Pre-Booked Hospital Appointments

Contents

Appendices of each individual anonymous response to the survey is available on request - contact details for Healthwatch Derby are at the end of the report.

Background of the report

Social Media usage has seen a rise over the course of the Covid-19 pandemic with Healthwatch Derby seeing an increased amount of followers and visitors to their Social Media channels.

The general population have been more confined to the comforts of their home due to lockdowns and restrictions around social gatherings and local meeting places and even now that restrictions have eased a little, there is a raised anxiety around socialising in public places. More and more people have taken to online forums, messaging services, video call platforms, and social media to communicate with friends, family and colleagues and express their views and opinions about their daily lives, struggles, and experiences.

Over the course of the Covid-19 pandemic, hospital departments and other healthcare providers have introduced alternative methods of delivering their services to ensure patients who are isolating, at high-risk, or socially anxious are able to access services remotely. This is also useful for those who cannot travel, have busy work schedules or simply find it easier to stay home, and looks to be a progressive and inclusive way to move forwards with providing accessible care during and following the peak of the pandemic.

We promoted the Pre-Booked Hospital Appointment Mystery Shopper survey on our Social Media channels over the course of a week, and included polls to increase engagement and encourage responses from those who may not wish to fill in a survey.
*(Appendices 11, 12, 13)*

The channels we used to promote our survey were Facebook, Twitter and LinkedIn and this report will detail our findings.
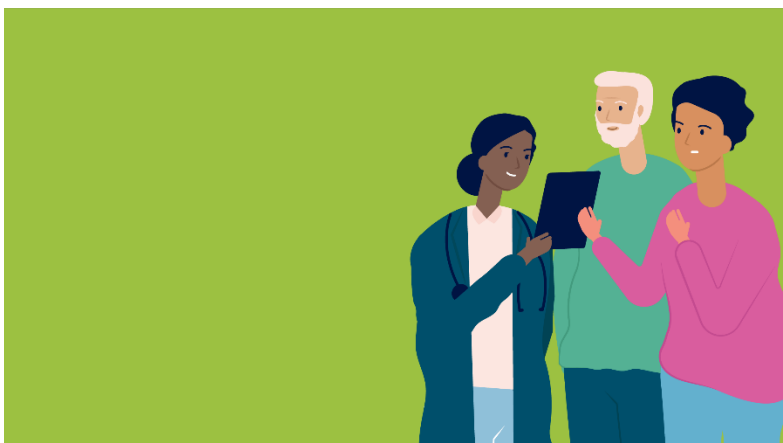
Our Audience : Facebook

At the time of writing, Healthwatch Derby has a captive Facebook audience of 332 followers.

While it is not possible to establish the demographics of those who participated in our polls, the age and gender data for the audience we have on Facebook is as below and these are the audience who would have viewed or easily been able to view our posts and polls.
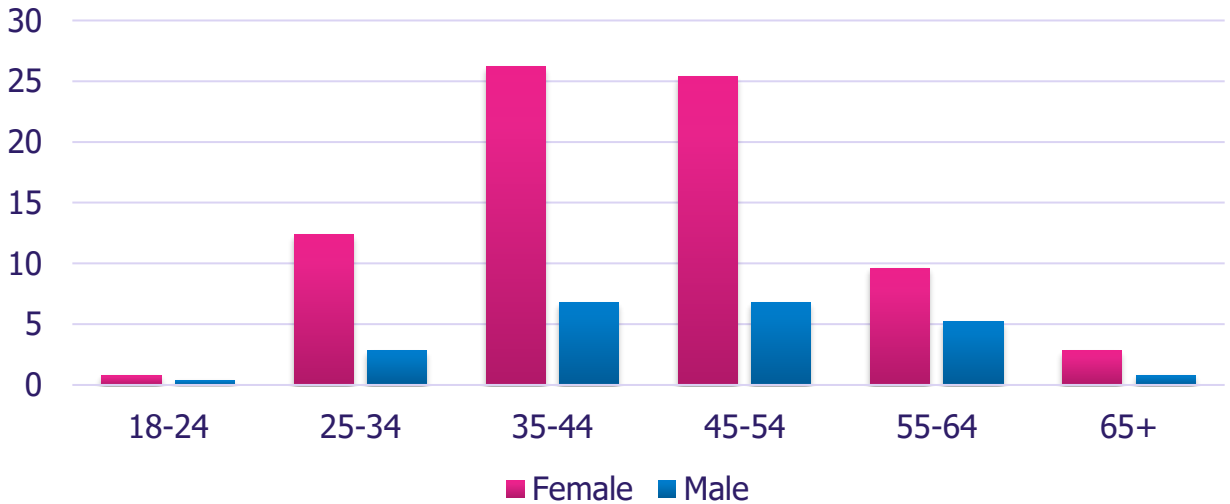
77.2% of our followers have listed their gender as Female. *(Appendix 1)*

The majority of our followers have listed their location as Derby (43.4%) with other outlying regions present but to a much lesser extent.

Other locations in which our followers have said that they live include Ilkeston (3%), Belper (2.7%), Burton on Trent (1.2%), Etwall (1.2%) and Mansfield (1.2%). *(Appendix 2)*

In addition to our own Healthwatch Derby Facebook page, our polls were shared to the following groups, to which we are unable to access demographic data:

Spotted Derby, Spotted: The Real Derby Town, Spotted Alvaston, Spotted Allenton/Osmaston & Sinfin, Spotted Ilkeston, Social Prescribing at Lister House, Alvaston Self Post Group, Spotted Chellaston Self Post.

Our Audience : Twitter

At the time of writing, Healthwatch Derby has a captive Twitter audience of 2146 followers.

It is not possible to establish any demographics regarding our Twitter audience.

Our Audience : LinkedIn

At the time of writing, Healthwatch Derby has a captive LinkedIn audience of 64 followers.

LinkedIn is a Social Media platform aimed at networking business professionals and so their demographic information is surrounding a followers' employment industry, position within their company, and listed location.

The majority of our followers have listed their location as Derby (67%) with other outlying regions present but to a much lesser extent, below 4%. *(Appendix 3)*

The majority of our followers work in the Hospital and Healthcare industry (27%). Other industries in which our followers work include Non-profit Organisation (17%), Health and Fitness (14%) and Government administration (6%). Other industries are listed but with followers below 5%. *(Appendix 4)*

The majority of our folllowers work within Entry Level (33%), Senior Level (30%) or Director Level (18%) roles within their businesses with other roles listed but with followers below 6%. *(Appendix 5)*

Using Social Media to gather feedback

There are pros and cons for using Social Media platforms as a means to gather accurate and good quality feedback.

It is a useful tool to get quick feedback from a wide variety of people, who may or may not usually be able, willing or have the time to attend a face-to-face engagement event. These people who want to help and are interested, may however be happy to tick a box on a poll while they are browsing social media as they usually would, or if they see their friend has made a comment on a post and they want to be a part of the conversation. We can reach people that we may not usually find, and there is no bias on who is welcome to join in.

The issues with using social media to gather feedback, are that we are not able to interact with the respondent in-person. That is that we cannot ask for further feedback to a tick-box question, we do not know if the respondent answered with full understanding of the question or not, and we do not know or 'feel' any real connection to the respondent. We cannot accurately gather demographic data, nor location.

We have used the social media polls as a means to gather instinctive, short, 'soundbite' information around the theme of pre-booked Hospital Appointments. We want to hear from people first hand how they felt there and then about their hospital appointment, but under the constraints of online-only engagement. But to keep in consideration that while we have targeted our native social media channel audiences, the polls on all platforms were open to all members of the public. This report is intended as a snapshot in time of general opinion around most recently attended pre-booked hospital appointments, and should be considered as such.

Question 1 – How long were you waiting for this appointment after your referral?

After dissecting the Healthwatch England report "Waiting times are inevitable, it's how we manage them that matters" and compiling a local report "Waiting times – Datasets from Derby City", we understand that waiting times are an issue and a topic that people have strong opinions on. We thought this would be a good question to start our polls around Hospital Appointments.
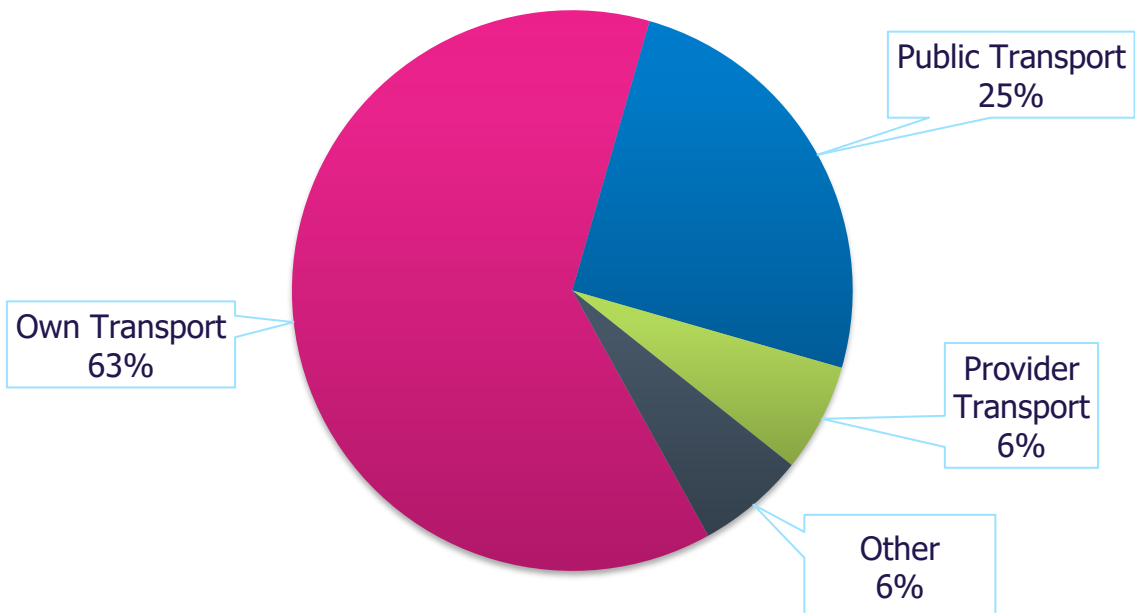
6+ months
31%

0-1 month
21%

4-6 months
3%
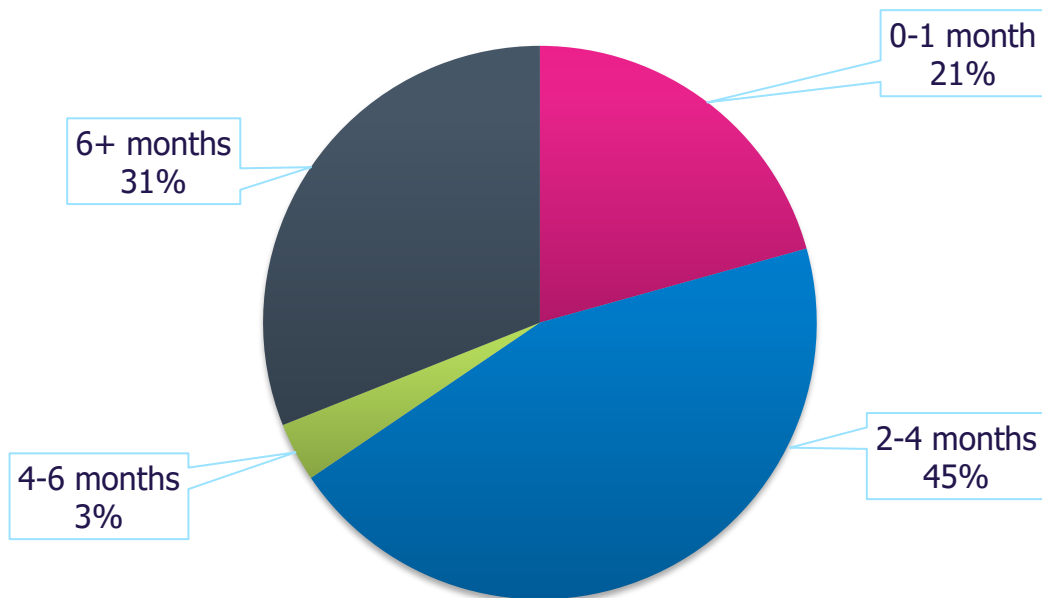
2-4 months
45%

Across the Social Media channels, there were 29 responses to this poll question and the majority of people responded by saying that it they had waited between 2-4 months between their referral and the hospital appointment they last attended. *(Appendix 6)*

"I was referred in June 2021, it's now March 2022 and even though it's an urgent referral I'm still waiting.."

Question 2 – How did you travel to your appointment?

We often receive feedback surrounding NHS/Provider transport services, and so wanted to ask this question to establish how many respondents use this method of transport to get to hospital compared to others, whether hospitals are accessible to all and cater for sufficient means of transportation, and an open box for respondents to provide feedback on this should they feel they want to.

Public Transport
25%

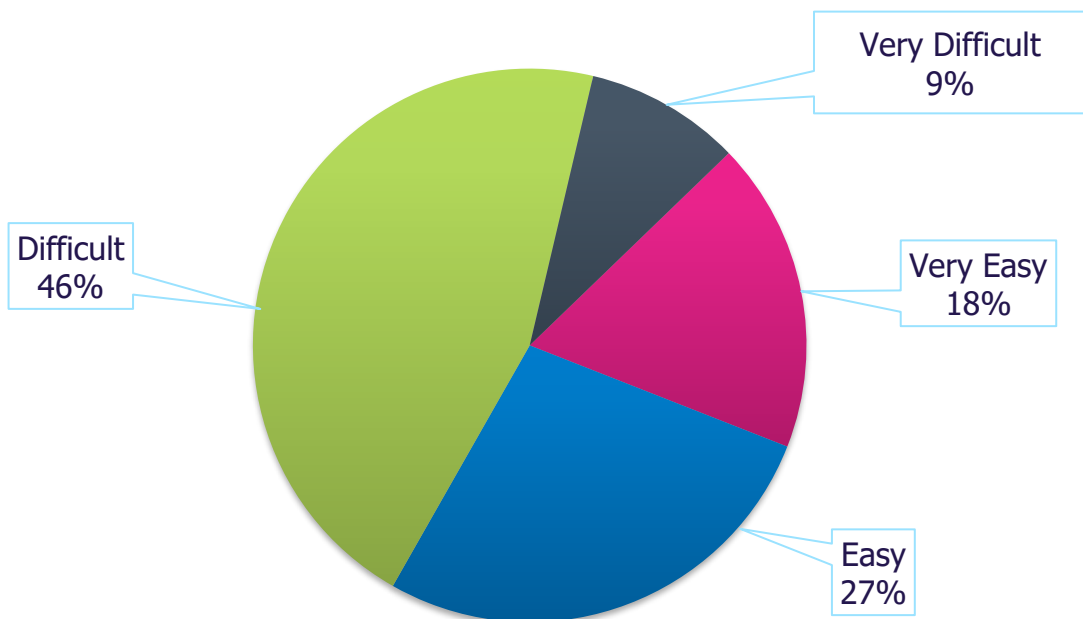Own Transport
63%

Provider
Transport
6%

Other
6%

Across the Social Media channels, there were 16 responses to this poll question and the majority of people responded by saying that they used their own transport to get to their most recent hospital appointment. *(Appendix 7)*

# Question 3 – How easy do you find it to contact the hospital?

Another issue that we hear often is a breakdown in communication between patients and their healthcare provider, whether that be by not receiving the correct information, not understanding or being able to access the communication that is provided, or by not being able to get in touch easily or quickly. We wanted to find out whether this was the case for patients accessing acute care.

Very Difficult
9%

Very Easy
18%

Difficult
46%

Easy
27%

Across the Social Media channels, there were 11 responses to this poll question and the sentiment was split however 55% of people responded by saying that they found it difficult to contact the hospital about their care difficult to some extent. *(Appendix 8)*

# Question 4 – Was your treatment plan clear and well communicated to you?

Following on from question 3 around communication, we asked whether upon attending the appointment that the treatment and care offered and future plans were clear and well communicated. This opened the conversation to discuss whether patients felt in the loop and satisfied with the direction their treatment was going.

Somewhat informed
67%

Really well
informed
33%
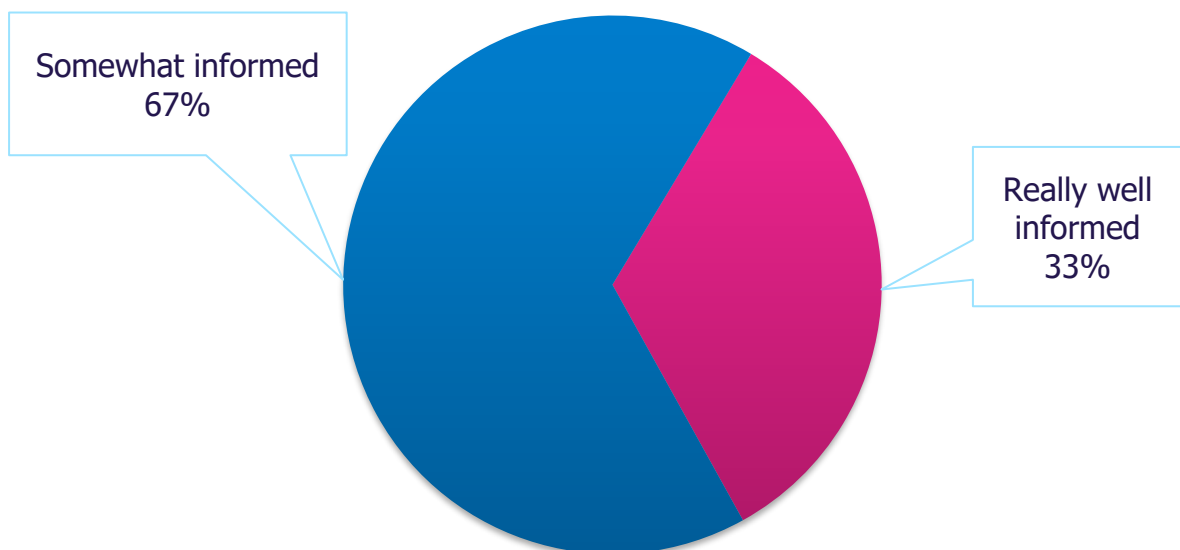
Across the Social Media channels, there were 9 responses to this poll question and all respondents felt informed about their treatment plan to some extent. *(Appendix 9)*

Question 5 – How would you rate the level of care/attention/ knowledge you received ?

We asked, how, considering the participation in prior questions and overall, patients felt about the level of service they received during their most recently attended hospital appointment.

Good
36%

Excellent
43%

Poor
21%
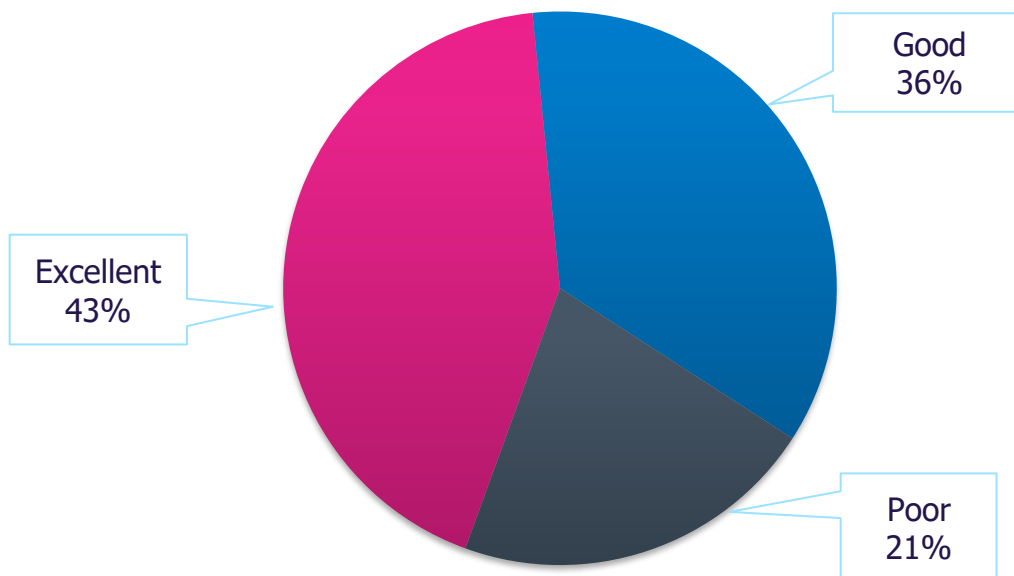
Across the Social Media channels, there were 13 responses to this poll question and although the responses were split, the majority responded positively with 79% overall stating that they felt the care/attention/knowledge they received at their most recent hospital appointment was Excellent or Good. *(Appendix 10)*

"Waited 9 hrs still wasn't seen plus it cost me £25 to get out the car park."

Summary of findings

Over the course of 5 days, and with prior and subsequent promotion, our polls received a total of 77 reactions and 2 additional comments.

11 individuals followed the attached link to our Pre-Booked Hospital Appointments Mystery Shopper survey and gave more details, by answering further questions about their experiences.

This information is compiled in an alternative report and is available upon request.

We first asked patients how long was the waiting time between their referral and their most recently attended hospital appointment and the majority of respondents stated 2-4 months.

We asked how patients travelled to their most recent appointment and the majority used their own methods of transport.

We asked how easy that patients found it to contact the hospital about their treatment/appointment/follow up care and the sentiments were split however 55% stated that it was difficult to some extent to contact the hospital.

We asked if respondents felt that their treatment plan was clear and well communicated to them, and all respondents felt positively about this to some extent.

Finally we asked how patients found the level of care/attention/knowledge received at their most recently attended appointment and 79% of respondents stated positively, that they found their care Excellent or Good.

Healthwatch Derby would like to thank all those who responded, shared or posted our social media polls between 7th – 13th March 2022 and those who subsequently gave further information by following the link to our Pre-Booked Hospital Appointments Mystery Shopper survey.

Appendices

Appendix 1 – Listed gender of our Facebook followers.

Female – 256
Male – 76

Appendix 2 – Listed locations of our Facebook followers.

Derby 43.4%, Ilkeston 3%, Belper 2.7%, Burton upon Trent 1.2%, Etwall 1.2%, Mansfield 1.2%, Nottingham 0.9%, Ripley 0.9%, Sheffield 0.9%, Swadlincote 0.6%.

Appendix 3 – Listed locations of LinkedIn followers.

Derby 67.3%, Bristol 3.85%, Coventry 1.92%, London 1.92%, Crewe 1.92%, Taunton 1.92%, Amsterdam 1.92%, Sheffield 1.92%, Leeds 1.92%, Stoke on Trent 1.92%.

### Listed location of LinkedIn visitors between 7th – 13th March 2022.

Derby 77.27%, Sunderland 13.64%, Dallas/Fort Worth 4.55%, Cambridge 4.55%.

Appendix 4 – Workplace industry of LinkedIn followers.

Hospital and Health Care 26.56%, Non-profit organization management 17.19%, Health, Wellness and Fitness 14.06%, Government Administration 6.25%, Higher Education 4.69%, Civic and Social Organisation 3.13%, Sports 1.56%, Supermarkets 1.56%, Individual and Family Services 1.56%, Religious Institutions 1.56%.

Workplace industry of LinkedIn visitors between 7th – 13th March 2022.

Non-profit organization management 42.31%, Retail 15.38%, Oil and Energy 11.54%, Information Technology and Services 11.54%, Health, Wellness and Fitness 11.54%, Management Consulting 3.85%, Insurance 3.85%.
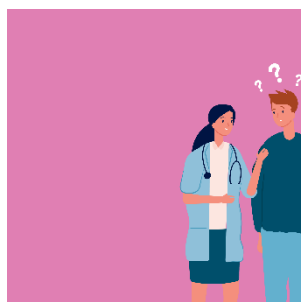
Appendices

Appendix 5 – Workplace seniority of our LinkedIn followers.

Entry Level 33.33%, Senior Level 29.82%, Director 17.54%, Manager 5.26%, Chief Experience Officer 5.26%, Unpaid 3.51%, Vice President 3.51%, Owner 1.75%.

Workplace seniority of LinkedIn visitors between 7th – 13th March 2022.

Senior 73.08%, Vice President 15.38%, Entry 11.54%.

Appendix 6 - Question 1 – responses by Social Media platform

	0-1 month	2-4 months	4-6 months	6+ months
Facebook	5	5	0	5
Twitter	0	3	0	2
LinkedIn	1	5	1	2

Appendix 7 -Question 2 – responses by Social Media platform

	Own Transport	Public Transport	Provider Transport	Other
Facebook	3	3	0	0
Twitter	4	1	1	1
LinkedIn	3	0	0	0

Appendices

Appendix 8 - Question 3 – responses by Social Media platform

	In Person	Telephone	Online	Other
Facebook	2	2	1	0
Twitter	0	1	0	0
LinkedIn	0	0	4	1

Appendix 9 - Question 4 – responses by Social Media platform

	No	Yes, Unforeseen	Yes, can't cancel	Yes, Other
Facebook	1	1	0	0
Twitter	2	1	0	0
LinkedIn	0	4	0	0

Appendix 10 - Question 5 – responses by Social Media platform

	Very Likely	Likely	Unlikely	Very Unlikely
Facebook	2	1	0	1
Twitter	0	1	0	0
LinkedIn	4	3	0	1

Appendices

Appendix 11 – Facebook Post Engagement (Healthwatch Derby Facebook only) %

Q1 – 4365 Reach, 121 Engagement – 3%
Q2 – 3010 Reach, 49 Engagement – 2%
Q3 – 2707 Reach, 30 Engagement – 1%
Q4 – 32 Reach, 13 Engagement - 40%
Q5 – 30 Reach, 16 Engagement – 53%

Appendix 12 – Twitter Post Engagement %

Q1 – 70 Reach, 5 Engagement – 7%
Q2 – 387 Reach, 13 Engagement – 3%
Q3 – 60 Reach, 2 Engagement – 3%
Q4 – 41 Reach, 3 Engagement - 7%
Q5 – 61 Reach, 5 Engagement – 8%

Appendix 13 – LinkedIn Post Engagement %

Q1 – 32 Reach, 6 Engagement – 19%
Q2 – 27 Reach, 2 Engagement – 7%
Q3 – 27 Reach, 3 Engagement – 11%
Q4 – 25 Reach, 5 Engagement - 20%
Q5 – 13 Reach, 3 Engagement – 23%

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