

Dear Colleague

Improving Patient and Customer Experience Workshops

This letter tells you about the **Improving Patient and Customer Experience** workshops that support the Trust's 'Making a Difference' strategy, which recognises that each and every person who works within Sheffield Teaching Hospitals makes a difference to patients on a daily basis. The Improving Patient Experience workshops also support the Trust's five PROUD values:

Patient-first – Ensure that the people we serve are at the heart of all we do

Respectful - Be kind, respectful, fair and value diversity

Ownership – Display a can-do attitude and take responsibility for own actions. Invite and act on feedback

Unity - Work in partnership with others

Deliver - Be efficient and effective, working in line with organisational goals and policies

The Trust is working with a small, local training company, Red Vanilla, who have a wealth of experience providing customer experience training programmes within the public sector. The workshops are facilitated by Jon Colman of Red Vanilla.

What is the purpose of the workshops?

The workshops look at how we ourselves work and ways of improving patient experience so that patients have a positive experience.

There are 3 aims:

- To share examples of existing best practice in providing patient-centred services.
- To identify what individual employees, managers and teams and can do differently to make a positive difference to patient experience.
- To improve patient perception and patient feedback about the care they receive.

What are the workshop contents?

Staff will attend two separate half day workshops. The content of each workshop is:

Workshop 1 Contents	Workshop 2 Contents
The three components of customer experience: service, care and expectations	Feedback from Workshop 1
The 'circle of influence': what's within your control?	Communication skills: positive language; tone of voice; body language
The customer journey: managing expectations from beginning to end	Parent Adult Child – Transactional Analysis: an approach to managing difficult situations
Seven key principles to put things right when they have gone wrong	Introduction to Emotional Intelligence

Continued/

What happens on the workshops?

The workshops are informal and include lots of opportunities to discuss, in small groups, the challenges you face and examples of good practice you've seen at work around patient experience. There are some sections where I'll be presenting information from the workbooks, and also some video clips. There is no role-play.

Who will be attending the Workshops?

The workshops will be attended by a wide range of clinical and non-clinical staff of all disciplines and grades. This provides an opportunity for different staff teams to share experiences and examples of good practice or practice which could be improved

Is this a customer care workshop?

No, although good customer care is very important to patient experience, these workshops are broader than a traditional customer care workshop. In the workshops we use the term 'customer' because we're looking at how we can give patients, relatives, visitors and other staff members who we treat as 'internal customers' a positive experience. However customer care is only one part of the overall experience and in the workshops we look at the overall service we provide as well as people's expectations of our services and how we can manage these.

Is the workshop about our attitudes and behaviours?

The workshops focus on all aspects of our services and how these can impact on patient perception of the care or service they have received. Part of the workshop explores attitudes and behaviours, as these are very important aspects of patient experience.

How do I book a place?

The workshops can be booked online using PALMS (<http://sheffieldpalms.org/>) by searching for "Improving Patient Experience" in the search box

We look forward to seeing you at the workshops!

Best Wishes

Sue Butler

Sue Butler
Head of Patient Partnership



Jon Colman

Red Vanilla

www.redvanilla.co.uk