

**Name of document:** CCG's Quality Team Animation Feedback  
**Who requested patient reader feedback?**  
 Michelle Higgins, Quality Manager, NHS Leeds CCG Partnership

# Patient reader group - Feedback Report

## Brief

A request was made for patients to feedback on an animation that has been put together for the CCG's Quality team. The animation has been developed to help people understand who is involved with the quality team and what work they do.

Patients were sent the link to the animation with a covering email which outlined the purpose of the video and what we were looking for. They were asked to comment on the video from a patient perspective, looking at formatting, how easy it was to understand, whether anything was missing and how suitable it is for other people in the community. The email was sent to NHS Leeds CCG Patient Network members who are signed up to participate in the reader group work.

We received **nine** responses:

- **Six** of the responses came from patients/members of the public on the reader group.
- **Three** of the responses came from various health professionals who are on the reader group.

## Responses

1	<p><u>Feedback from a <b>patient/member of the public</b>:</u></p> <ul style="list-style-type: none"> <li>• There's an awful lot of information given in a short space of time.</li> <li>• I stopped listening half way through and was just watching the animation!</li> <li>• I didn't remember much of it five minutes afterwards, just about the CQC and CQUINS.</li> <li>• I liked the animation though; I found it very easy to watch.</li> </ul>
2	<p><u>Feedback from a <b>patient/member of the public</b>:</u></p> <p>I have just watched the video and have to say it leaves me not entirely satisfied.</p> <ul style="list-style-type: none"> <li>• When you mention PALS the phone number should be there.</li> <li>• Having watched it once I doubt if many will look at it again..... Would they need to?</li> <li>• You already know it will only be seen by those who can go online. So will it be shown on a loop in all surgeries or will it be made clear to patients that it can be accessed in the library. In fact how will the public be made aware that it is available?</li> <li>• Too many of the words on the screen are too difficult to read because they are either too small or disappear too soon. Do you in fact want them to be read?</li> </ul>

	It feels like a good first effort but somehow could be better.
3	<p><b><u>Feedback from a patient/member of the public:</u></b></p> <ul style="list-style-type: none"> <li>• Who are the members of the team? How are they chosen?</li> <li>• The general tone of the video is directed at children not adults, there should be a more in-depth explanation on how patients can communicate their questions and queries.</li> <li>• I found the video to be uninteresting enough that if I was not rating it, I would have ceased watching it after a minute.</li> </ul>
4	<p><b><u>Feedback from a patient/member of the public:</u></b></p> <ul style="list-style-type: none"> <li>• I have watched it twice and I can only say that I am disappointed.</li> <li>• There are only two ways patients are invite to contribute (posting comments on NHS Choices and by calling PALS) and these are not mentioned until some way into the video.</li> <li>• It comes across as a team ( who aren't specified as to who they are, how they are structured or how a patient would contact it) who are there, as part of (and to support) CCGs, hospitals and GP practices and help them pass through CQC/NHS England hoops.</li> <li>• It appears to be “for the system” to support “the system” and have little to do with patients.</li> </ul>
5	<p><b><u>Feedback from a health care professional:</u></b></p> <ul style="list-style-type: none"> <li>• It looks good to me, seems pretty clear and straight forward.</li> </ul>
6	<p><b><u>Feedback from a patient/member of the public:</u></b></p> <ul style="list-style-type: none"> <li>• I do not think the animation adds anything.</li> <li>• It needs to be shorter and simpler.</li> <li>• There are too many terms: CCGs, CQUINS and NICE, for example, which some people, especially older ones may find confusing and just turn off.</li> <li>• It would be excellent to have a short and much simpler informative video showing how patients can raise health issues or complaints or concerns to them. <ul style="list-style-type: none"> <li>○ This could be shown in GP surgeries as is done in the excellent Westgate Practice.</li> </ul> </li> <li>• This animation could perhaps be backed by a simple information leaflet about how the CQC is organised.</li> </ul>
7	<p><b><u>Feedback from a health care professional:</u></b></p> <ul style="list-style-type: none"> <li>• Very impressed with the clear narrative and animation.</li> <li>• I think it explains the CCG and CQC etc. very well.</li> </ul>

	<ul style="list-style-type: none"> <li>• There maybe a few words some patients do not understand but on the whole I think it has been really well put together.</li> <li>• Where will this be available to view for those patients who have no home PC, access to YouTube or for widespread opportunities to view? GP surgeries, libraries, hospitals?</li> <li>• Is a subtitled version available for the hard of hearing/deaf?</li> <li>• Is it available in other languages or could it be if demand is high enough?</li> <li>• Has it been sent to Practice Managers for their views?</li> <li>• Well done to everyone involved.</li> </ul>
8	<p><u>Feedback from a <b>patient/member of the public</b>:</u></p> <ul style="list-style-type: none"> <li>• I thought the video was a very good animation.</li> <li>• Had I set a media student the task of making a five minute video to illustrate the work of the quality team it would get a high mark, but my problem is, who will actually watch this?</li> <li>• The script is written and read in a simple style to suit a listener of just above average intelligence –someone who is probably least likely to watch it.</li> <li>• Nearly five minutes is also beyond the average attention span, however, the content does need to cover all the ground and I agree it would be difficult to do so in much less time.</li> </ul>
9	<p><u>Feedback from a <b>health care professional</b>:</u></p> <p>Some thoughts:</p> <ul style="list-style-type: none"> <li>• Generally good – I think it describes a potentially complex service well.</li> <li>• Clear and easy to follow but some terminology could be simplified – it goes from really well explained sections to thing like ‘care pathways’ –</li> <li>• I’m not sure people outside healthcare or regular patient/service users would understand it.</li> <li>• It is subjective but I am not sure the cartoon characters work - for something like this, i.e a more serious/business-like service I prefer the 'and-drawn' type description - you see them a lot but here's a good example from the kings fund: <a href="https://www.kingsfund.org.uk/projects/nhs-65/alternative-guide-new-nhs-england">https://www.kingsfund.org.uk/projects/nhs-65/alternative-guide-new-nhs-england</a></li> <li>• There is a mix between first and third person – I think I get it – Linda is telling the story so refers to herself and her daughter then about other like her. But I forgot she was a patient. It seems a little bit odd she is so well informed. I just wondered if Linda should be one of the quality team describing the service to ‘you’ and give examples like Taj and his dad etc. This would help both staff and the public.</li> <li>• I would add the actual web addresses as a pop up section (as used to show graphs etc.) when Derek goes online I would lose the car horns honking it's too loud and unnecessary!</li> </ul>

## Key Points for Consideration

- **Language used (is it easy to understand?):**
  - A lot of information has been given in a short space of time, could there be a shorter video (summarising some of these points) or a supporting document with this information. This way people could take away the information rather than trying to retain it.
  - It might be hard for people to concentrate and focus on the video for the full five minutes.
  - Some of the text is perhaps too small or not on screen long enough for everyone to read.
  - Possibly too much terminology, not just acronyms but phrases such as 'care pathway' may be considered to be jargon.
- **Is there any information missing?**
  - Add the PALs phone number at the relevant point in the video.
  - Who makes up the team members? How is the team structured?
  - More information for how people can communicate their questions and queries (only two options detailed in the video).
  - Web addresses of the different options mentioned in the video.
- **Is it suitable for other people in our community?**
  - Where is the video going to be available for people? People with limited access to technology may never see this unless it is available elsewhere, such as GP surgeries etc.
  - Will this video have subtitles?
  - Is it going to be available for other languages, or will it be if demand is high enough?
  - Tone feels as though outside of health care (staff/regular patients) that it may not be understood.

**Report completed by:**  
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