

Public poll:

Opinions on safer better care

July 2010

Undertaken by RedC Research on behalf of the
Health Information and Quality Authority

redc

Background and rationale

We recognise the importance of the public as our key stakeholder in developing the *Draft National Standards for Safer Better Care*.

In advance of the launch of consultation on the draft standards document, it was decided to undertake a nationally representative poll.

The purpose of this poll was to accurately capture the public voice and maximise their input into consultation by asking them what matters most in ensuring the quality and safety of healthcare they receive.

Questions were broadly structured to be in keeping with the main themes the NSQS will address.

All findings are nationally representative of the views of adults, aged 18+ in Ireland.

Main Findings (1)

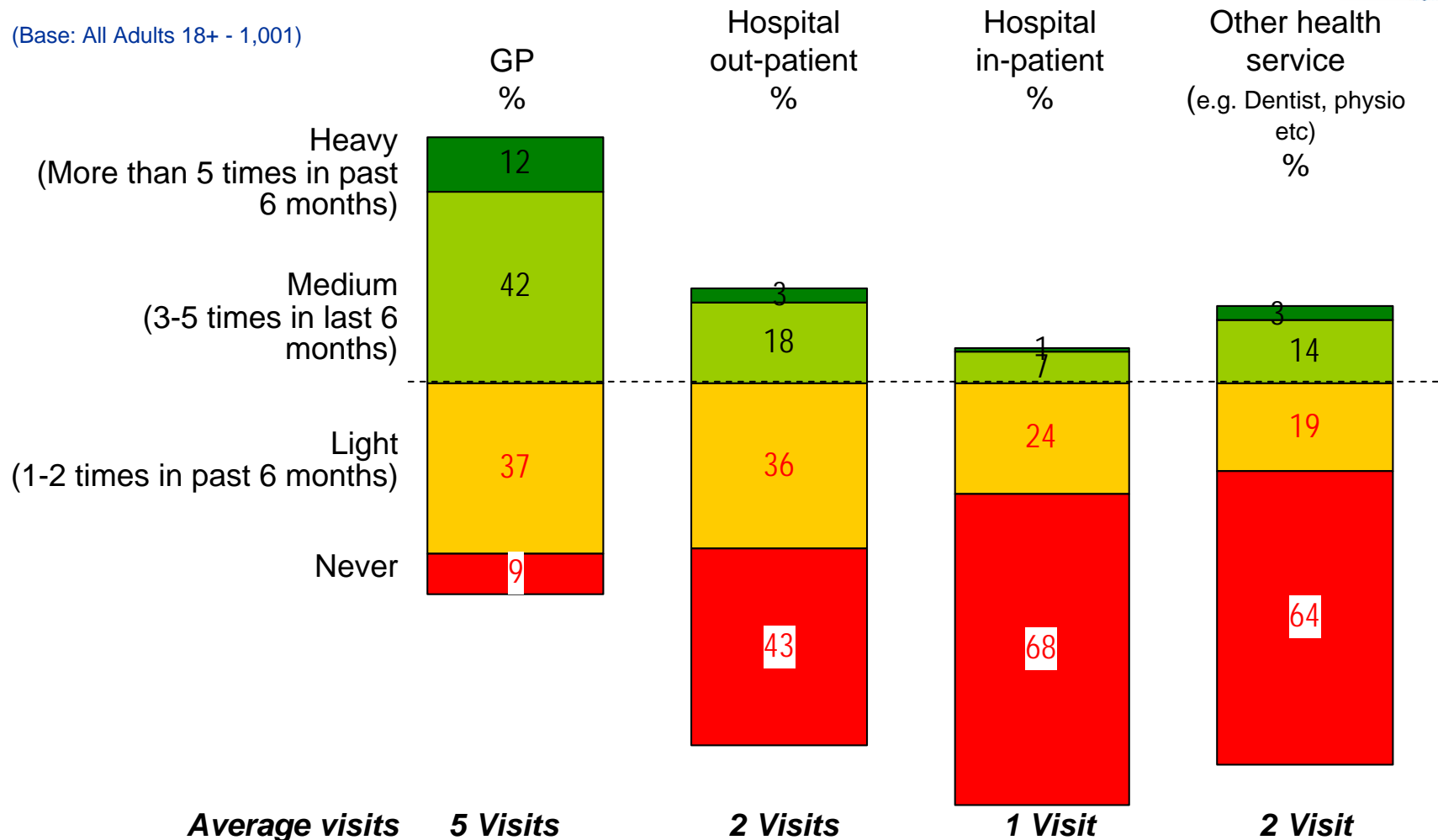
- It is apparent that clear explanations and communication is of paramount importance to people. This issue was raised both spontaneously and in response to questions. This need for information was seen in relation to the terms of treatment, costs and even when things go wrong
- The public signalled their desire for information and involvement in all levels of their healthcare - with 60% stating that they wanted to be actively involved in decisions about healthcare
- There is also desire among the public for good leadership in terms of clear and defined responsibility for quality and safety in healthcare provision
- A need for more openness in healthcare provision is highlighted. Some reported intimidation and cautiousness around the issue of complaints suggesting perhaps that further support and information is needed in this area.

Main Findings (2)

- Understandably, people want as much care as possible to be provided conveniently. However, when asked about high quality, specialist, care the majority (72%) accepted the need to travel to access treatment
- The public recognise it is their own responsibility to lead healthy lifestyles. They also told us they would welcome healthcare providers educating them on how to achieve this
- Almost 90% of people want to see eco-friendly issues taken into account by healthcare providers
- 25% believe that money is wisely spent in healthcare in Ireland

Frequency of service use (you or your family) – past six months

(Base: All Adults 18+ - 1,001)



The primary manner in which the public encounter health services is through their GP.

Prompted rating of importance of elements to ensure healthcare services are safe

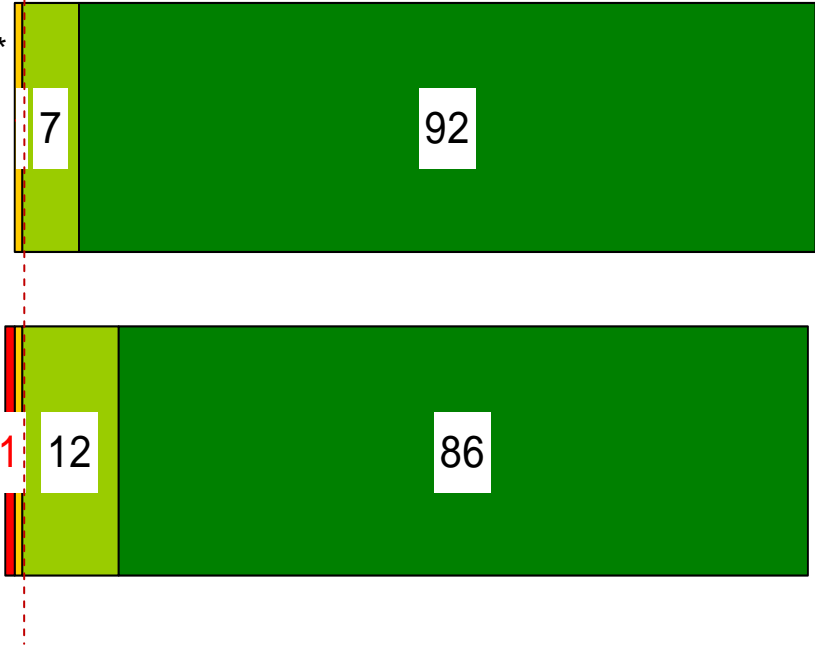
(Base: All Adults 18+ - 1,001)

Things Going Wrong

If something goes wrong while care is being provided to you (e.g. wrong dose of a medication given, the wrong area being operated on etc.) you are told what has happened

Providers should take steps to prevent things going wrong, minimise the impact of them if they happen, and if things go wrong, ensure the system learns from them

Not at all important % Not very important % Quite important % Very important %



Most people told us that if things go wrong they should be told what happened. They also said that providers should take all possible steps to minimise harm.

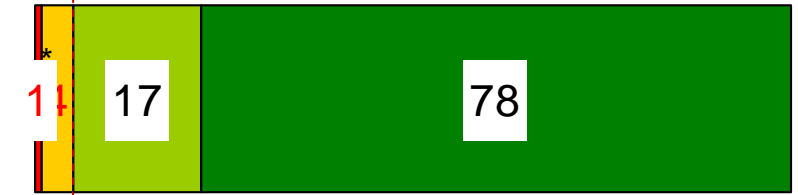
Rating of importance of elements to ensure those receiving healthcare are safe and well cared for

(Base: All Adults 18+ - 1,001)

Responsibility

Not at all important % Not very important % Quite important % Very important %

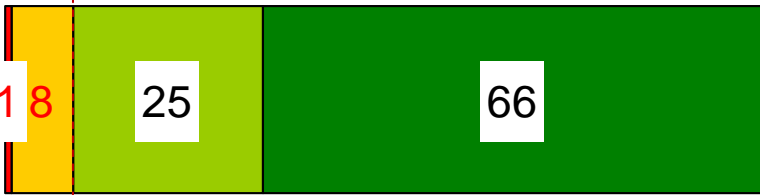
CEO/senior management/lead clinician of the healthcare facility take personal responsibility for the quality and safety of care



That each person receiving healthcare has been involved in creating a detailed plan outlining what their treatment is, why it is being given, how long it will take and any follow-up treatment required



That there is a single, named, person responsible for coordinating your care

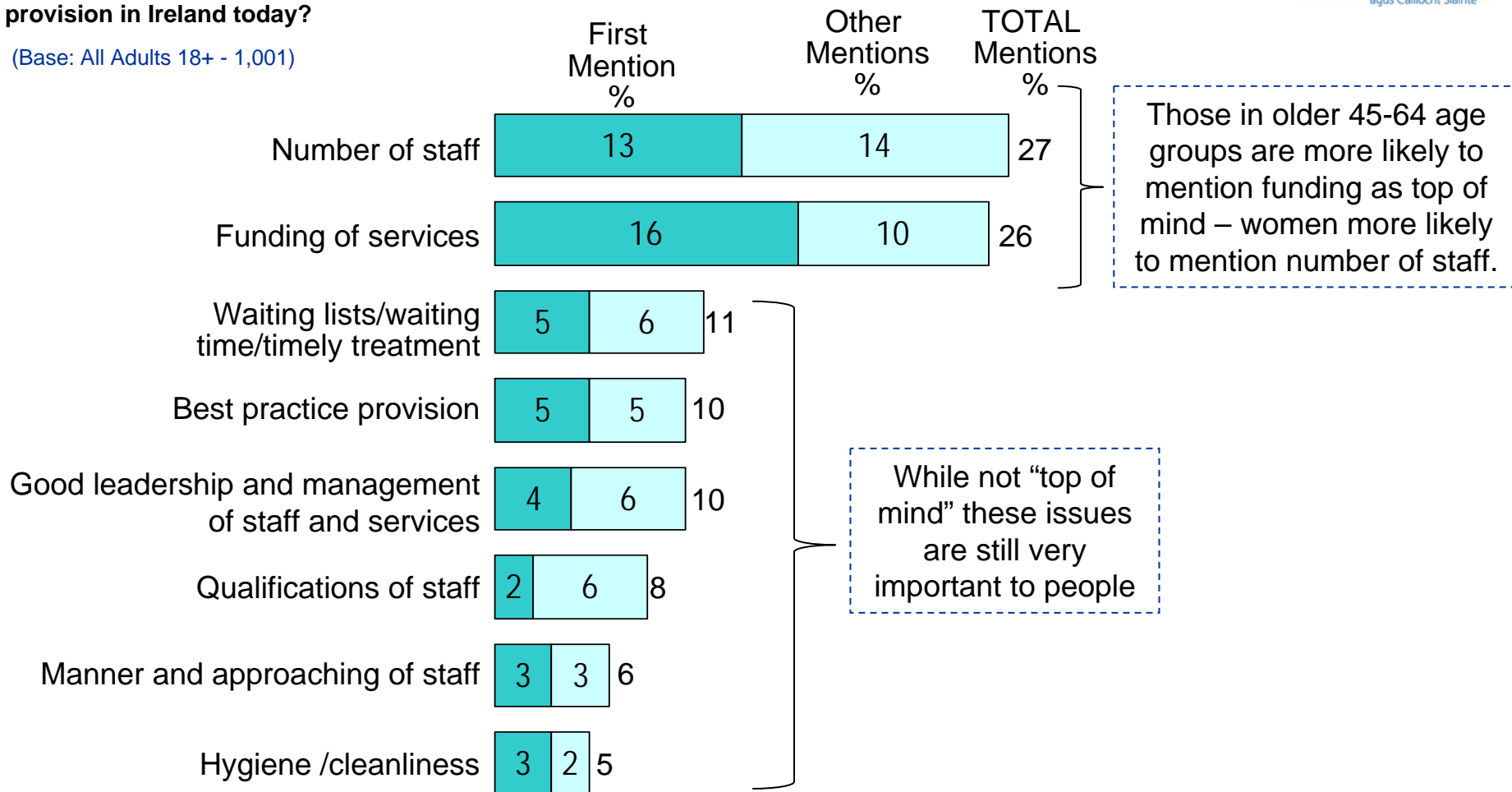


Most people (95%) feel that it is important that senior people take responsibility for quality and safety in healthcare. They want to see a detailed plan of care with one person coordinating care.

Spontaneous issues that are of “top of mind” importance to the public regarding quality and safety in healthcare

Q. What do you think are the most important issues with regard to ensuring the quality and safety of healthcare provision in Ireland today?

(Base: All Adults 18+ - 1,001)

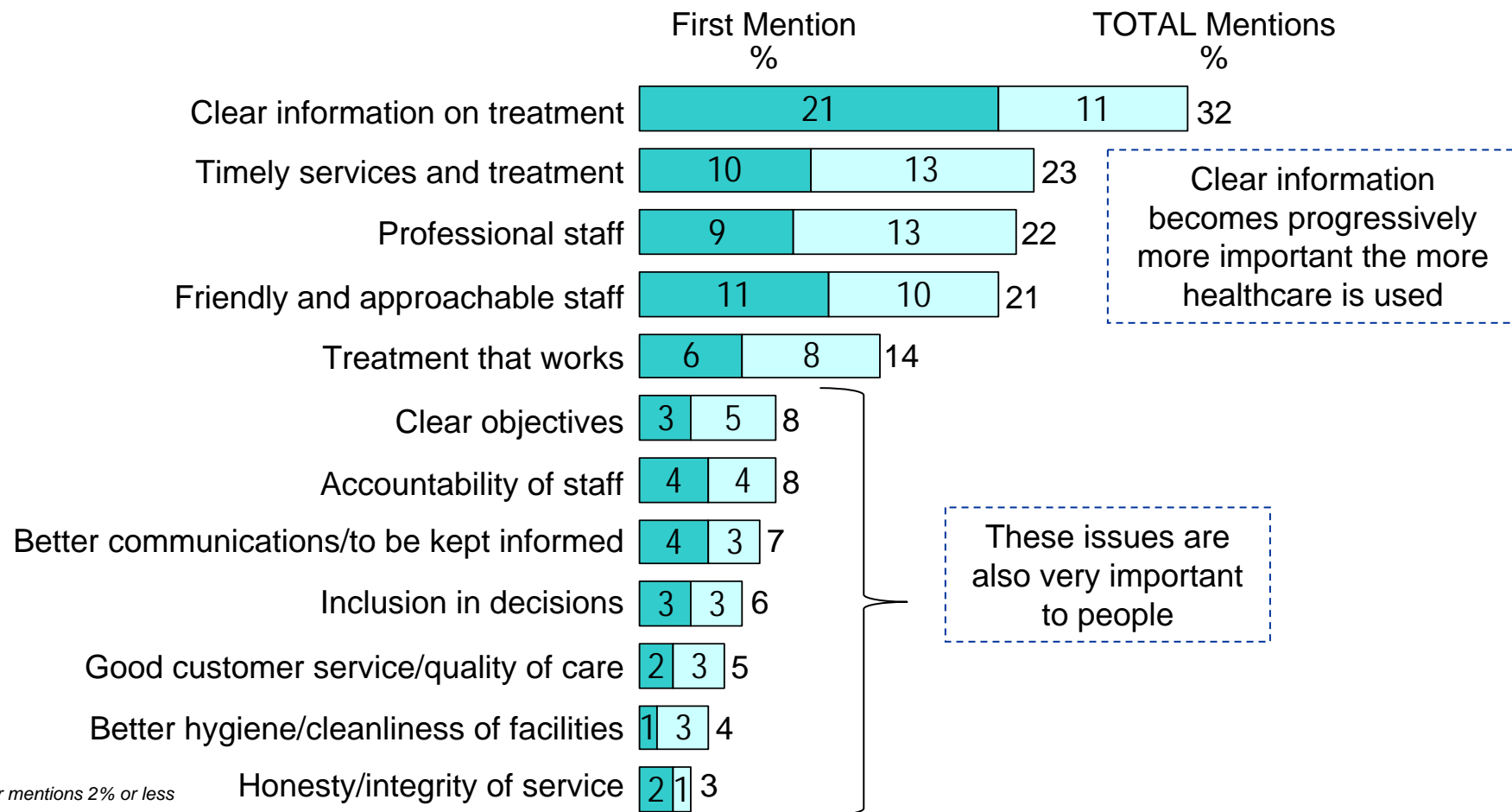


Number of staff available and the funding of services are the main “top of mind” issues mentioned spontaneously as important by the public.

Spontaneous elements that are “top of mind” among the public regarding a positive healthcare experience

Q. What do you think is important to ensure that healthcare providers make your experience a positive one?

(Base: All Adults 18+ - 1,001)



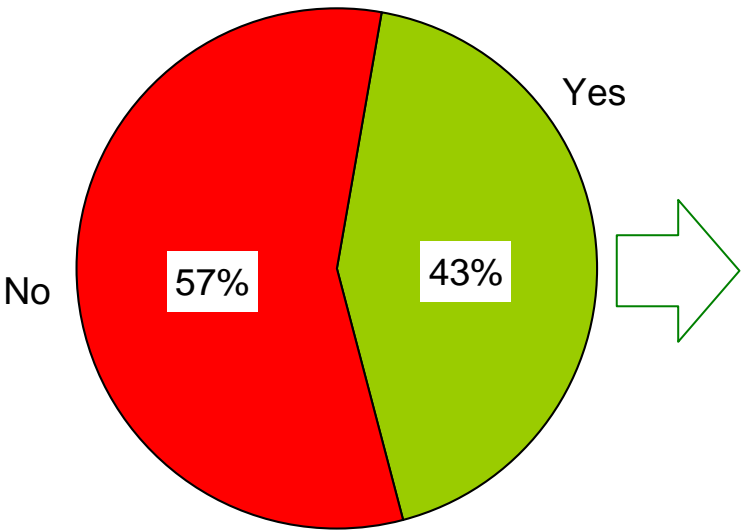
*All other mentions 2% or less

1 in 3 say that providing clear information on treatment is most important to ensure that their experience of healthcare is positive.

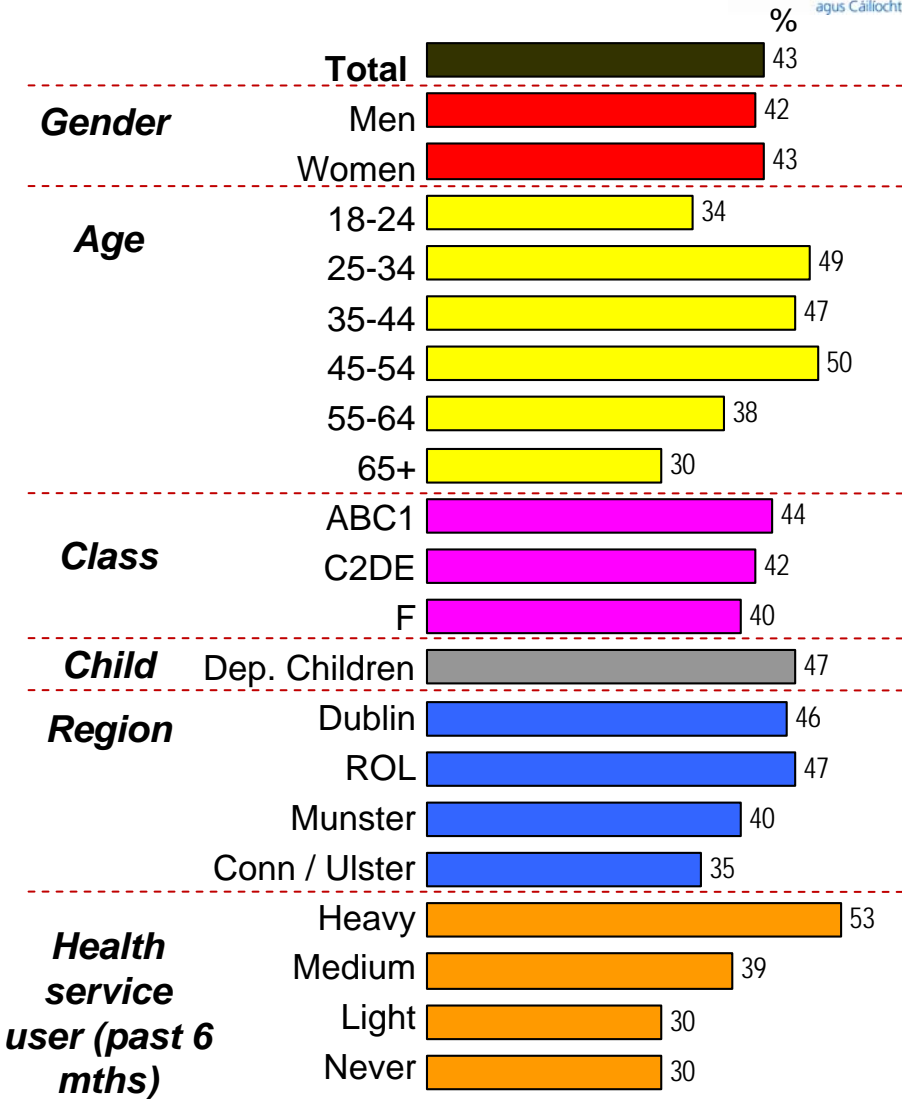
Incidence of receiving healthcare below the standard expected

Q. Have you ever felt that the healthcare you or your family received has been of a standard below what you would expect?

(Base: All Adults 18+ - 1,001)



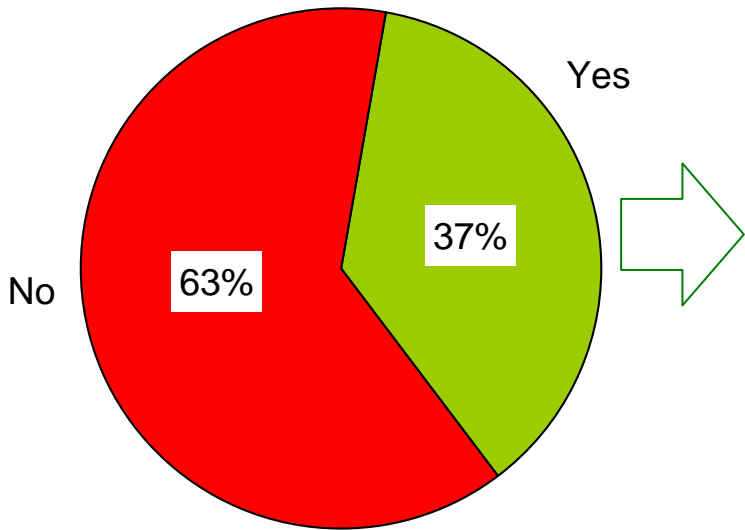
Just under 60% say that the standard of care they ever have received met their expectations .



For those who experienced care below their expectations, we asked about making complaints...

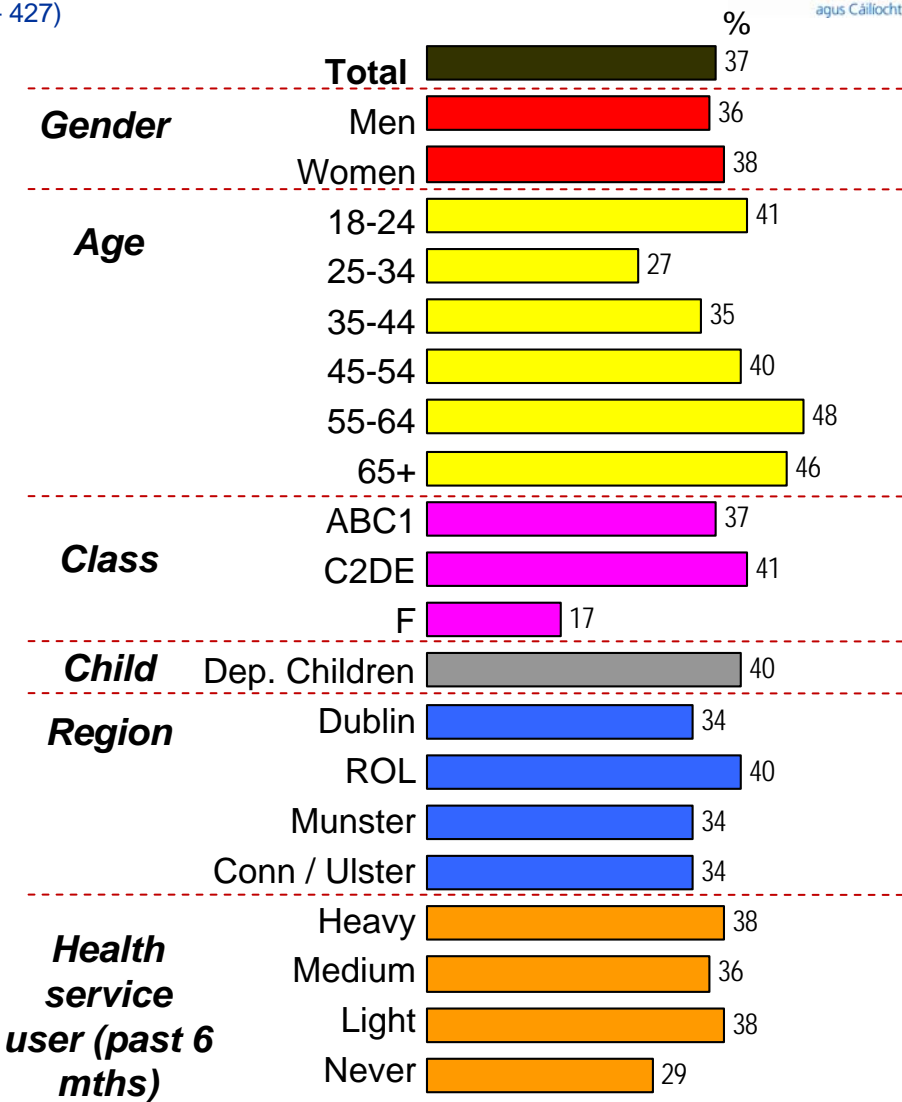
Q. Have you ever made a complaint about the standard of healthcare you received?

(Base: All Adults Who Received Healthcare of Standard Below Expected – 427)



Only a third of those who experienced healthcare provision below expectations made a complaint.

Both the youngest and the older age categories are more likely to have complained.



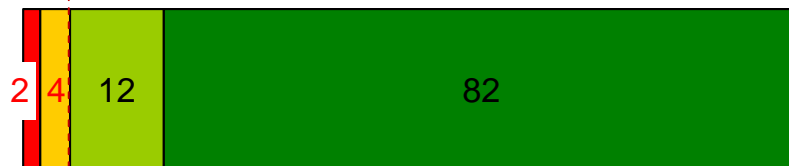
For those who experienced services below expectation or who had made a complaint, we asked what supports would help

Q. I would now like to read you some statements that other people have made about making complaints in the standard of healthcare and I would like you to tell me how much you agree or disagree with each statement?

(Base: All Adults 18+— 442)

Disagree Strongly % Disagree Slightly % Agree Slightly % Agree Strongly %

It is important that staff are open to complaints when they arise



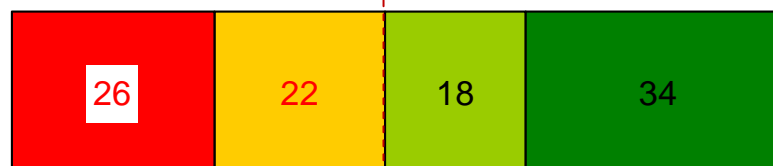
No one takes responsibility for services levels in healthcare



It is difficult to know who to complain to



I have felt too intimidated to make a complaint



A culture of openness is seen as important with 86% claiming that currently they feel no one takes responsibility.

We then asked everyone what would make it easier to complain if you had to...

Q. In your view how beneficial or not would each of the following supports be to make it easier for people to make a complaint about sub standard healthcare?

(Base: All Adults 18+ - 1,001)

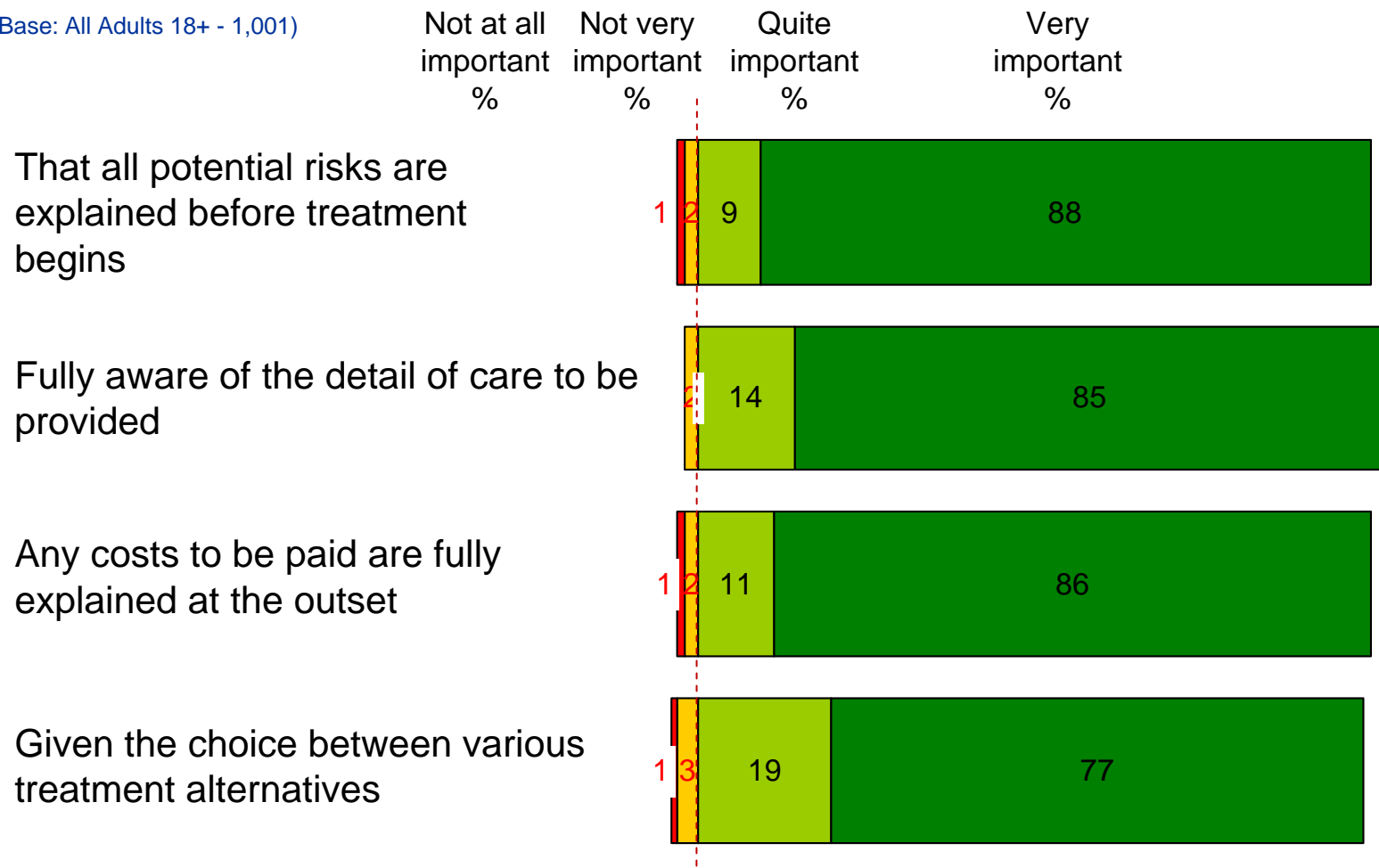


Clear information remains important in the complaints process and polite and approachable staff is seen as a top benefit.

Importance of various aspects in the provision of safe and quality healthcare

Q. Now I would like you to tell me how important you think each of following are in the provision of safe and quality healthcare?

(Base: All Adults 18+ - 1,001)



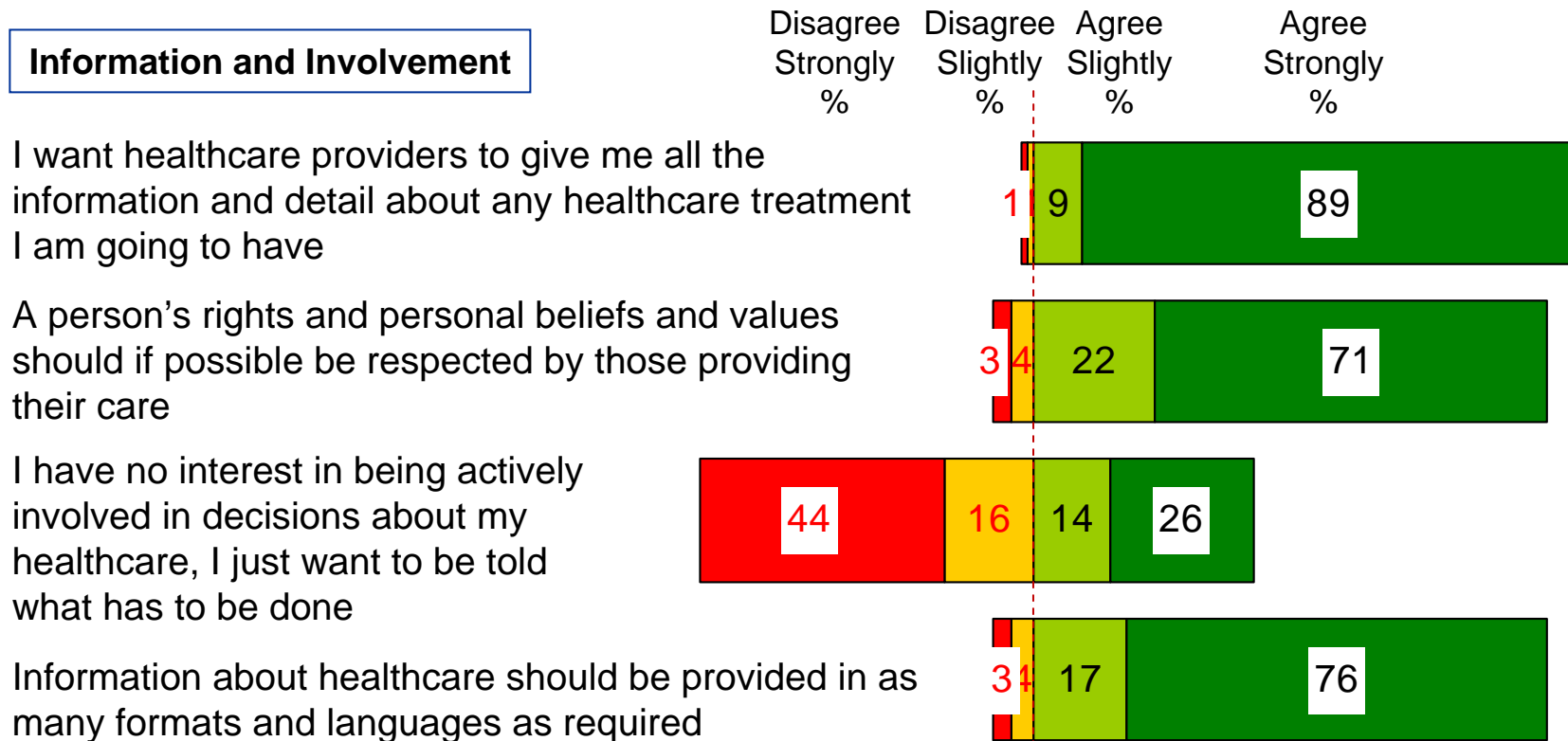
It is apparent that clear explanations and communication with patients is important to the public, whether this is in terms of treatment or costs.

Agreement levels with statements made about healthcare treatment

Q. I am now going to read aloud some statements that other people have made about healthcare treatment. I would like you to consider each one and tell me how much you agree or disagree with each statement

(Base: All Adults 18+ - 1,001)

Information and Involvement



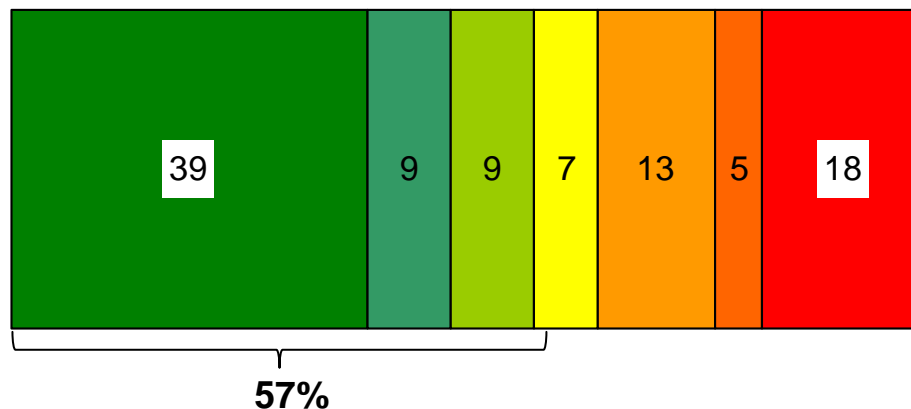
The public signalled their desire for information and involvement in all levels of their healthcare - with 60% saying they want to be actively involved in decisions about healthcare.

Public view on a range of factors regarding quality and safety

(Base: All Respondents 18+ - 1,001)

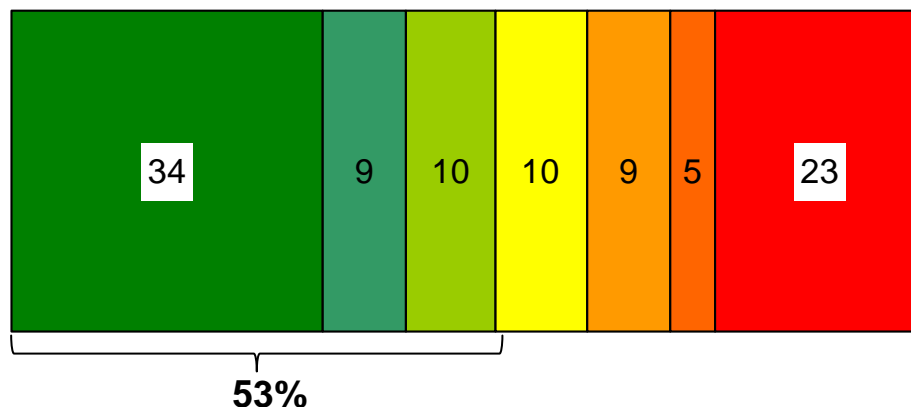
1 2 3 4 5 6 7
% % % % % % %

I want to be actively involved in decisions about my healthcare



I just want to be told what has to be done

I want healthcare treatment to be a really positive experience

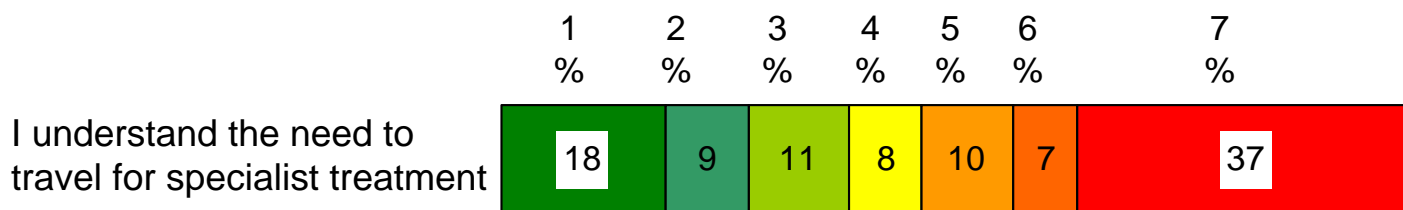
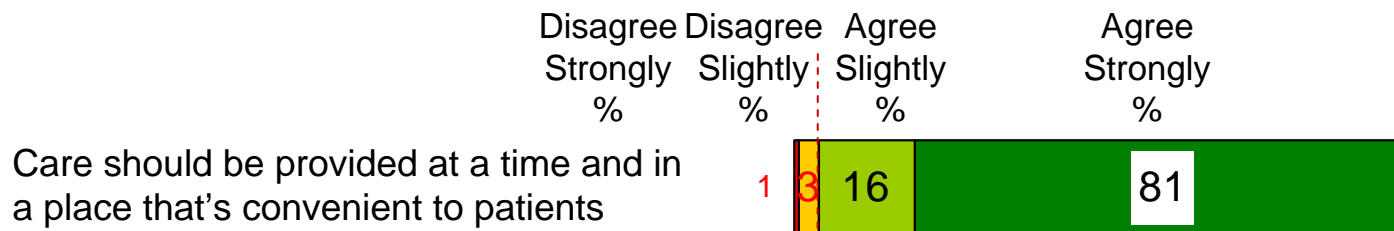


I just want the treatment I need

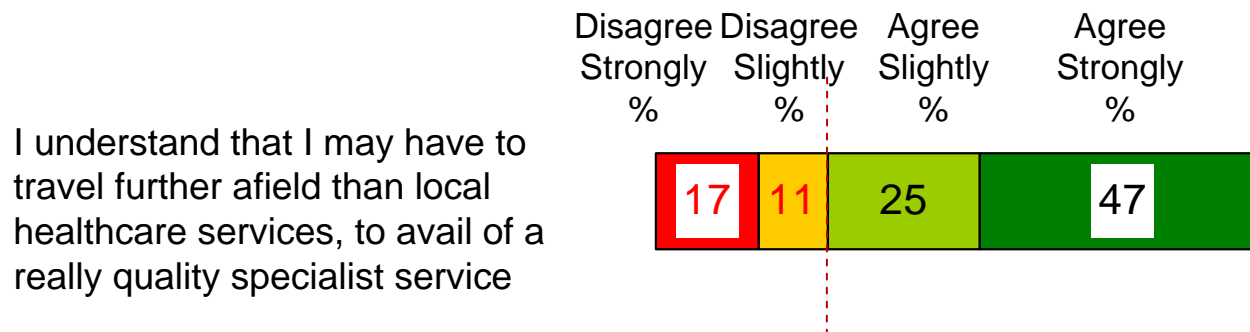
On the whole, the public confirm that they want to be actively involved in decision making, and want treatment to be a positive experience.

Location of services

(Base: All Adults 18+ - 1,001)



I believe all types of healthcare even specialist, should be available locally



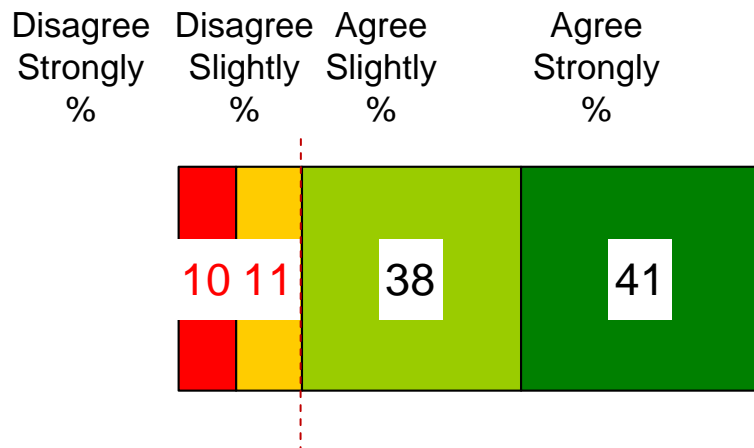
Location of services was a complex issue for people. When asked with no parameters, people understandably said they wanted healthcare (including specialist care) that was at a time and in a place convenient to them. However, when asked specifically about their view on the need to travel for high quality specialist care, 72% agreed that they understood the need to travel.

Agreement Levels With Statements Made About Healthcare Treatment

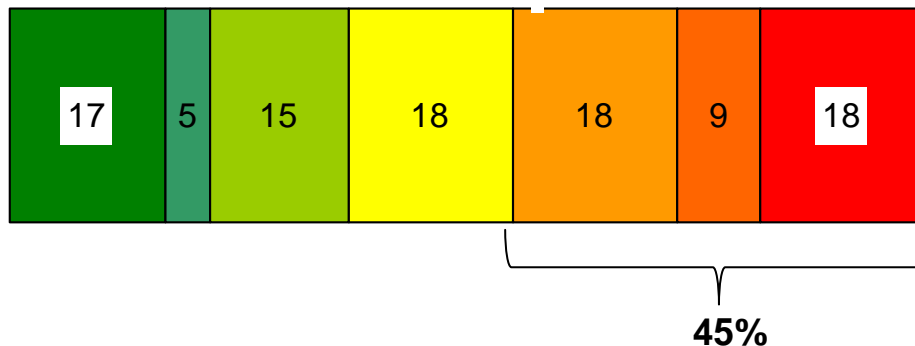
(Base: All Adults 18+ - 1,001)

Population vs. Individual

The healthcare needs of the population as a whole, sometimes have to outweigh the care needs of individual patients



Treatment of the individual outweighs the many



Treatment of the many outweighs the individual

Most people (79%) agree that sometimes the needs of the population as a whole outweigh the care needs of individual patients.

Agreement levels with statements made about healthcare treatment

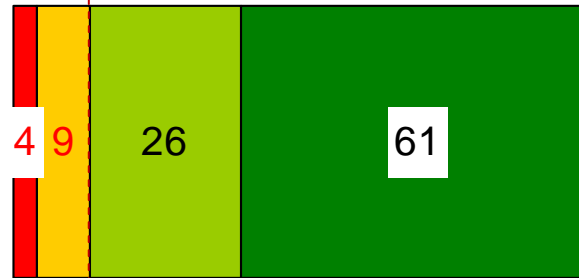
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(Base: All Adults 18+ - 1,001)

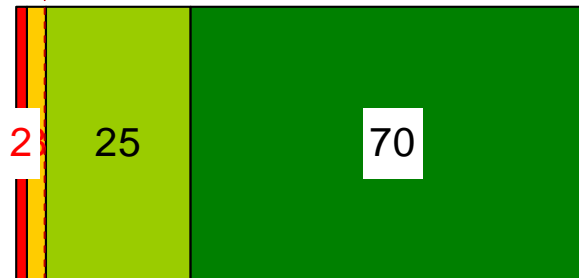
Healthy lifestyle choices

It is each individual's personal responsibility to make healthy lifestyle choices

Disagree Strongly %	Disagree Slightly %	Agree Slightly %	Agree Strongly %
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I would welcome healthcare providers educating me on how to make healthier choices to help avoid needing healthcare, as well as providing treatment



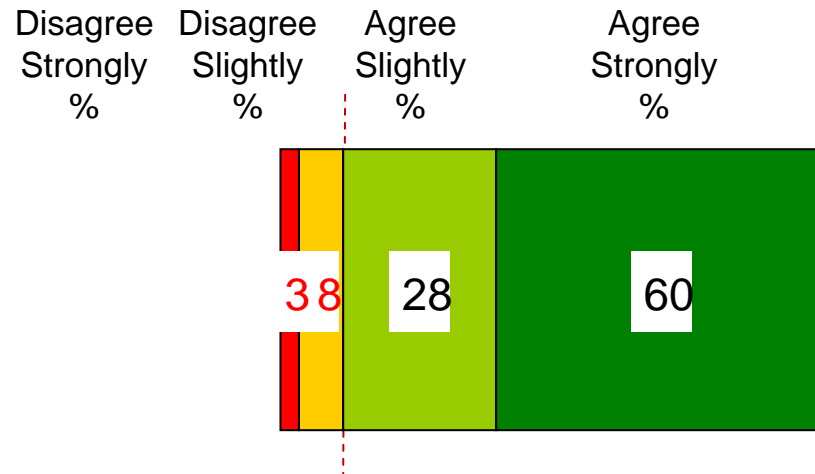
The public recognise it is their own responsibility to lead healthy lifestyles. They also told us they would welcome healthcare providers educating them on how to achieve this

Agreement Levels With Statements Made About Healthcare Treatment

(Base: All Adults 18+ - 1,001)

Resource allocation

Healthcare services need to be aware of the use of green energy, recycling and other environmentally-friendly resources



Most people want to see environmental issues taken into account by healthcare providers.

Agreement Levels With Statements Made About Healthcare Treatment

(Base: All Adults 18+ - 1,001)

Resource allocation

I think that taxpayers money is wisely spent at present in healthcare in Ireland



At present 25% believe that money is wisely spent in healthcare in Ireland. Those with recent experience of services are more negative about tax waste in healthcare.

RED Express - Methodology

- 1,001 interviews conducted by phone using a random digit dial sample to ensure all households, including ex-directory, are covered
- Quotas set and final data weighted to ensure that the sample is randomly representative of the total Irish population aged 18+
- Fieldwork conducted between 24th – 26th May 2010
- Sample profile as follows:

Sex

Male	50%
Female	50%

Age

18-24	14%
25-34	23%
35-44	19%
45-54	16%
55+	28%

Social Class

ABC1	41%
C2DE	50%
F	9%