



the **skills** network

Improving Service User Experience in Health and Social Care

SAMPLE



Part A

SAMPLE



Disclaimer:

This resource uses real life case studies where specifically stated and referenced. All other references to individuals, groups and companies contained within these resources are fictitious.

Improving Service User Experience in Health and Social Care

Welcome to this Improving Service User Experience in Health and Social Care course.

We hope you find all of the information contained in this resource pack interesting and informative. This learning resource and the assessment questions have been approved by NCFE as a great way to meet the learning outcomes for this qualification. (A complete list of the learning outcomes can be found at the back of this workbook.)

This course is made up of **three** parts (A, B and C). This is **Part A**, which contains **one** unit:

Unit 1: Preparing to deliver customer service in health and social care settings

As you start to read through each page, you will be able to make notes and comments on things you have learnt or may want to revisit at a later stage. At the end of each section, you will be asked to answer the relevant assessment questions.

Once you have answered the questions, go to the next section and continue studying until all of the assessment questions have been completed.

Please make sure that you set aside enough time to read each section carefully, making notes and completing all of the activities. This will allow you to gain a better understanding of the subject content, and will help you to answer all of the assessment questions accurately.

Good luck with your study. Now let's begin!



Unit 1: Preparing to deliver customer service in health and social care settings

Welcome to Unit 1.

This unit has **four** sections. These are:

Section 1: Customer expectations in health and social care settings

Section 2: How self-awareness can be used to develop the skills, attitudes and knowledge for effective customer service in health and social care settings

Section 3: How to represent a health and social care service in a positive way

Section 4: How feedback can help to improve the quality of a health and social care service.

Section 1: Customer expectations in health and social care settings

This section will explore the following:

- The types of customers who interact with health and social care services
- The expectations of customers of health and social care services
- The principles and values that are promoted in health and social care settings
- Current service standards that apply within health and social care settings
- The employee's role in maintaining service standards
- The employee's responsibilities towards customers.

The types of customers who interact with health and social care services



STOP AND THINK!

When you use a health and social care service such as your GP, do you consider yourself to be a customer? Who do you think a customer might be in this context?



When the word ‘customer’ is used, people will likely first think of shops and how the people who go into a shop to buy something or look for something are customers.

In the context of health and social care services, a customer can refer to a number of people, not just those who use the services directly such as a person attending a medical appointment. The following table outlines several different types of customers who may interact with health and social care services:

Type of customer	Example
People who use health and social care services directly	People attending appointments or screenings, getting treatment, receiving a social care intervention, getting domiciliary care or in residential care and those receiving end of life care.
Supporters of people who use health and social care services	Carers, advocates and legal representatives.
Visitors to people who use health and social care services	Family members and friends, but this may also include the people detailed above as supporters.
Health professionals	Any professional from any area of a health and social care service – for example, a nurse, midwife, consultant, GP, physiotherapist, cardiologist, dermatologist, optometrist or dentist.
Providers and contractors of other services	Cleaning, catering and data destruction.
Support and administration staff	Healthcare assistants, administration assistants and officers, receptionists, porters, technicians and records officers.
Social care professionals	Youth offending professionals, mental health professionals and children and young people professionals.



Key Fact

The NHS in England deals with over one million patients (or direct customers) every 36 hours.

Source: <https://www.nhs.uk/NHSEngland/thenhs/about/Pages/overview.aspx>

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Activity 1: You as a customer

Given the information in the previous table, how many times do you identify yourself as having been a customer of a health and social care service? What were your expectations as a customer, and were these met? Make notes in the space below.

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The expectations of customers of health and social care services

It is the responsibility of all health and social care services to ensure that their customers' expectations are met. Services should have transparent expectations, values and principles which make it easy for customers to understand what level of service they should consistently receive.

The Care Quality Commission's guidance on expectations

The Care Quality Commission (CQC) provides clear guidance about the sort of information a service provider should outline in terms of what customers should expect when their services are accessed. They maintain that a clear statement of purpose be provided, which should include:

- The aims and objectives of the service
- The services that are provided
- The needs that the service meets
- The contact details of the service provider
- The service's legal rights and obligations
- The places where services are provided.

Source: <https://www.cqc.org.uk/guidance-providers/registration-notifications/statement-purpose>

There are several ways in which a health and social care setting can enable its customers to understand what their expectations should be and whether these are subsequently being met. These include:

- A code of conduct
- A set of aims and objectives
- A service user guide
- The NHS Constitution about the rights of its customers.

The Department of Health's Code of Conduct

People who work in a health and social care role have a valuable contribution to make in ensuring that high quality healthcare is provided consistently to everyone who accesses a service.

The Department of Health identifies seven key principles which must be upheld by all staff at all times. These include:

1. All staff should be accountable for their actions or omissions (a failure to act)
2. The dignity, privacy, rights, health and well-being of all people who use services and their carers should be upheld at all times
3. Collaborative working between colleagues should take place to ensure that care is high quality, safe and compassionate
4. Communication should be open and effective in order to promote the health, safety and well-being of individuals who use services and their carers
5. A person's right to confidentiality should be respected
6. Continued professional development should be ongoing to improve the quality of healthcare and support
7. Equality, diversity and inclusion must be upheld at all times.

Source: <https://www.skillsforcare.org.uk/Documents/Standards-legislation/Code-of-Conduct/Code-of-Conduct.pdf>



Further Research: The Department of Health's Code of Conduct

You can use the website where the principles listed above were sourced to carry out more research about each one of them. Health and social care workers are obliged to uphold their setting's code of conduct, and so learning more about what this is will be very beneficial.

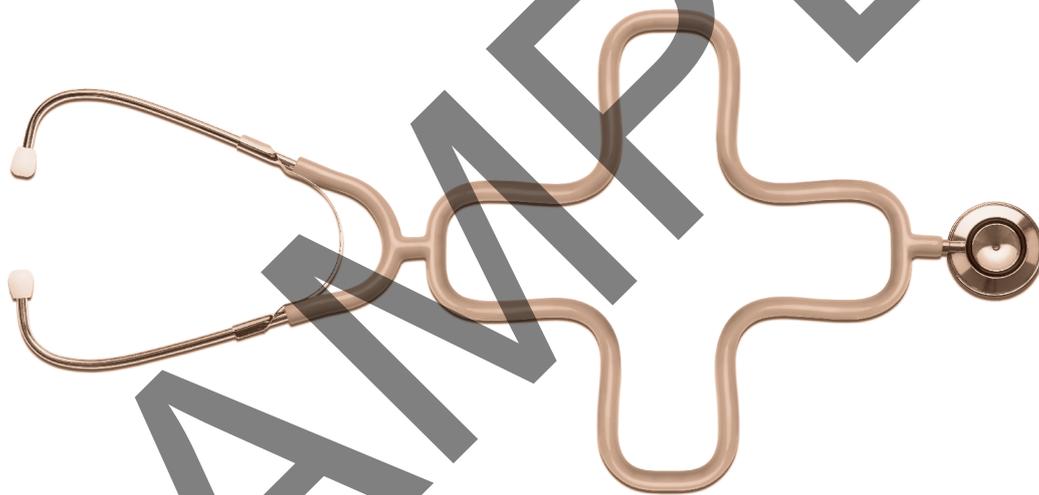
<http://www.skillsforcare.org.uk/Documents/Standards-legislation/Code-of-Conduct/Code-of-Conduct.pdf>

NHS Foundation Trust's aims and objectives

The Wrightington, Wigan and Leigh NHS Foundation, located in the northwest of England, sets out its aims and objectives through the use of a mission strategy. This outlines the following:

- To provide the best possible care for all people who use their services
- To ensure that all people who use their services are protected from harm
- To ensure that all people are treated efficiently with positive clinical outcomes
- To care compassionately for all people who use their services and to meet their individual needs.

Source: http://www.wwl.nhs.uk/about_us/our_aim.aspx



The Foundation also goes on to identify its guiding principles. These are centred around its mission statement, which is that 'our patients are at the heart of everything we do'. The principles are as follows:

- Services will be effective and of high quality
- Services are integrated and coordinated
- Staff are valued and make the best use of their abilities
- Resources are used efficiently
- Services are provided locally as far as this is possible.

Source: http://www.wwl.nhs.uk/about_us/default.aspx

Service user guides

A service user guide is an important piece of information. It informs individuals about various issues which may be of interest or concern to them when they are accessing a particular service.

All services and settings should provide this type of guide. Although there will be differences between them, all guides should be based on official legislation and guidance about the standards of care that are expected.

A service user guide will typically contain information about:

- The philosophy of the service
- The aims and objectives of the service
- What services are provided
- How staff will match their skills to the needs of those who use the service
- The policies and procedures of the service
- The complaints procedure
- Staffing responsibilities
- The use of advocacy
- Safeguarding information.

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Further Research: Service user guides

Heritage Healthcare, a London-based care provider, has a useful service user guide, which provides valuable information about its services and the rights and expectations of the people who use them. The guide is available at Heritage Healthcare's website. Make notes that you think might be useful to you in your role in the space below.

<https://www.heritagehealthcare.co.uk/eppingforest/wp-content/uploads/sites/56/2016/08/Service-User-Guide-Epping-Fores-Feb-16.pdf>

The principles and values that are promoted in health and social care settings

In order for care and support to be given in a consistent way, it is important that all settings have clear principles and values which guide the way in which they work. This includes information about what individuals should expect when they visit a setting and how they can make complaints if they do not believe that the principles and values have been upheld.

The National Institute for Health and Care Excellence (NICE), the Nursing and Midwifery Council (NMC) and the NHS offer guidance about their professional standards, which are upheld by everyone who works within relevant health and social care settings. You can find out more about them at the following websites:

- **NICE professional standards:** <https://www.nice.org.uk/guidance/service-delivery-organisation-and-staffing> (note that these cover a wide area of health and social care settings, which can be narrowed down by carrying out specific searches)
- **NMC professional standards:** <https://www.nmc.org.uk/globalassets/sitedocuments/nmc-publications/nmc-code.pdf>

The NHS Constitution

The NHS Constitution, published in 2009, sets out the principles and values of the NHS, along with the legal rights of people who use any of their services and what the NHS is committed to achieving. It was informed by members of the public, those who use health and social care services, staff and other relevant experts.

The Constitution states that it will:

- Make sure that the NHS can carry on providing high quality care in the future
- Give power to the public and individuals who use services so that they know what services they can get and what to do if they cannot access them
- Explain what everyone can do to help the NHS.



The Constitution also explains the rights of users and other members of the public regarding what they can expect from the NHS. These include:

- The right to have free healthcare for as long as Parliament agrees this is possible
- To have consistently high quality care
- To have medicines which have been officially approved
- To be treated fairly and respectfully
- To be given information about care
- To be able to choose a doctor
- To be involved in decision making about care.

Source: <http://www.somersetccg.nhs.uk/EasySiteWeb/GatewayLink.aspx?allid=4235>

Principles and values that guide the NHS

One of the most important aspects of the NHS Constitution is that it outlines the principles and values that guide the NHS. There are seven in total:

- 1. Principle 1:** the NHS provides a comprehensive service to all
- 2. Principle 2:** access to NHS services is based on a person's clinical need and not their ability to pay
- 3. Principle 3:** the NHS aspires to the highest standards of excellence and professionalism
- 4. Principle 4:** the NHS aspires to put its patients at the heart of everything it does
- 5. Principle 5:** the NHS works across organisational boundaries and in partnership with other organisations
- 6. Principle 6:** the NHS is committed to providing the best value for taxpayers' money
- 7. Principle 7:** the NHS is accountable to the public, communities and patients that it serves.

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Further Research: The NHS's core principles and values

You can read more about each of the seven principles at the following website:

<https://www.nhs.uk/NHSEngland/thenhs/about/Pages/nhscoreprinciples.aspx>

Make any notes you think may help you carry out your role more effectively in the space below.

Skills for Care's common principles

Skills for Care recognises the importance of customer service standards, and the common core principles that they have identified are applied to a range of services.

Their principles focus on the key values, attitudes, skills and knowledge that are all required to maintain the highest possible levels of care.

The topics around which the common principles are applied include:

- Self-care
- Dignity
- Equality and diversity
- Working with carers
- Mental health and well-being
- Dementia
- End of life care.

Each of these has its own set of core principles that anyone working within a health and social care setting can refer to in order to ensure that they are working to a high standard.

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Further Research: Skills for Care's common principles

Each of the topics listed on the previous page are explored in further detail at Skills for Care's website. Choose one topic that you think is most relevant to your role and explore this in further detail. Make notes in the space below.

<http://www.skillsforcare.org.uk/Learning-development/Common-core-principles/Common-core-principles.aspx>

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The 6Cs of care and support

A further set of values that underpin care and support given in health and social care settings are referred to as the '6Cs'. They are part of a vision and strategy for all staff and are put at the heart of all care that is given. Each one is regarded as being equal in value to the others.

The 6Cs are:

- 1. Care:** care defines the work of those whose role is in a health and social care setting. People receiving care expect it to be of a high standard and for it to meet their needs at every stage of their life.
- 2. Compassion:** this demonstrates how care is given when it is based on empathy, dignity and respect and is sometimes also referred to as 'intelligent kindness'.
- 3. Competence:** this ensures that all people who work in a caring role have an ability to understand the individual's health and social care needs and how care is delivered in response to these.
- 4. Communication:** this is an essential part of any successful care relationship and of working within an effective team, benefiting both individuals and staff.
- 5. Courage:** this enables staff to do the right thing for the people in their care and to speak up when there are any concerns. It also helps staff to maintain personal strength and embrace any new ways of working.
- 6. Commitment:** this helps staff to improve the care and experience of the people with whom they work and to be ready to meet any future challenges.

Source: <https://www.healthcareers.nhs.uk/working-health/6cs>



As well as the 6Cs, other important values for those working in health and social care settings include:

- **Honesty:** everyone who is honest creates a more open environment, where everyone feels confident in stating how they feel about something. This can lead to better care and improved relationships between staff.
- **Integrity:** this value ensures that staff carry out their role within a strong set of moral principles, where they continually strive to do the right thing for individuals who are receiving care and support.
- **Adherence to a duty of candour:** this is a legal requirement referred to in Regulation 20 of the Health and Social Care Act 2008. It ensures that settings are open and transparent with individuals and those who act lawfully on their behalf, such as a carer or an advocate. It sets out specific requirements detailing what to do when things go wrong with care and support, including:
 - Informing people about the incident
 - Providing reasonable support
 - Providing truthful information
 - Apologising when an incident occurs.

Source: <http://www.cqc.org.uk/guidance-providers/regulations-enforcement/regulation-20-duty-candour>



Key Fact

The 6Cs of care should apply in all health and social care settings to enable individuals to consistently receive care that meets fundamental standards.