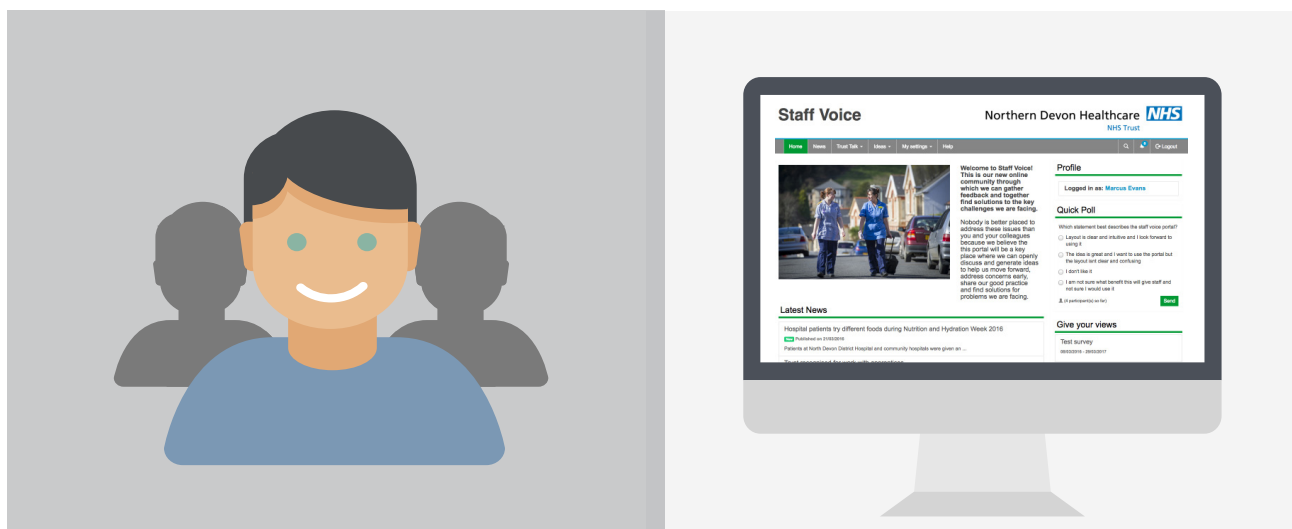


INCREASING ENGAGEMENT WITH HEALTHCARE EMPLOYEES THROUGH ONLINE COMMUNITIES



At a time of increased demand and shrinking budgets the NHS faces significant challenges. To deliver the combination of high quality healthcare and greater efficiency requires profound cultural change, moving away from a top down, silo-based departmental approach within Trusts, and becoming more integrated and interconnected.

Recruiting, engaging, listening to and retaining staff is essential to driving this change, while delivering the highest standards of care. As the King's Fund says, "Organisations with engaged staff deliver a better patient experience, fewer errors and lower infection and mortality rates. Financial management is stronger, staff morale and motivation higher and there is less absenteeism and stress."¹ NHS Employers also points to the many benefits of staff engagement, including better patient outcomes, better staff experiences, and better overall and financial experience.²

We all know that creating an ongoing dialogue with employees – and acting on their feedback – not only increases engagement, but also provides ideas that can improve processes, efficiency and overall levels of care. Feedback and dialogue are not only instrumental in engaging staff, but are crucial in improving recruitment and more significantly retention rates. NHS Trusts and other healthcare organisations need to overcome multiple challenges to collect feedback and engage with their workforce. So we need to do something different to the current feedback programmes in order to make the step-change required, rather than being satisfied with the small incremental gains achieved with more of the same.

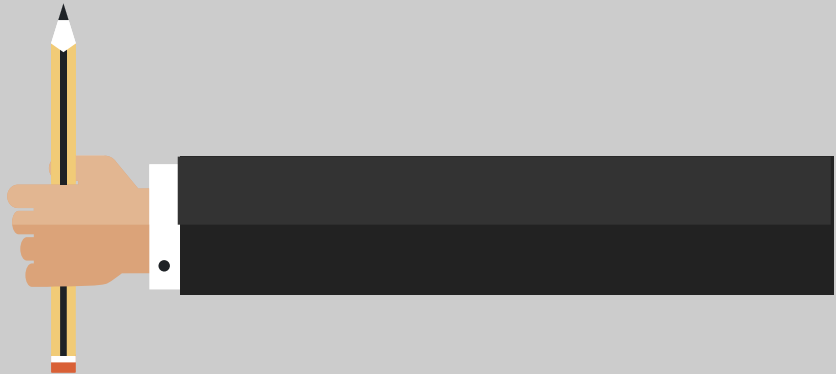


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¹ [The King's Fund Review: Leadership & Engagement for Improvement in the NHS, 2012](#)

² [NHS Employers - The Staff Engagement Toolkit, 2013](#)

CHALLENGES



- The nature of many roles within the NHS means that it can be difficult to bring together staff from across the organisation to share their experiences and feedback. In many Trusts this issue is deepened by geographically dispersed workforces who may have little contact with other parts of the organisation.
- Staff are used to providing feedback on an annual basis, through the NHS Employee Survey, but given its size and scale, results can take months to be implemented and insights gained can be limited.
- Much of the workforce does not have access to IT as a standard part of their roles.
- While staff are already providing feedback in multiple formats, the data collected is siloed and it is therefore difficult to get an overall picture and gain true intelligence.

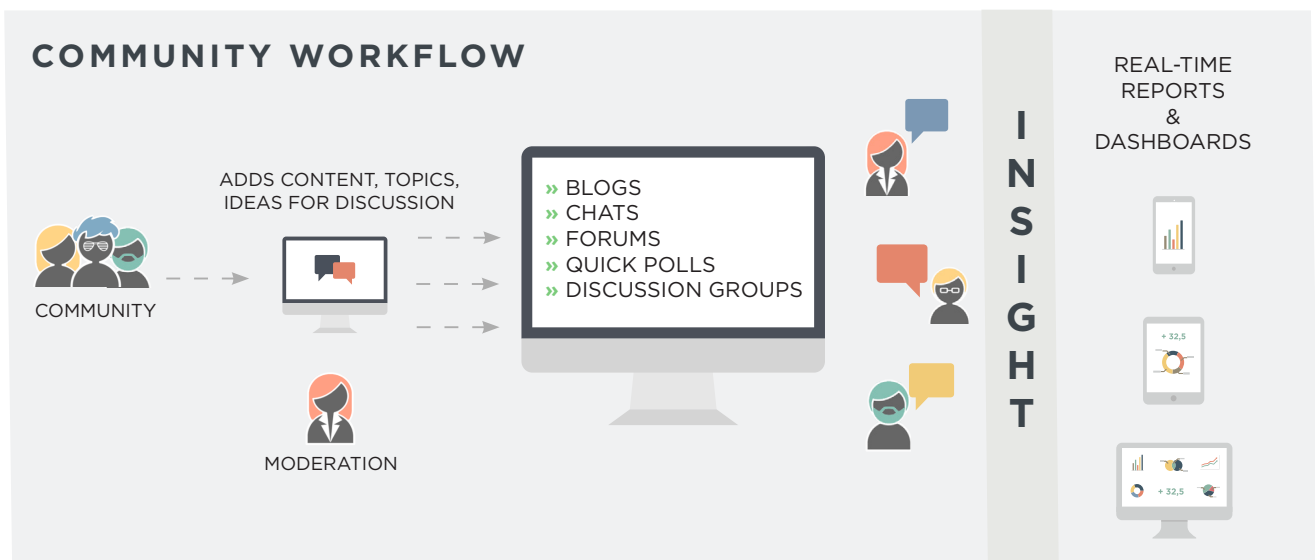
THE QUESTBACK EMPLOYEE COMMUNITY

Through its experience of working with organisations within the NHS and those in the private sector with large, dispersed and shift-based workforces, Questback has created its NHS Employee Community Solution.

Online communities provide a personalised, interactive platform to listen to, engage and communicate with staff, wherever they are located, whenever they log on and whatever device they use. Within a community, staff are encouraged to engage in forum discussions to generate insight which drive action and performance improvement. Social media and smart technology have created a new norm, and staff want to (and will) be heard.

THE NHS EMPLOYEE COMMUNITY PROVIDES:

- An interactive web-based space to run in-depth, quick poll and pulse surveys and collect feedback
- A powerful top-down and bottom-up communication tool for Trust news, updates and general information
- Forums where staff can launch, and contribute to, discussions on the issues that matter to them
- A space that can bring staff together from across the Trust and uses their feedback to improve specific areas and processes, and share ideas, encouraging innovation
- Mobile-first design to guarantee a high quality user experience, whether accessed through smartphones, tablets or PCs
- A secure, modular platform that is easy to set up and personalise to individual organisational needs
- Efficient to run, requiring minimal management
- The ability to integrate online community surveys with other sources of feedback
- Straightforward management tools that make it fast and simple to launch surveys and to listen to staff feedback
- Integration with Questback's [MySight](#) visual dashboard, allowing results to be shared with senior management in real-time



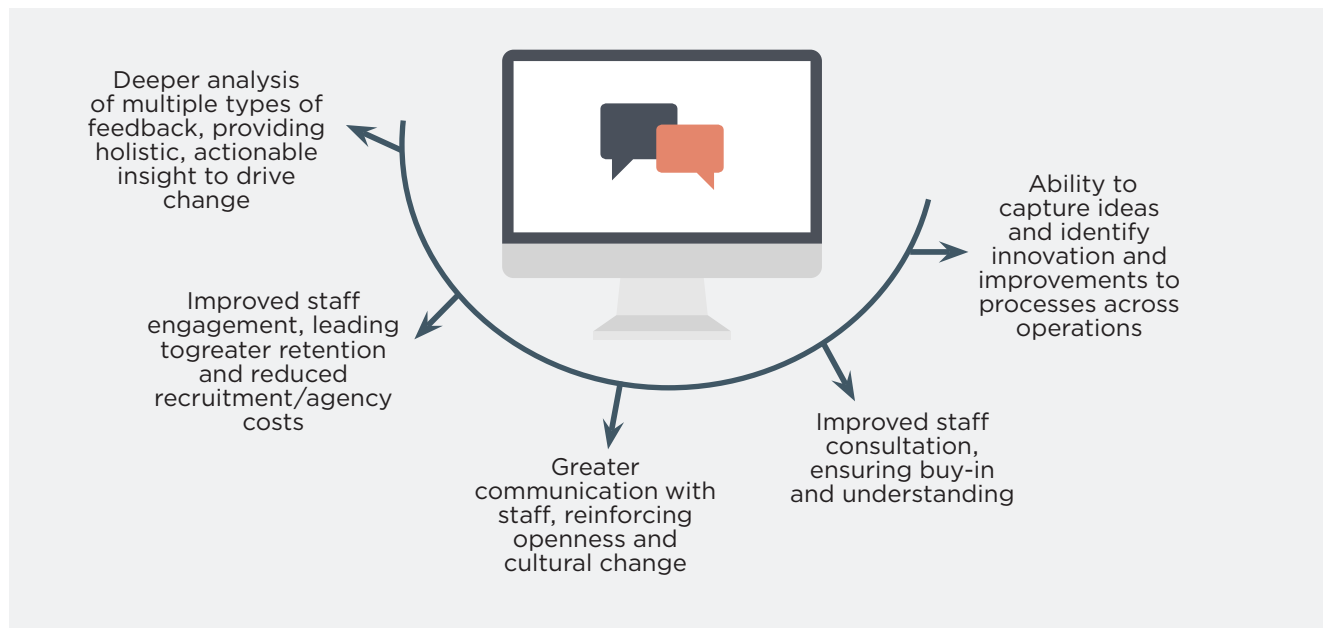
The Questback NHS Employee Community Solution has been designed in conjunction with leading healthcare providers and provides a powerful platform to boost staff engagement and generate new ideas that will improve efficiency and patient care.

NORTHERN DEVON HEALTHCARE NHS TRUST

While it has a reputation for strong employee engagement Northern Devon Healthcare NHS Trust is continually looking to improve and enhance how it listens to its staff, who are spread over 27 sites. Working with Questback it is launching the NHS Employee Community Solution to enable all its staff to share feedback, learn from each other and interact with their peers.

“As a Trust we are very proud of our current high levels of staff engagement, but always aim to improve through new ways of listening to employees,” said [Darryn Allcorn](#), director of workforce and development at the Northern Devon Healthcare NHS Trust. “Questback provides us with a unique technology platform that enables us to build on our strong foundations, unify feedback and make listening to staff even easier across the Northern Devon Healthcare NHS Trust.”

BENEFITS



Questback is a global leader in enterprise feedback management technology, helping organisations transform customer, employee and market research programmes. We work closely with NHS Trusts including:

- Taunton and Somerset NHS Foundation Trust, which has seen its ranking for employee engagement rise from 153rd in the country to 5th
- Northern Devon Healthcare NHS Trust, which is unifying feedback and launching new feedback initiatives with Questback

LEARN MORE

To find out more about how we can help you increase engagement with an online community for your NHS organisation call us on +44 (0) 207 403 3900 or visit our website www.questback.com/uk

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Questback is a global leader in enterprise feedback management technology, helping companies 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 Swiss 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 these customers believe that people and businesses need feedback to learn and grow. The company has 7 offices in Europe and the United States, global partner organisations, and serves customers globally.