



# QUESTBACK'S NHS STAFF COMMUNITY

## ADDRESSING THE COMMUNICATION, ENGAGEMENT AND FEEDBACK CHALLENGE

Few would argue that the NHS is under immense pressure to become more cost effective while delivering high quality, comprehensive healthcare to a diverse, growing population. Staff working in the NHS feel this pressure in their daily work and the greater focus on processes, expenditure, control mechanisms and efficiency. Given the lack of resources, it may seem that focusing on staff wellbeing, engagement and communication should not be a high priority until other, more visible issues have been addressed. However, this can be counter-productive because people have a large part to play in addressing the challenges that the NHS faces.

The benefits of better communication, improved dialogue and engagement are well documented and widely recognised. Every NHS organisation can quickly make a compelling business case if they take this into account. Higher staff retention, lower absenteeism, improved well-being, increased productivity, better patient safety, greater staff and patient satisfaction are just some of the potential prizes on offer. Questback's NHS Community platform has been developed to address this.



### COMMUNICATION – MAKING IT EASY TO REACH YOUR PEOPLE

With staff distributed across many different sites and many working shifts, face-to-face communication can be challenging and expensive for Trusts. Electronic communication has not been widely adopted and is often limited to email and intranets, partly because only a minority of staff have access to suitable devices as part of their roles.

Questback's community solution overcomes these challenges by providing access via mobile and personal devices, such as smartphones, tablets and PCs. It integrates directly with the Electronic Staff Record and controls staff access via multiple security and password functions. Through its work with leading UK retailers, Questback has experience in introducing 'bring your own device' policies while ensuring security and confidentiality.

However, we understand that technology is not the magic bullet to solve all your communication problems. It merely supports and enables your organisation to engage in meaningful dialogue, harness ideas, foster a more open and feedback driven culture and promote diversity. Questback has published a 'Playbook' with many ideas and suggestions on how to get started. These can either be managed by a part-time 'community manager' or by your organisation's communications team and run alongside your current intranet.



"OUR COMMUNITY PLATFORM HAS HELPED OUR RETENTION RATES INCREASE AND TURNOVER DECREASE, SICKNESS AND ABSENCE RATES IMPROVE, AND OUR STAFF TO FEEL HAPPY AND GOOD IN THEIR WORK."

– DARRYN ALLCORN, DIRECTOR OF WORKFORCE AND DEVELOPMENT,  
NORTHERN DEVON HEALTHCARE NHS TRUST



## BETTER ONBOARDING & RETENTION - PROTECTING YOUR RECRUITMENT INVESTMENT

New staff who undergo a purely process and compliance driven induction process will feel less valued than those who are actively encouraged to provide feedback and receive integration support from their new colleagues. This has a direct impact on productivity and retention rates. Questback's technology is designed to monitor how new joiners actually *feel* about their new role – whether they feel valued, receive the required support from their managers and are experiencing a positive culture. They experience first hand whether the organisation translates their defined values into actual behaviours. Questback measures this through a number of automated touch point feedback forms with results automatically analysed and displayed in dashboards designed to provide answers to the following questions:

- Which of my new joiners feels that their experience is below initial expectations?
- What is the root cause of this and what can be done to address the situation?
- What is the manager's impact on the experience (positive/negative)?
- Where is retention most challenging and what are the key indicators of future retention problems?

Questback's NHS Community provides answers to these and other questions, helping you to protect your recruitment investment while ensuring new staff settle in well and make positive contributions to your operations.



## LEADERSHIP - PROTECT YOUR INVESTMENT IN LEADERSHIP DEVELOPMENT

Better leadership leads to improved patient care, experience and outcomes and has an impact across your workforce. Ensuring leaders have the right skills and training is therefore critical. Feedback and regular evaluation are key to ensuring that leadership skills are improving. Questback's NHS Staff Community allows you to deploy insightful leadership surveys and provide managers with valuable feedback about their perceived management style. Best practice and training materials can be brought to life through dedicated discussion groups ensuring that line managers feel empowered and supported.



## PERSONALISED CONTENT

Better connecting with your staff also requires reducing generic communication and increasing the quality by making information more relevant to the target audience. There is no need to contact your entire workforce on every subject (unless you deliberately want to) – instead, take advantage of the segmentation features within Questback to target those who need to know, reducing noise for everyone else. Create sub communities from staff groups with similar skills or backgrounds and let them share experiences; bring together staff that normally does not work together and promote diversity and inclusion by encouraging those who are normally reluctant to participate. Interactive forums and discussion groups, the ability to subscribe to topics of interest and access to this information 24/7 are all part of Questback's NHS Staff Community.



## LOWER ABSENTEEISM THROUGH INCREASED ENGAGEMENT

High rates of absenteeism are often a sure sign of disengagement. Combatting this in isolation is impossible but most organisations find that when staff feel valued and understand how they contribute to the organisation's success, absenteeism rates drop. Through Questback's NHS Staff Community, staff will be better connected with the Trust's values and feel more appreciated for the individual contributions they are making.



## GENERATING NEW IDEAS

Involving staff in generating ideas and innovation can increase efficiency and promote engagement. Nobody knows your operations and processes better than your own staff. Therefore, they are a key source of ideas to improve how you work. However, encouraging and collecting their ideas needs to be handled carefully. If ideas are ignored or the process is seen as an additional workload or one that only benefits management, it can have a negative effect.

## SURVEYS – MOVING BEYOND THE MANDATORY

Thanks to Questback's easy to use survey engine, Trusts can now collect feedback on any emerging issue, allowing organisations to retire other survey software thus removing feedback silos, saving money and promoting best practice. Some pre-defined surveys are set up and ready to use – like the current NHS annual engagement survey, which can be used out of the box as an anonymous online survey. Data can then be exported and submitted to the agency appointed by NHS England to handle the reporting with a few mouse clicks. Questback's built-in analysis engine can be used to generate more actionable, localised reports taking advantage of the system's segmentation capabilities. The Staff Friends & Family test is also built in and can be run whenever required. A number of additional non-mandatory, pre-configured surveys are also included, designed to give organisations valuable insights into culture and leadership capabilities.

## DIGITAL WORKFLOWS FOR PAPER FORMS

If you have paper forms that require a number of steps or input from different people to be completed, you can take advantage of Questback's PIN protection to digitise them and speed up the completion process. We are continuously working with Trusts to set up digital workflows for Induction forms, Training Compliance and Applications for further Development, Applications to recruit, etc.



## NEXT STEPS

Usually, our recommended first step is to conduct a workshop with your stakeholders – these are usually your Engagement Lead, your Speakup Guardian, your Communications team and Intranet staff, Learning and Development as well as those responsible for Recruitment and Induction. We aim to understand your current capabilities, your challenges and priorities in order to develop a tailored implementation, roll out and communication plan for your organisation.

If required, we can bring in additional help and resources from our network of specialist partner consultants in the areas of HR, Communication or Insight. Our network ranges from small boutique specialists to large international agencies. Of course we are also happy to work with your existing suppliers.





Questback's NHS Staff Community is a fully hosted solution which is distributed under a software as a service model. Each Trust has its own instance and there is no sharing of data or data tables with other Questback clients or third parties. Questback's data centre is fully certified and regularly security tested by our independent assessors as well as our numerous enterprise customers.

Questback's NHS Staff Community is built around these key areas of functionality:



A **staff database**, created and updated automatically through integration with the ESR. This can easily be enhanced with additional segmentation data – such as inclusion and diversity demographics.



A market leading **survey engine**. Questback's survey engine has been developed over 15 years and is used by leading market research agencies and global enterprises. The survey engine supports the collection of all types of feedback – from personalised to anonymous surveys and has powerful filtering, scoring, routing and monitoring functionality.



**Community features** – accessible through internet browsers or apps for Apple iOS or Google Android devices, the community supports a host of features – from topical discussions and idea generation to live chats.



**Emailing and app notifications** – Questback's built-in email system allows ad-hoc, targeted emails or app notifications to be sent to any staff group, inviting them to relevant surveys/qualitative discussions or simply for notification purposes.



**Reporting and analysis** – Surveys can be quickly analysed with Questback's integrated tabulation engine. More sophisticated visualisation of results is built in for some surveys, such as onboarding, and can be setup easily for others, such as the Friends & Family Test. All data can be segmented and aggregated or simply exported to third party systems, via Excel, delimited formats or directly to SPSS and SAS software.



**Content management** – Create a unified, branded experience through a staff facing feedback site, accessible via a login or an installed app.



**Roles & rights configuration** - This automatically grants and removes access to staff joining or leaving the Trust. Surveys, discussions and other activities can be made available to specific staff only, based on their demographics. This allows organisations to create local or role specific groups with tailored activities.



## ABOUT QUESTBACK

Questback is a global leader in enterprise feedback management technology, helping organisations transform customer, employee and market research programmes. More than 5,000 companies worldwide, including one third of the Forbes Global 2000 such as DHL, Coca-Cola, General Mills and John Lewis rely on Questback's platform to gather, analyse and act on feedback. Questback technology has helped to improve customer and employee satisfaction, drive better business decision making and improve financial performance.

Like Questback our customers believe that people and businesses need feedback to learn and grow. We have offices in Europe and the United States, global partner organisations, and serve customers globally.



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