

**Meeting:** Trust Board Meeting in Public

**Date:** 24 September 2025

### Approval Report

<b>Agenda item</b>	Patient Experience Strategy 2026/27
<b>Board Lead</b>	Jennifer Ricketts – Chief Nurse and DIPC
<b>Author</b>	Mitchell Fernandez – Deputy Chief Nurse
<b>Appendices</b>	n/a
<b>Onward governance</b>	n/a

### Report overview

This paper sets out the Patient Experience Strategy for 2026/27, outlining Buckinghamshire Healthcare NHS Trust's commitment to delivering outstanding, compassionate, and accessible care by embedding patient experience into every aspect of service delivery.

The strategy is anchored on four pillars: improving access, promoting patient co-production, leveraging digital technology for feedback, and enhancing care environments through PLACE audits. Progress will be monitored through key metrics and overseen by the Patient Experience Board, with active involvement from Patient Safety Partners.

Previously considered	N/A			
Decision	The Board is requested to discuss and approve the high level Trust Patient Experience Strategy for 2026/27.			
Relevant strategic priority				
Outstanding Care <input checked="" type="checkbox"/>	Healthy Communities <input checked="" type="checkbox"/>	Great Place to Work <input checked="" type="checkbox"/>	Net Zero <input type="checkbox"/>	
Relevant breakthrough objective – 2025/26				
<input checked="" type="checkbox"/> Reduction in emergency admissions <input checked="" type="checkbox"/> Reduction in elective waiting times	<input checked="" type="checkbox"/> Supporting people to live healthier lives	<input type="checkbox"/> Zero tolerance to bullying	<input type="checkbox"/> Governance / Statutory Requirement	
Implications / Impact				
Quality		Improving quality through improvements in experience of care		
People (BHT colleagues)		Ability to provide outstanding experience of care for patients and service users are important to colleagues		

<b>Risk: link to Board Assurance Framework (BAF) and local or Corporate Risk Register</b>	Principal Risk 1: Failure to provide care that consistently meets or exceeds performance and quality standards
<b>Financial</b>	Improving quality and better patient and staff experience supports delivery of efficiency and increase productivity
<b>Compliance CQC Standards Person-centred Care</b>	Person centred care, safety and complaints
<b>Partnership: consultation / communication</b>	Promoting patient forums and co-production ensure patients, carers, and families are active partners in shaping and improving services.
<b>Equality</b>	Improving equality in experience of care can address disparities in outcomes for underserved communities
<b>Equality Quality Impact Assessment [EQIA] completion required?</b>	An Equality and Quality Impact Assessment (EQIA) will be submitted as an integral part of the strategy's development process.

## Patient Experience Strategy 2026/27

To deliver outstanding, compassionate, and accessible care by placing patient experience at the heart of everything we do. Our strategy for 2026/27 is built on four key themes that will drive measurable improvements and ensure every patient's voice shapes our services.

### 1. Improve the way people can access our services

- **Objective:** Make it easier for patients and families to access care, information, and support.
- **Actions:**
  - Enhance service accessibility and communication across all touchpoints.
  - Improve the clarity and availability of patient information leaflets, appointment letters, and public-facing communications.
  - Promote and support the use of the NHS App/portal and digital channels for appointment management and information access.
  - Set ambitious targets for telephone call handling (e.g., 75% of calls answered) and monitor performance as a leading indicator of patient experience breakthrough objectives for 2026/27.
- **Outcomes:**
  - Reduced wasted appointments and missed contacts, including instances of Did Not Attend (DNA).
  - Improved patient satisfaction and experience scores.
  - Fewer complaints and PALS queries related to access and communication.

### 2. Promoting Patient Forums and Co-Production

- **Objective:** Ensure patients, carers, and families are active partners in shaping and improving services.
- **Actions:**
  - Establish and support patient forums for each specialty and service, building on successful models such as MNVP, NSIC, and Stroke Forum.
  - Involve Patient Safety Partners in the Patient Experience Board (PEB), Patient Safety Board (PSB), and Quality Committee.
  - Use patient feedback and co-production to design, test, and refine services.
- **Outcomes:**
  - Services that better reflect patient needs and preferences.
  - Stronger relationships and trust between patients and the Trust.
  - Tangible improvements in patient experience and safety.

### 3. Leveraging AI and Digital Technology for Patient Feedback and Quality Improvement

- **Objective:** Use technology to capture, analyse, and act on patient feedback and quality data more effectively.

- **Actions:**
  - Implement AI and digital tools to gather real-time patient feedback, analyse trends, and generate actionable insights.
  - Integrate feedback data with patient incidents, quality audits, and effectiveness measures to break down silos.
  - Use data-driven insights to target quality improvement initiatives, enhance service efficiency, and release clinical time for patient care.
- **Outcomes:**
  - Faster identification of issues and opportunities for improvement.
  - More efficient, responsive, and patient-centred services.
  - Increased productivity and better use of clinical resources.

#### 4. Utilise the 25/26 PLACE audits to improve the patient environment

- **Objective:** Ensure all care environments are safe, welcoming, and supportive—especially for vulnerable groups.
- **Actions:**
  - Conduct regular PLACE (Patient-Led Assessments of the Care Environment) audits, with a focus on dementia-friendly improvements.
  - Act on audit findings to enhance cleanliness, accessibility, wayfinding, and comfort.
  - Involve patients and carers in environmental reviews and improvement projects.
- **Outcomes:**
  - Environments that support dignity, independence, and wellbeing.
  - Improved patient and carer satisfaction with facilities.
  - Recognition as a leader in dementia-friendly care environments.

#### Governance and monitoring

- Progress will be overseen by the Patient Experience Board, with regular reporting to the Executive Management Committee and Quality & Clinical Governance Committee.
- Key metrics—including telephone answering rates, PALS query themes, patient feedback scores, and PLACE audit results—will be tracked and reported quarterly.
- Patient Safety Partners and forum representatives will be involved in monitoring and reviewing progress.

#### Conclusion:

By focusing on these four strategic themes, Buckinghamshire Healthcare NHS Trust will deliver measurable improvements in patient experience, ensuring that every patient's voice is heard and acted upon. This strategy supports our commitment to compassionate, high-quality, and accessible care for all.