

## Feedback Centre: Options Report

### Purpose

1. This report sets out options, cost and benefits for a new IT system that will act as a public-facing 'Trip Advisor' type Feedback Centre.

### Key issues

2. Collecting feedback is the core function of Healthwatch. This is currently recorded and compiled using Excel spreadsheets which very time-consuming and risks inconsistency.
3. The Healthwatch Cambridgeshire website still uses the original 'website in a box' supplied for free by Healthwatch England three years ago, this is in need of refreshing.
4. The Datify system, as described in sections 8 and 9, has been developed by an IT company commissioned by Healthwatch Lincolnshire and also is being purchased by a number of local Healthwatch including Peterborough.
5. The budget for 2016/17 is finely balanced, so it is recommended that the cost of the system, as in section 12, is taken from reserves. The 2016/17 IT budget has been set at a level that is sufficient to cover the monthly support charge.

### Action required by the Board

6. The Board is asked to:
  - Approve the purchase of the Datify Feedback Centre and website using funds from Healthwatch Cambridgeshire reserves.

### Author

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## Options Appraisal

7. A number of options have been explored and evaluated. In summary:

### *LHM Feedback Centre*

- Initial cost - £20,000 with an ongoing annual licence fee of £5,000
- Taken up by many local Healthwatch who report mixed experiences of the system

### *Healthwatch CiviCRM*

- Free system already being used by Healthwatch Cambridgeshire for contacts and events
- No external facing feedback function
- Feedback feature is not easy to use

### *Datify*

- Affordable costs with no ongoing licence fee
- Public-facing Feedback Centre
- New system specifically developed for Healthwatch Lincolnshire
- Healthwatch Peterborough are purchasing the system

## The Datify system

8. Datify presented an overview of the Feedback Centre at a Healthwatch Cambridgeshire and Peterborough Board to Board Meeting on 21<sup>st</sup> January 2016. The system collects online patient experience through a public facing web page.

9. There are three parts to the proposal:

- Replacing the current website and providing a publicly accessible online patient experience Feedback Centre. All reports will be moderated by Healthwatch Cambridgeshire with queries allocated to providers where appropriate.
- Providing a back-end system to collate and extract data as required. Provider organisation contact details would be imported from CiviCRM, with larger organisations also being listed under their separate departments, for example A&E and Out Patients. The system will be able to create meaningful, specific reports for providers and commissioners and support intelligence gathering to support and inform Healthwatch activities.

- Ongoing IT support, to monitor and amend system, with quarterly meetings to highlight any changes required.

### Benefits and costs

10. Introduction of this system will provide a more efficient way of working. At present significant staff time is taken collating intelligence and providing reports to providers, commissioners and regulators. This new way of working will focus staff time on the moderating stage.
11. The system presents a more streamlined and robust method of tracking concerns raised and responses.
12. The cost for Healthwatch Cambridgeshire are:
  - Website re-design: £2,500 + VAT = £3,000
  - Feedback centre system: £5,000 + VAT = £6,000
  - Ongoing support: £200 per month + VAT = £240
13. It is proposed that the target implementation date is 1<sup>st</sup> May 2016. One month's historic data can be imported so that reporting would fall into a discreet financial year.