

Driving Service Improvement Through Patient Feedback: Audit Outcomes

GOSH Audiology Department

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24%

RESPONSE RATE
Target ≥15% ✓ Exceeded

100%

POSITIVE RESPONSE RATE
Target ≥90% ✓ Exceeded

100%

Q7: GIVEN OPPORTUNITY TO ASK
All patients



INTRODUCTION

The **Friends and Family Test (FFT)** is a core NHS patient experience tool. GOSH Audiology developed a bespoke quarterly questionnaire to capture richer, department-specific insights. FFT became mandatory for NHS outpatient services on **1 April 2015**, with forms available throughout the Sight and Sound Building and all clinic rooms.



METHOD

- Questionnaires offered post-appointment via **Paper** and **QR code**, during a one-week period of 9–13th March 2026.
- Responses uploaded to *Smart Survey*
- Attendances sourced from *Epic Slicer Dicer* (excl. DNA / WNB)

PERFORMANCE TARGETS

Target: ≥15%

Target: ≥90%

24%

Response Rate ✓

100%

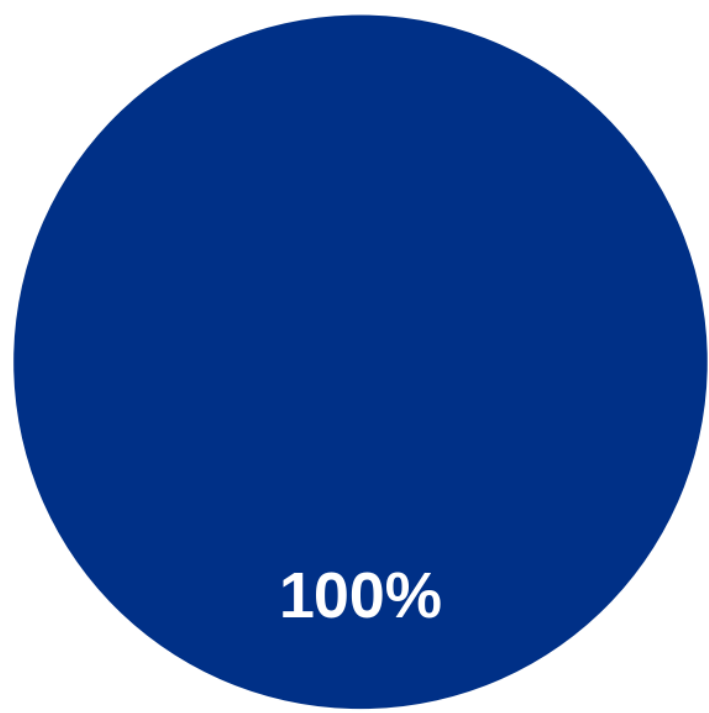
Positive Rate ✓

✓ Both targets comfortably exceeded

RESULTS

Q1: Overall Experience

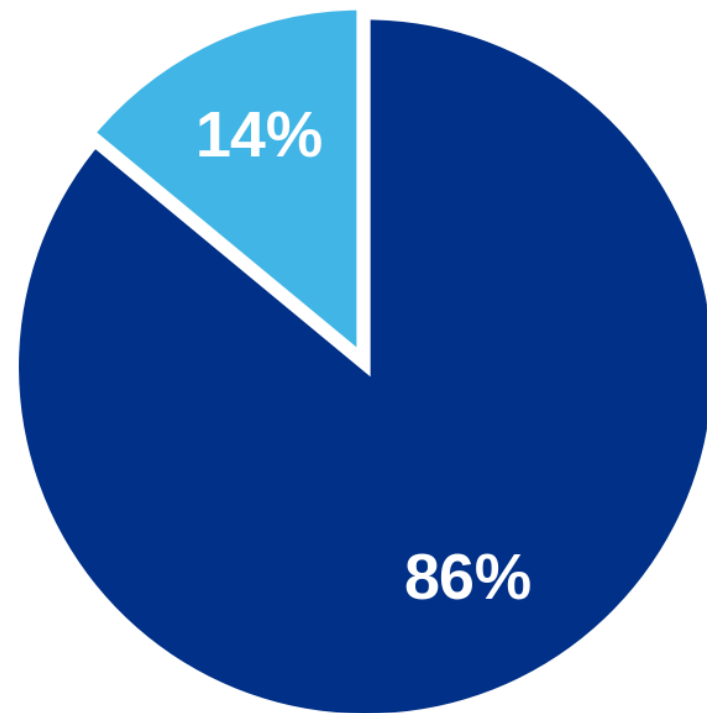
How was your overall experience today?



Strongly Agree

Q2: Pre-Appointment Information

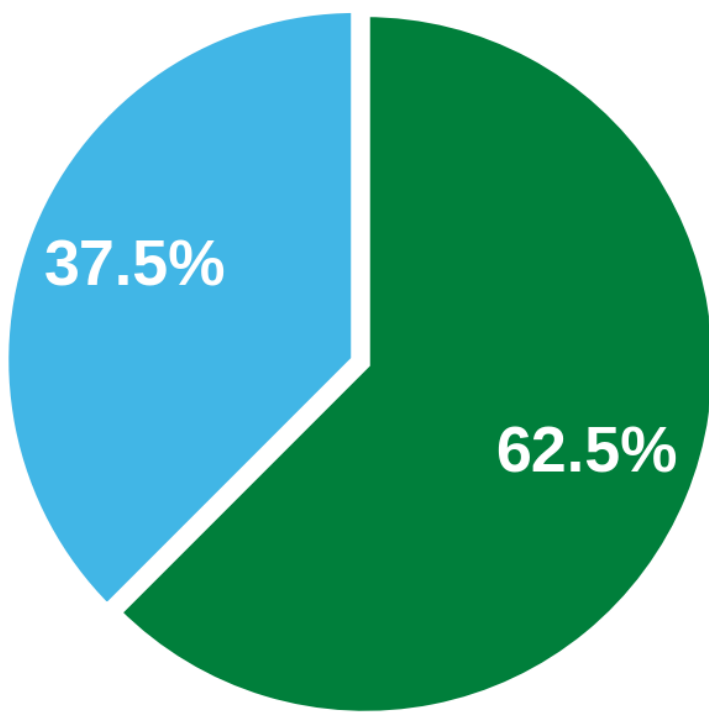
Were you given enough information about your appointment before coming?



Strongly Agree — 86% Agree — 14%

Q5: Information During Appointment

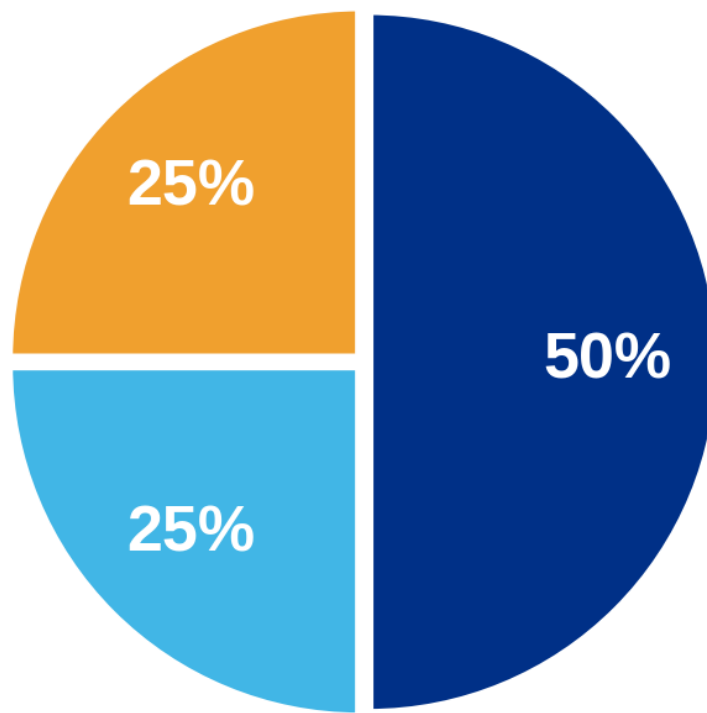
I was well informed during the appointment about the tests and results.



Strongly Agree — 62.5% Agree — 37.5%

Q6: Management Plan Discussion

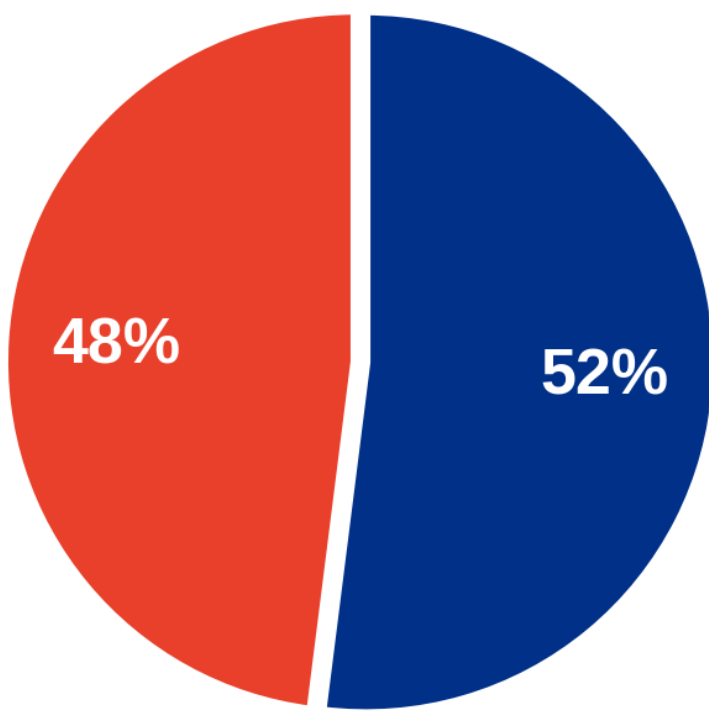
Was your future management plan clearly discussed?



Strongly Agree — 50% Agree — 25% Neutral — 25%

Q3: Website Visit Before Appointment

Did you visit the Audiology GOSH website before your appointment?



Yes — 52% No — 48%

100%

Q4: OF WEBSITE VISITORS
FOUND WHAT THEY NEEDED

52% visited website before appointment

Your visit to Audiology department at GOSH



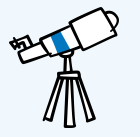
We are always trying to improve our audiology appointment, so thank you for sharing your experience with us. Thinking about the appointment you attended today, please complete the following statements. We do not need to know your (or your child's) name and we will only use this information to work out which areas we need to improve. Thank you for your help!

FRIENDS AND FAMILY TEST: OUTPATIENTS

Thinking about your recent appointment, how was your experience of our service? (please tick)

☐ Very good ☐ Good ☐ Neither good nor poor ☐ Poor ☐ Very poor ☐ Don't know

Please can you tell us why you gave your answer?



DISCUSSION

Including the Audiology website link on outpatient letters drove a **39.5% rise in pre-visit web engagement**, demonstrating how simple communication changes can meaningfully improve patient preparedness.

The **25% neutral rate on Q6** (future management discussions) suggests introducing brief written management plan summaries or a structured close-of-consultation checklist to improve patient recall.

Continued **quarterly FFT distribution** remains essential to monitor trends and evaluate the impact of ongoing service improvements.



KEY FINDINGS

- Response rate of 24%** — 60% above the 15% target
- 100% positive response rate** across all respondents
- 100%** well informed about tests & results (Q5)
- 100%** given the opportunity to ask questions (Q7)
- Website visits up 39.5%** — driven by link on outpatient letters
- 100%** of website visitors found the information they needed
- 87.5%** felt well-informed before their appointment (Q2)
- 75%** agreed management plan was clearly discussed; 25% neutral (Q6)
- Following patient recommendation to use **QR codes** for a quick and accessible method of submitting feedback, an increased number of responses via QR codes were observed.