

Community Diagnostic Centre Improvement Vignette

Site name: Southlands CDC

The approach and background

In 2024, the CDC team at Southlands undertook Experience Based Design (EBD) surveys with patient and staff groups. Methodology included emotional mapping which provides participants the opportunity to select an emoji and share a word to describe their feelings at each stage of their journey through the CDC. The aim was to gain insight into their experience and identify opportunities for improvement. Respondents were also given the opportunity to add comments and provide a thumbs up or thumbs down to a range of supplementary follow-up questions.

Data was collected from service users during a 6-week period, which included those accompanying children and young people. Posters displaying a QR code were displayed in patient areas across the CDC encouraging participation. In areas where patients had longer appointments, such as our lung function and cardiac test areas, iPads were provided, and patients were given support by staff to complete the surveys. Once data collection was complete, the team could download the report from the EBD portal, which included an emotional map (see figure 1).



Fig 1: Patient emotional map showing good (green), indifferent (yellow), or poor (red) experiences at each stage of their CDC journey

A link to an MS form was circulated to all staff where they selected an emoji to indicate their feelings at each 'touch point' in their day. Additionally, they were given the opportunity to suggest improvement ideas. The results as an emotional map are shown in figure 2.

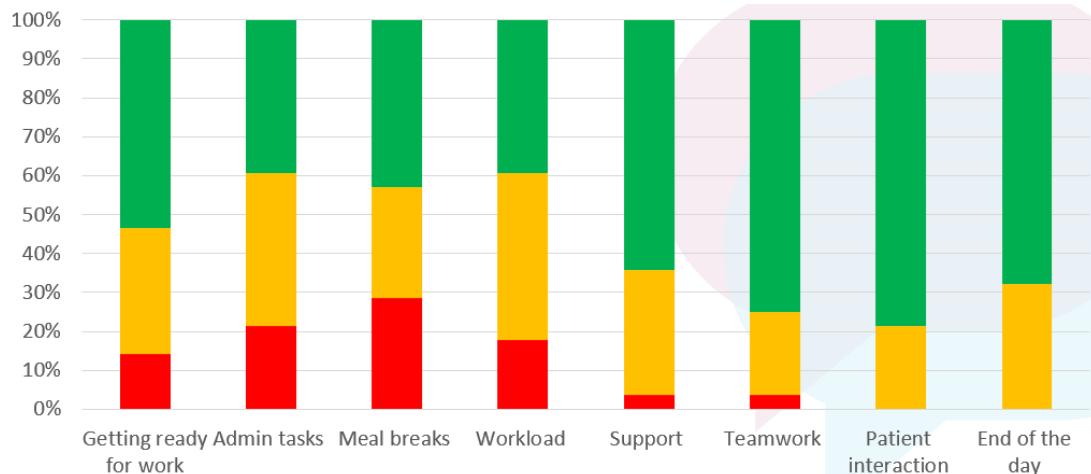


Fig 2: Staff emotional map showing good (green), indifferent (yellow), or poor (red) experiences at each 'touch point' in their day

Opportunities for improvement

Whilst much of the patient feedback was positive, commenting especially on the good communication that exists between the CDC staff and patients, there were some notable areas for improvement. Whilst patients enjoy the CDC facilities, praising the environment for being *"new"*, *"clean"*, and *"pleasant"*, they identified that it could be improved further to become more vibrant and welcoming. Additionally, it was noted that undergoing some of the tests was not a good experience for children. Through conversations with patients, carers and children it was identified that having an MRI can be a very scary experience for them.

In terms of the staff survey, several negative comments were received about the facilities in the staff rest areas, with one colleague stating:

"The staff room provided has uncomfortable seating, no water fountain and is pretty clinical feeling".

The lack of catering facilities and the lack of comfort in the staff room was echoed by several staff, with a clear plea for the environment of rest areas to be brighter, more comfortable, and more practical, allowing staff to unwind and relax when on breaks during long shifts.

What we did (the process)

Utilising funding received through the CDC EBD programme, Southlands CDC have implemented an array of targeted improvements to address the survey feedback.

Patients and staff identified that the environment could be improved. The CDC team purchased **artwork** produced locally and depicting key Sussex landmarks such as Worthing pier. Not only is the art striking and colourful, brightening the environment, but it also fits nicely with the CDC's ethos of 'keeping it local'. These pieces of artwork were hung in areas frequently used by patients, such as the waiting rooms and corridors, and also in the staffrooms to make these rest areas more welcoming and vibrant. The local artwork has been very positively received by patients and staff alike.



Fig 3: Local artwork in corridor, waiting area and staff rest area

For staff rest areas, **comfortable seating** was purchased along with **microwaves**, and **coffee tables**. These have improved the facilities on offer for staff during their breaks, enhancing the practicality and comfort of these rest areas. Break-out spaces were also fitted with **desks and chairs** to support 1:1s and line management discussions, improving staff support.



Fig 4: New staff room microwaves, artwork and seating



Paediatric MRI

To improve paediatric patient experience, an **MRI-compatible TV and videos** were purchased.

Patient Story:

When Jacob visited the Community Diagnostic Centre (CDC) at Southlands Hospital for an MRI scan, he kindly let us follow along and share his patient journey – including enjoying a film on the new TV installed inside the MRI scanner!

We know MRI scans can sometimes feel daunting. That's why, thanks to patient feedback, we've now installed a TV and headphones inside the scanner to help create a calmer, more comfortable experience.

This addition is already proving a big hit – especially with our younger patients like Jacob, who find the TV a welcome distraction.



[CDC - MRI.mp4](#)

Since opening in late 2023, our CDC has been helping to speed up diagnosis and improve patient experience by offering quicker access to tests closer to home, without the need to attend a busy hospital site. We're proud to see patients enjoying the benefits of these latest improvements.

What we achieved (the outcomes/data)

Participating in EBD at Southland CDC has been rewarding. Listening to the voice of our service users and staff has provided valuable insight has and ensured we make targeted improvements to create a more positive environment within the CDC.

It is not only the points of improvement that we have focused on, but also the many positive comments received from patients have been displayed as a collage in the staff room, boosting morale and encouraging good practice across the team. We have also incorporated the EBD analysis into board reports and benefit realisation reports that have been shared widely across our Trust.

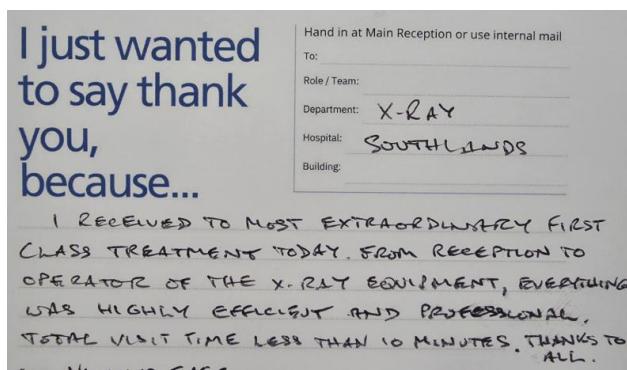


Fig 5: Collage of positive patient feedback displayed in staff room

Testimonials

The voice of the patient

Thank you cards are available for patients to leave comments;



The voice of the CDC

“Several patients comment on the artwork in the CDC waiting areas on a daily basis. Feedback is that the pictures are striking, colourful and that they help make the environment as a whole appear welcoming and less clinical..

Similarly, the artwork in the staffrooms has brightened the environment. The staffrooms are an extremely valuable space for all staff within the CDC to relax in between clinical sessions and mingle between teams. The microwaves, fridges and water boilers are all appreciated and help to accommodate the needs of staff who are often working 12-hour shifts.

We have made impressive headway in offering MRI scans for paediatric patients at Southlands CDC since the installation of the MRI-compatible TV. Enabling children to watch a DVD during their scan has been a significant milestone in offering an improvement to what can be an intimidating and/or boring experience, depending on how children tolerate MRI. From the meet and greet stage, the children are allowed the opportunity to take some ownership of the MRI scan as they select their DVD to watch. In addition to this, the dedicated Children's Waiting Room has provided a safe and interactive environment for families whilst they wait for examinations within Southlands CDC. Having these resources at hand has also had positive effects on all staff and how they engage with families and children who visit the CDC.”

Simon Mackenzie
Superintendent Radiographer – Southlands CDC

Key contacts

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