

What can we learn about the impact of words used in excellence reporting?

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You never know when a moment and a few sincere words can have an impact on a life Zig Ziglar

Excellence reporting at Salisbury District Hospital (known as SOX) started in 2016 and has become an established part of working life in the hospital with excellence reporting coming from and going to all parts of the organisation (and beyond). This poster presents our learning from two aspects:

1. Once a SOX is received it is emailed out to the nominee, their line manager and the person who nominated them. There are often email responses and the words staff used offer an insight into the impact of excellence reporting.
2. Increasingly excellence reports are being written by patients and it is suggested here that the words patients use gives us an understanding of what 'excellence' is in the eyes of those on the receiving end of care.



Emails from staff

129 emails from staff who received a SOX and 157 emails from line managers of 'excellent' staff have been received to-date and were analysed. Key words were extracted and used to create a word cloud.

Nominated staff

The words they used in their emails are powerful and undeniably positive.

That the SOX was unexpected is a clear theme from the email responses. A typical example is 'I was surprised and touched that my line manager was so appreciative of my efforts'

Other findings

11% of staff made reference to 'using' their SOX (examples being in their appraisal and professional portfolios). Others forwarded the SOX to other team members as they felt that they too should have been named. Some staff (5%) reported they were 'just doing their job' however, in the eyes of the person nominating them they were doing it excellently (and, arguably, better than others).



Line managers of 'excellent' staff

The emails all (100%) clearly show the line managers' appreciation of the nominated staff member but 4% also showed their appreciation for the person that took the time to report the excellence. Whilst most line managers echoed the sentiment of the SOX, 4% used their email to add additional (positive) feedback for the staff member; in essence providing a second SOX.

Other findings

A key theme that emerged from the emails was 'learning and sharing' where 10% of line managers reported how the SOX would be used within the team - for example being discussed at the next team meeting and SOX forms being displayed on notice boards. An example is 'Many thanks it just highlights to me how much of a positive impact sharing our experiences has.'



Excellence reports from patients

In the NHS there are eight domains defined as critical to a 'good' patient experience, including respect, information and communication, physical comfort, emotional support, and access to care^[1]. The literature suggests that traditional patient-completed questionnaires paint a limited and optimistic picture^[2] and their usefulness and value are questioned^[3]. However, we have adopted a Safety-II perspective to the patient feedback, arguing here that analysis of the words they use when reporting excellence can be examined with another, more positive mind-set. 104 reports of excellence from patients, carers and family members have been received at Salisbury District Hospital over the last two years. Whilst some of the words used can be matched to the 8 domains cited as key to patient experience; not all can be. We believe that, over time, examining the words used will help clarify further exactly what is an excellent patient experience. Through us then using an appreciative inquiry approach to explore themes will help drive further improvements.



Being treated with 'care' and kindness, along with the professionalism of those treating them are words that appear most frequently.

References:

1. Department of Health,. 2012. NHS patient experience framework. Department of Health. Gateway Ref No 17273
2. Jenkinson C, Coulter A, Bruster S, *et al* Patients' experiences and satisfaction with health care: results of a questionnaire study of specific aspects of care *Quality and Safety in Health Care* 2002;**11**:335-339.
3. Ahmed F, Burt J & Roland M. Measuring Patient Experience: Concepts and Methods. *Patient* **7**, 235–241 (2014) doi:10.1007/s40271-014-0060-5