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22nd March 2013

Patient Participation Report March 2013

1) Actions Arising from Last Year's Survey and their Results

Arising from the outcome of the 2012 Patient Survey it was agreed that the Health Centre and its Patient Participation Group (PPG) would press forward with the following three actions:

- i) Advertise, promote and improve the Health Centre's website
- ii) Publicise the members of the PPG: who they are, what they do, and what they would like to see the PPG achieve
- iii) Make more use of the local press and community links to invite feedback from Oak Tree patients

We have undertaken significant progress against all three of these actions:

i) The website:

The Oak Tree website address has now been included on our standard patient letter templates which came into use with our move to our new clinical system, emisWeb, on 20/09/2012

A promotion of the website has been included on the NoticeBoardTV screen in the main Oak Tree waiting room

We have designed and launched on 11/03/2013 a complete overhaul of the Health Centre's [website](#)

ii) The members of the PPG:

A selection of the personal profiles as supplied by the members of the PPG have been included in the dedicated PPG page of the new website: PPG > Patient Participation Group

iii) Local press and community links:

We have used the local Round & About magazine to promote the Flu Vaccination campaign for 2012 – this was a joint advertisement by all three Didcot practices - further local press actions will be arranged as and when they needed...

We also undertook a joint marketing exercise at the Didcot Hospital Fete in 2012, promoting the work of the PPGs in Didcot

Response to the new website has been favourable, and certain features were intentionally included within its design to facilitate communication with a wider patient audience. For example:

- The PPG now has a dedicated webpage rather than its information being embedded and difficult to find as was the case in the previous website
- There is a dedicated webpage for Patient Surveys, and this can be used to collate both Practice surveys and those being run by the Oxfordshire Clinical Commissioning Group (OCCG) to elicit patient comment
- There is a dedicated webpage for a Practice Patient Forum, and again this can be used for both Practice related matters and wider OCCG issues

2) 2013 Patient Survey Rationale & Content

In 2013 the most significant change to General Practice in Oxfordshire is the end of its Primary Care Trust (PCT) and the launch in its place of the OCCG. In April 2013 the OCCG will fully adopt responsibility for the commissioning of new healthcare services, and it has been an objective from the outset that the OCCG would seek patient involvement in this process.

Since Oak Tree Health Centre has designed its new website around improved patient engagement, it was sensible for the Health Centre to assess how best it could facilitate the impending work of the OCCG in eliciting patient comment.

The Health Centre and its PPG therefore constructed a simple survey by which to gauge patient preference. Its purpose was twofold; firstly to assess if the new website could achieve a better on-line response than that achieved via the paper based survey of 2012; and secondly, how would patients prefer to engage with the OCCG, if at all, and therefore where the Health Centre should direct its resources.

The survey's questions were as follows:

- Q1 Prior to reading this survey, were you aware of the change from the Oxfordshire PCT to the OCCG in April 2013? Y/N
- Q2 Do you want to know more about the OCCG and to be kept informed of its work? Y/N
- Q3 Would you like to not just be kept informed but also to be directly involved, by:
- a attending public events such as that on the 21st May (see the Oak Tree website News page)
 - b joining Oak Tree's Patient Participation Group
 - c taking part in on-line surveys such as this one
 - d taking part in an on-line discussion forum hosted on the Oak Tree website
 - e other (please specify)

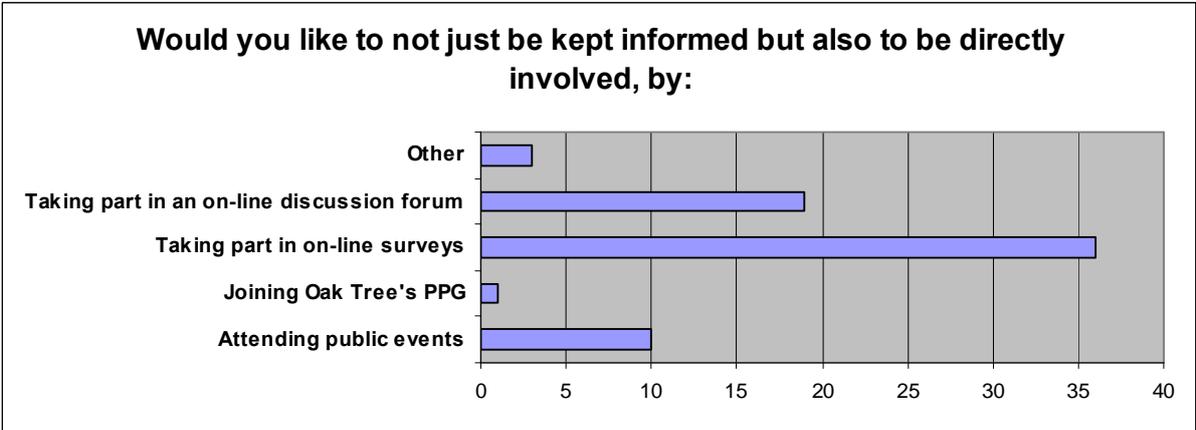
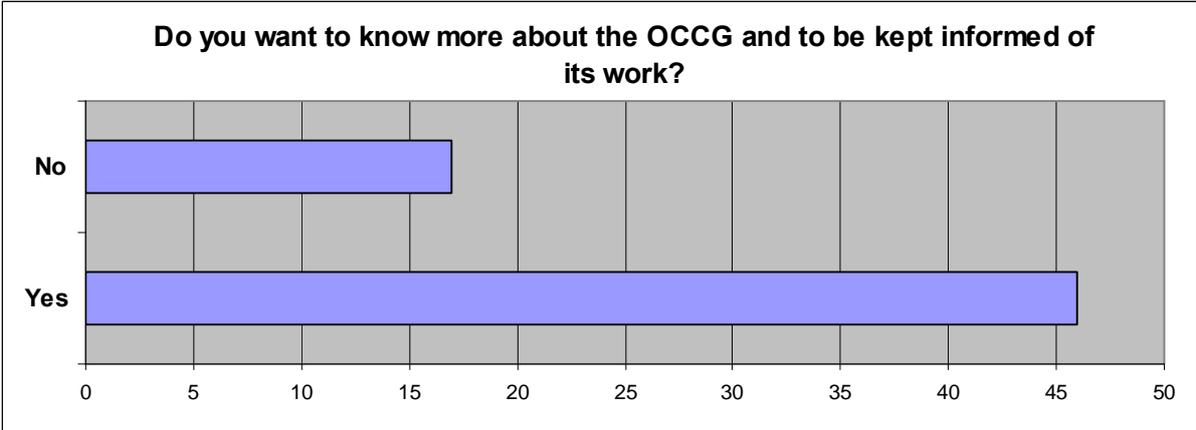
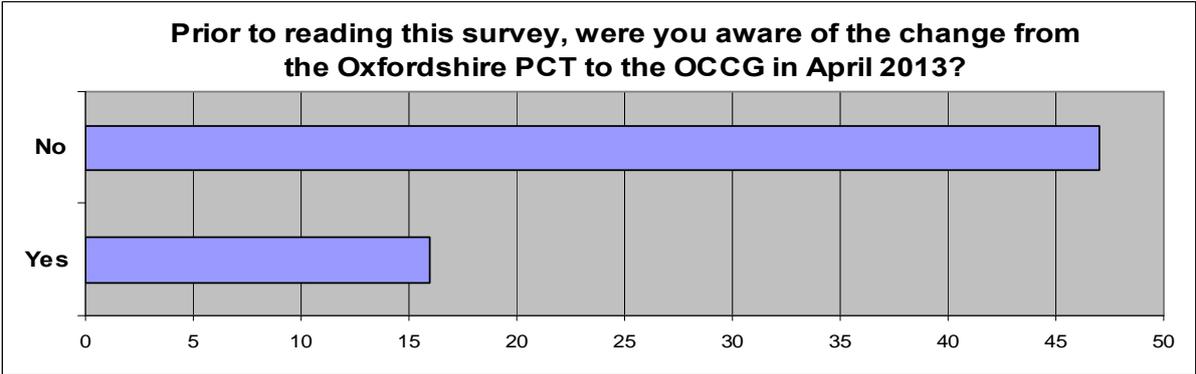
The survey was launched on the 11th March 2013 with a closing date of the 21st March 2013. It was advertised on the website itself (News) and in the Health Centre building; paper copies of the survey were also made available in the Health Centre.

3) 2013 Patient Survey Results

In the 2012 Patient Survey, we obtained 49 responses; these were in reply to a paper based survey which ran for a period of 29 days.

In the 2013 Patient Survey, we obtained an improved response quantity of 63, but this was achieved in a much reduced period of only 11 days. Also, despite making paper copies of the survey available within the Health Centre, not one was returned in this format; all were submitted on-line.

The answers to the survey's questions were as follows:



At a meeting of the PPG held on the 21st March 2013, it was agreed that the response to the on-line survey was very promising. In a much shorter timespan than that of the 2012 survey more responses were obtained. This augurs well for using on-line surveys as a future engagement tool, and it was agreed that the facility for such on-line surveys in the new Oak Tree website would be continued as an important method of engagement.

The question of capturing demographic data was raised; the availability of such data could supply the means for more targeted engagement of under-represented groups.

Social media was also discussed as a conduit to reaching patients of a younger age; with care it was thought that a **facebook** page for the Health Centre could target this under-represented group.

Also considered was the targeted emailing of under-represented groups. This raised the question of using patient email addresses held in the Practice's clinical system. After much debate it was agreed that this information could not be used for the purposes of surveying without the patient's explicit consent, and so approaches to obtaining email addresses via informed sign-up would have to be explored e.g. PPG members attending clinics or patient attended events where such sign-ups could be requested and obtained.

4) 2013 Patient Survey Actions

The Oak Tree PPG and the Oak Tree management team agreed the following actions to be pursued in 2013:

- i) Design and publish a recruiting / sign-up advertisement for publication in the immediately local press i.e. Round and About and the Ladygrove Magazine
- ii) Set up an Oak Tree Health Centre **facebook** page, but with careful editorial control
- iii) A PPG volunteer to attend patient attended events to sign-up new contacts and potential new PPG members (already underway with attendance arranged at the Oak Tree Baby Sale Saturday 23rd March 2013)
- iv) Ensure that patients are kept fully informed of changes within the Health Centre via multiple media e.g. improved information about the Health Centre's radically different appointments system – Patient Access *Simply transformed*

5) Publication of Further Actions

This Report, containing the results of the latest 2013 Patient Survey and actions arising, was published on the Oak Tree Health Centre website www.oaktreehc.co.uk 22nd March 2013.

Mark Dalling
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Oak Tree Health Centre