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**INFORMATION ON  
NON-SURVEY  
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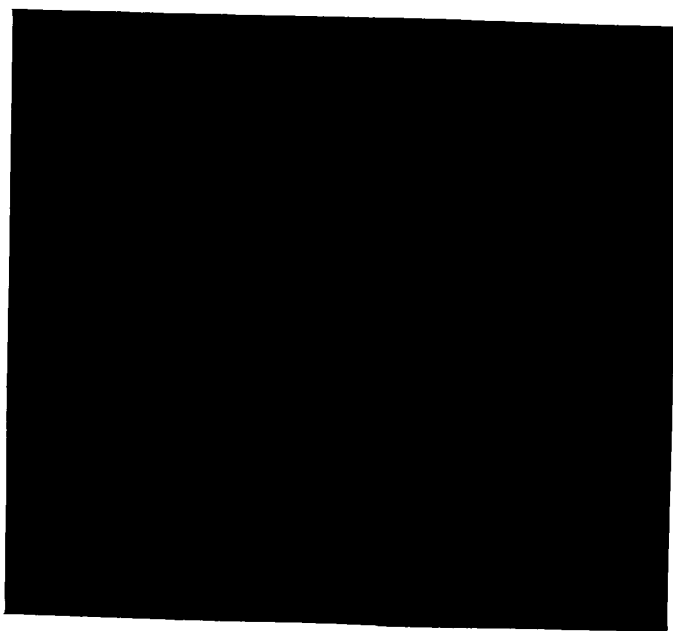
**CONSUMER FEEDBACK  
RESOURCE**

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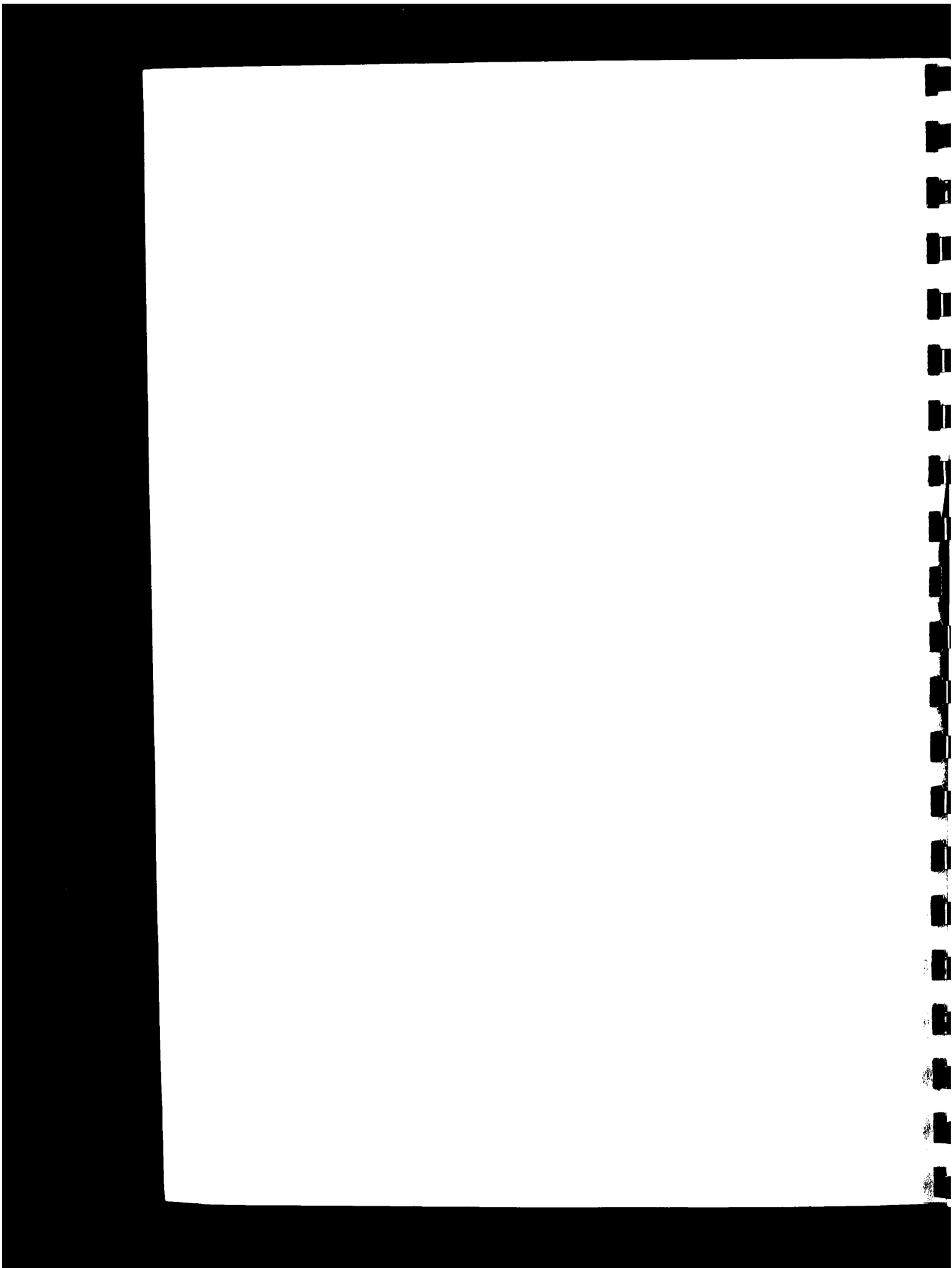
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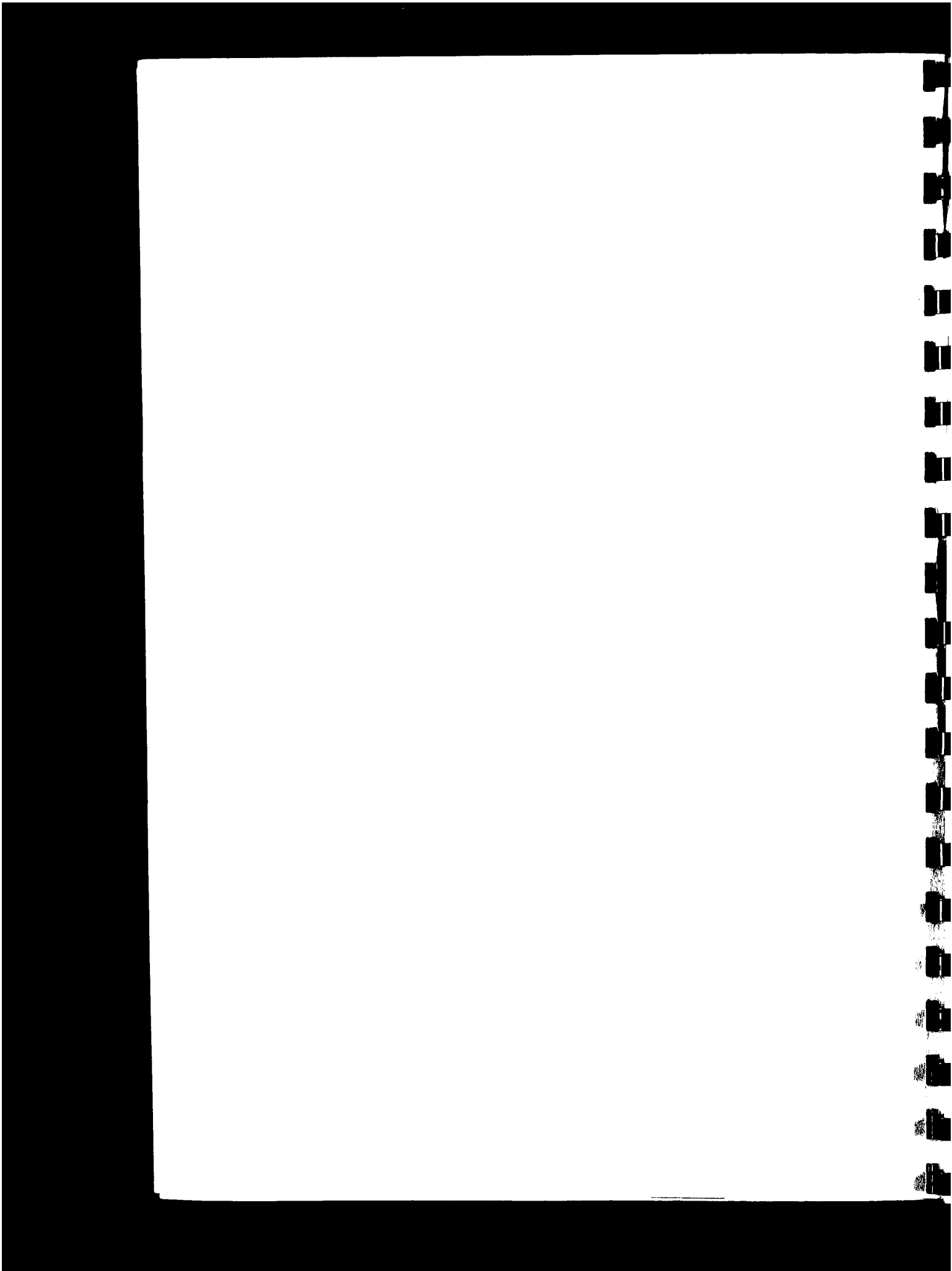
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## **INTRODUCTION**

These information sheets will be of use to health service staff or community health councils who wish to find out about non survey methods of obtaining users' views.

The purpose of these sheets is:

- 1 to give some useful reading references for this field
- 2 to give details of some of the current major projects
- 3 to list some organisations which may be able to carry out research

Information on feedback methods in general is available separately and is also provided in full detail in:

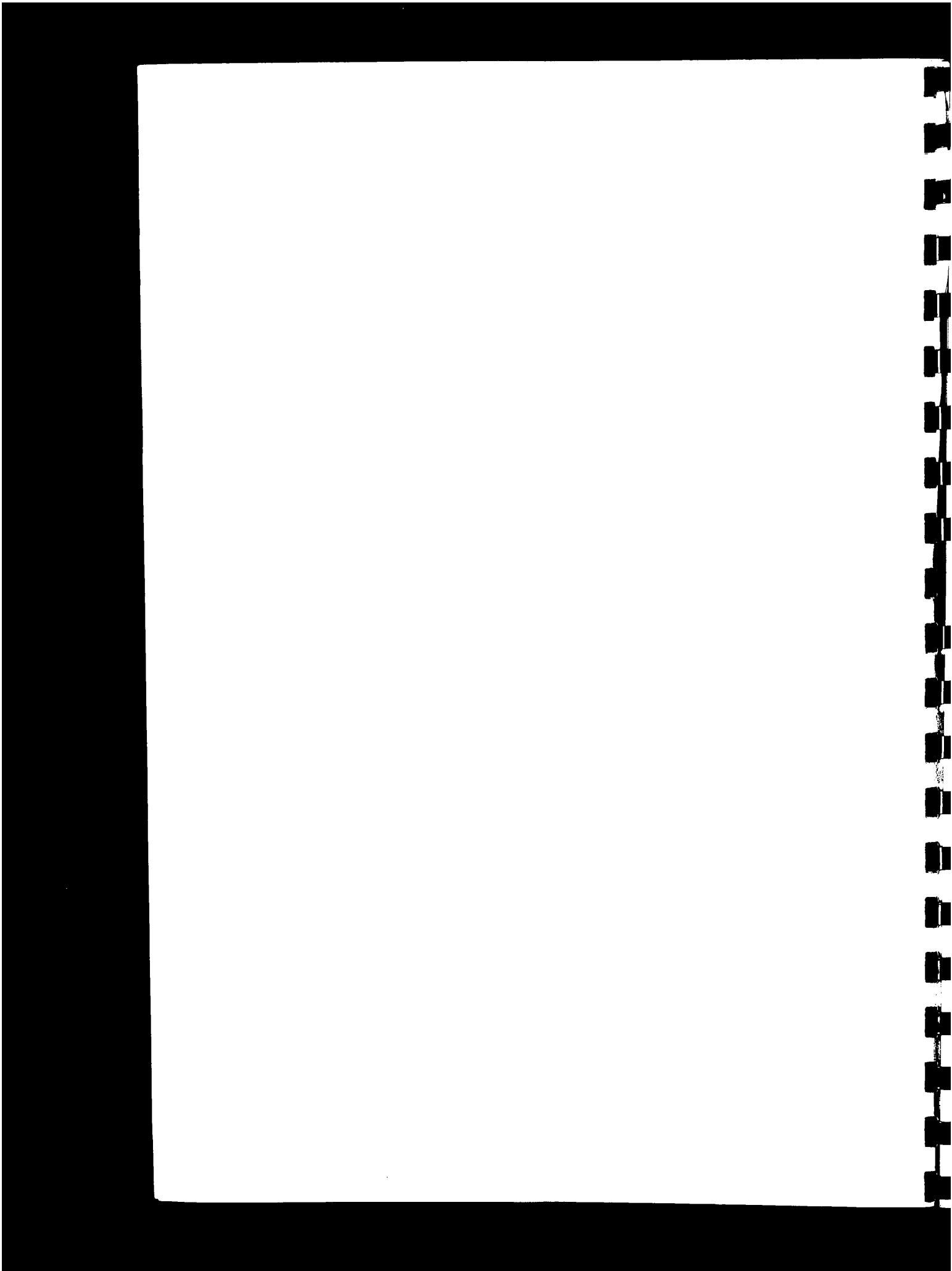
McIver S. Obtaining the Views of Users of Health Services. London: King's Fund Centre, 1991.

Details of any type of consumer feedback project using survey or non-survey methods are welcomed by the Consumer Feedback Resource so that we can develop the advice we give. Please send the information to:

Shirley McIver  
Manager  
Consumer Feedback Resource  
King's Fund Centre  
126 Albert Street  
London  
NW1 7NF

Tel: 071-267 6111

September 1991





## **LITERATURE OVERVIEW OF NON-SURVEY METHODS**

The 'patient satisfaction survey' has been, for many years, the most popular way of obtaining feedback from users of health services. Recently it has been argued that this method has a number of limitations and that non-survey methods are more appropriate in some circumstances (1,2,3,4,5,6).

Non-survey methods are qualitative ways to obtain feedback. That is, they involve the collection and analysis of narrative information. For example, explanations of why people have certain opinions, a description of what happened to them, or a discussion of how problems can be overcome.

The aim of these methods is to explore an issue or number of issues. Using them it is possible to get an indication of the range of views, the depth of feeling and, most importantly as far as service providers are concerned, to find out the users' agenda of importance with regard to service quality. That is, what the USER considers to be the important areas for service improvement.

Unlike the survey method and quantitative methods in general, the aim is not to gain the views of a representative sample of people. This means that far fewer respondents can be involved. It will depend upon the aim of the work, but anywhere from 15-75 people is typical of qualitative research.

Although non-survey methods are more labour intensive than surveys and so costlier in human resource terms, the fact that fewer respondents need to be involved brings the cost down, so that there is not a great amount of difference in terms of cost between the two types of method.

There are many non-survey methods. The most well-known are social science research methods, such as interviews (including critical incident technique), focus group discussions, diary keeping, and some types of observation. For further details see 1,4,7,8,9,10,11.

Other non-survey methods are based upon the principle of making the process of feedback easier for the service user. Examples are suggestion boxes, telephone help lines and the positive use of complaints (see 12,13).

Further methods are group-based, both groups set up specifically to provide user feedback, and those which provide feedback among other activities. Also developments of patient advocacy and self-advocacy. (see 14,15,16,17,18,19,20).

The literature on community participation is also a useful source of information about ways of consulting service users and potential service users about possible service developments, and about ways of getting users involved in service planning and evaluation (see 21, 22, 23, 24, 25).

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## **CURRENT PROJECTS**

### **Critical Incident Technique**

East Dyfed Health Authority

Contact: Sue Sullivan  
East Dyfed HA  
Starling Park House  
Johnstown  
Carmarthen  
Dyfed  
SA31 4HL

Tel: 0267 234501 ext 4022

A combination of critical incident technique and observation has been used to look at the A & E department, Prince Philip District General Hospital, Llanelli, from a user perspective. Report available September 1991.

### **Discussion Groups**

Department of Social Policy and Social Work, University of Birmingham together with Shropshire Health Authority.

Contact: Bill Fleming  
Honorary Research Fellow  
Department of Social Policy and Social Work  
University of Birmingham  
PO Box 363  
Birmingham  
B15 2TT

Tel: 021-414 5709

or Nick Ransford  
Department of Planning and Quality Assurance  
Shropshire HA  
Cross Houses  
Shrewsbury  
SY5 6JN

Tel: 0743 52277

A project with the aim of developing non-survey methods, particularly discussion groups, as a way of obtaining user views. A manual Developing Service Quality through Understanding Users' Experience will be produced in autumn 1991.

## **The Patient-Centred Approach and User Forums**

East Birmingham Hospital, Outpatient Department

Contact: David Pyke  
Healthcare Psychologist  
c/o Resource Management Office  
East Birmingham Hospital  
Bordesley Green East  
Birmingham  
B9 5ST

Tel: 021-766 6611

As a part of a project to develop a patient-centred approach in the outpatient department, a series of user forums are being organised. These are facilitated by members of East Birmingham and Solihull CHCs and are run as group discussions with users. The King's Fund Centre Consumer Feedback Resource evaluated the first user forum which involved users of the pain relief clinic. A report of this evaluation (July 1991) is available free from the Resource.

### **Interviews/observation**

Patient Satisfaction with Surgical Services  
Royal College of Surgeons

Contact: Philip Meredith  
Royal College of Surgeons  
35-43 Lincoln's Inn Fields  
London  
WC2A 3PN

Tel: 071-405 3474 ext 4181

An in-depth sociological research project examining patient views about surgical care begun in Autumn 1990. A number of research methods will be involved including observation and interviews. One aim is to create an investigative procedure for the surgeon or member of the surgical team routinely to assess patients' attitudes to the surgical component of their hospital treatment. A description of the project is given in Philip Meredith. Audit and the quality of clinical care: patient satisfaction. *Annals of the Royal College of Surgeons, College and Faculty Bulletin*, Vol.73, No.3, May, 1991.

### **User-based quality measures**

Quality Indicators Project

Leeds West Health Authority

Contact: Sylvia Craven/Sally Rose  
Leeds West HA  
Leeds General Infirmary

Great George Street  
Leeds  
LS1 3EX

Tel: 0532 432799 ext 2642

An analysis of written complaints, the results of a three months pilot suggestion scheme, and the results of consumer surveys formed the basis of 80 quality indicators which together with staff suggestions were circulated to the public to discover priority indicators.

#### Quality Measures in Residential Services for People with Mental Health Problems

Centre for Applied Psychology of Social Care (CAPSC) at the University of Kent

Contact: Alison Kerruish, Research Fellow  
Helen Smith, Lecturer in Mental Health  
CAPSC  
Institute of Social and Applied Psychology  
The University  
Canterbury  
Kent  
CT2 7LXZ

Tel: 0227 764000

The aim of this project which began in March 1991 is to develop user-led quality measures. The project will work with Bromley Consumer Monitoring Group to develop the skills of the members in assessing services. Interviews with house residents, other users outside Bromley, ex-users of mental health services and, if possible, people who have rejected or refused to use the service will also take place.

#### **User-led service evaluation**

Service Evaluation by People with Learning Difficulties  
People First/King's Fund Centre

Contact: Andrea Whittaker  
Community Living Development Team  
King's Fund Centre  
126 Albert Street  
London  
NW1 7NF

Tel: 071-267 6111

In March 1990, People First, the user organisation run by people with learning difficulties, undertook an evaluation of services in the London Borough of Hillingdon. A report and information to help others wishing to undertake similar work is available (Andrea Whittaker, Simon Gardner, Joyce Kershaw

Service Evaluation by People With Learning Difficulties, King's Fund Centre, 1991).

### **Establishing user groups**

London Mental Health User Advocacy Resource Project

Good Practices in Mental Health

Contact: Chris Harrison  
Cathy Pelikan  
Good Practices in Mental Health  
380-384 Harrow Road  
London  
W9 2HU

Tel: 071-289 2034

This project works with different kinds of user groups to enable them to get started. This includes hospital based, day centre based, or district wide. They also work with staff groups to help them think through the issues around user involvement.

### **Public Consultation**

East Dyfed Health Authority

Contact: Sue Sullivan  
East Dyfed HA  
Starling Park House  
Johnstown  
Carmarthen  
Dyfed  
SA31 4HL

Tel: 0267 234501 X 4022

A series of three public meetings about cancer have been held. Separate meetings for community health councils, voluntary groups and service providers have been held with the aim of improving services for cancer sufferers. Report available July 1991.

### **Consumer Involvement**

Consumer Involvement in Healthcare  
Swindon Health Authority

Contact: Pat Taylor  
Project Co-ordinator  
Swindon HA

Empire House  
Clarence Street  
Swindon  
SN1 2LL

Tel: 0793 533181

Following an exploration of existing mechanisms for consumer feedback in Swindon, recommendations for increasing consumer involvement were made. Funding was obtained in 1991 for several developments to improve dialogue between service providers and users. A copy of the initial report and recommendations is available and may be useful to others as the different levels of user involvement - from market research, through consultation, to participation - are described and projects discussed.

### **User Management in Care Organisations**

University of Swansea, Centre for Applied Social Studies

Contact: Christopher Hawker  
Research and Development Officer  
Centre for Applied Social Studies  
University College of Swansea  
Singleton Park  
Swansea  
SA2 8PP

Tel: 0792 295695

The aim of this project, which began in June 1990, is to bring together experiences from user managed projects in community care and related fields. The project will promote these ideas to potential user groups and social services agencies across the country.



## **ORGANISATION CONTACT LIST**

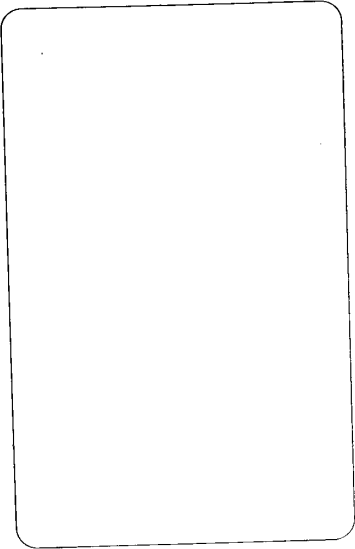
- Critical Incident Technique  
Tel: 071-794 7793
- Avox Seminars  
c/o The Oxford Consultancy  
The Radcliffe Infirmary  
Woodstock Road  
Oxford  
OX2 6HE  
Tel: 0865 224911
- Scottish Health Feedback  
69 Gilmore Place  
Edinburgh  
EH3 9NU  
Tel: 031-228 2167
- Social Science Non-Survey Methods in General  
Department of Social Policy and Social Work  
University of Birmingham  
PO Box 363  
Birmingham  
B15 2TT  
Tel: 021-414 5709
- Department of Community Studies  
Brighton Polytechnic  
Lewes Road  
Brighton  
BN2 4AT  
Tel: 0273 600900
- College of Health  
St Margaret's House  
21 Old Ford Road  
London  
E2 9PL  
Tel: 081-981 6719
- Institute for Social Studies in Medical Care  
14 South Hill Park  
London  
NW3
- Social and Community Planning Research  
35 Northampton Square  
London  
EC1V 0AX  
Tel: 071-250 1866
- 'Community Development' Methods  
Cultural Partnerships  
90 De Beauvoir Road  
London  
N1  
Tel: 071-254 8217
- Centre for Applied Social Studies  
University College  
Swansea  
SA2 8PP  
Tel: 0792 295695/205678
- Patient Participation  
National Association for Patient Participation  
50 Wallasey Village  
Wallasey  
Cheshire  
L45 3NL  
Tel: 051-639 0083
- Advocacy/Self-Advocacy  
Age Concern  
71 Old Ford Road  
London, E2 9QD  
Tel: 081 640 5431
- Good Practices in Mental Health  
380-384 Harrow Road  
London  
W9 2HU  
Tel: 071-289 2034

People First  
People First Office  
Oxford House  
London  
E2 6HG

Tel: 071-739 3890

The Patient Council's Support Group  
Kilbourne Street  
Nottingham  
N63 1BQ

Tel: 0602 484111



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