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# Patient Experience

## A Case Study from T10



### **The organisation:**

A large GP / health practice consisting of doctors, nurses, admin teams and Practice Managers and Director.

Medical and admin staff compliment in excess of c.50

### **The issue:**

With the restructuring of the health service and GP practices this particular health practice was now encountering ever greater competition from other GP practices in the area. They needed to ensure that their patients received a 'great patient experience' which would help to ensure that they retained their patient numbers and expand and grow their patient base.

### **The research:**

A series of interviews were held with the practice director, doctors, nurses and members from the admin and reception teams. The visit to the practice premises yielded a huge amount of information which was noted and photographed.

The research findings were presented to the practice director and senior doctor who sanctioned the design and delivery of a one day 'Patient Experience' workshop for all of the practice staff.

### **The solution:**

Design and deliver a one day workshop for all members of the health practice team that focused on how to heighten the 'experience' that patients received when visiting the practice and the benefits that would provide for both staff and patients alike.

An experience workshop was delivered to all practice staff members that initially required them to think and discuss just what a patient would be thinking about, looking at, feeling and generally be sensing on a visit to the surgery.

This discussion focused on each of the patient touch points from taking phone calls, parking their car, walking into the surgery, the greeting from the reception team, the general décor of the practice from the front door through to the doctors and nurses consulting rooms.

### **The outcome:**

When all members of the admin and medical teams had completed their workshops a detailed set of outputs and recommendations were compiled. These outputs were reviewed by the Practice Director and member from the Senior Medical team and a detailed action plan of initiatives was implemented across the practice.

The initiatives and improvements to the practice environment and a range of patient touch points ensured that the overall patient experience was enhanced leading to a strengthening of relationship between patient and the medical team.



### **Cost of the programme:**

Research took the form of a visit to the GP practice to undertake a series of interviews to gather as much detail as possible from a wide selection of staff members.

Research costs totalled £500

The design of the programme was completed and the following materials were produced;

- Workbooks
- Presentations
- Training notes
- Sensory video clips
- Management briefings

The design costs amounted to £1,600

Delivery of the programme took place at the GP Practice premises.

Total costs for delivery of the programme amounted to: £1,200

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