



# Helping NHS patients and service users in Wales make their voices heard

Civica Experience delivers a bilingual patient experience platform that helps inform NHS services across Wales

NHS Wales aims to put patient care and the patient experience at the heart of the healthcare system. To support this objective, its 10 Health Bodies are required to collect and analyse feedback from patients and service users.

To help them do this and give a stronger voice to patients and service users, NHS Wales wanted to replace what were predominantly paper-based feedback processes with a real-time digital solution.

It selected the Civica Experience platform, which provides survey development; multiple ways to contact participants, including SMS (text messaging), IVR (interactive voice response), and QR codes; powerful data analysis and reporting tools; and the ability to recognise the sentiment behind a response.

## Bilingual surveys across channels

A framework agreement allowed each Health Body to adopt the Civica Experience platform at its own pace, while ensuring support for collaborative efforts across the country. The first Health Bodies to deploy the solution were Swansea Bay University Health Board and Hywel Dda University Health Board.

During the implementation, Civica and the two Health Boards worked collaboratively to create bilingual surveys that meet the Welsh Language Standard. Developments included a bilingual SMS process, a bilingual IVR service that allows users without mobile phones to participate in telephone surveys, and an iOS app on iPads. A real-time text analytics dashboard automates analysis, theming and trending of qualitative data provided during feedback, delivering greater insight to users.

## Key Outcomes

85%

increase in total feedback volume

200,000

SMS surveys per quarter

+200%

increase in feedback collected in Welsh



## A consistent national approach

Today all 10 Health Bodies in Wales are using Civica Experience. The platform also underpins the National Analytical Tool for Patient and Service User Experience, which combines data from surveys run by all the Health Bodies to provide insight into service quality at a national level.

“Civica Experience Wales provides a common platform for Health Bodies to gather and analyse feedback from patients, relatives and other users of health and care services across NHS Wales,” says Jonathan Webb, Head of Safety and Learning, Welsh Risk Pool, NHS Wales Shared Services Partnership. “With all Health Bodies using one system and a core data set, NHS Wales can better support service and quality reviews while ensuring a consistent national approach.”

## 85% more feedback

Civica Experience enables collection of significant volumes of patient and service user feedback. Over a 12-month period, there was an 85% increase in the total volume of feedback collected, and a 205% increase in the volume of feedback collected in Welsh. Requesting feedback by SMS and IVR within a short window (typically 24–48 hours) of an appointment or discharge proved highly effective: SMS alone accounts for just over half of the average monthly feedback collected.

The Health Bodies are embedding the feedback they collect into a range of activities. At Swansea Bay University Health Board, for example, the feedback supports:

- **Ward assurance visits.** The Quality and Assurance Team performs surprise ward visits to review the quality of care being provided. Civica Experience enables targeted surveys to include the patient voice in this process.
- **Hospital visits by Llias.** An independent statutory body, Llias aims to give the people of Wales a voice in the planning and delivery of health and social services. Patient and service user feedback helps shape the conversations during unannounced hospital visits by Llias.
- **Colleague bulletins.** The Patient Experience team periodically shares with the wider team positive messages (both written and audio via IVR) included in patient feedback collected using Civica Experience.



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## Continuous learning and improvement

Civica's partnership with NHS Wales helps patients and service users make their voices heard within the Welsh healthcare system, and makes Wales the first Home Nation to have a joined-up, collaborative platform for collecting and analysing patient and service user experience data. In addition, Civica is working with NHS Wales on a programme of national surveys, which so far have covered palliative care, emergency care and Covid 19 investigations.

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NHS Wales is the public funded National Health Service of Wales, responsible for providing healthcare to the ~3 million people who live in the country. It comprises:

- Aneurin Bevan University Health Board
- Betsi Cadwaladr University Health Board
- Cardiff and Vale University Health Board
- Cwm Taf Morgannwg University Health Board
- Hywel Dda University Health Board
- Powys Teaching Health Board
- Public Health Wales
- Swansea Bay University Health Board
- Velindre University NHS Trust (including Welsh Blood Service)
- Welsh Ambulance Service NHS Trust

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