

# USING DIGITAL TOOLS TO ENHANCE FRONTLINE STAFF ENGAGEMENT AND PATIENT EXPERIENCE

Authors: Hannah Campbell and Nish Kulshrestha, ImproveWell

## INTRODUCTION

High-engagement organisations demonstrate:

- 41% better performance in quality,
- 66% better performance in staff wellbeing,
- 18% better performance in productivity,
- 23% better performance in profitability,
- 58% fewer patient incidents and
- 81% less absenteeism compared to low engagement organisations (Gallup, 2020)

ImproveWell enables organisations to create cultures of listening, engagement and continuous improvement – enhancing both staff and patient experience. Three examples of the impact of ImproveWell programmes are outlined in the results.



## METHOD

ImproveWell makes it easy for organisations to capture real-time data to improve staff experience and service delivery through three core feedback systems that feed into an AI-powered data dashboard.



### IDEA HUB

Empower the frontline to suggest improvements in real time, fuelling lasting change



### SENTIMENT TRACKER

Track and boost workforce morale by asking your team, "have you had a good day?"



### PULSE SURVEYS

Understand what matters and where improvements are needed with swift survey creation

## RESULTS

### IMPROVING STAFF ENGAGEMENT AND MORALE

One maternity department saw the following improvements:

**75%** of staff using ImproveWell reported feeling able to improve their area of work compared to the 53% scored by the Trust as a whole.

**85%** of ImproveWell users felt it empowered them to implement ideas for change.

- Staff reported that improvements and changes were implemented at a quicker rate and that ideas now get recognised and actioned
- Staff suggestions have improved patient safety, increased efficiency, freed up more time for patient care, and made significant financial savings for the Trust

### TACKLING CULTURE AND TURNOVER

ImproveWell has significantly improved staff retention and morale in a mental health Trust during the last year. "In the last 12 months we haven't lost a single staff member. And recruitment has been successful. There's a change in how others perceive our team and it's a place where people want to come to work," a senior staff nurse highlights.

### SCALING UP JOY IN WORK

Some 38 teams took part in a national programme to improve joy in work. The results showed a 51% improvement in the percentage of people who have enjoyed being at work frequently; a 41% improvement in the percentage of people who are experiencing no symptoms of burnout; and a 42% improvement in the percentage of people who are extremely likely to recommend their team as a place to work.

## CONCLUSION

Use of digital solutions such as ImproveWell to drive staff engagement and feedback creates the right environment for workplace wellbeing and continuous improvement in health and care organisations.

The result is:

1. **Better staff experience** – a happier, more motivated workforce leads to higher staff satisfaction, lower sickness absence rates, and reduced staff turnover.
2. **Quality improvement** – by leveraging frontline insights and innovation, organisations enhance patient experience, achieve better outcomes, and reduce the number of errors or instances of unsafe care.
3. **Operational efficiencies** – optimising the use of scarce resources results in increased throughput, reduced duplication of efforts, and improved efficiency.
4. **Cost savings** – improved financial performance results in lower spending on agency staff, reduced costs (both in terms of staff hours saved and waste reduction), and avoidance of unnecessary expenses.

