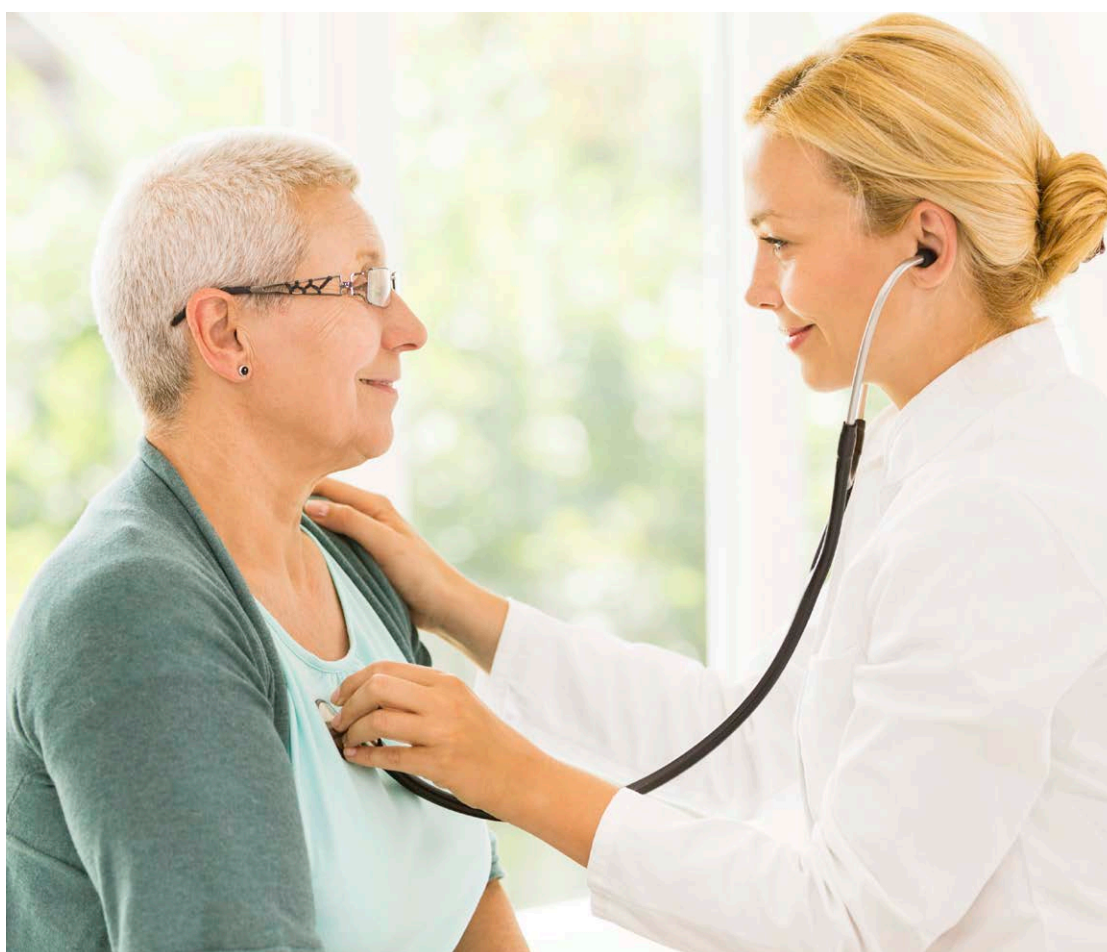


# Experience Based Design



Using the experience based design (ebd) approach to improve your service.

# About the tools

The ebd approach is a method of designing better experiences for patients, staff and carers. The approach captures the experiences of those using and delivering health care services. It involves looking at the care journey and in addition the emotional journey people experience when they come into contact with a particular pathway or part of the service. Staff work together with patients and carers to firstly understand these experiences and then to improve the service they deliver.

**The ebd approach can be broken down into four stages:**



The tools in this pack have been designed for the 'capture' stage of the ebd approach. The other stages – 'understand', 'improve' and 'measure' – are equally important and will need to be followed once you have captured your feedback.

# Using the tools



**The tools we have developed fall into three main groups**

## **1. Learning from patients**

These tools focus on improving services through feedback from patients.

## **2. Learning from staff**

These tools focus on improving the patient experience through feedback from staff

## **3. Additional tools**

These tools provide additional support and feedback to improve services.



## **Applying the Tools**

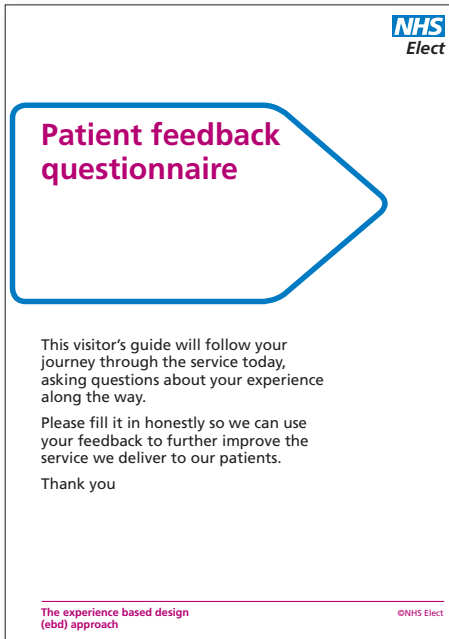
It is typically advisable to use ONE of the patient feedback tools and ONE of the staff feedback tools, as well as any additional tools that may be beneficial, and you can pick and mix the tools to suit your needs.

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# Tool 1: Patient feedback questionnaire



## What is this tool?

A leaflet to ask patients for their feedback on specific elements of the service to help you to continue improving.

## How does this tool work?

The tool has been formatted as a Microsoft Word document so that you can pick and choose what questions to ask and decide which areas of your service to gather patient feedback on.

Once you open up the document, copy and paste the question boxes into place and print the document out.

The patient feedback guide should be distributed to patients as they arrive at the service and collected as they leave, in order to collect 'real time' immediate feedback.

Note: distribution might be via staff and volunteers – it is useful to have a drop box for patients and families to leave completed questionnaires. Encourage patients to fill in the form honestly and explain to them that this will help staff to continue improving the service.

## What benefits will it bring?

The questions you choose to use and the feedback from this tool will allow you to pin-point and receive in-depth specific feedback about your service, that will allow you to fine tune how you deliver care.

## What do I need to use it?

You will need a member of staff to print and fold the leaflets, and then somewhere to put them to distribute to patients as they arrive.

## How can I take the tool further?

You can develop your own questions or focus them on a particular part of your service. You could think about how and where is best to distribute and collect the leaflets, for example, using volunteers to distribute the forms and perhaps a post box by the exit in which patients can confidentially leave their forms.

# Tool 2: Patient experience questionnaire

**How do you feel?**  
Patient experience questionnaire

**NHS Elect**

This experience questionnaire will help you think about how you feel at different stages of your journey through the service. Please tick the words that best describe your feelings at each stage, or write your own word at the bottom of the page.

1 Before you arrived	2 Arrived at the service	3 Initial assessment
How did you feel?	How did you feel?	How did you feel?
Happy Supported Safe Good Other	Worried Comfortable Supported Safe Lonely Sad Good Other	Happy Worried Supported Comfortable Supported Safe Lonely Sad Good Other

What was it that made you feel this way? (Please tick one or more words at most, conversation, or a long wait - whatever it is we'd like to know.)

What made you feel like this?

Can you describe why you felt like this?

What made you feel like this?

We would also like to ask you a question about a specific part of our service, so that we can gather your feedback and improve the area.

How was the signage to the service?

What were your first impressions of the service?

Did you understand what was happening to you and why?

The experience based design (ebd) approach

NHS Elect

## What is this tool?

This tool is built on the experience questionnaire detailed in the ebd approach guide and tools book; it is used to better understand how patients experience your service. This tool can be used on its own or in addition to tool 1 – patient feedback questionnaire, to drill down to more specific experience feedback of particular elements of a service.

## How does this tool work?

Patients are given the questionnaire and encouraged to provide structured feedback on how they experience your service. You can then use the feedback to understand your service from the point of view of your patients, identify improvement opportunities and work with staff and patients to implement them.

## What benefits will it bring?

The questionnaire is based on our well-established experience based design (ebd approach). The ebd approach has been used across the NHS to redesign services and improve outcomes for patients, carers and staff.

## What do I need to use it?

The questionnaire is designed to be easy for you to use and adapt to your particular requirements. Should you wish to gather reflective feedback you may provide patients with the questionnaire towards the end of their visit. Alternatively, you could gather realtime feedback by asking patients to complete the questionnaire as they pass through the different stages.

## How can I take the tool further?

You will need to think about how to use and discuss the collated information. Can you celebrate the positives with your team? The questionnaire can be re-issued as a way of measuring and understanding patient experience to support a continuous improvement approach.

# Tool 3:

## A day in the life of: Capturing staff experience

**A day in the life of...** NHS  
Elect

This tool has been designed to collect feedback on what it is like for you, as staff, to deliver your service. Please fill in the form, thinking about the experience and situations you encountered today.

Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Date \_\_\_\_\_  
Time \_\_\_\_\_

**Briefly tell us how you felt at different stages throughout your day?**

How did you feel when you arrived at work? \_\_\_\_\_

How did you feel during your shift? \_\_\_\_\_

How did you feel when you finished your shift? \_\_\_\_\_

What went well today? And why? \_\_\_\_\_

What didn't go so well? And why? \_\_\_\_\_

What was the most challenging moment? \_\_\_\_\_

What was the most rewarding moment? \_\_\_\_\_

What would you like to do differently tomorrow? \_\_\_\_\_

The experience based design (ebd) approach OHV5 Elect

### What is this tool?

This tool is designed to help members of staff think about their experiences of delivering a service over a day. It is intended to encourage staff to reflect on how they feel about different aspects of their service, how they perceive patients experience it and what they and others could do differently to improve the service.

### How does this tool work?

At the end of a day members of staff can be encouraged to think about the day they have just had. The tool provides an easy to follow structure and prompts staff to capture what work they have been doing, how things went and what they and others could do differently in future to improve the service.

### What benefits will it bring?

The time spent reflecting on the service will help to better understand how staff experience delivering the service. Understanding staff experience as well as patients and families experience will help you work together to identify potential areas for improvement.

### What do I need to use it?

Simply print out the tool and ensure there is time for staff to complete the form properly; if it is an extra task at the end of their shift staff it may be rushed, so this might not be the best time for reflection. The feedback from these reflections should then be collated and reviewed.

### How can I take this tool further?

In order to understand how staff from other departments interact with your service, you could ask them to fill in the form as well. You can also think about what you do with the information you collect and how best to display or share it, for example, at staff events as well as 'open' days or patient and public information days.

# Tool 4: Staff perspectives of patient journeys

**Staff perspectives of patient journeys**

This tool has been designed to enable you, as a member of staff, to describe what a patient journey was like from your perspective.

To start think of a particular patient journey and then of a patient who followed this, for example, Mrs Smith who followed the DVT pathway. Remember this specific journey and think about what it was like for you to deliver care.

How did you feel as you were delivering care to this patient?  
What made you feel like this?

Which patient journey are you thinking about?

What worked well and what didn't work so well?

Without giving any confidential information briefly describe the patient and how they were feeling:

What three key points can be learnt from this experience?

- 1.
- 2.
- 3.

The experience based design (ebd) approach

NHS Elect

## What is this tool?

This tool is designed to help members of staff think about their experience of delivering a service and what they and others could do differently to improve the service.

## How does this tool work?

Staff are encouraged to focus on a specific service experience such as how they treated a patient. By focusing on an individual patient it will be easier to take an in-depth view of both how they as staff felt when serving the patient and how, on reflection, they feel the patient would have experienced the service. Staff can be encouraged to think about what went well, what went less well and what they think they could have done differently.

We suggest all members of your service are encouraged to carry out a reflection exercise on the same day as this will provide you with an overall snapshot of your service.

## What benefits will it bring?

Spending time reflecting on your service will help you better understand how staff experience delivering the service. Together with the other tools for capturing patient and staff experience, this can help you work together to identify potential areas for improvement.

## What do I need to use it?

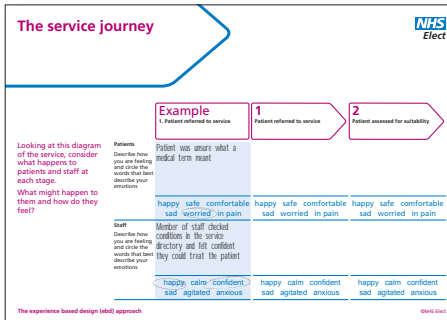
To use this tool effectively you will need to help staff to identify time to carry out the reflection exercise together with people who have a good understanding of your service. Having done so, you can then work with them to map your service and develop a common understanding of how it works.

## How can I take the tool further?

You could redesign the form and ask patients to fill it in too, in order to see the situation from both patient and staff perspectives.



# Tool 5: The EBD journey



## What is this tool?

An activity for staff to reflect on staff and patient experiences at different stages throughout the journey.

## How does this tool work?

The tool can easily be printed and used to facilitate a group activity for staff to discuss patient and staff experiences. The service has been broken down into a few key stages, asking how staff and patients feel at each stage and why. The journey stages can also be customised for specific services.

## What benefits will it bring?

The journey tool has been designed to help staff consider each stage of the patient journey from both staff and patient perspectives. This will enable them to get a good understanding of what it is like to deliver the service and to consider from the perspective of those who receive the service.

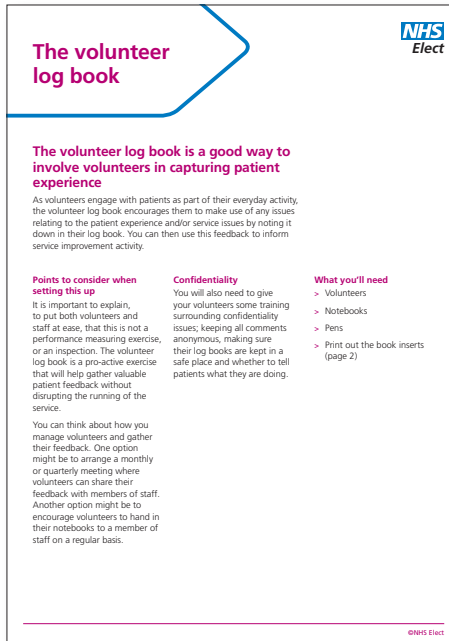
## What do I need to use it?

You simply need to print out the tool and arrange a time to run the exercise with the staff group. The exercise can take between 30 minutes and a couple of hours depending on how much time you have. A shorter session will allow staff to reflect on the service and fill in the form, and a longer session will allow time to discuss findings in a group. You can run several sessions at different times to catch all members of staff.

## How can I take the tool further?

You can draw up your own stages of the service and might find it useful to go into more detail with more stages. You could also print a large version of your journey and display it in the waiting room, to help patients get a better understanding of how the service works.

# Tool 6: Volunteer log book



## What is this tool?

A good way of involving volunteers in capturing patient experience. Volunteers are given responsibility for engaging with patients as part of their everyday activity and making a note of issues relating to patient experience and/or service issues. You can then use the feedback to inform service improvement activity.

## How does this tool work?

Volunteers are issued with a small notebook and a pen and encouraged to make a note of any issues they pick up on when spending time supporting the service. These issues may be drawn from observation or from speaking to patients. We observed that patients were less likely to raise issues with clinical staff as they were aware of the pressures on staff members' time.

However, volunteers were viewed as having more time to listen, which suggested patients would feel more comfortable feeding back their service experiences to them.

## What benefits will it bring?

This tool can help you pick up on patient experiences and service issues that patients might not otherwise report. This means you can get a clearer understanding of how patients experience your service.

## What do I need to use it?

Volunteers, notebooks and pens. You will also need to think about how you manage the volunteers and gather their feedback. It is important to gather feedback in a timely way, so ensure that you build feedback from the log books into the process, rather than it being ad hoc and infrequent.

## How can I take the tool further?

You may want to think about how to collect and process the information in a way that suits your service. You could also think about providing the volunteers with certain areas of the service to focus on for feedback. Encourage volunteers to listen out for all types of feedback, positive as well as opportunities for improvement, relevant to all aspects of the service.

# Understand, improve and measure

By using these tools you will start to get a better idea of how patients, carers and staff experience your service. However, to get the most from the information you gather it is important that you take some further steps to understand and respond to the issues identified.

The information collected with your tools will take you through the 'capture' stage of the ebd approach (see below), but it is vital that you go on to 'understand', 'improve' and 'measure' your findings too.



## Capture

- 
- > Getting patients and staff involved
  - > Helping people tell their stories



## Understand

- 
- > Identifying emotions
  - > mapping emotional 'highs' and 'lows'
  - > Finding toughpoints



## Improve

- 
- > Co-design – turning experience into action



## Measure

- 
- > Evaluating and sustaining the improvement

**“When this work commenced, I was concerned that there would be a lot of investment of time and resource for no real benefit. However, this piece of work has been fundamental in allowing us to improve how we listen to, and work alongside patients to improve their experience. The patient experience is what it is all about.”**

Dr Simon Stacey, Consultant Physician and Orthogeriatrician

### Understand the experience

It is important to bring people together to look at the information gathered and explore the challenges and positive aspects it raises. The kind of information you have collected will help to determine who to invite to this meeting. It is important to involve all groups who have provided information in the process of understanding the experience, for example, patients, families, other services, volunteers, porters, administration and clinical staff. Where the information relates solely or mainly to staff experience you may choose to hold a session with staff on their own; however in practice by its very nature, evidence gathered using the ebd approach impacts on those receiving and delivering the services.

At these sessions it is helpful to put in place a clear structure to maximise the value of the session. One way of doing this is to support participants to sort through the information in order to produce an ‘emotional map’ of the highs and lows patients and/or staff experience. Through doing this people will also have the opportunity to identify key moments and interactions (or ‘touchpoints’) where emotions have been shaped.



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**“This work has transformed our understanding of how patients experience our services. Many lean efforts in healthcare fail to address this key issue. We will be placing it at the centre of our drive for improvements.”**

David Fillingham,  
Chief Executive

After mapping the information you have gathered you will have a better idea of what issues patients and staff see as most important. The group, including patients who have been involved, will now be able to start to identify and agree on what the key improvement priorities are.

### **Improve the experience**

The ebd approach is based on patients, carers and staff working together to co-design improvements. After agreeing your priority areas for improvement the next step is to hold an ‘ideas and action’ event. This will help to launch the activity stage of your project and get people working together to work out the practical steps they will take to improve the identified priorities. At the end of this meeting you should have co-design teams which are ready to start work and have a clear plan for the actions they will take. Bringing patients back for co-design can often be a challenge so you might have to think differently about co-design; utilising opportunities to test and develop with patients, families and carers, in the service as part of the co-design process. Often due to the nature of the services the understand and improve sections of the approach are undertaken with different patients and families.

### **Measure the improvement**

As with any improvement work, it is important to be able to evaluate the impact and success of your ebd approach intervention. There are a variety of ways improvement can be measured. These include subjective outcomes, such as the way patients feel about their experience, and objective measures, including reduced waiting times or fewer critical incidents. When looking to measure improvement it is worth considering what a proxy-measure for improved patient experience might be, such as number of thank you letters received or sickness and absence rates amongst your staff.