

Hospital Customer Services 2013-14



Introduction



Teresa Allen
Assistant Director Customer Services

Welcome to our annual report. I'm really pleased to be able to tell you about some of the changes we've made to help ensure our products and services are the best they can be and how we are making it easier for us to work together. I'm also proud to hear how well you feel we are performing and value greatly the comments you have made to help us improve further still.

Throughout the last year we have been taking additional steps to put customers and patients firmly at the heart of our service and to deliver to NHSBT's purpose: To Save and Improve Lives. This work includes external accreditation in becoming the first organisation in the UK to achieve the *International Standard for Service Excellence*, the development of a new Customer First strategy and a new Charter which spells out the service you can expect from everyone at NHSBT.



Customer Satisfaction and Feedback

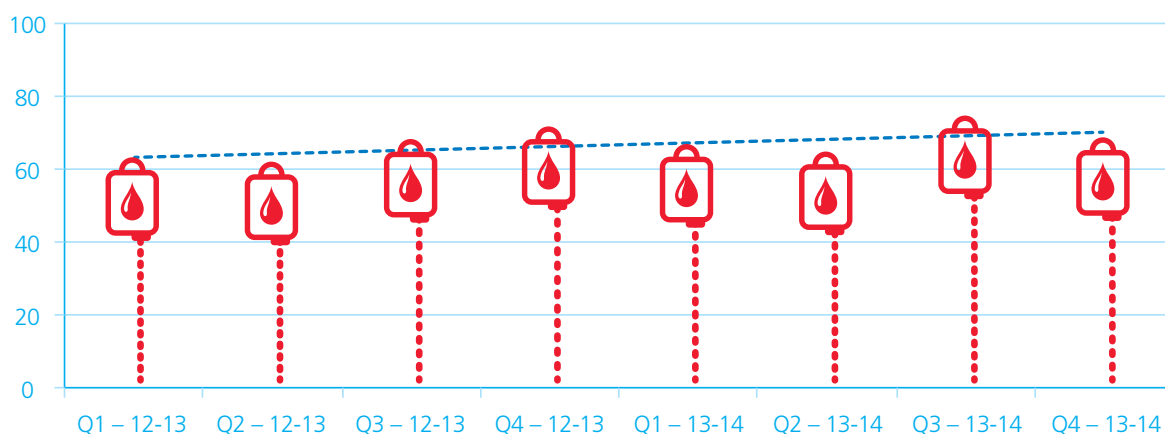
Making it easier

To succeed we need to make sure we listen to you, our customers and take action to reflect your hospitals' changing needs and to ensure patients receive optimal care in a timely manner.

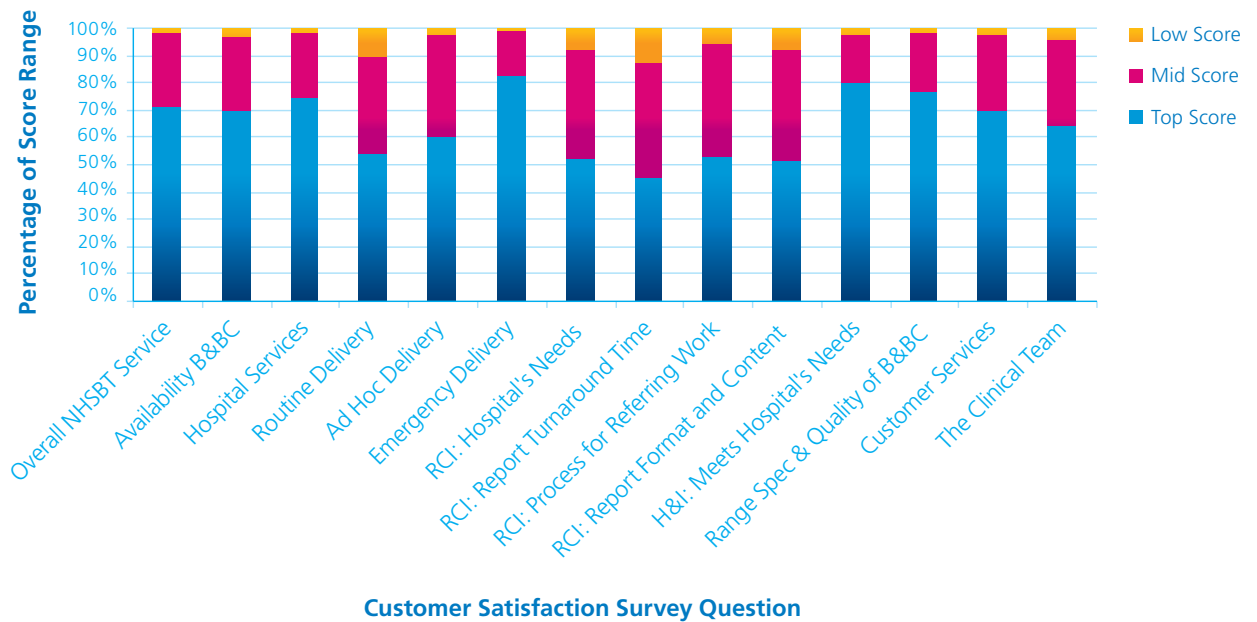
We recently moved to an electronic survey to make it easier for you to tell us what you think. We have also asked you to tell us the one thing we could change to make our services better. We are very happy to receive direct feedback, good or bad via any member of staff or through the 'contact us' area on the website. We are really pleased that we seem to be getting it right most of the time but we know that we still have areas which need to change to modernise the way we work and reflect changes which arise in the wider NHS.

The main areas where you would like to see change is with our Red Cell Immunohaematology service (RCI) and deliveries. From the survey and other feedback we've learned you would like us to address some specialist component availability issues too.

Customer Satisfaction



Q3 and Q4 Customer Satisfaction Survey Combined Scores
 Customer Satisfaction Survey 2013-14 (Hospitals n = 129; Scores n = 1,717)



Red Cell Immunohaematology



We are restructuring our service to deliver true customer focus; we're introducing new and clearer reporting; developing Sp-ICE; investing in next generation sequencing technology and will soon deliver an extended working day. These are all changes you or your colleagues have requested.

Transport and Delivery Service



We now make nearly 115,000 routine deliveries throughout the year – that's 845 per day excluding weekends to 226 hospitals! On top of this, last year we also made over 43,300 ad hoc journeys and served 47,700 orders. We have recently invested in a new transport management system to get the most from our drivers and fleet. This year we will start to review deliveries with you to understand the arrangements that best meet your needs. Providing you with more bespoke deliveries will require us to make changes to the way we recover our costs, so we will involve the National Transfusion Committee's laboratory managers group to identify the optimal solution. We are in the process of providing overnight deliveries to hospitals in London and more hospitals now have weekend deliveries. The recent falls in red cell demand will require a new charging system to cover new requests for change so its time to look at the whole system again.

Blood Components

Making it easier

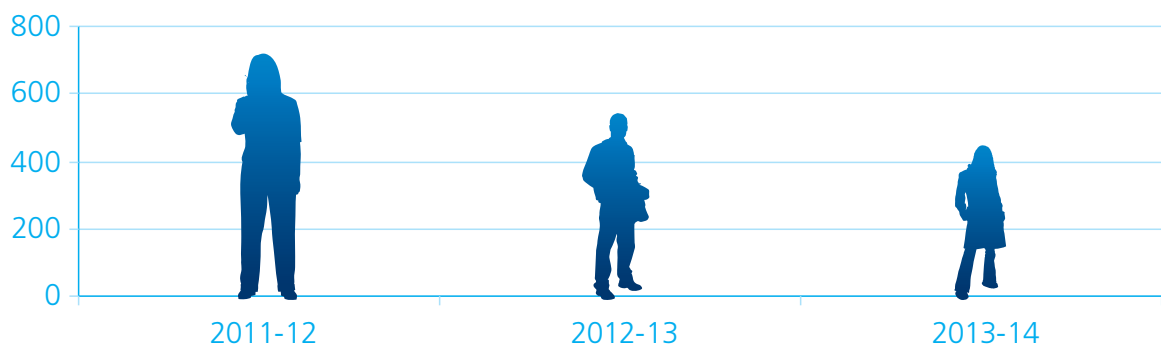
To help you get the best out of our services we recently sent out information on lead times and availability of orders for our more specialist components. Our medical staff are always happy to talk to you if there is a more urgent requirement to support your patients. In April we added a new component, Pooled MB Cryoprecipitate which is safer and more convenient to administer to larger children. We are currently working with the National Laboratory Managers Group to review shortage plans particularly for platelets as we understand when demand is high, or collections are reduced, this can lead to delays in fulfilling orders. The timing is appropriate as there are a number of changes coming which affect the presentation of platelets. We have recently changed the way that we forecast and plan for component demand changes and will shortly be using a new planning tool to manage our supply chain. We also have a team working on ways to improve the service and component availability for multi-transfused patients to ensure that we can meet their more complex requirements.

Customer Service

Making it easier

Complaints have fallen this year which is a positive sign but we actively encourage you to tell us when things go wrong so that we can act to improve patient care. We welcome your feedback on any service issues which have patient impact. We are also modernising our transactions to make us easier to do business with, offering self service tools which will speed things up. Last year we introduced electronic reporting; our recall process has been changed in response to your feedback and we are now working on ways to improve our communications. The hospitals and science website will be updated making it easier to use and incorporate a new content management system. We are also looking at alternative ways to deliver emergency communications as faxes may not suit everyone now. Finally, to make sure that we can benchmark our performance, this year we applied for and achieved a 4 star rating from inspectors from the Customer Services Network. They have awarded us the *International Standard for Service Excellence* and a number of other blood services are now looking at this standard.

Hospital Complaints



Patient Blood Management (PBM)

Making it easier

Promoting appropriate use of blood and platelets has delivered real benefits and demand for red cells is falling. This year, educational materials have been updated; Regional usage audits have been completed and recommendations have been made; PBM articles, posters and events have been produced and more information has been downloaded from our websites; Our educational events and conferences are highly rated by you, our customers, and satisfaction with the PBM service has grown; Learnbloodtransfusion has been improved, accessed by 13,000 new students and has university accreditation.

National and Regional Audit

Making it easier

Thank you for supporting our first national audits in blood in neuro critical care units, the use of Anti-D and Patient Information & Consent and participating in surveys conducted on Patient Blood Management and 'Where Does Blood Go?' This year, collaborative research commenced with UK and Canadian Universities; our online audit service is more accessible and hospitals have supported regional audits of blood component use in liver cirrhosis, massive haemorrhage, use of FFP and Platelets.

Blood Stocks Management Scheme (BSMS)

Making it easier

You responded to a survey conducted on BSMS to help shape our future. So, VANESA is getting a complete refresh and will shortly include frozen components. Tablet compatibility is coming. The O RhD Negative Survey and discussion at Regional Roadshows allowed us to develop best practice on 'Red Cells for Emergency Use'.

Electronic Services

Making it easier

70% of orders now go through the Electronic Dispatch Note (EDN), saving you time and improving product information; The majority of hospital LIMS systems are compatible with EDN and the access application is straight forward; Sp-ICE is now used by 216 hospitals, accessing 89% of RCI results; 9/10 hospitals have chosen to share results; e-reports are three days quicker and hard copy Sp-ICE reports can now be turned off! 7/10 customers have now asked for access to historic results, red cell reference and antenatal samples with antibodies from 31/10/06 to 08/11/11 will soon to be available; IBGRL results added to Sp-ICE;

You also asked for some changes to OBOS – we have improved phenotype ordering; created a direct link to the Hospitals and Science website from the log in; Expanded the announcement area; Developed clearer error messages; The Thalassaemia tick boxes are helping us manage HbS neg and phenotyped stock; You can also now track the progress of Specialist HLA/HPA orders. Ordering of HLA/HPA will arrive in 2015, this is a complex change and we want to get it right first time.

NHS Blood and Transplant

NHS Blood and Transplant (NHSBT) saves and improves lives by providing a safe, reliable and efficient supply of blood and associated services to the NHS in England and North Wales. We are the organ donor organisation for the UK and are responsible for matching and allocating donated organs.

We rely on thousands of members of the public who voluntarily donate their blood, organs, tissues and stem cells. Their generosity means each year we're able to supply around 1.9 million units of blood to hospitals in England and North Wales and around 4,200 organ and 5,800 tissue donations, which save or improve thousands of lives.

For more information

Visit nhsbt.nhs.uk

Email enquiries@nhsbt.nhs.uk

Call **0300 123 23 23**