

30% Year-on-Year Improvement in Experience Scores with PEP Health's Dashboard

A leading NHS hospital struggled to enhance patient experience within its maternity services due to low survey response rates, delayed insights, and missing key feedback from the post-natal patient journey.

SOLUTION

To address these challenges, the hospital implemented PEP Health's real-time AI-powered dashboard.

- Online feedback provided in the PEP Health dashboard generated more than 5x the previous survey feedback – and provided a comprehensive view of patient experience across the entire maternity journey, from pre- through to post-natal (including interactions with other service lines and referrals from primary to secondary care).
- PEP Scores offered an unbiased view of patients' and their families' unmet needs, generating opportunities for growth and offering actionable insights to improve maternity patient satisfaction and care.
- Initiatives were data driven, based on the PEP Scores and feedback, meaning issues could be followed up quickly and the impact of improvements and investments in experience could be evaluated in real time.

PEP IMPACT

By using PEP Health's dashboard, the hospital developed initiatives that led to a **30% year-on-year improvement** in maternity patient experience, including:

- Enhanced collaboration between experience, marketing, and clinical leads, leading to the development of antenatal training programs, patient informed team huddles to improve communication, and targeted social media campaigns.
- Improved communication during the labor-to-discharge process and reallocated resources from the Home Birthing Service to in-patient services, better meeting maternity patients' needs.
- Boosted staff morale and engagement during the pandemic with the introduction of a 'Comment of the Week' initiative, which highlighted positive feedback from patients.

“We have been able to collect hundreds of comments, which would have been almost impossible to analyse manually. We have been able to access automated analysis of patient satisfaction scores to make sense of feedback, enabling us to iteratively improve the services we deliver.”

*- Deputy Head of Midwifery and Transformation and
Lead Midwife for Women and Children at NHS Hospital*

“Having real-time feedback and insights has meant we have been able to improve the services we deliver. The pandemic threw us a lot of curveballs but being able to see how patients were feeling all the time made it so much easier to deal with complications. The fact we actually improved our experience ratings during the pandemic has been amazing and has done wonders for staff morale during such a difficult time.”

- Deputy Head of Midwifery and Head of Nursing for Women and Children at NHS Hospital