



Royal Devon
University Healthcare
NHS Foundation Trust

THE POWER OF DATA AND VOICE: INNOVATING PATIENT FEEDBACK FOR REAL IMPACT

Lisa Townsend – Patient Experience Feedback Lead



- Feedback systems were inconsistent and it was time consuming to theme
- Feedback sat centrally, making it harder to implement change
- Merge of organisations introduced the need for alignment



- We saw this as an opportunity to transform how we engage with the patient voice

The challenge

- The idea evolved: real time feedback and structured data
- Services to own their feedback
- Decision to trial Care Opinion level 3 subscription
- Senior leadership buy-in was essential to the project



Starting the
journey

Cancer services team



The pilot

"Admin issues and long drive for coronavirus test"

CHANGE MADE



This story led to a change

My radium is due to start soon in Exeter, which is a 98 mile round trip from my North Devon home. I appreciate this is the nearest hospital offering this treatment. However, I received a phone call one evening, telling me I had to attend Exeter Rugby Club 2 days later to have a coronavirus swab!

To pass Barnstaple Hospital (20 mile round trip from me), and travel nearly 100 miles for a one minute swab is unbelievable. I am still fatigued from chemo, and have been isolating.

I did NOT need this long drive. I was told that my radium could not start without this test. There was only one other car at this test centre at the time I arrived. This needs sorting out.



Response from Steven Johnson, Living with & beyond cancer lead, Cancer Services, Northern Devon Healthcare NHS Trust 5 years ago



We are preparing to make a change



Dear Victoria,



Thank you for taking the time to give feedback to us. My name is Steve, I am the Living With and Beyond Cancer Lead at North Devon District Hospital and I am coordinating with my colleagues to look into the issues you have raised.

I am pleased to hear you have been happy with your treatment, but I am sorry to hear about the admin issues and the long drive for your coronavirus test prior to your treatment in Exeter.

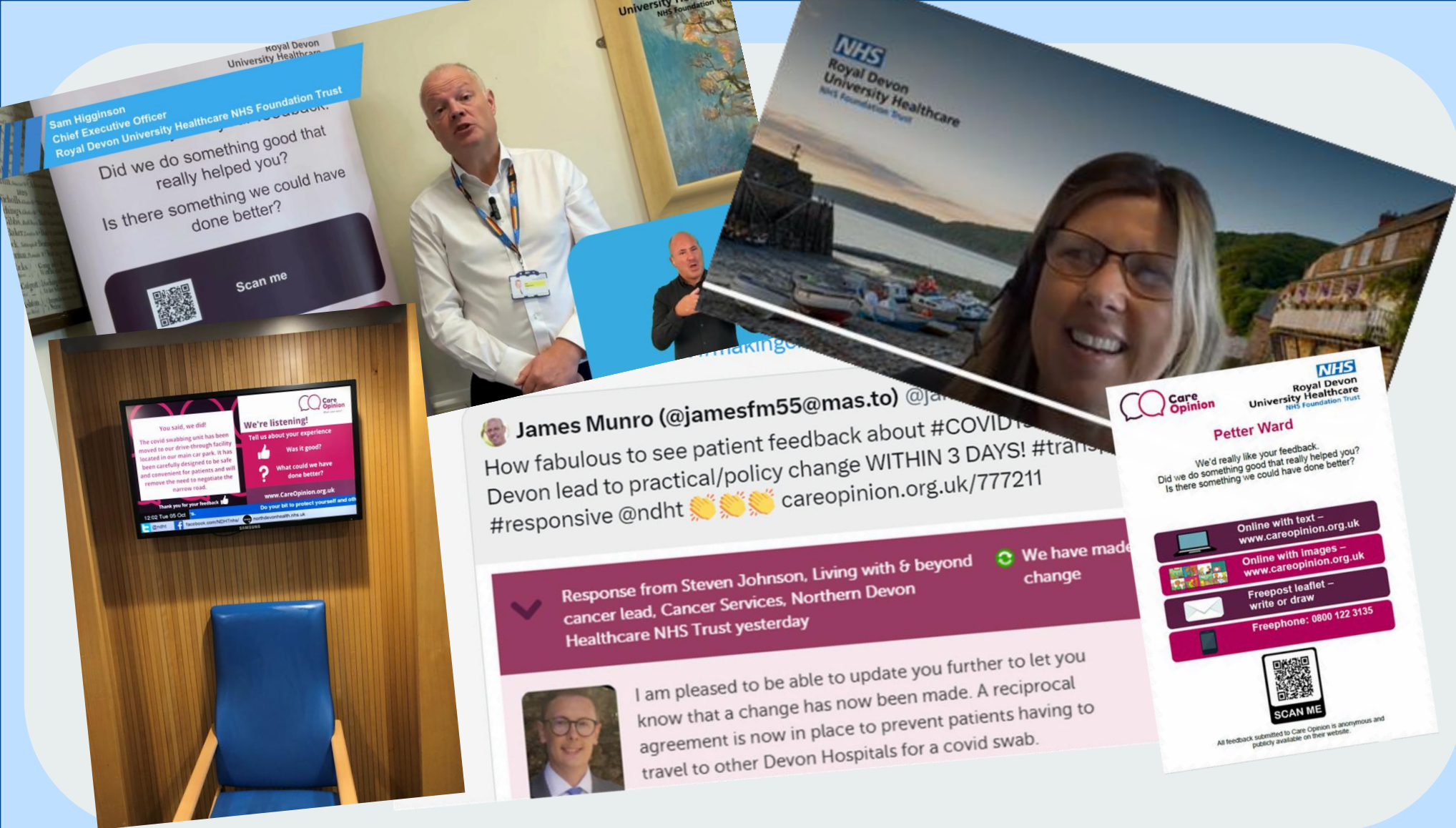
The issues you have raised will be discussed at the next North Devon Cancer Services governance meeting in August so that we can investigate and learn from your experience. These issues have also been highlighted to the North Devon and Exeter COVID communication cells so that we can assess what steps need to be put in place to address these issues. We will update you with any outcomes.

If you wish to discuss this further, or have any questions or concerns, please do not hesitate to contact your Cancer Nurse Specialist.

Best wishes,

Steve

On behalf of Cancer Services at North Devon District Hospital



Embedding
across the Trust

" The doctors treated me very well "

About: Sidwell Street Clinic / Exeter Sexual Health

Posted by *Kumushai* (as the patient), 2 weeks ago

[Translated]

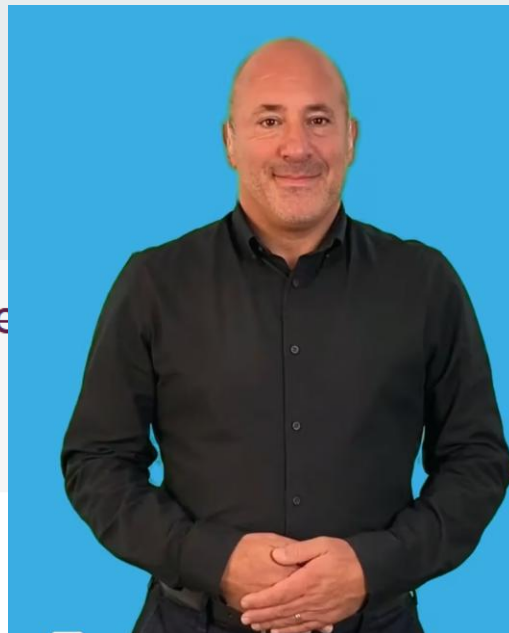
After giving birth, I made an appointment to get an implant, they installed it yesterday. The doctors treated me very well, they were kind.

So far I feel good, and I hope it will be the same in the future.

[Original]

После родов я записалась на Прием чтобы поставить имплантат, вчера мне поставили .врачи доктора относились очень хорошо, были добры.

Пока я чувствую себя хорошо, и надеюсь в будущем тоже будет также .



**Care
Opinion**

What's your story?

careopinion.org.uk
0800 122 3135

NHS
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NHS Foundation Trust

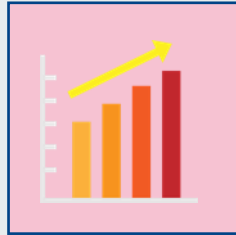


Ensuring
inclusivity

- Over 660 staff trained as responders



- Over 8,400 stories received



- 97% of stories received in the last 5 years have received a personal response



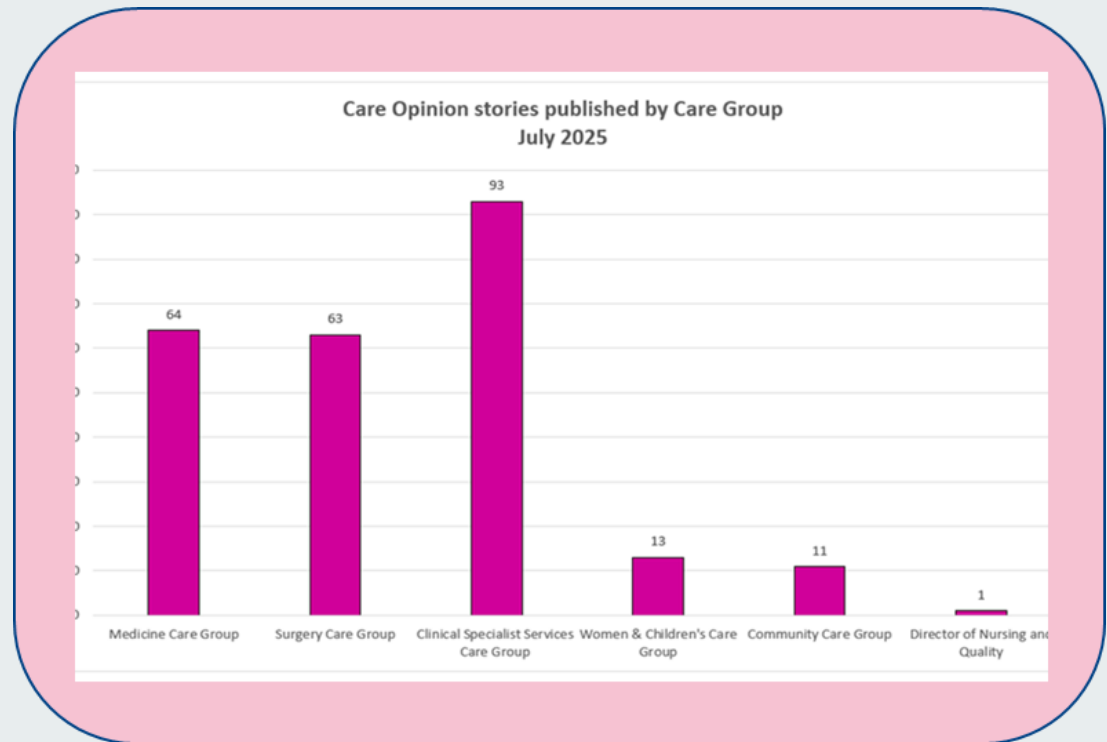
- Cultural shift in ownership to frontline teams



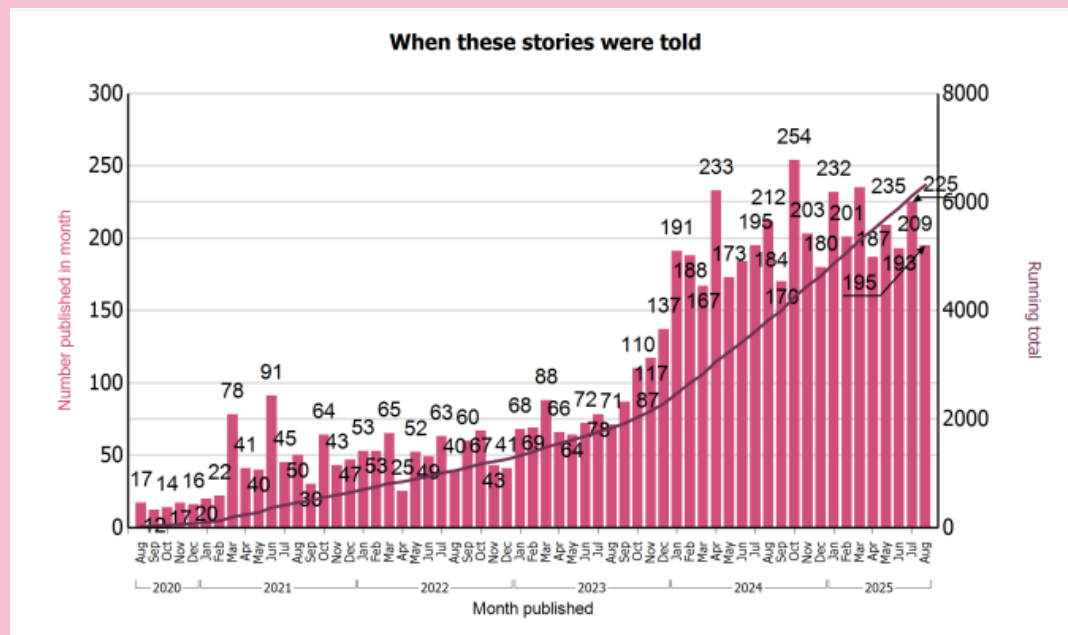
Current status

An idea so simple.....

- Utilise the tagging function on the Care Opinion portal
- Tag every story with a KO41 code (national complaint theming codes)
- Tag every story to the division it sits with
- Breakdown the feedback of large services by tagging specialities



Making data
count



327% increase in feedback received

Based on 2021/22 v 2024/25 stories received

97% of stories since January 2020 have received a **personal response**

Average time to respond is **6 days**

70 service improvements implements with 37 in the pipeline

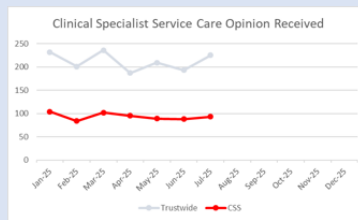
Service	Stories	Responsiveness	Mean time to respond	Changes planned	Changes made
Royal Devon University Healthcare NHS Foundation Trust	5889	97% 5709	6 days	37	70

Measuring impact

Patient Experience Feedback – CSS Care Group – July 2025

Month	Trustwide Number Received	Care Group Number Received
Compliments	278	20
Friends & Family Test	1968	181
Care Opinion	225	93

Care Opinion by Criticality Rating	Trustwide Number Received	Care Group Number Received
Not critical (positive)	191	86
Minimally Critical	11	3
Mildly Critical	19	3
Moderately Critical	3	1
Strongly Critical	1	0
Severely Critical	0	0



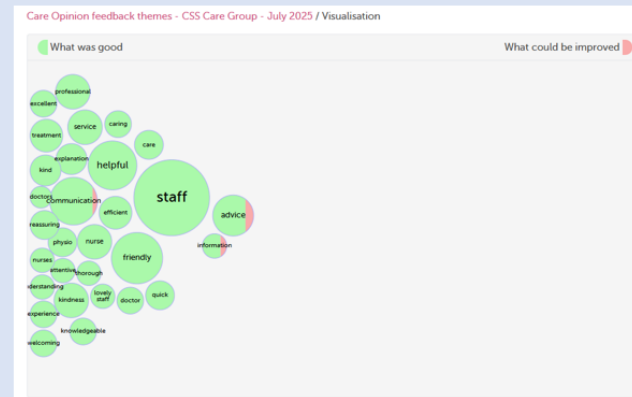
"You said - we did" Number of service improvements from all patient feedback

2

Care Opinion responsiveness	Stories	Responsiveness	Mean time to respond	Changes planned	Changes made
Care Opinion responsiveness data	93	99% (92/93)	48 hours	1	2

Care Opinion feedback without a response	Number of stories without response	Responsiveness
Bideford Therapies	1	67% (2/3)

Care Opinion themes



Link to chart above: Link

<https://careopinion.org.uk/visualisations/45cc46b0-5708-4976-acd5-553271d3ff88> Please note: Some Care Opinion stories may include feedback for other services in addition to community.

- By using the tagging mechanism we have recently implemented performance reporting at a Care Group level

Continuous improvement

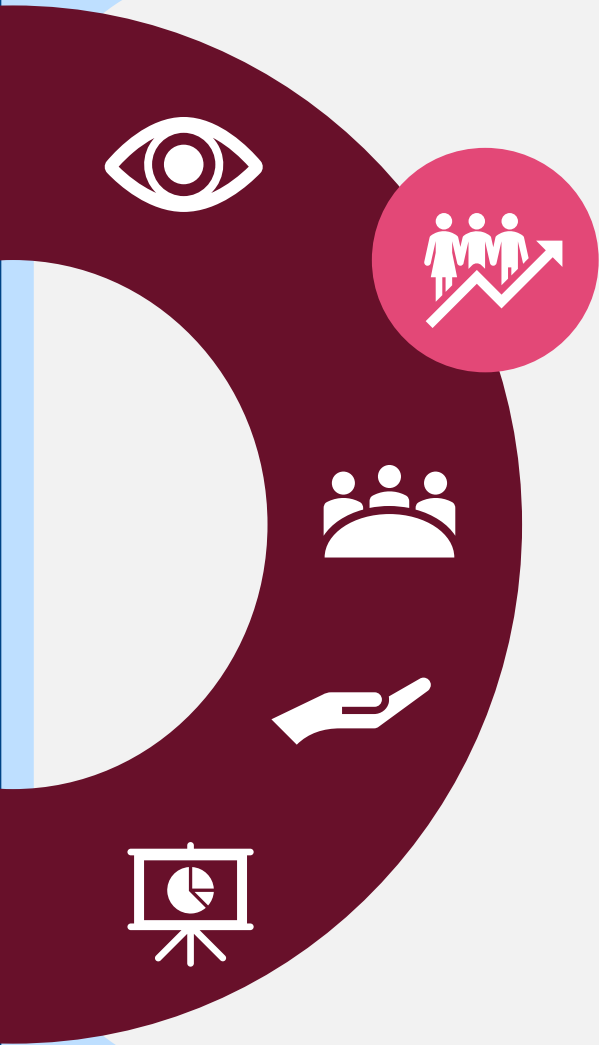


Unified team vision

Early consensus within the Patient Experience team on goals was vital for consistent messaging and support.



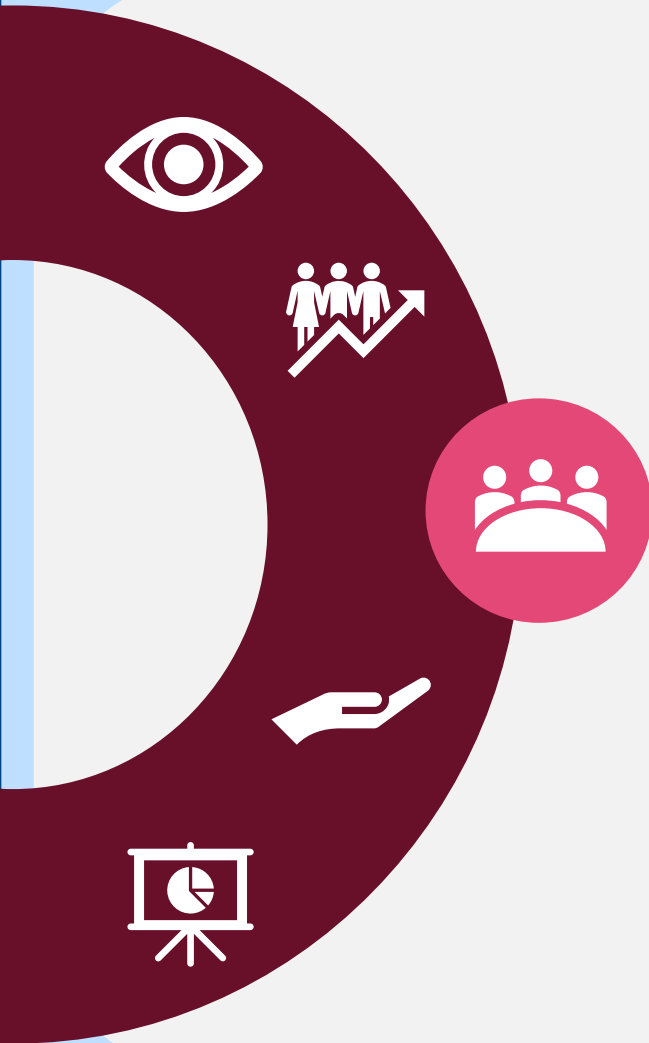
Key takeaways



Phased approach:

Piloting in a willing service allowed refinement and built confidence, preventing overwhelm.

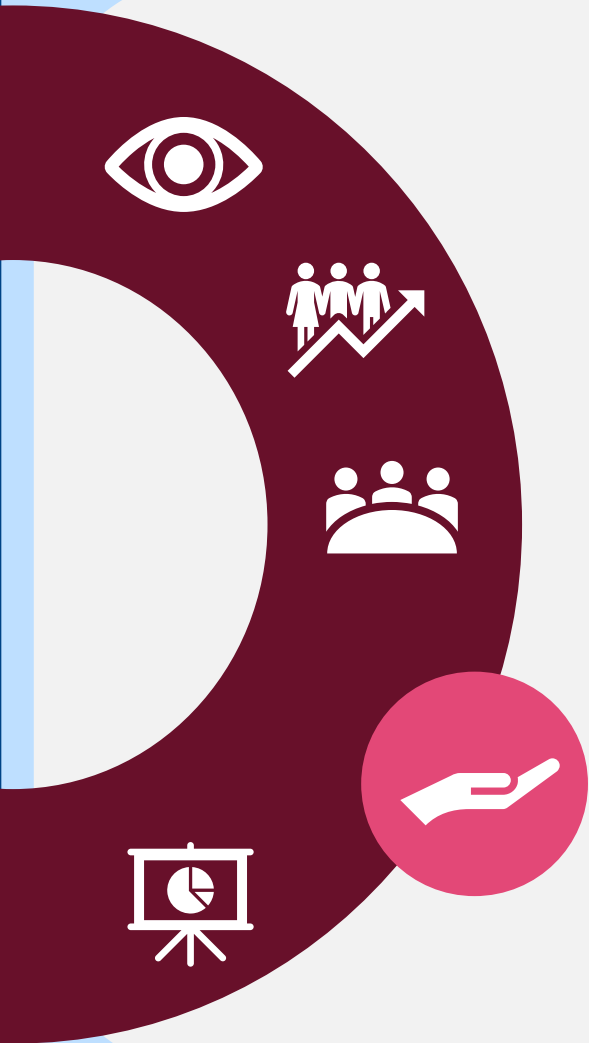
Key takeaways



Senior leadership buy-in:

Visible support from CEO and NED's enabled embedding within strategic priorities, breaking down resistance.

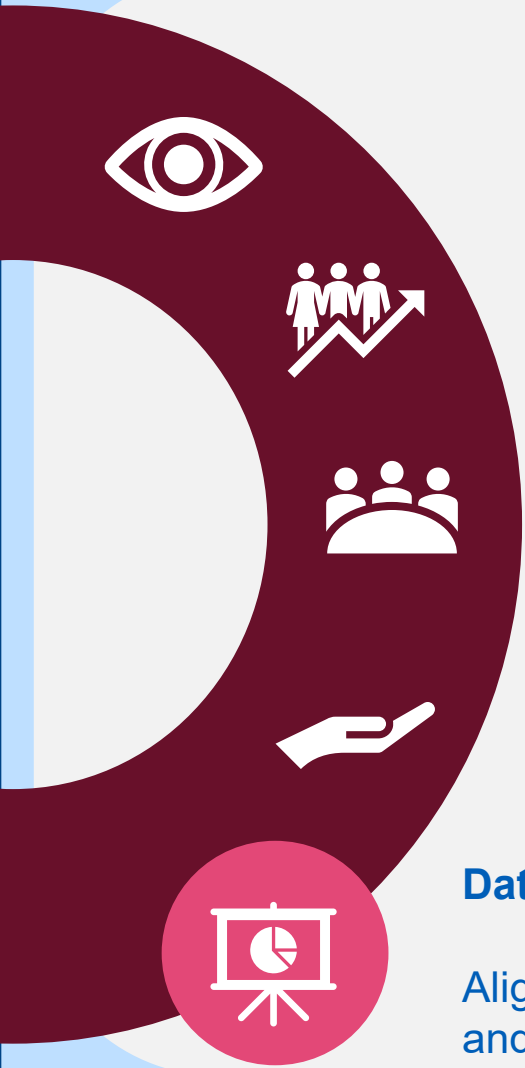
Key takeaways



Ongoing support:

Continuous coaching and tailored interventions helped teams transition smoothly to ownership of feedback.

Key takeaways



Data integration:

Aligning feedback with national complaint coding created actionable insights and improved reporting credibility and data triangulation.

Key takeaways



Any questions?