

Summary Patient Experience & Engagement Workshop Report

Date: Wednesday 4 June 2025

Time: 10.00am – 12.00pm

Location: Yemeni Community Association

Attendance

The event was well attended, with 31 participants in total. This included 27 individuals comprising patients, local residents, and representatives from community organisations, as well as four members of staff. The audience represented a broad age range, from young people to older generations, highlighting the wide-reaching appeal and relevance of improving local hospital services and getting involved.

1. Introduction

This workshop brought together patients, community members and staff to co-design the Trust's Patient Involvement and Experience Strategy. Attendees shared lived experiences and voiced suggestions for improvement to help shape/transform the future of patient engagement and overall care delivery.

2. Key Objectives

- Bring people who use and support NHS services together with the Trust.
- Begin co-designing the Patient Involvement and Experience Strategy.
- Explore the values of Ambition, Respect and Compassion (ARC).
- Establish a foundation for the Patient, People, Population Voice (PPPV).
- Identify what good and poor experiences feel like.
- Discuss how to sustain engagement and shape future actions.

3. Activity 1: ARC Values – Ambition, Respect, Compassion

Understanding the ARC values

The ARC values: Ambition, Respect and Compassion, were introduced as the foundation of the Trust's approach. Attendees discussed what these values mean to them and how they should be reflected in everyday practice.

Participants were asked to tell us:

- What ARC means to you?

- Explore the advantages of how patients, and our population can be part of helping the Trust to be Ambitious, Respect(ful) and Compassion(ate) for example:
 - Advantages for staff of partnering with patients, their families and communities
 - Advantages for patients, their families and communities of partnering with the Trust

Feedback summary

For patients, service users and public, these values mean providing the best customer care. Participants said **ambition** must be supported with appropriate staffing, inclusive communication, and better continuity of care. **Respect** was linked to how patients are spoken to, how their dignity is preserved, and how differences are recognised.

Compassion was viewed as essential to emotional safety, kindness, and individual attention, especially for those with additional needs.

Themes arising: ARC

- Ambition requires adequate staff, resources, and training.
- Tailored communication is essential, including in different languages and formats.
- Respect means treating every patient as an individual and their dignity is maintained/preserved.
- Respect means treating every patient as an individual, not just a number, especially for those with additional needs, including those arising from disability, hidden disability, illness or being unwell.
- Values-based recruitment and inclusive training were recommended.
- Compassion must extend to staff wellbeing and post-bereavement support.
- Continuity of care and better processes directly impact patient trust.
- Behaviours, environment, mannerisms and tone were noted as just as important as clinical care.

4. Activity 2: What matters to you

Purpose of the activity

Participants reflected on their experiences as patients or carers, identifying what they value most in care and what undermines their trust or comfort. This was explored through the following questions:

- When accessing healthcare what matters to you?
- What does good patient/customer experience look like?
- What does poor patient/customer experience look/feel like?

Feedback summary

People consistently highlighted the importance of being treated as individuals and being listened to. Good care was described as welcoming, well-organised, and compassionate. Poor care was often linked to delays, lack of interpreters, disjointed communication, and rushed discharges. Participants also highlighted the emotional side of care, how it makes them feel and its lasting impact.

Key points: What matters to you

- Good care includes feeling welcome, supported and respected.
- Communication must be clear, timely and in a format patients/people understand.
- Poor experiences often relate to being ignored, rushed and with uncertainties arising.
- Delays, missed appointments, and lack of interpreters create distress.
- People value compassionate staff with good attitudes and helpfulness.
- Patients need emotional support as well as physical treatment.
- Consistency and follow-through across departments is vital.
- Clear signage, better discharge processes and access to help were common requests.

5. Activity 3: Patient, People and Population Voice (PPPV) Approach

Overview of the PPPV Model

The Trust shared a proposed approach to developing a broad and representative patient and public voice. This includes an open membership base, a smaller advisory group, and topic-focused special interest groups.

The aim of this work is to make sure patients, people and communities can share their views and help shape decisions. This supports the Trust's legal duties and ensures voices reflect our diverse population. We plan to build on our current membership, create a smaller, more active PPPV Advisory Group, and set up special interest groups, such as for long-term conditions and young people.

As part of this activity, participants were asked:

- What do you think of our suggested PPPV approach?
- Have we missed an opportunity to do something different? In your experience (could be from elsewhere), what works well?
- How do we get people interested and involved? What would enable you to participate/get involved?

Feedback summary

Participants welcomed the model but emphasised the need for real representation, inclusive access, and clear communication. They recommended diverse engagement techniques, more informal and community-led opportunities, and transparent follow-up to show how input is used. There was strong support for making involvement accessible, rewarding, and genuinely led by patient experience.

Key Points: PPPV Approach

- PPPV must reflect the full diversity of the local population.
- Representatives should have lived experience, not just professional roles.
- Meetings should be flexible (time, location, format) to allow participation.
- Suggestions included: in-house pop-up pods/stands, mystery shoppers, patient champions, surveys and ward visits.
- Use non-digital methods alongside digital to reach all audiences.
- Pay attention to accessibility needs, travel costs, and language barriers.
- Provide regular updates to show how feedback leads to change.
- Build trust by valuing people's time and incorporating their input meaningfully.

6. What people said about the workshop

Participants appreciated the openness, the opportunity to speak freely amongst each other and collectively sharing their range of experiences/opinions/voices in a safe environment/forum. They felt their input was taken seriously, and valued the respectful and informal tone of the session.

Participants told us:

- People felt listened to and empowered to share honest views.
- Youth participation was particularly praised.
- There was a strong sense of shared purpose and community energy.
- Participants welcomed the collaborative and inclusive approach.

7. What people want to see next

Attendees shared ideas on how the Trust can continue to build on the workshop and improve ongoing involvement. They told us:

- Involve Trust leaders (e.g. Chief Executive, Board) in future sessions.
- Host more informal, discussion-led events with diverse voices.

- Hold joint staff–patient engagement activities.
- Share progress and updates from past and future sessions.
- Organise hospital tours for those interested in understanding the environment.
- Maintain consistent, long-term engagement with communities across Sandwell and West Birmingham.

8. Next Steps

The Trust will continue the work started in this session by:

- Reporting outcomes to the Patient Experience Group and Quality Committee.
- Establishing the PPPV structure and actively recruiting members.
- Planning further events to bring staff, patients, and the public together.
 - Staff engagement is taking place over the summer, where one hour drop in sessions will take place at each Trust site.
 - Joint workshop planned for mid-October and the date is to be confirmed. This is where joint feedback and themes arising will be shared. Feedback from this session will bring to
- Providing regular updates and progress reports to participants.
- Ensuring patient experience is central to all decision-making going forward.

9. Conclusion

The June 2025 Patient Experience and Engagement Workshop gave voice to a wide range of people across the community. Attendees shared valuable insights into what matters most to them, what needs to change, and how the Trust can work in partnership to improve services. By embedding the ARC values: Ambition, Respect, and Compassion, and establishing a strong, inclusive PPPV, the Trust has a wonderful opportunity to co-create a 360degree model of patient care and involvement that is patient-centred, responsive, transparent and community led.