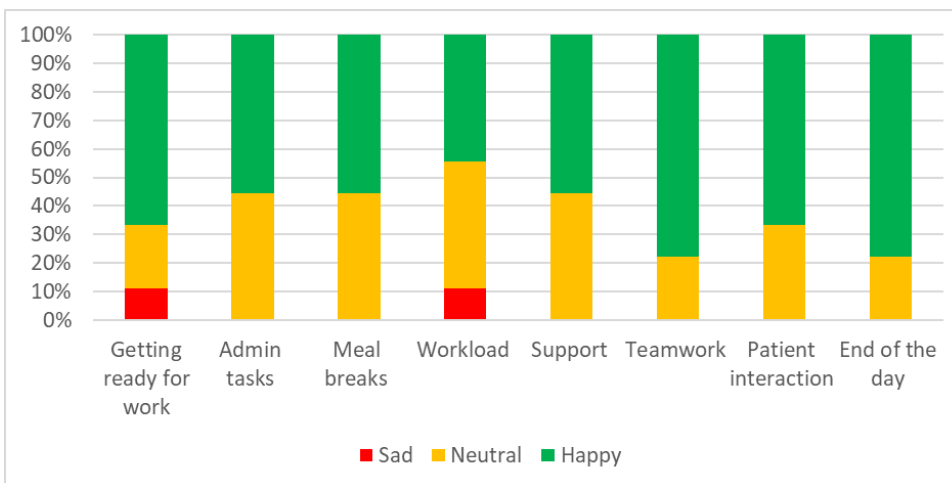


Figure 3: Emotional map generated from the 9 staff responses to the staff wellbeing survey.

Free text comments highlighted concerns around the patient booking system and the impact of staff shortages:

*"We could improve the systems and processes for patient access and bookings."*  
*"Workload is fine but there are areas such as booking where shortage of staff is limiting our productivity"*

### What we did (the process)

During the patient study, Amersham CDC was supported by a patient engagement lead and volunteers who helped patients understand and complete the survey. Many patients struggled with the QR code and preferred face-to-face support. When patients completed the survey independently, responses were often incomplete or less insightful.

After reviewing the results, the team identified the need for better signage. New signs were ordered and installed, with more still to come.

The staff study was more challenging due to competing demands on time. Strong leadership was essential to encourage participation, especially with the incentive of applying for improvement funding. Although QR codes were printed for staff areas, email proved the most effective method for engagement.

Following the staff study, Amersham CDC applied for funding to implement a new patient booking system. They introduced **Swiftqueue**, which allows patients to book appointments directly, and acquired the **Decisions app** to support administrative tasks.

### What we achieved (the outcomes/data)

The introduction of improved signage has received overwhelmingly positive feedback. Both patients and staff reported that navigating the CDC is now much easier and more intuitive.



The **Swiftqueue** system has streamlined the booking process. Patients can now book their own appointments, including on weekends, rather than relying on GP letters, which previously led to overcrowded corridors and long waits.

The **Decisions app** has also enhanced administrative efficiency, reducing the burden on clinical staff and improving overall coordination.

These digital improvements have created a smoother, more patient-centred experience.

## Testimonials

### ***The voice of the patient***

- *"They were pleasant."*
- *"Very efficient."*
- *"Good, friendly team. Coming to end of treatment."*
- *"Pleasantly surprised."*
- *"In and out, and a smile from everyone. A smile and greeting means a lot to people."*
- *"Quick, professional. Couldn't have been easier."*
- *"Nice goodbye."*

### ***The voice of the CDC***

*"With the booking app, patients can avoid parking charges because they can be in and out in half an hour. The booking app also allows them to take ownership of their appointment by choosing the day and time. This is better for the CDC as the waiting areas are much less congested. We have adopted new technology to reduce burdensome administration enabling clinical staff to prioritise seeing patients"*

Ian Ward, Diagnostic Programme Lead

*"There is a psychological comfort of knowing what is coming in. Gives you a sense of comfort instead of going out, looking at a queue, not knowing what time your shift is going to finish as you need to stay until you see all the patients."*

Greg Mtunzi, General Manager – Radiology Strategy

## Key System contacts

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