



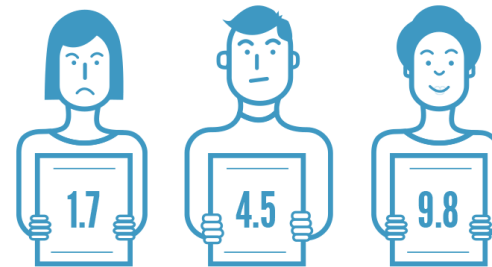
Surgical Ambulatory
Emergency Care Network

Surgical Ambulatory Emergency Care Experience Based Design

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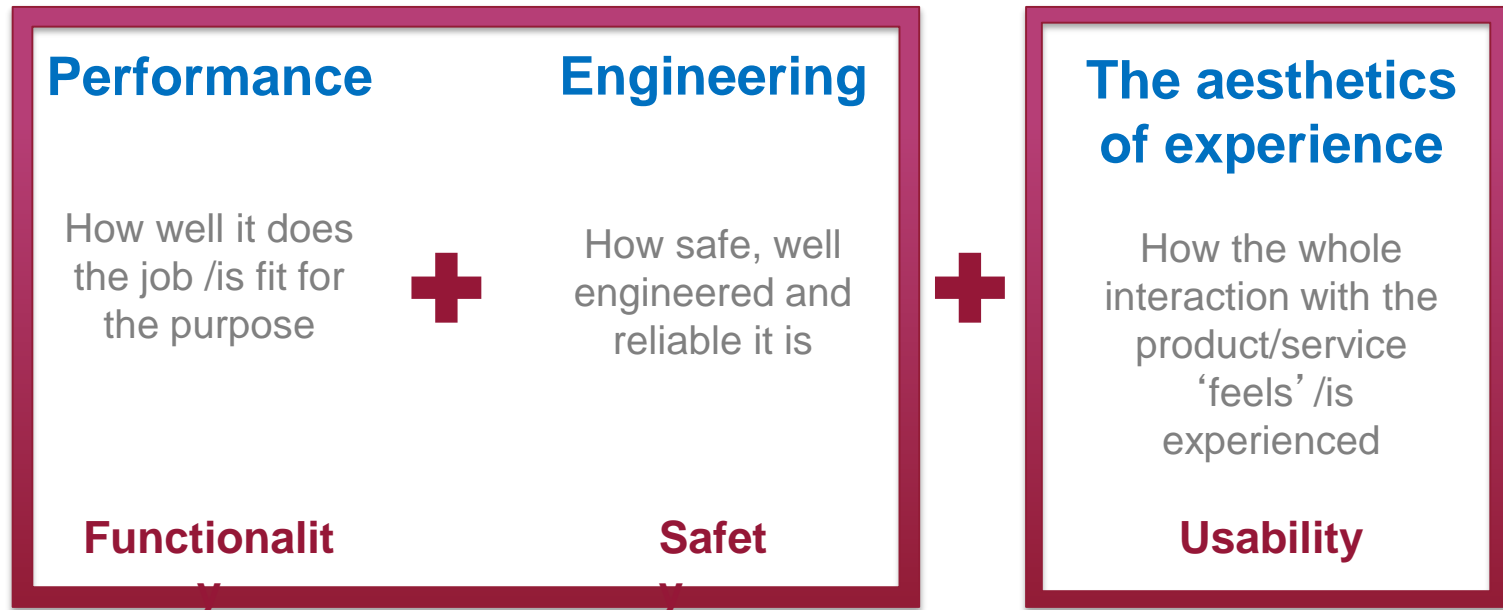
Experience vs Satisfaction


- Satisfaction is about form and function, experience is about connection and emotion.
- Satisfaction is about my expectations being met, experience is about how it made me feel.
- Satisfaction answers “what” and “when”, experience answers “how” and “why”.





The Components of Good Design



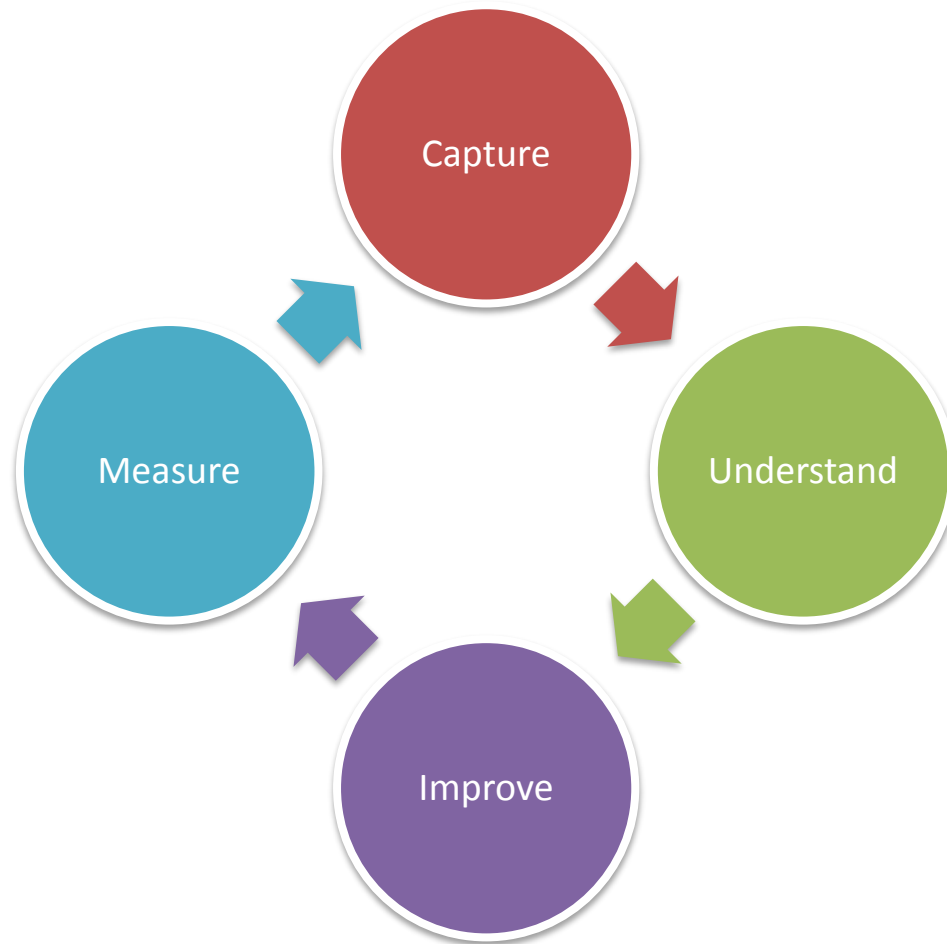


“The ebd approach is about using experience to gain insights from which you can identify opportunities for improvement.”

“It’ s about experiences not attitudes or opinions.”



The EBD process





Emotional Mapping



It took ages to find a car parking space and then I found it was a 15 minute walk to the outpatients clinic. How frustrating!

The room was cluttered with out of date magazines and notices on the walls and I was already feeling really nervous

I wasn't sure where to go – the signs were difficult to follow

relieved

Informed

pleased

Patient arrives at car park

Patient navigates to clinic

Patient arrives at clinic

Patient registers with reception

Patient waits to see consultant

Patient sees consultant

Patient navigates to department

Patient goes to different department for investigations (X-Ray Pathology)

frustrated

worried

nervous

upset

anxious

unsure





Working With Patients





Working With Staff





Observation

- A vital part of the process and this often picks up details that people don't bring up in interviews.
- About seeing things with fresh eyes and noticing details such as non-verbal communication, how space is used and how much is on show (or not).
- This stage may inform the touch points in emotional mapping, or may be a response to something that has been identified by respondents.
- A really useful way to raise the profile of the EBD project and get people involved.





Why Do We Need to Observe?

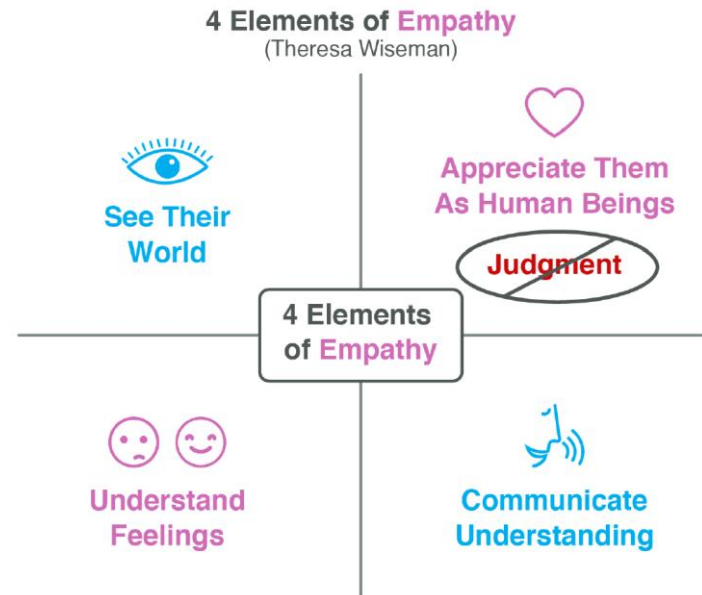
- People do not always do what they **say they do**
- People do not always do what they **think they do**
- People do not always do what you **think they do**
- People cannot always tell you what **they need**

The next time you go into work
imagine looking at it for the first time...

Think about how these factors
impact on your experiences

Understanding the Experience

- Observing and capturing the experience is only half the story we need to make sure we understand the experience as a whole if we are to improve it.
- This means we need to work closely with patients, carers and staff to reflect back and check our understanding.
- When we make assumptions about the meaning of experiences or peoples needs we risk over-engineering solutions.





Turning Experiences Into Actions

The EBD approach is about working closely with patients, carers and staff in designing better experiences. This method of co-design is used because it is:

- A natural way to progress the relationships between patients **and** staff that have already emerged in the EBD approach
- A way to reduce the workload on staff; with patients and carers taking many of the improvements on themselves
- A way to keep up the momentum of change - where patients are part of the change team, they add further enthusiasm, drive, energy and a level of expectation.

Improving the Experience

- Many EBD projects stall at this stage or abandon the co-design approach in favour of "the professional knows best".
- Participants often want simple changes that come with minimal cost rather than the complex plans we might expect.
- Patients come with a wealth of life experience and ideas that can help us to get to innovative solutions we might never have come to ourselves.
- People are the experts in their own experience.





Co-Design



Measure

- Measurement runs throughout the EBD process.
- Agree the priority changes with participants and decide what the outcome measures will be.
- Always think about the data you already collect that relates to patient experience and the changes you are implementing to minimise workload.
- Communicate your findings as you progress, in particular with those involved in the co-design groups.
- Think about the wider benefits of the EBD project itself when discussing results and celebrate success.





How do you feel?

Ambulatory Emergency Care patient experience questionnaire

This experience questionnaire will help you think about how you feel at different stages of your journey through Ambulatory Emergency Care (also referred to as AEC).

Please circle the words that best describe your feelings at each stage, or write your own word at the bottom of the page.

What was it that made you feel better?
Was it friendly staff, a nice environment, or a long wait – whatever it was, write it down to know.

We would like to know about a specific part of your experience that we can go back to and improve this area.

The experience based design (ebd) approach

A day in the life of...

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.

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

Your Trust Logo **NHS**
NHS Foundation Trust

NHS
Elect

Name _____
Job title _____
Date _____
Time _____

Comfortable
Lonely
Sad

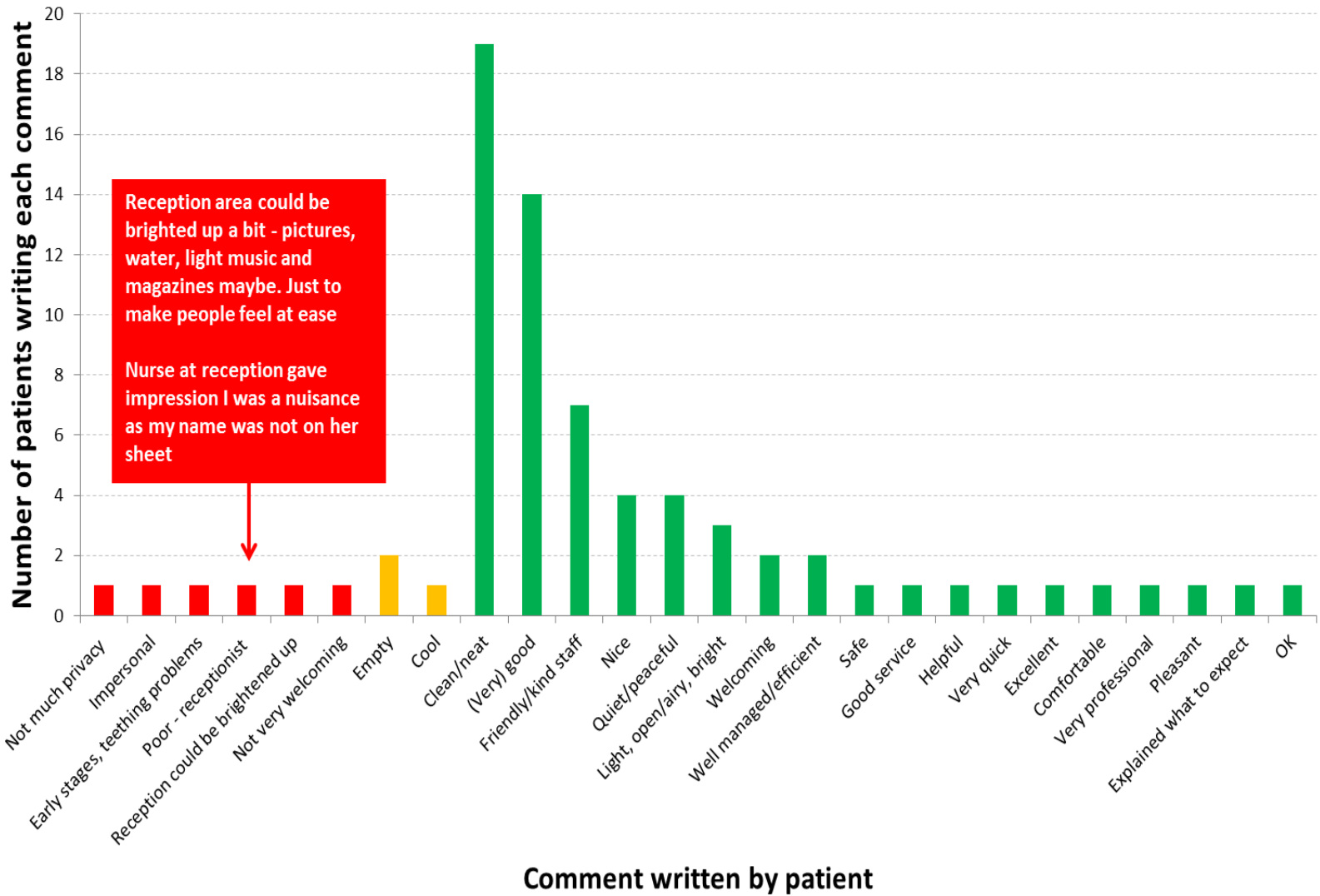
How do you feel like this?

Did you understand what was happening to you and why?

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What were your first impressions of AEC?





Using Existing Sources of Feedback

NHS choices Your health, your choices

Enter a search term

Health A-Z Live Well Care and support Health news Services near you

H St. Elsewhere Hospital

★★★★★ [Leave review](#)
Based on 17 ratings for this hospital

Overview Services Facilities Contact details, map and directions **Reviews and ratings** [Leave review](#)

Ratings (7)

4.5 Stars ★★★★★ NHS Choices users' overall rating
Based on 17 ratings for this hospital

Cleanliness ★★★★★ (16 ratings)	Staff co-operation ★★★★☆ (16 ratings)	Dignity and respect ★★★★☆ (16 ratings)	Involvement in decisions ★★★★☆ (15 ratings)	Same-sex accommodation ★★★★☆ (11 ratings)
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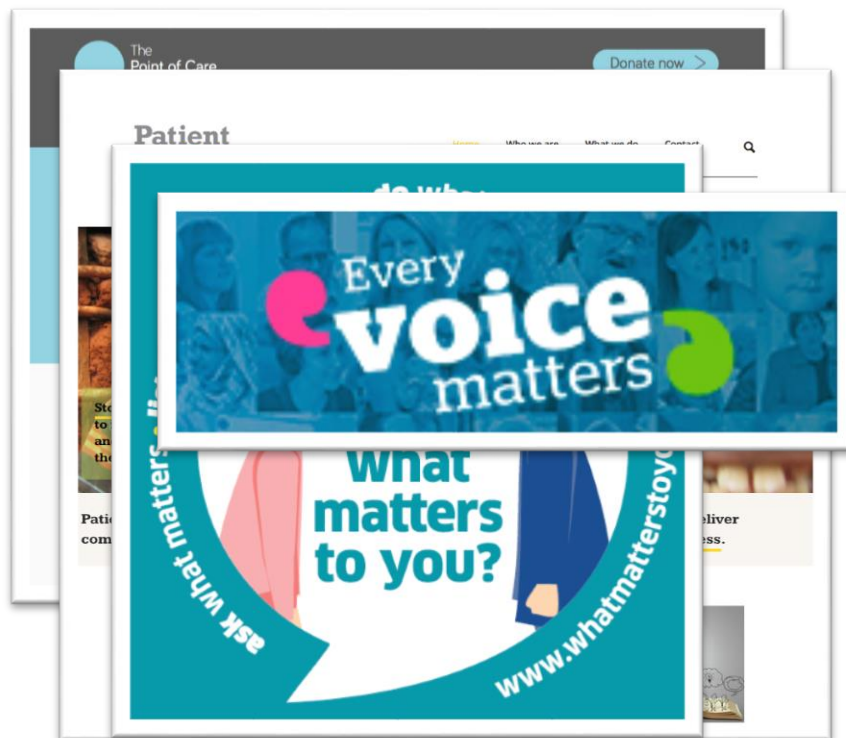
★★★★★ **Anonymous** gave Walk-in centre at _____ Hospital a rating of 5 stars

Went beyond the call of duty

I want to take this time to say a big Thank you, to the staff _____ that went beyond the call of duty to help assist my Autistic cousin. He first of all refused to enter the hospital as there were many people and he was not comfortable with crowds. After speaking to a lovely member of staff at the reception they promised to ask the nurse to open the door from the rear after his name was called out. When it was he still refused to get in, both the member of staff at reception and the healthcare assistant who was to dress my cousin wound. Suggested that he was let in through the fire exit. Then that still



Additional Resources



🌐 www.pointofcarefoundation.org.uk

🌐 www.patientvoices.org.uk

🌐 www.whatmatterstoyou.scot

🌐 www.healthwatch.co.uk