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# Patient experience commitment 2020 to 2024

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At The Royal Marsden, we deal with cancer every day, so we understand how valuable life is. And when people entrust their lives to us, they have the right to demand the very best. That's why the pursuit of excellence lies at the heart of everything we do.



Life demands excellence

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<b>1. Introduction</b>	<b>2</b>
<hr/>	
<b>2. How our commitment was developed</b>	<b>3</b>
<hr/>	
<b>3. Our aim and vision</b>	<b>6</b>
<hr/>	
<b>4. We will listen, hear and act</b>	<b>8</b>
<hr/>	
<b>5. We will communicate clearly in ways you can understand</b>	<b>10</b>
<hr/>	
<b>6. We will involve and engage with you every step of the way</b>	<b>11</b>
<hr/>	
<b>7. We will continue to lead on the development of innovative ways to obtain your feedback, involve and engage with you. We will then review and act upon your feedback, involvement and engagement in a timely way</b>	<b>12</b>
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# 1.

## Introduction

### What is 'patient experience'?

We would like to welcome you to our patient experience commitment, which was developed with help from patients, carers, members of the public and staff. Working together, we can realise our vision, as the leading cancer centre, to 'provide the best patient experience alongside the best cancer treatment'.

Patient experience refers to what the process of receiving care feels like for the patient, their family and carers. A positive patient experience is defined by the Department of Health as 'getting good treatment in a comfortable, caring and safe environment, delivered in a calm and reassuring way, having information to make choices, to feel confident and in control, being talked to and listened to as an equal and being treated with honesty, respect and dignity'.

The patient experience commitment is in line with our primary aim (to 'deliver the best cancer treatment through world leading research, operating a bench to bedside strategy with our academic partner, the Institute of Cancer Research (ICR)'), the core themes of our overall Strategic Plan (2019-2024) and, importantly, our Trust values (see diagram 1).

The National Health Service (NHS) Constitution (2015) requires all services to be tailored to the needs and preferences of patients, their families and carers, and for the services to be guided by the feedback from patients, families, staff and the public. At The Royal Marsden we aim to achieve the NHS's primary goal to be 'of the people, by the people and for the people'.

This document shows you how we will keep to our commitment of providing you with safe, harm-free care in a clean and pleasant environment. We understand that it is important to you that our systems work well, but also that we are welcoming and that you have confidence in us. We want the care you receive during each visit to be focused on you as an individual, meeting your specific needs. These needs may include being provided with clear, jargon-free information or tasty nutritious food.

Your thoughts and feedback are vital to us. We currently receive comments in various formats and from a variety of local and national sources (see diagram 2) but we are continually working on new ways to improve and streamline these processes. We want to involve you and make sure you have a 'strong voice' in everything we do.

Your care is provided by staff who work together in multi-professional teams. They will be polite and kind to you at all times. However, they need support to do this as there is a link between staff experience and patient experience. We offer various health and wellbeing initiatives for all our staff and are proud to support and adopt 'Schwartz Rounds', providing a structured way for staff to discuss aspects of working at The Royal Marsden.

On behalf of the Leadership Team and all our staff, here is our patient experience commitment which we hope you will enjoy reading.

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# 2.

## How our commitment was developed

What matters to you matters to us, so patients, carers, members of the public and staff helped us to develop this patient experience commitment.

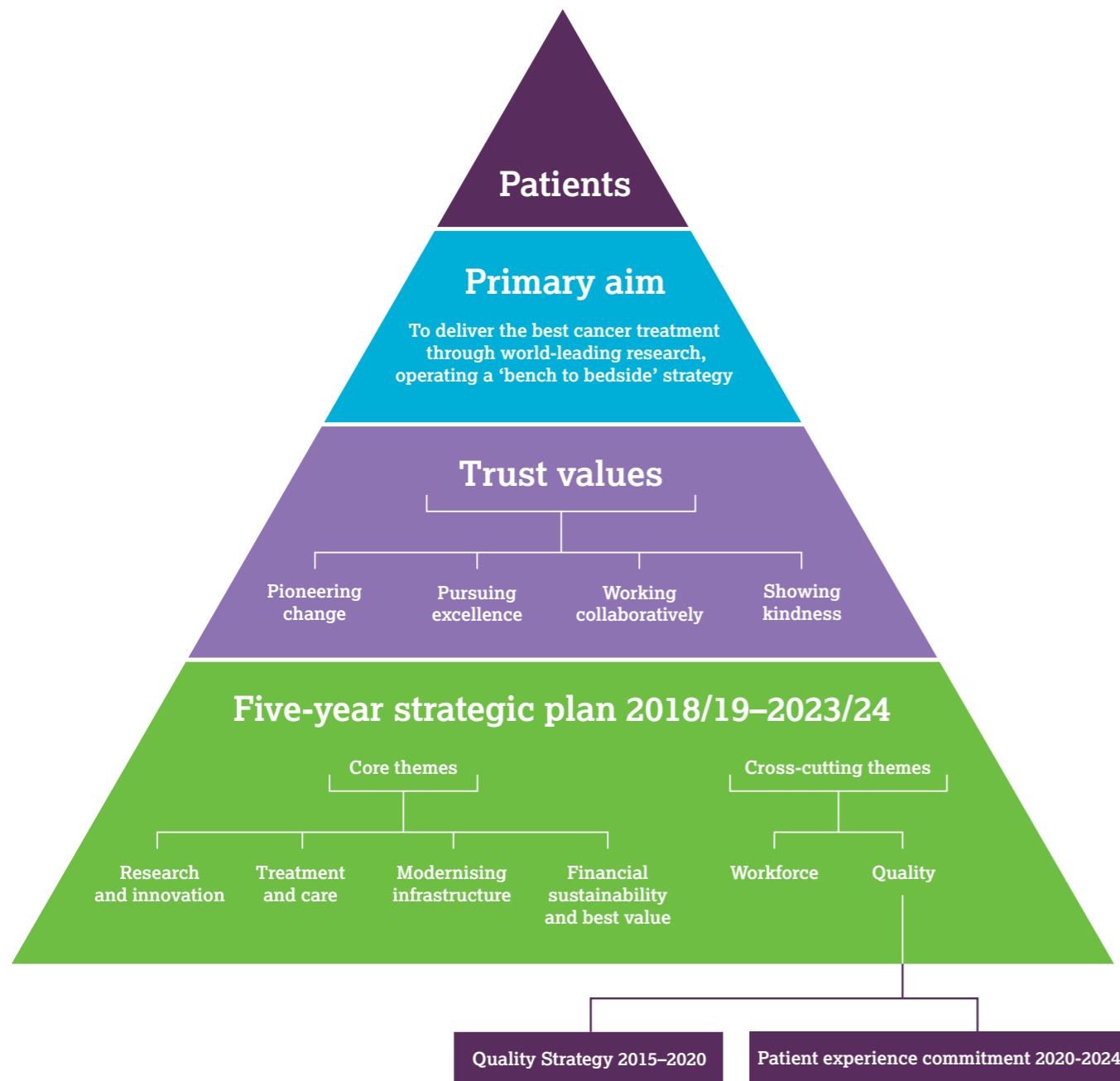
Between May and June 2019, the Trust Lead for Patient, Public Involvement & Engagement (PPI/E) hosted three workshops for patients and carers. Those patients and carers were from different age groups and ethnic backgrounds, and had experience of various types of cancer. The outcomes of the workshops, along with local and national information collected about our services, were discussed with the Trust Patient Carer Advisory Group (PCAG) in June 2019.

In producing this patient experience commitment we also took account of a 'sentiment analysis' carried out between September and October 2019. This looked at comments made about The Royal Marsden on the internet.

Following this process we have developed the following shared aim.

'By continuously improving our patient experience and strengthening our patient voice we will be the leading cancer centre.'

**Diagram 1**  
This diagram shows the core themes of our overall Strategic Plan (2019-2014) and our Trust values.



As well as our shared aim, the workshops also resulted in the six key themes below being agreed.

**Key themes**

<p><b>Confidence and trust</b> People will feel confident and safe under the care we provide.</p>
<p><b>Clarity of information</b> We will provide clear, understandable information at all times.</p>
<p><b>Signposting</b> We will offer different ways for people to provide feedback and be involved.</p>
<p><b>Access – simplicity and efficiency</b> Processes for involving patients will be simple, accessible and efficient.</p>
<p><b>Inclusion and diversity</b> We will give all members of the community opportunities to give feedback and be involved.</p>
<p><b>Effectiveness – impact and value</b> We will publicise the actions we have taken following patient feedback and involvement, and this information will be in formats accessible to everyone.</p>

These six themes were approved at the November 2019 Members' Event attended by 60 members who gave us their comments and suggestions.

Some of the suggestions we received are shown below.

*“Let us know what has been implemented and the logistics of implementation.”*

*“Online appointments, rather than cards.”*

*“Assessment of patient support outside hospital.”*

*“Personal case histories.”*

*“Role and success of trials.”*

*“Better communication of bad news with a nurse always present.”*

### 3.

## Our aim and vision

Thanks to successfully involving patients, carers, members of the public and staff when developing our patient experience commitment, we now have a shared aim and vision to guide us through the next five years.

#### Our aim

'By continuously improving our patient experience and strengthening our patient voice we will be the leading cancer centre.'

#### Our vision

'To provide the best patient experience alongside the best cancer treatment.'

Our staff at The Royal Marsden plan to achieve our shared aim and our vision by keeping to this patient experience commitment over the next five years.

We are all committed to providing excellent, personalised cancer care.

We will do this in partnership with our patients, their families and friends, carers and our colleagues, as cancer does not affect anyone in isolation.

Our vision to provide the best patient experience alongside the best cancer treatment is supported by the following four commitments to you.

'We will listen, hear and act.'

'We will communicate clearly in ways you can understand.'

'We will involve and engage with you every step of the way.'

'We will continue to lead on the development of innovative ways to obtain your feedback, involve and engage with you. We will then review and act upon your feedback, involvement and engagement in a timely way.'



4.

## We will listen, hear and act

We want to make sure you feel confident and safe under our care.

We aim to offer clear and simple ways for everyone to give feedback and to be involved when they want to be.

### Collecting your feedback

We will continue to collect your feedback in different ways to suit your needs.

### Reporting your feedback

We will work with patient representatives to streamline our committees, in line with feedback we receive.

### Acting on your feedback

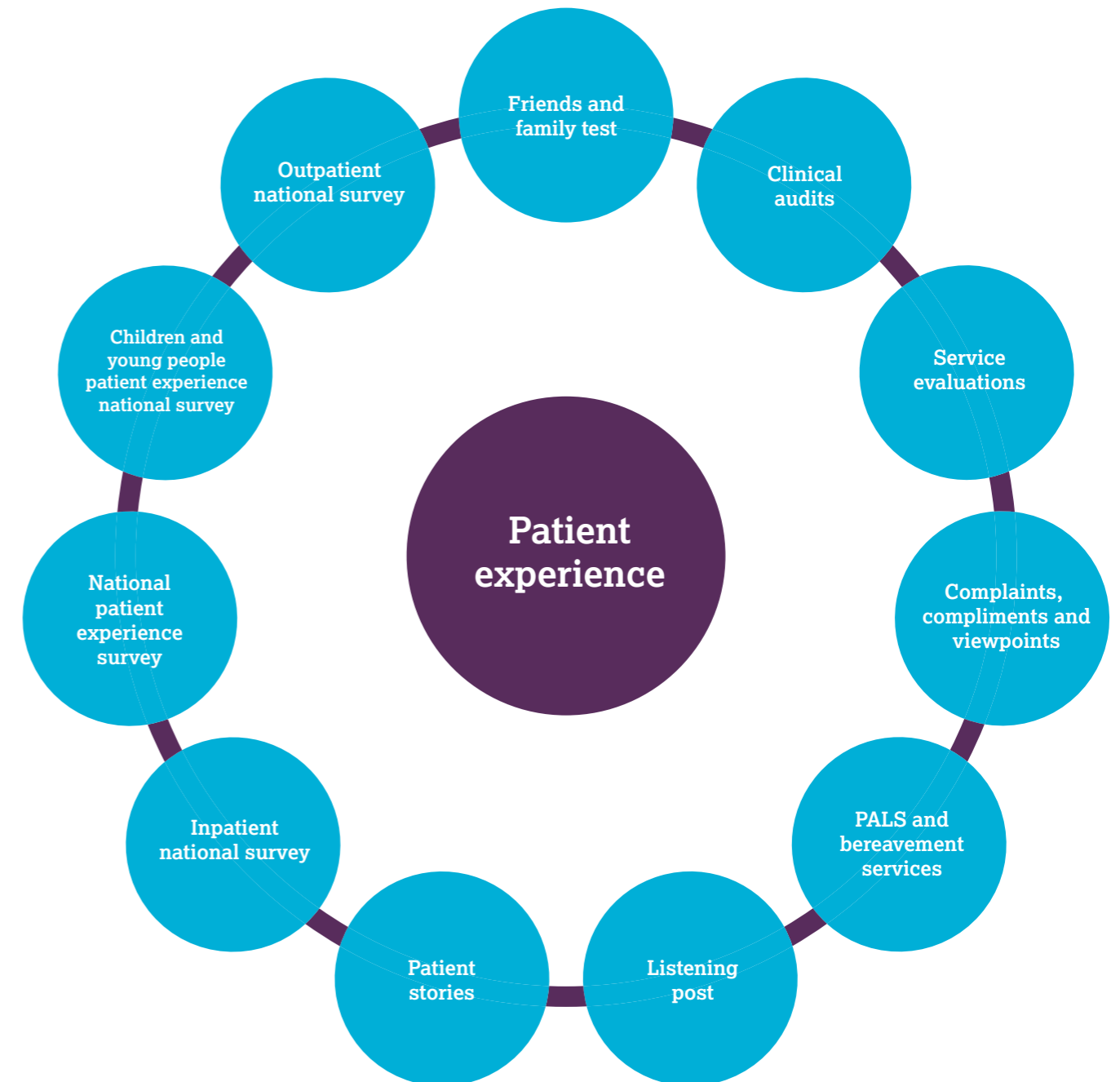
We will publish regular reports and action plans. And we will use 'You said we did' displays on the department Quality Boards to keep you informed of local issues.

### Personalising your feedback

We will provide individually tailored support for everyone who has concerns.

Diagram 2

This diagram shows current methods of collecting feedback.



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# 5.

## We will communicate clearly in ways you can understand

We will do the following.

Communicate with everyone in clear language that can be understood by individuals and interpreters

Minimise the use of medical terms, jargon and abbreviations

Use a range of communication methods, including electronic methods such as email and through social media

Always learn lessons from your feedback and share best practice

Use your experiences to guide our decision-making committees

Share reports and action plans in a range of ways accessible to everyone

Make sure information about patient experience is available immediately

Make sure patient experience is discussed by healthcare professionals and departments every day

Monitor the responses and action plans developed by healthcare professionals and departments

Improve partnership working, between healthcare professionals, patients and carers, on all service, research and development and digital changes

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# 6.

## We will involve and engage with you every step of the way

We will do the following.

Simplify access to all our systems and processes to make it easier for you to get involved

Review the role volunteers play and aim to increase the number of volunteers

Increase the involvement of a broad range of people, including young people, those with rare cancers, those with learning disabilities or complex needs, people from different ethnic groups, and people of all sexualities and gender identities

Provide support and training for people interested in helping us to shape our services, research, commitment and governance

Give everyone a say and allow them to play an active role in developing our aims and visions for the future



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# 7.

**We will continue to lead on the development of innovative ways to obtain your feedback, involve and engage with you. We will then review and act upon your feedback, involvement and engagement in a timely way**

We will do the following.

Make sure patient involvement is central to the culture at The Royal Marsden

Identify and develop new ways to learn from the feedback we are given

Lead the way in providing support and training for patient feedback and involvement (for example, toolkits, mentoring, coaching, seminars and workshops)

Monitor and maintain the effectiveness of all patient feedback and involvement

Thank you for reading this patient experience commitment. We hope we have made it clear that what matters to you really matters to us. Together we will improve the experience of all our patients and strengthen their involvement. As always, we welcome your feedback and any involvement you feel able to have with us. We want to be the leading cancer centre providing the best patient experience and the best cancer treatment, and we can only do that by listening to you, communicating with you, involving you and by leading developments on your behalf.

Thank you to all the patients, carers, members of the public and staff who helped us to develop this important document. We also thank the following people for their support.

**Markella Boudioni**  
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