

Lead Patient Experience

Good Practice | Little Book of Nudges



When it comes to the experiences
your team creates for someone,
it's all about standing in their
shoes and seeing the world from
their perspective.

Across UHB, there are many
different teams interacting and
serving different people...



Your team might directly care for and impact **patient experience**.

It might serve and support **colleagues across the Trust**, who are effectively your internal customers.

Your team might provide services and have interactions with **external customers, stakeholders and partners**.

Or you could be interacting with members of the **broader community** that we serve in this area.

Whether they're patients, colleagues, partners or in the community, they'll all behave like customers when it comes to the work of your team and their experiences with you.

Take some time to think about where your team is right now in terms of patient experience:

- Use **data, stats and reports** where they help you
- Gather **stories and examples** from your team that show you what patients and their families are saying
- Use your own **experiences and conversations**
 - what are you noticing and what's your general sense of the impact your team is having?



What are the words that patients and their families use to **describe you or the team** you're leading?

What would have to have happened for them to **feel that way**?

Don't look to explain it away, instead really **stand in the patient's shoes** and look to understand what was happening for them and from their perspective.



Think about:

Maintain

What's going well
that we need to continue?

Improve

What's not going so well
that we need to do better in?

Change

What do we need
to change completely?

Behave

How do we need to think, behave and operate
in order to make that happen?

What actions could you take to make a difference in each of those areas?

It might take a little bit of time...but it'll always make things better in the long run.

