



South Wales and South West
**Congenital Heart
Disease Network**

Communications update

Morwenna Bugg, Network Support Manager/Cat McElvaney, Network Manager

11 July 2019



Purpose

- Update on utilisation of CHD network website
 - Quality improvement project and survey responses
- Use of social media



Equity
of access

Seamless
care

Meeting
national
standards

Continual
improvement

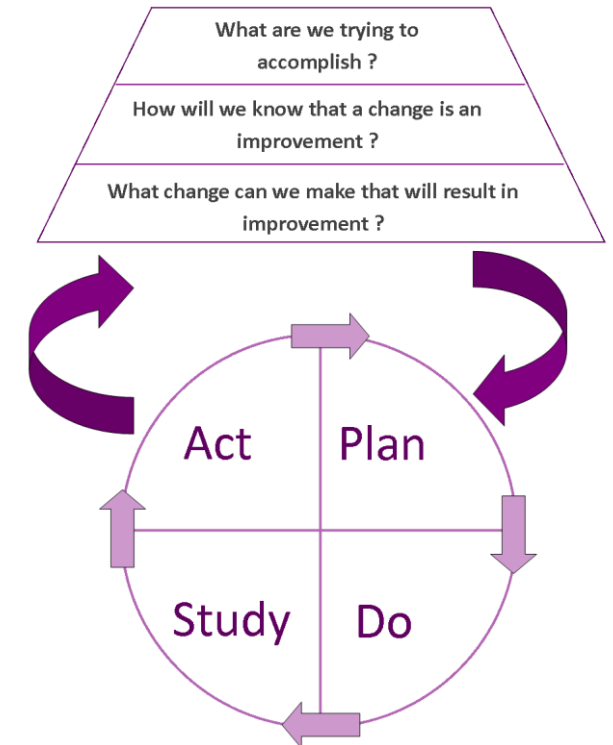
Patient
voice

Website

Quality Improvement project

- **Commenced:** March 2019
- **Aim:** Professional development and learning
- **Project aim:** Increase the use of information on the CHD Network website for clinicians and patients

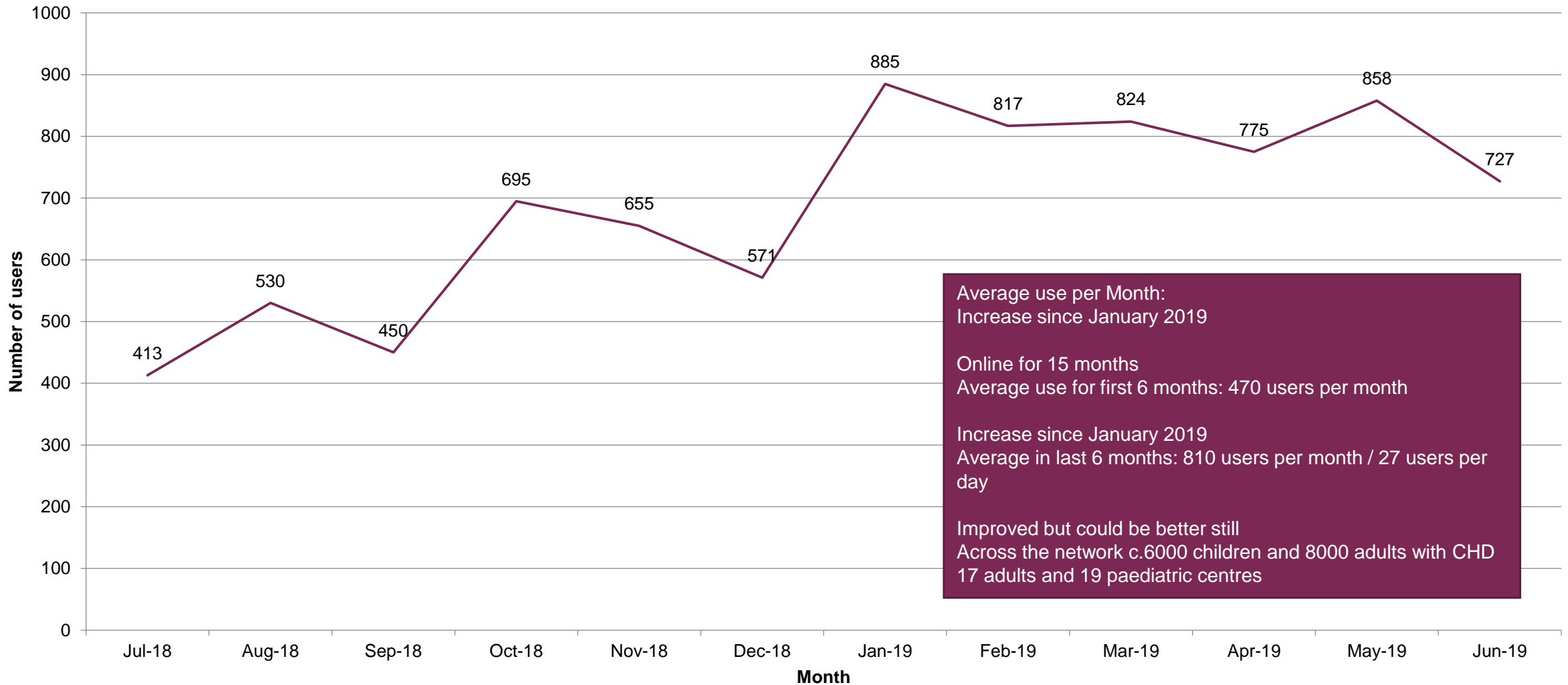
IHI Model for Improvement



Step 1: Plan

- Baseline data:
 - Feedback from Service Delivery Group meeting on 18th January
 - Analytics of website use
 - Position in google search
 - Survey – Clinicians/patients representatives

Monthly usage of CHD Network Website



Average use per Month:
Increase since January 2019

Online for 15 months
Average use for first 6 months: 470 users per month

Increase since January 2019
Average in last 6 months: 810 users per month / 27 users per day

Improved but could be better still
Across the network c.6000 children and 8000 adults with CHD
17 adults and 19 paediatric centres

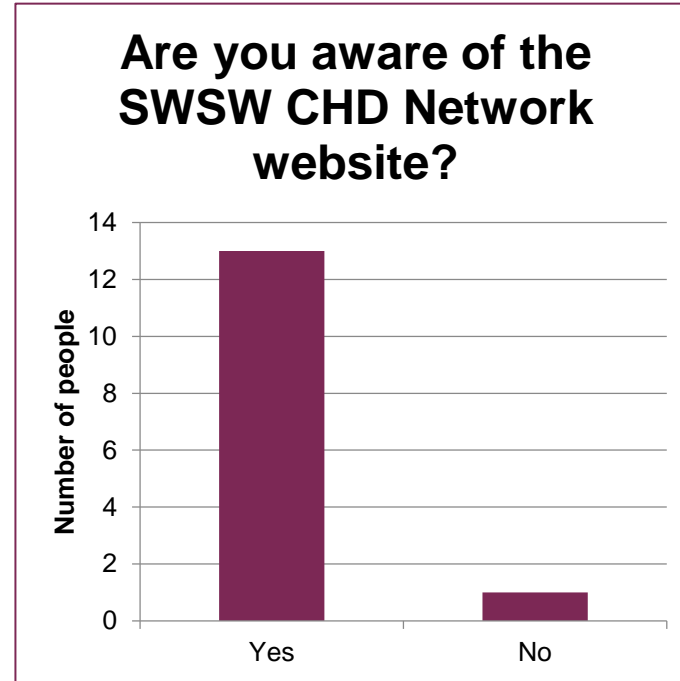
Survey

- Survey monkey sent to clinicians and patient representatives
- Responses received:
 - 14 Clinicians
 - 7 patient representatives

Survey results - Clinicians

Are you a	
Doctor – Paediatric	8
Doctor – Adult	1
Nurse – Paediatric	2
Nurse – Adult	3
Other	0

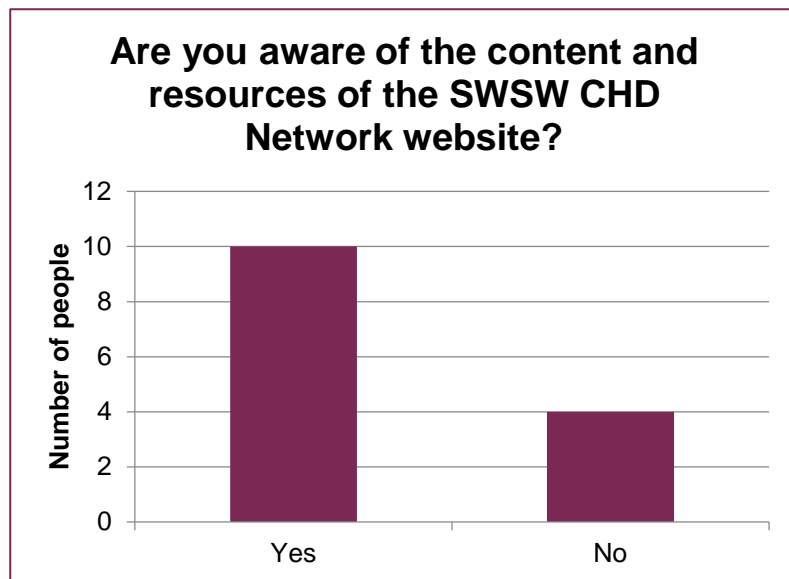
Where do you work?	
Level 1 (Bristol)	4
Level 2 (Cardiff)	3
Level 3	7



If Yes, How did you find out about the website?

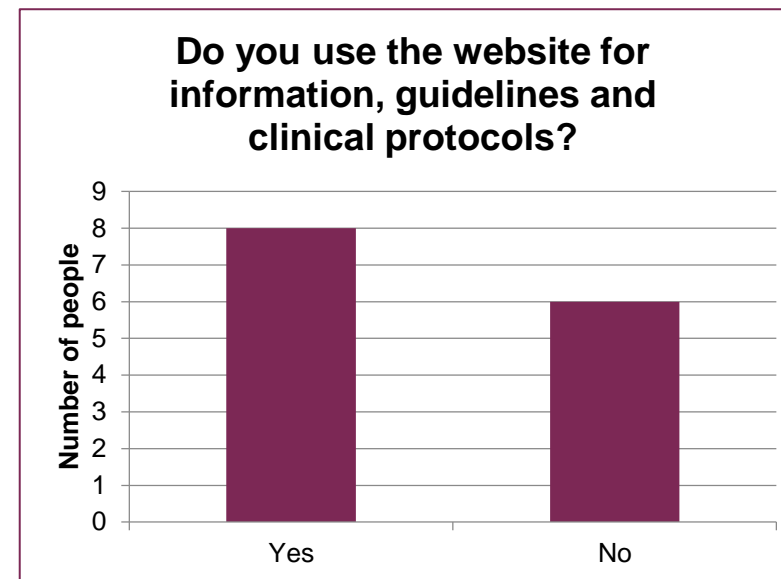
- Word of mouth
- Can't remember how I found out
- Am part of the CHD Network Board/network meetings/network communications
- Only recently when I received an email from one of the PECSIC consultants
- From cardiac study day at BCH
- In Level 1 centre, ACHD clinical lead at the time

Survey results - Clinicians



Comments:

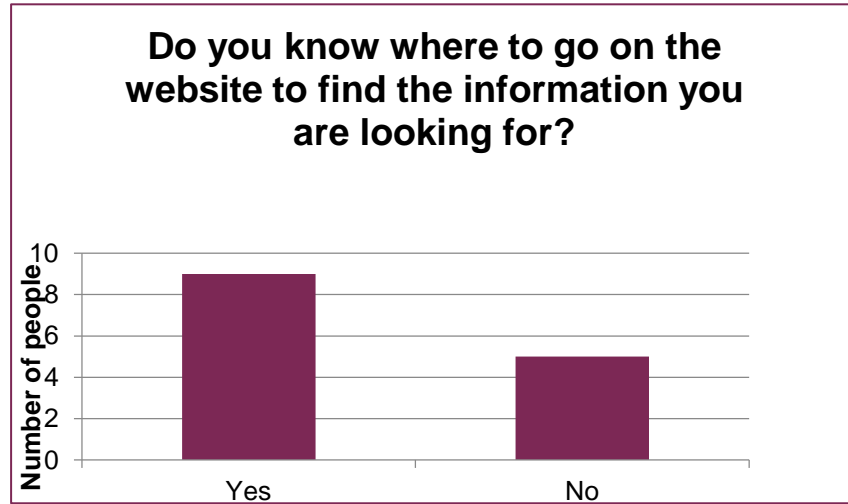
- Great to have a resource available for professionals and patients to be sign posted for all CHD information
- Although I have not fully explored the website
- Partly



Comments:

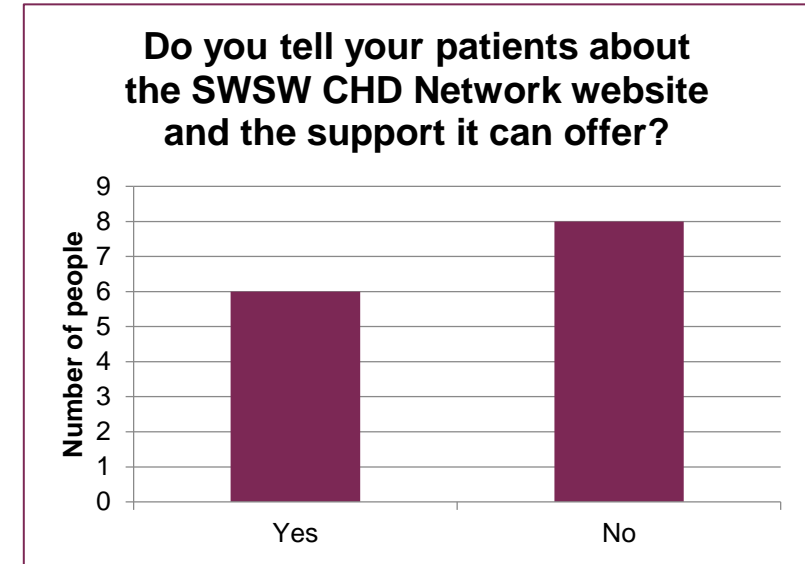
- No, but should
- Just this morning
- Also signpost our SpR's to the clinical guidelines (specifically) but also the website in general when undertaking ACHD clinic
- Only recently found out about the website but will be sure to use it when next required
- There are not many protocols on there yet – I guess this is in the process of being populated

Survey results - Clinicians



Comments:

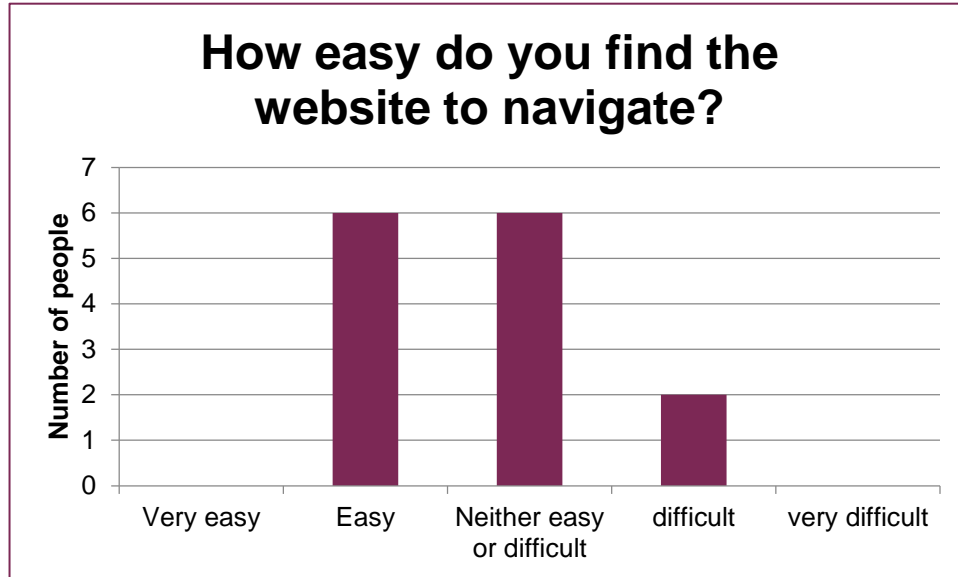
- Sometimes this is quite long winded!! Think shortcuts could be made/easier access to certain sections
- But the headings are not always obvious
- Although, I don't feel like the search tool is very effective. I know where and what I'm looking for, largely due to involvement in the network – however, I feel that it could be a little more user friendly/searchable if you are new to it or a patient. I tend to send patients the direct web link to the psychology pages for example, otherwise they struggle to find what they are looking for.



Comments:

- I will do now since I have become more familiar of the content from the website
- Again, I will do when next looking after a family that would benefit from it
- Sometimes but it is on our letters
- I have just started

Survey results - Clinicians



Comments:

No comments received

Survey results - Clinicians

What improvements could be made to the SWSW CHD Network website?

- Clear division of guidelines, making it easier to locate them
- Short cuts to things/easier access to information i.e to find the ACHD guidelines for CHD anatomy written by Dr Curtis you have to click through about 5 things to get to it which is quite long winded!
- Perhaps have a separate 'professional guidelines' tab (as well as having them by age group as at present)
- Maybe an icon for leaflets for families that takes you to a page just with information printouts?
- More clinical guidelines could be put on there

Survey results - Clinicians

Do you have any other comments about the SWSW CHD Network website?

- Overall good effort
- **Positives:** images/colours/graphics flow charts for patients ie preparing for surgery/catheter lots of information/support available. **Cons:** too much information on some pages quite long winded to find certain information would be worth asking patients their feedback on using the website and how they found it?/usability?

Survey results – Patient representatives

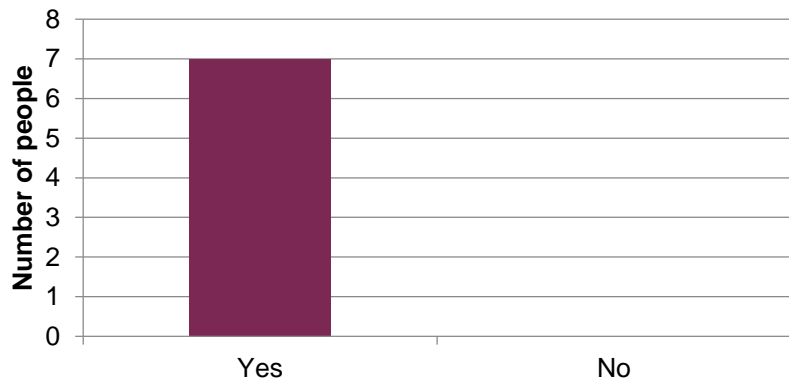
Are you a	
Patient	6
Charity representative	0
Parent of a patient	1
Other	0

How did you find out about the SWSW CHD Network website?

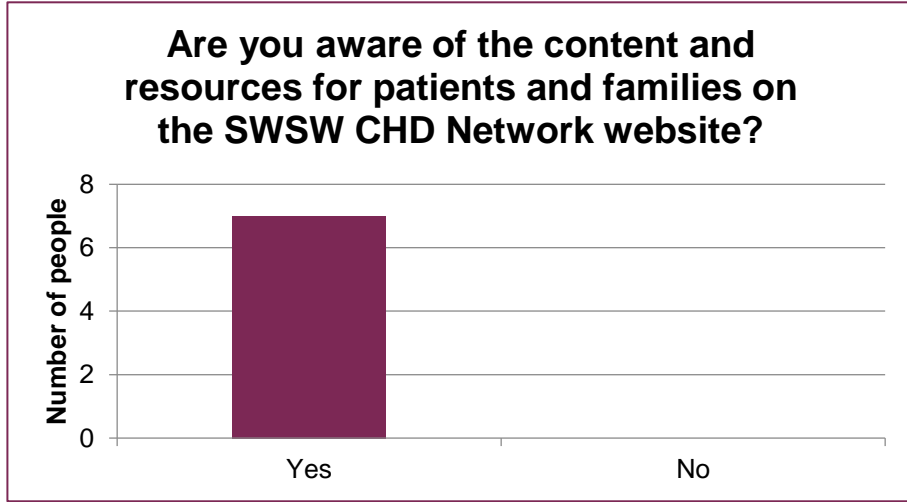
Eg. At a network meeting, network newsletter, nurse specialist, doctor, twitter, Facebook, from a charity

- Nurse specialist
- Network newsletter
- Network emails/network meeting
- Nurses
- Through being asked to be a patient rep

Are you aware of the SWSW CHD Network website?

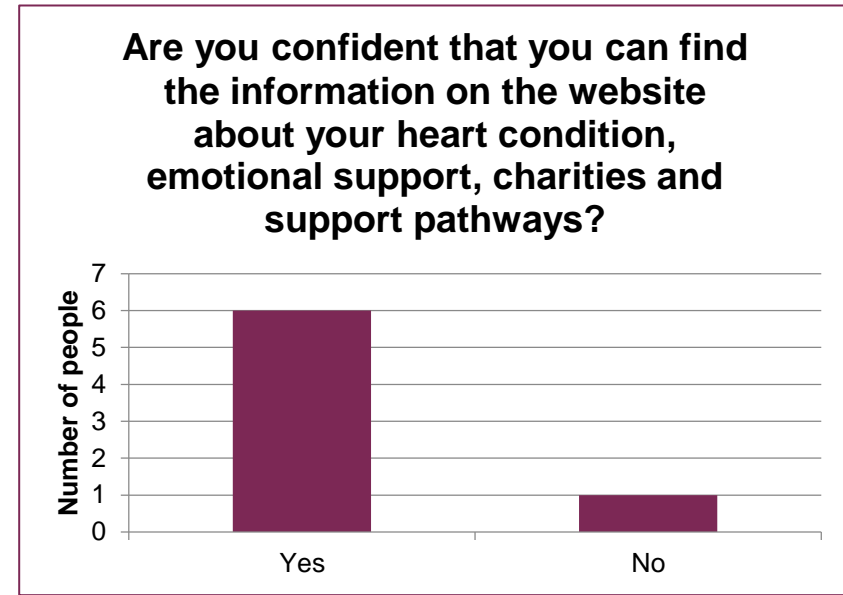


Survey results – Patient representatives



Comments:

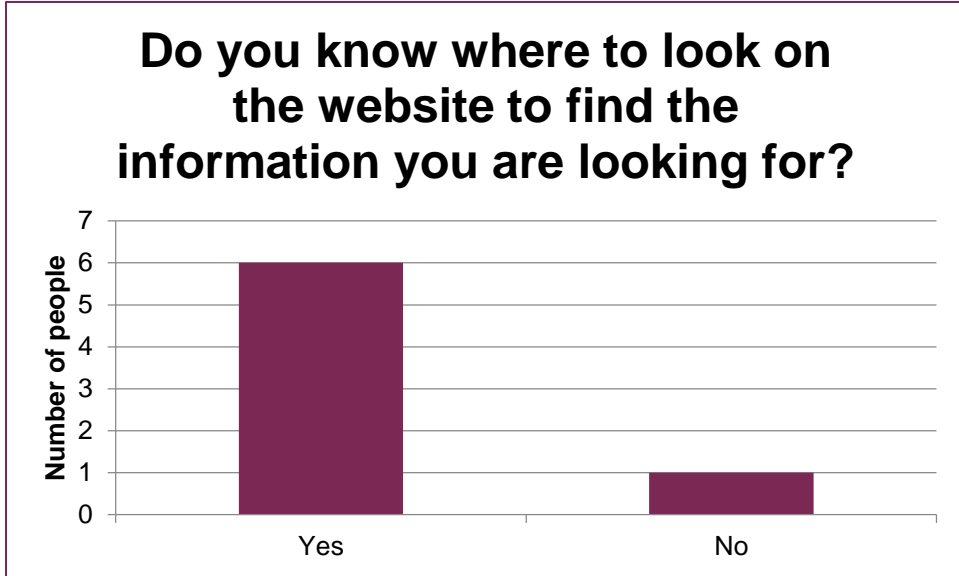
- Content is very good and patient stories are helpful particularly for new patients



Comments:

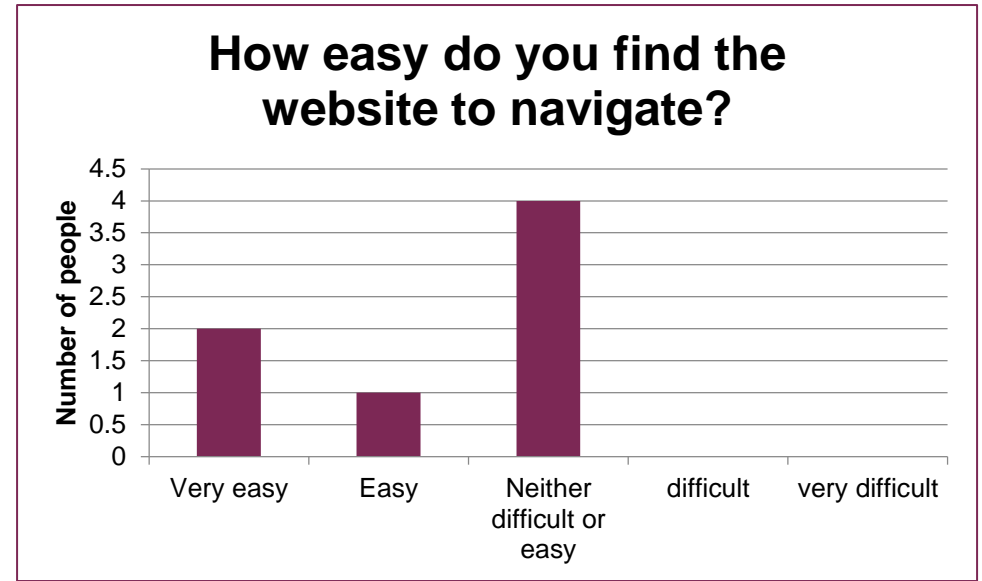
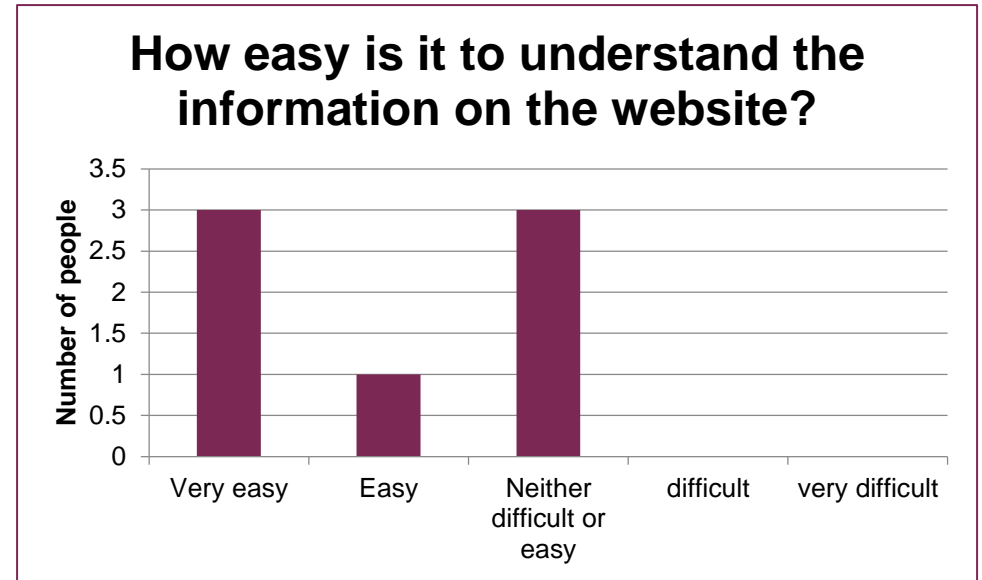
- Although there is nothing specific about my condition or the surgery that I've had (Fontan procedure). I couldn't find it anyway!
- I like the clear layout of the website. The only thing I don't like is that the lovely newsletters are hidden under 'about – news' when I think they should have their own menu item. It would also be good to have some extra patient stories to add so there are some relatable stories for patients looking at the site (I can write one if this is helpful)
- The layout is really accessible, clear and easy to use
- I never know who to ring to chase an appointment. I usually contact the cardiac liaison nursing team

Survey results – Patient representatives



Comments:

- Yes and if I didn't I'm sure it wouldn't take me long to navigate my way through it



Do you have suggestions for further information to be included on the website that you feel is missing? Is there anything which requires further development?

- I find the site to be very well done. Everything seems to be there and is not hard to find. I wonder if it would be possible to have the website address added to formal 'clinic letter' etc which are sent to patients, so more people get to know about the resource?
- On the level 1 support it would be really good if the websites quoted were active working links

Do you have any other comments about the SWSW CHD Network website?

- I think you should be very proud of what has been achieved as it seems to be a lot further ahead than some of the other ACHD networks in the country
- No great job!
- I think that things have evolved with the use of smartphones and I don't know how much it's used now?

Change ideas

- Posters in patient areas ✓
- Twitter - #myquestion and different pages throughout the year
- Charity and support groups – linking our network into their tweets
- Trust communications – Level 1, 2 and 3 centre websites
- Patient communications – website on clinic letter ✓ (for paed)s
- Digital marketing – increasing our presence online
- Changes to website pages and content



New Congenital Heart Disease Network website



Resources for patients, families and professionals

For patients and families:

- Patient information
- Getting support
- Understanding your CHD journey

For professionals:

- Guidelines
- Protocols
- Training and education

www.swswchd.co.uk

New Congenital Heart Disease Network website



Resources for patients, families and professionals

For patients and families:

- Patient information
- Getting support
- Understanding your CHD journey

For professionals:

- Guidelines
- Protocols
- Training and education

www.swswchd.co.uk

Level 1 clinic letters

Department of Paediatric Cardiology

CONSULTANTS

Dr C Armstrong & Dr F Gonzalez
Dr P Caldas & Dr A Tometzki
Prof R Tulloh & Dr D Taliotis
Dr G Stuart & Dr C Gonzalez
Dr G Pieles
Dr C Snook

Cardiac Nurse Specialists
Appointments

SECRETARIES

0117 342 8855
0117 342 8853
0117 342 8856
0117 342 8852
0117 342 8854
0117 342 8853/4/5

0117 342 8286 / 8578
0117 3427954

University Hospitals Bristol 
NHS Foundation Trust

Bristol Royal Hospital for Children

Division of Women's and Children's Services
Paul O'Gorman Building
Bristol BS2 8BJ

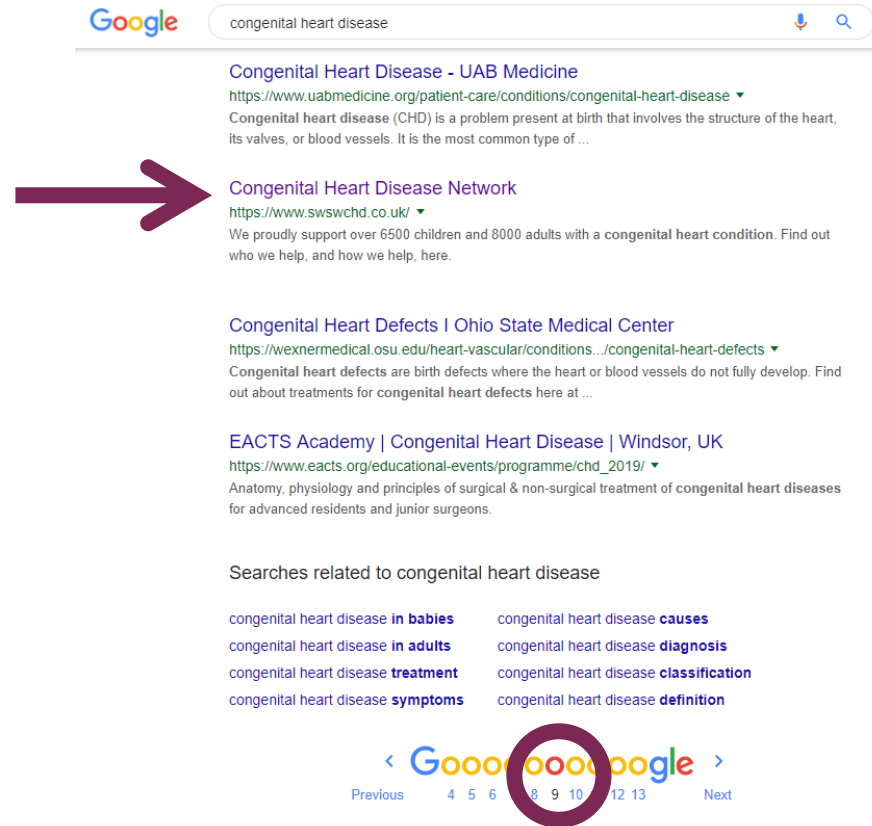
Main Switchboard: 0117 923-0000
Congenital Heart Disease Network:
<https://www.swswhd.co.uk/>



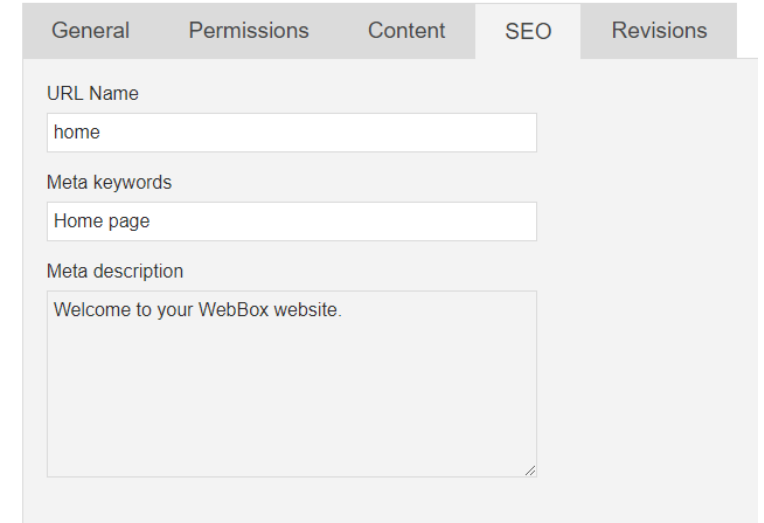
Digital marketing

Search Engine Optimisation (SEO) - ensuring the website can be found in search engines using words and phrases relevant to the website

Position on google



Editing Home Page



Equity
of access

Seamless
care

Meeting
national
standards

Continual
improvement

Patient
voice

Next steps

- Act on survey results and comments
- Implement further changes
- Have the changes resulted in an improvement?
 - What has worked?
 - Have page views increased?
 - Is it easier to find the website on google?

Social media

Twitter

- 196 followers
- Audience
- Are we reaching patients and families?



Facebook?

- Suggestion for a network Facebook page
- Idea to promote different teams around the network with 'day in the life of...'
- Trust Facebook pages across the network



South Wales and South West
**Congenital Heart
Disease Network**

**Thank you
and questions?**

