

Members of the Board are asked to:

1. Consider the contents of the business case
2. Approve the recommendation

The methods we use to gather information to support the identification of priorities and issues have not allowed us to gather high volumes of feedback. Although the trends identified have broadly reflected those identified by key providers in health care, the credibility of these trends is called into question when the numbers they are based on is examined. We have also had very little feedback on social care commissioning and provision.

Gathering information and feedback at events is time consuming and repetitive and the manner of this feedback does not always guarantee that comparisons can be made and trends identified.

The level of analysis we are currently able to carry out is very limited and results in high level reports. There is no systematic process to identify if similar issues have been reported three times. The current system is not robust should team members change, be absent or if the team grows.

The business case examines these issues and makes a recommendation to address any concerns with the current processes. An appendix outlines information about LHM.

Feedback business case

1. Introduction

The legislative requirements of local Healthwatch include to:

- Enable local people to monitor the standard of provision of local care services
- Obtain the views of local people regarding their needs for, and experiences of, local care services and, importantly, make these views known
- Formulate views on the standard of provision and whether and how the local care services could and ought to be improved

Healthwatch Newcastle (HWN) currently uses three key mechanisms to gather insights to help deliver these requirements:

- Freephone Just ask number - whilst this is primarily the information and signposting number, HWN often gathers information about services via the phone line
- Just tell - this is the online form on the HWN website that allows people to submit their experiences of social care and health services
- Outreach work - HWN runs stalls to raise awareness of the organisation and gather insights and community priority sessions that gather more in depth information

In the last year 277 comments/insights have been gathered; the majority (more than half) of these came from externally hosted events but around a quarter were from HWN events or the via telephone line. This is set in the context of over 200k individual Newcastle/Gateshead patient contacts with Newcastle upon Tyne Hospitals NHS Foundation Trust last year alone.

This information is analysed on a quarterly basis and reported to the board as a trend analysis. However, this is a manual analysis and is done at a high level, therefore, a lot of the richness of any information is lost. The process is also quite labour intensive.

Healthwatch Newcastle also uses the Ofsted 1-2-3 system to identify areas to be investigated further. However, there is no systematic approach to identifying how many times and issue or service has been logged. This is very much dependent on individual staff members noticing there may be a pattern or on ad hoc scans of information logged.

Ideally, the trend analysis would be shared with commissioners and providers of service along with other key stakeholders. However, this has been limited to sharing with the Quality Surveillance Group (a local NHS group) primarily due to the high level nature of the information it contains, low numbers of comments and resulting possible impact on HWN's reputation.

There is evidence that a large proportion of the population do not complain or raise issues formally with providers, commissioners or organisations such as Healthwatch, but will comment on their experiences on social media streams such as Twitter and

Facebook. At present there are few systems that can capture this information and other information logged online in a meaningful manner.

2. Strategic case

HWN has four strategic objectives that are directly affected by the organisation's ability to gather, analyse and share information:

2. To provide accessible information that helps people to make choices about their own and their family's social care and health needs
3. To support the improvement of the quality of social care and health services by identifying and prioritising key issues
4. To be a valued, influential and challenging critical friend to providers and commissioners of social care and health services and contribute to the representation of the views of Newcastle people
5. To be a transparent, effective and well governed organisation

At the moment HWN bases its identification and prioritisation of key issues on a small number that are reported to it using the methods described above. While the actions taken to address these issues are proportionate and have shown some effect, as already described, the extent to which the information is shared is limited due to concerns about the robustness of the data and analysis.

Ideally information gathered would be shared, protecting individual confidentiality, etc. with commissioners, providers and the public. However, this does not currently happen.

A systematic process to collect, collate, analyse and report information would allow the above concerns to be addressed and support the achievement of HWN's strategic objectives.

The Care Quality Commission has recently identified an issue with a care home provider in Newcastle not offering means for service users and carers to independently report comments and concerns. Healthwatch Newcastle has offered to work with the provider to develop this using HWN as the independent ear, however, this could be quite labour intensive using current methodology. Whilst the issue has only been identified for one care home provider at the moment, it is likely to be a similar concern with other social care and health providers.

If HWN was to develop an ability to consistently gather and report on comments, compliments and concerns about services, it would be in a position to address this concern and to increase the volume of information it receives.

The current methods of information gathering are labour intensive. Any insights gained at outreach events are recorded at the events, re-recorded onto the 'database' and then manually analysed for high level trends on a quarterly basis. A similar process is undertaken for insights gained via other means. The way in which they are recorded and coded is dependent on the individual logging the information.

The analysis is currently undertaken by the apprentice Administrator and Involvement Coordinator immediately prior to every Board meeting to ensure that a trend analysis can be presented to board. Any increase in volume of comments received will increase the amount of work required to log them and complete the analysis.

The validity of the information and identification of issues is very much dependent on the longevity of the HWN team members and their capacity to remember things that have been raised before. Whilst this reliance on the team members appears to work well at the moment, the system is not robust should team members change or be absent or if the team grows.

As mentioned above, there is a requirement to find a more systematic and robust way to analyse the information that HWN receives. If the current process is continued, this will require significantly more input from individual team members in recording and logging information into the system, the system for analysis will require development and more time will be required to analyse the data, in more detail and on a more frequent timescale.

3. Objectives and project scope

Objectives

- To increase the volume of quality insights that HWN receives
- To develop a systematic process to record and analyse insights to ensure that issues and concerns are highlighted in a timely manner
- To support the development of professional trend reports that can be shared with stakeholders to support service development and improvement
- To increase the ability of HWN to provide an independent place for service users and carers to share comments and concerns
- To ensure that HWN resources are used effectively to support delivery of the work programme
- To provide potential income for HWN to assist with ongoing sustainability

4. Options

The following options have been considered.

A. Do nothing

HWN could continue with its current approach to gathering and reporting on insights. Doing this may see a slight increase in the volume of information gathered, however, the problems would continue with:

- Low volumes of information producing trends etc. that are not necessarily representative of reality
- Sporadic analysis with lack of consistency in approach
- Variability in the way in which information is gathered

For the purposes of the financial modelling the recurrent staff costs equate to 0.5 days apprentice administrator and 1 day HWN team member per month.

B. Increase publicity and outreach activity

Work is currently planned to increase the visibility of HWN and to ensure that

there is an annual programme of outreach activity in place. This should result in an increase in the volume of information gathered. This option can be done within the current work plan, with no additional investment, however, the following issues would have to be addressed:

- Sporadic analysis with lack of consistency in approach
- Variability in the way in which information is gathered
- Potentially still low volumes of information

In the financial modelling below the non-recurrent staff costs allow for 8 days of marketing and communications officer input required to increase awareness of HWN. The non-recurrent non-staff cost covers PR associate input (three days equivalent). Recurrent staff costs are based on based on 1 day of apprentice administrator and 1 day HWN team member per month plus based on 8 days of marketing and communications officer input per year.

C. Option B plus increased data analysis expertise and systems

To address some of the concerns around data analysis, HWN could enlist the support of additional data analysis expertise. This would probably include the design of a new data collection tool with appropriate training for staff to ensure that information was collected and recorded in an appropriate manner.

Benefits of this option are:

- HWN would own a robust data collection tool
- Data would be analysed in a systematic manner to produce valuable insights

Problems with this option are:

- There are risks associated with bringing in analyst support - the required outcomes would have to be very well defined and a mini-procurement will have to be carried out including the gathering of sound references.
- The development of a data collection tool with analysis could be costly (costs have not been determined)
- The volume of insights would not be increased with this option and therefore the cost of developing the analysis etc. could be disproportionate

In the financial modelling below an approximate cost for data analyst expertise has been reached based on 15 days' work at £400 per day. Recurrent staff costs are based on based on 1 day of apprentice administrator and 1 day HWN team member per month plus based on 8 days of marketing and communications officer input per year. Non-recurrent staff costs allow for the 8 days of marketing and communications officer input required to increase awareness of HWN.

D. Purchase the LHM feedback centre

The LHM feedback centre is a web based tool that allows automation of many tasks relating to the capture and analysis of information. The product includes an interactive website (including mobile and tablet site), a Facebook app and widgets for partners to place on their websites supported by a health and social care database containing all local providers. There is also an informatics tool that includes a bespoke dashboard allowing HWN to understand patterns, complaints, reviews and to benchmark data. Health and social care providers can also receive

secure access to their data allowing them the opportunity to review any moderated information about their services. Implementation of this system (including migration of existing information) would be managed by LHM and take around four weeks.

Benefits of this option are:

- HWN could drive additional information via the widgets on partner websites (e.g. on hospital trust or care home provider sites)
- The ability to give a convenient way for providers to offer an independent means to make comments and raise concerns
- Automated analysis of the information received in real time - including the potential for providers to display real time feedback
- Alerts for serious incidents/safeguarding issues
- Instant information for service users/public on services via the star rating system
- Time saving for the HWN team - reduces requirement to source information from multiple sources and re-entering it into a database. Information can be entered into the feedback centre directly by HWN staff and/or service users either in the office or when conducting outreach activities via mobile technology
- Potential income generation through the offer of a secure view of partner data

Problems with this option are:

- No guarantee of additional information/insights being gathered and recorded

For the purposes of the financial modelling below it has been assumed that one day per month of apprentice administrator time will be required to support the system. Potential income has not been considered in this analysis as the market is untested.

E. LHM feedback centre with sentiment analysis

As with option D with the ability to incorporate 'sentiment technology'. LHM has developed technology that allows local Healthwatch data and data on the web to be processed and the 'sentiment' of the information to be accurately analysed. The system sweeps the web on a 24/7 basis for information relating to pre-determined searches specific to HWN and analyses it to determine what it relates to and what it is saying. The technology is able to determine the different uses of the same or similar words e.g. "Germany beat France" is positive for Germany but negative for France; "aggressive marketing" has positive connotations whilst "aggressive dogs" is negative. HWN would receive information relating to the source of all information including what channel, link to the source and, when they are based on Twitter users, sex of writer and geo-location.

Benefits of this option are:

- The sentiment data would allow HWN to analyse the not officially reported information about services that is often reported via social media and would

support understanding of the issues. This would significantly increase volume of information HWN gathers

- Potential income generation through granting access to relevant sentiment analysis information to commissioners and providers

Problems with this option are:

- No guarantee of additional income
- A spend equating to around 1/3 of the HWN surplus

For the purposes of the financial modelling below it has been assumed that two 'customers' for the sentiment analysis information will be found at £3k per year (£250 p/month). This has been included as it is below the level that has been achieved by other local Healthwatch with the LHM sentiment analysis. A full commercial model and marketing exercise will be undertaken if this option is taken.

It has also been assumed that one day per month of apprentice administrator time will be required to support the system.

For all options please note:

Where staff costs are indicated, these are already within the existing HWN budget and are not additional. They have been included to show potential resource savings that could be then be used elsewhere on the HWN work programme.

6. Recommended option

The recommendation is that HWN uses some of its underspend from previous years to purchase the LHM feedback centre with sentiment analysis. LHM has recent experience of implementing the system, particularly in Birmingham and the south west, and will manage the implementation (all system set up, data transfer etc.) and support HWN to raise awareness of the new system with tested marketing information.

HWN would launch the feedback centre with a particular focus on social care to complement the current work programme and demonstrate how the system will add value to the market.

Metrics to evaluate the service effectiveness will be developed to include:

- Increased volume of information for
 - Health
 - Social care
- Greater depth of information analysis
- Ease of information analysis
- Income against target

7. Risks

7.1. Relationships

There is a risk that this tool could be seen as a monitoring tool that could negatively impact on an organisation's reputation. It appears similar to Trip Advisor and there have been many stories of abuse of that rating system.

Mitigation

- a. All feedback is moderated by the HWN team prior to it becoming publicly available and HWN would develop, in partnership with the commissioners and providers, criteria by which feedback would be moderated and the process that will be taken prior to publishing feedback if it is particularly damaging/negative
- b. An engagement exercise will be undertaken with all providers prior to system launch to ensure that they fully understand it's purpose and how it works

7.2. Funding

Commissioners and providers may not wish to purchase the information that HWN will have available to it and, therefore, ongoing funding would have to come from the current budget.

Mitigation

- a. LHM support will be given to develop an attractive product to appeal to potential purchasers
- b. The information will be sensibly priced and a variety of packages will be available to provide different access to information. This will ensure that the information is affordable (NB. Not all information will be 'sold'. Feedback will be provided free of charge to support service change and improvement in services. Confidentiality of those giving feedback will be ensured at all times - there is an anonymous option in the feedback centre.)
- c. Alternative income methods will also be explored as part of HWN business development and this will allow HWN to self-fund the recurrent costs of the system should it feel this is worthwhile
- d. There is no obligation to continue with the purchase of the system



Healthwatch Newcastle

Web and digital business case

Improving independent public and partner participation through future-proof technology, feedback and transparency

Healthwatch Newcastle - digital marketing overview 2015

Local Healthwatch and its current challenges

There are many current challenges that a Healthwatch Newcastle and others currently face in its mission to successfully engage the public, shape public services and influence its partners through transparent data and better insight. This was highlighted for all Healthwatches in the King's Fund Report:

<https://www.gov.uk/government/publications/local-healthwatch-progress-and-promise>

The biggest opportunity for success is through the technology it employs, the questions it asks and the value it can provide to the public and its partners through active, automated online engagement, particularly for smaller teams covering large, rural areas. While offline work is just as important, it is impossible to provide the same reach that the web can provide without large amounts of staff in multiple areas, and this applies to all industries and not just health and social care.

The current systems that local Healthwatches have been employing have lacked the following:

Transparent public feedback

The opportunity for the public to rate and review institutions, organisations and services independently away from other NHS sources like Choices and the Friends and Family Test was a powerful choice for Healthwatches to have adopted from the outset.

Whilst many local Healthwatch organisations have created different survey and basic forms, they have not been able to provide this in a suitable way utilising their websites, systems and CRM in a way that effectively collates data to moderate, benchmark against and send to the Healthwatch England hub.

Integration with systems and partners

The NHS is pushing for the adoption of technology systems to have an Application Programming Interface (API) that syndicates data. Healthwatch Newcastle have a brilliant opportunity to provide its data to partners to improve service provision and help its partners increase knowledge of real-time data through an API in a moderated but automated fashion.

Internal and external reporting

An automated approach to reporting is a crucial element for agile teams working with multiple partners. Without data and insight being visual, patterns, safeguarding alerts and trends will be missed.

Future-proof accessible web technology

Google prefers Responsive websites and places brands that utilise Responsive design with search, rankings and usability. This is a must have for people of all ages that can leave feedback for services through multiple devices, whether on a mobile, tablet or kiosk from a GP practice, Hospital ward or even on the bus home. Websites should now be built in HTML5, offering better accessibility, security, interactions, legacy and mobile support.

Sustainability

Local Healthwatch is a business in its own right. They should be set up to grow to aid their current expertise. Bigger engagement teams, more budget for technology, business development and consultation are just a few of the areas that will help Healthwatch Newcastle to grow effectively, in size and reach allowing it to do more and add value to the health and social care sector in its region. LHM has identified a vibrant opportunity for Healthwatch Newcastle to flourish both commercially and technically. This opportunity is the answer to grow in reputation, reach, responsiveness and revenue.

Overview

LHM Media based in Birmingham, is now working with over 60 local Healthwatch to assist in capturing useful data to support local people in addition to its health and social care partners.

The tools presented support in shaping health outcomes quickly by identifying issues and respond to patterns with greater, detailed knowledge of data and reporting and take community engagement to a new level.

The digital activity and technology provided by LHM will automate many tasks, offering value by increasing the amount of in-house resource required for engagement and by creating inbound public data via multiple channels and devices.

As a truly independent organisation, Healthwatch Newcastle has an opportunity to change public behaviour and ensure the public to feel they have a solution that resonates with them to contribute their opinions and their thoughts through a secure and accessible platform.

The new tools created by LHM for Healthwatch will provide a robust and independent platform to ensure the public can be totally comfortable in providing their feedback and personal experiences and this should be central to Healthwatch activity.

In addition to capturing data, the systems created by LHM create a real opportunity to propel the amount of exposure you receive through a 'trip advisor' style widget that it can share with partner organisations and manage in-house.

With the success of eBay, Trust Pilot and Trip Advisor to name a few, nurturing an engaged public contributing data to our systems daily will provide a powerful tool by lowering the community engagement resource required currently, provide cost savings and automating tasks such as manual data upload while increasing the amount of patient experiences expected by the public dramatically.

About LHM: www.lhmmedia.com

LHM Media is an award winning marketing agency and fully functional social enterprise based in Birmingham created by agency owners Ian Hughes and Steve Lawrence which has vast expertise working in health with clients including UHB NHS Hospital Trust, Sandwell and West Birmingham Hospitals NHS Trust, Health Exchange and the Queen Elizabeth Hospitals Birmingham charity. Locally it is working with Healthwatch South Tyneside and Healthwatch Hartlepool.

The agency has an experienced in-house team of 21 people, which would support us via a dedicated account manager and project manager to create a feedback platform that features bespoke built technology, secure online systems and delivers online campaigns to engage, communicate and develop the organisation's day-to-day engagement, partnerships and commercial sustainability.

LHM Products:

The products for local Healthwatch have been carefully constructed with local health and care organisations including local Healthwatch, to meet their vision and day-to-day requirements, in addition to providing the public a simple accessible platform.

Product	Purpose
Interactive Website, Mobile Site, Tablet Site and Health and Social Care Database	To promote Healthwatch, provide administrators a consumer facing website supported by a simple Content Management System and mobile/tablet design. The website is linked to a bespoke Healthwatch database built by LHM which will feed through data for services, locations and public experiences and feedback.
Partner Widget and Widget Generator	Enables Healthwatch Newcastle to create external widgets which are placed on external health and social care website to encourage reviews from the public. The widget is then embedded in a local site, feeding data constantly from user reviews.
Healthwatch Facebook App	The Healthwatch Feedback Centre from the website, will be featured in a Facebook application. This will drive additional reviews from social media users from the Healthwatch Newcastle Facebook page.
Healthwatch Informatics	This will be a bespoke dashboard that will support our Healthwatch to understand patterns, complaints, reviews and benchmark data from different providers. The Informatics tool can also be used to provide health providers secure access to their own data of which has been widely adopted. A major update to this takes place in July 2015 with increased functionality.

Proposed digital activity for Healthwatch:

1. Interactive Website, Mobile Site, Tablet Site and Health and Social Care Database

This is a custom built responsive website which features mobile and tablet access. The site includes our interactive Feedback Centre, with strong visuals and call to actions to get the public and local partners to support your Healthwatch. The website is completely customisable, and all of the data from the public can be moderated in this area.

The screenshot displays the Healthwatch Newcastle website. At the top, there are social media icons for Facebook and Twitter, a language selection dropdown, and a Google Translate widget. The main header features the Healthwatch Newcastle logo and a navigation menu with links: Home, Your Feedback, Find a service, Noticeboard, About Us, FAQs, Partners, Get Involved, and Contact. A prominent banner image of a bridge is overlaid with the text: "With your help we're changing local care for the better". Below this is a search bar with the text "Find your local service and leave your feedback..." and a "Search" button. The main content area is divided into several sections:

- Feedback Centre:** A grid of service reviews. Each review includes a service name, a brief description, a star rating, and a user testimonial.
 - Stonehill Surgery:** "Excellent doctors. Very helpful and friendly. Nice, clean waiting area." (5 stars)
 - Boots Retail Park:** "Support for working parents. In the difficult situations we've faced over the last year." (5 stars)
 - Thackeray Dental Care:** "Lovely team, brilliant service. I'm a nervous patient, but the staff made me feel right at ease!" (5 stars)
 - Murrays Healthcare:** "Could be improved. Always quick to get my prescription sorted, but staff are a bit stand-offish." (5 stars)
 - City Hospital:** "Wonderful staff. My father has settled well into his new routine, and it's thanks to the wonderful staff and service." (5 stars)
 - Priory Pharmacy:** "Waiting for my treatment. Had a very long wait for a minor operation but nurses were very helpful while I waited." (5 stars)
- your experience:** A section highlighting the impact of feedback: "Giving feedback takes minutes, but the impact could last a lifetime." It includes an image of a family.
- Twitter:** A section with tabs for "News" and "Events", displaying recent tweets from Healthwatch England.
- What you're saying:** A word cloud featuring terms like "quality", "public", "helping", "A&E", "ease", "support", "doctors", "friendly", "waiting", "health", "long-term", "improvements", "good", "Happy", and "patient".

At the bottom, there are three main sections:

- Local health and social care services:** Lists categories like Hospitals, GPs, Non-emergency, Dentists, Social Care, and Other.
- About us:** Lists categories like Your feedback, Volunteers, About us, News & Events, FAQ's, and Contact Us.
- Want us to stay in touch:** A form with fields for Name and Email address, and a SUBMIT button.

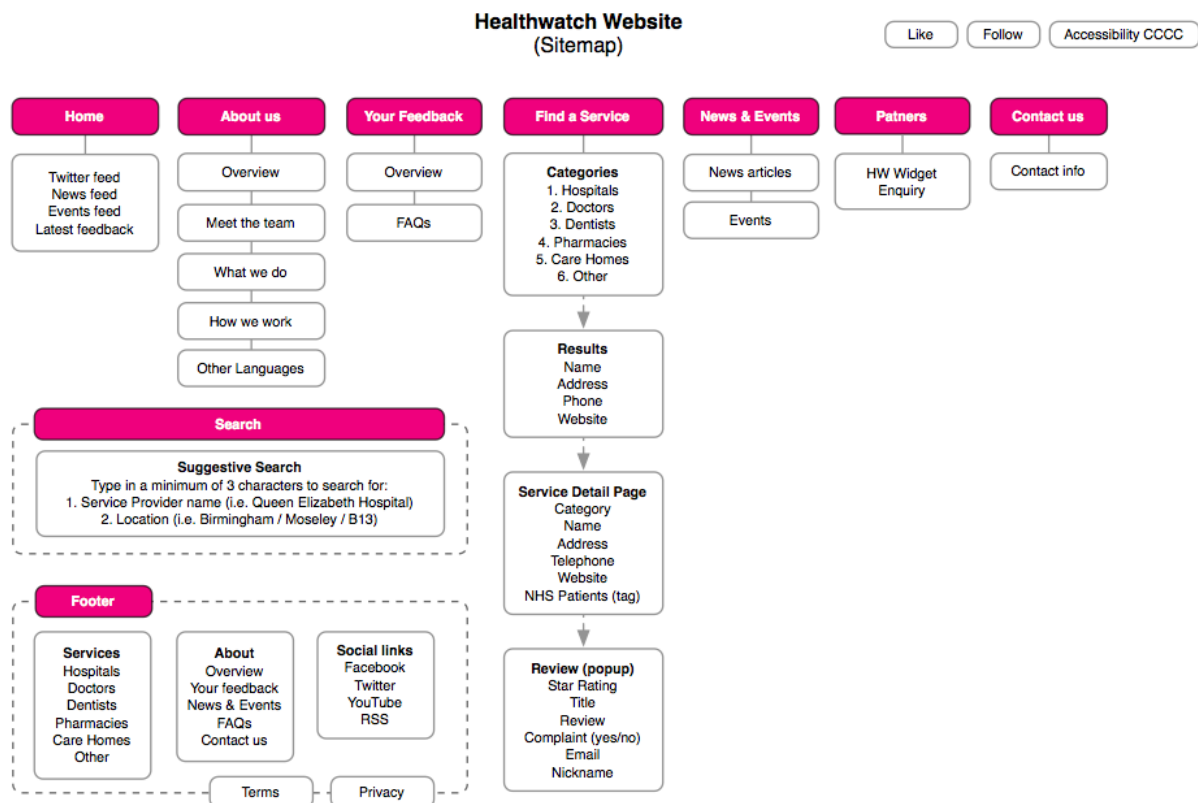
The footer contains links for Terms & Conditions, Privacy Policy, and Sitemap.

The website sitemap: This is sitemap of the core structure of the Feedback Centre system which has over 35 different web templates for local Healthwatch, built utilising the latest version of WordPress.

The website can easily be edited by Healthwatch Newcastle for all media types including imagery, text, pages and files. The sitemap below outlines the size of the initial website you will receive, and can be added to at any stage. Training is provided by LHM to all of our staff that will be administrators and takes place over half a day.

The Feedback Centre takes centre stage on the homepage of the website and all other pages, fully meeting Healthwatch requirements of placing the public at the heart of its work and signposting in addition to:

- Providing people with information and support about local health and social care services
- Gathering views and experiences from people on the way services are delivered
- Encouraging health and social care providers, regulators and planners to hear directly from the public themselves



2. **Partner Widget and Widget Maker:** A partner widget can be added to any health or social care partner that enables organisations to review their own data and promote Healthwatch Newcastle via their web portals and kiosks etc.

The partner widget will be managed in house by our website administrators via the system provided by LHM. It will enable us to create an exact match in terms of height and width along with choice in the number of reviews to be featured within the widget.

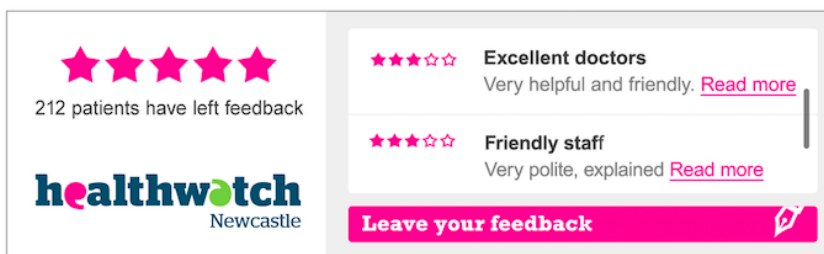
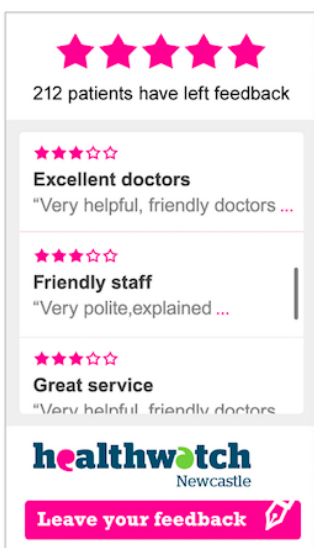
The URL for the widget can be passed to an organisation and placed live within minutes. All of the traffic provided from the widget will be directed to the Healthwatch website providing huge SEO potential, and importantly patient data and experiences.

There is a choice of three widgets in horizontal and landscape form, in addition to one that provides just overall rating and a leave feedback prompt for those who don't have the space required.

This presents a commercial and sustainable opportunity for our Healthwatch to charge partners to have access to a widget on and add value to them by providing restricted and secure access to your Healthwatch data e.g. local authority, commissioners, hospitals and care homes via LHM's Healthwatch Informatics system.

Widget Benefits:

- Demonstrates transparency, confidence and credibility to patients for their own service
- Provides superb search engine potential to improve search engine rankings
- Reviews drive additional traffic from other websites
- Feedback is the most common form of online research, increasing browse time on websites by to 100%
- Essential tool for them to understand how to improve their own services
- It provides an early warning system
- Many have no feedback mechanism in place at all and there is very little resource needed to get started



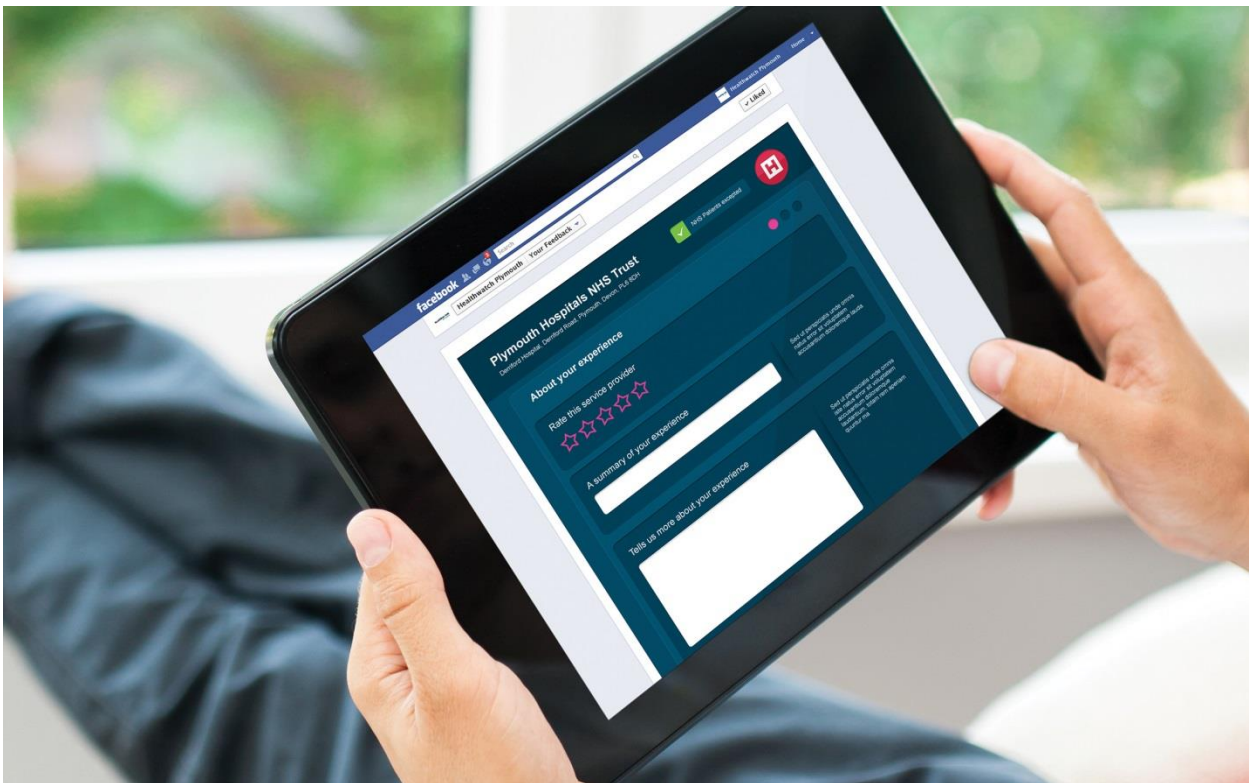
3. Facebook application page - Healthwatch Feedback Centre: The Healthwatch Facebook app collects reviews without the public having to leave Facebook. It is moderated in exactly the same way as feedback received through the Healthwatch Newcastle website, and the user has nothing to download in Facebook to utilise it.

Users can share the Feedback Centre with their friends and it helps more people to connect to your branded Healthwatch Facebook page and grow your audience.

In addition to providing more 'likes', health and social care reviews for your Healthwatch and trust, it also helps to generate more users to your email subscription list through the additional reviews.

The app is very simple to use, is intuitive and lets the user know exactly where they are in the process of entering information about themselves and the organisation they are reviewing.

The public can simply find any of your local health and social care organisations in the Facebook version too, by searching name, location or postcode.



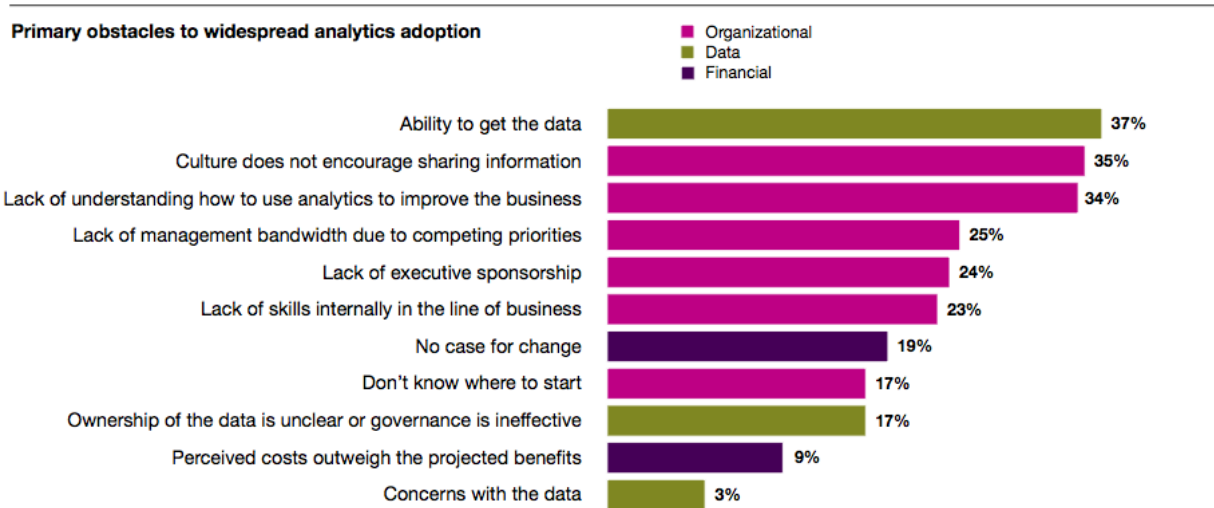
4. **Healthwatch Informatics:** Healthcare organisations in the UK are challenged by pressures to reduce costs, improve coordination and outcomes, provide more with less and be more patient centric. Yet, at the same time, evidence is mounting that the industry is increasingly challenged by entrenched inefficiencies and clinical outcomes.

This complexity confronting healthcare organisations will require smarter, more informed decisions Healthwatch Newcastle to enable the improved outcomes and better value required by market dynamics, increasing governmental regulation, and today’s more demanding consumers.

What will Healthwatch Informatics offer Healthwatch Newcastle?

1. A business intelligence tool that communicates how many new experiences have been created, shared and that require moderating
2. How many new health services have been uploaded to your database by users
3. How many complaints you have to follow up
4. Pending comments left in your news and media section
5. Alerts for serious incidents / safeguarding issues
6. How many total Service Providers in total in your database
7. How many complaints you have in total
8. How many subscribers you have in the database
9. The breakdown via charts of how many reviews we have by category (Hospitals, GPs, Dentists, Pharmacies, Care Homes, Other)
10. Site analytics (Visits, Unique Visitors, Page Views, Average Visit and Bounce Rate)
11. An overview of where our traffic and referrals are coming from, providing an effective view in where Healthwatch marketing efforts including time and resource is best spent
12. The Social footprint is also visible in the homepage, providing a view of all of our social media channels in terms of followers, likes, shares and tweets etc

What are the obstacles for health and social care organisations with data?



Internal Benefits:

- Saves hours of time in sourcing information from multiple systems, by streaming it in to one area
- Ability to understand vast amounts of data quickly with total clarity and act on it
- A commercially viable option to enable partners of the widget functionality a secure view of their own data from the public for an annual fee

- Will place your Healthwatch at the forefront of digital in the region working with its partners and press

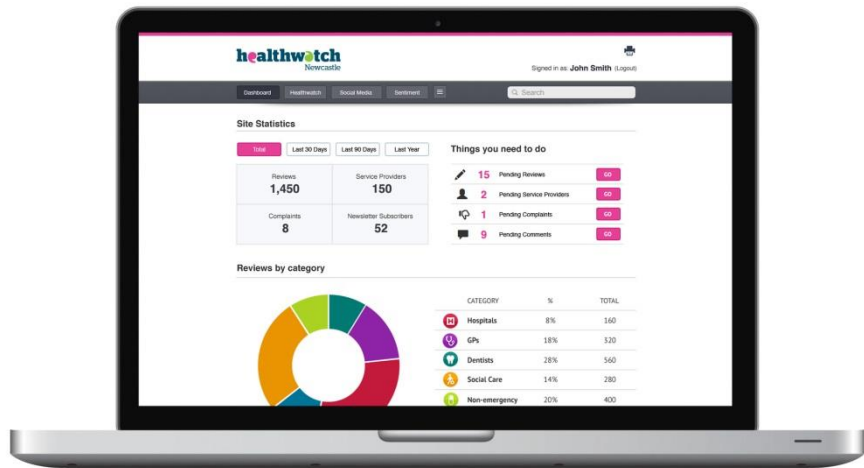
External Benefits:

- Third party access can be provided
- It provides commissioners, organisations and services with an independent view and the opportunity improve their services by understanding how they are performing
- We have more chance to safeguard individuals with a tool like this in place, as we can track the data via our internal database and through our sentiment analytics tool, and even merging all information together
- Without this tool partners could have serious user issues lost in a huge pool of data and complex online environments

Access to Healthwatch Informatics can be provided to all of your partners through three different commercial packages.

This provides substantial revenue generation and data sharing with your partners.

Furthermore, it’s the best system out there for public feedback and understanding big data.





Queen Elizabeth Hospital

[View all hospital providers](#)

Total

Last 30 Days

Last 90 Days

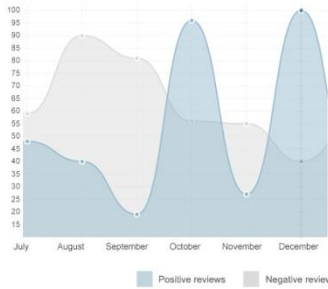
Last Year

Reviews
1,450

Complaints
2

Reviews

Oct 1, 2013 - Oct 16, 2013



Reviews

Showing 1-10 of 1,450 Reviews

[View All](#)

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Search for Review

Date	Review	Reviewer	Ratings
21st February 2014	Replacement hip Complete new hip. Excellent staff. Very caring and understanding and put me at ease all the time.	Anonymous	★★★★☆
15th February 2014	Kind, thorough and patient Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Anonymous	★★★★☆
12th February 2014	Good but long wait Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Anonymous	★★★★☆
10th February 2014	Very happy with staff Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Bob Clarke	★★★★☆
8th February 2014	Peace of mind Was referred to BCH via Redditch Alexandra Hospital after seeing the The Pediatrician there several times. Overall, the experience was good. Waiting times are long, but the quality of the staff are good.	Anonymous	★★★★☆
8th February 2014	A chest infection Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Anonymous	★★★★☆
7th February 2014	Happy Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Anonymous	★★★★☆
6th February 2014	Room for improvement Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Mary Mills	★★★★☆
2nd February 2014	Terrible - really poor experience ⚠️ Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Anonymous	★★☆☆☆
1st February 2014	A chest infection Perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudant.	Anonymous	★★★★☆

Showing 1-10 of 1,450 Reviews [Show rows: 10](#)

Social Footprint



800 LIKES



78 TWEETS



520 CONVERSATIONS

5. Sentiment Analytics: One of the areas that LHM has also integrated in to its Healthwatch Informatics system is the ability to incorporate ‘sentiment technology’.

The algorithm for the technology has been developed in Oxford University between 2006-2011 and is currently being used in its second year by the Care Quality Commission.

LHM is working with a leader in its field for Sentiment TheySay, which was founded by Professor Stephen Pulman and Dr Karo Moilanen to overcome the inherent shortcomings of existing approaches to automated sentiment analysis. The company has received venture capital funding from IP Group plc and is the leading pioneer in the field of advanced text and sentiment analytics.

TheySay has created an engine that takes the monitoring, understanding and measuring of opinions and emotions expressed in text to a new level.

In Healthwatch Informatics, our sentiment technology is powered by an algorithm, which models human emotional common sense reasoning.

It is built on a solid foundation of grammatical and semantic analysis using a proprietary parser. Meaning is identified in text covering sentiment, intent, and other subjective dimensions across multiple levels covering documents, sentences, entities, topics, and relations. The rich analysis can be used to rank, filter, categorise, and enrich raw text data to create real value.

Our technology processes local Healthwatch data and also data externally on the web utilising RSS, Social Media channels and URL’s.

How it works:

- TheySay’s technology combines full linguistic analysis with a comprehensive, fully customisable and transparent sentiment knowledge base.
- It covers nearly 60,000 sentiment-carrying expressions and concepts, and a set of sentiment logic rules that cover English grammar.
- This unique approach makes it possible to specify how the tool should interpret sentiment in specific contexts and what the sentiment of a specific entity is. For example, “aggressive marketing” has strong positive connotations while “aggressive dogs” is clearly negative. Similarly, “Germany beat France” is positive for “Germany” but negative for “France”.
- LHM will provide a number of streams for sentiment data to be gained on a 24/7 basis for targeted searches by Healthwatch Newcastle, these could be people, organisations or press enquiries to suit its data requirements.

The sentiment data is very useful for understanding opportunities, outbreaks, safeguarding opportunities and finding information quickly about any topic.

We can pick out language that expresses intent, risk or speculation, and we will continue to expand the range of subjective meaning that can be detected in text.

We will be providing lots of data for local Healthwatch to understand how people perceive organisations and services, to build up a big picture of what’s important to individuals to help shape service provision. The exact source of all content is shown to local Healthwatch, including what channel, link, sex of writer and the geo-location of where they are based for Twitter users.