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Public Perceptions of the NHS in Fylde and Wyre 2015 – Final Report

NHS Fylde and Wyre Clinical Commissioning Group
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Executive summary – Reputation and health services for episodic care

Reputation of NHS Fylde and Wyre CCG and local health services:

- Perceptions of NHS services both nationally and locally are encouraging: while 79% of residents say the NHS *nationally* is providing a good service, a higher proportion (86%) regard their *local* NHS as providing a good service (both findings are in line with results from the 2014 survey).
- However, 86% of residents say their local NHS could benefit from *at least a little* improvement. This is primarily based on their own personal experience (68%), with access to GP appointments identified a key area for improvement – 26% said they have to wait too long to get an appointment, and a further 18% say it is currently hard to get an appointment.
- Awareness of NHS Fylde and Wyre CCG has increased in the last year – 65% of residents say they have at least heard of the organisation, compared with 59% in 2014.

Accessing health services in NHS Fylde and Wyre CCG for episodic care – Adults:

- All residents have heard of the services provided by a family doctor/GP, A&E and a pharmacy, but less so for same day health centres (40% say they have never heard of them), NHS Choices (25% never heard of) and GP out of hours services (13% never heard of).
- When asked how likely they are to use various health services for a minor ailment, residents say they are most likely to seek advice from pharmacies (67%). However, three in ten residents (31%) say they would seek advice from their GP / family doctor.
- When asked to consider a hypothetical scenario for a minor health ailment, such as a temperature and sore throat, the majority of residents (62%) say they would treat the condition at home. Residents who say they *would* seek medical attention for a temperature and sore throat selected the health service they would use based on getting quick advice (18% say this) and a service convenient for them (11%).

Executive summary – Episodic care for children and campaign recall

Accessing health services in NHS Fylde and Wyre CCG for episodic care – Children:

- Pharmacies are seen as a key source of health advice among parents; 78% say they would be likely to seek advice here if their child had a minor ailment.
- When considering what action a parent would take if their child was suffering from a temperature and bad cold, over two in five (44%) parents say they would get an appointment with their GP. A further 37% would treat their child at home and 15% would call NHS 111.
- Where parents said they would contact a health service, the need to treat children's health more urgently is key – a quarter of parents (24%) say that extra care needs to be taken when considering children's health.

Campaign recall:

- Television is the main source of information for health information or advertisements, followed by GP surgeries. Of those who recalled recent health information or advertising, a quarter (24%) remembered that A&E is for emergencies and life threatening illnesses only. The appropriate time to call NHS 111 is also a top of mind message for many residents, with a fifth mentioning this (20%).
- A quarter of residents (25%) say they recall the 'Think! Why A&E?' campaign (please note that a telephone survey is not strictly the best method for measuring recall as residents cannot be shown an example of the campaign). The main message they take from the campaign is that A&E is for emergencies and life-threatening illness only: 22% understood the need to consider the severity of their illness when seeking medical attention and a further 11% understood message that A&E is commonly misused and overburdened.
- When asked about the actions they would take in a hypothetical scenario if they had a minor ailment, those who said they recalled the campaign are less likely to say they would visit a GP or A&E than those who didn't recall it. This may be a result of their recollection of the campaign, or it could be that they have a better understanding of different health services available and were therefore more likely to notice the campaign, or see it in the first place.

Executive summary – Same day appointments and future service provision in NHS Fylde and Wyre CCG

Same day appointments at the GP surgery:

- Two thirds (65%) of residents were able to get a same day appointment when they last tried. For those who were unable to do so, 52% booked a GP appointment for a different day, 12% went to a walk-in centre, while seven per cent called NHS 111 and another seven per cent didn't see or speak to anyone. Only two per cent of residents said they went to A&E when they couldn't get a same day appointment.
- If residents were unable to secure a same day appointment with their GP most say they would be happy to use alternative services – 95% would be willing to have a same day appointment with a nurse at their surgery, 90% would be happy to see a nurse at a health clinic nearby and 88% would be willing to see a GP at a health clinic nearby.

Future service provision in NHS Fylde and Wyre CCG:

- NHS Fylde and Wyre CCG has been considering alternative ways of providing services to residents. In particular, NHS Fylde and Wyre CCG is considering introducing children specialist services and a telephone triage service. Residents were provided with a short description of each proposed service and then asked to comment.
- It should be noted that both of these services are still in development and would require further qualitative testing once more details are available.
- The vast majority (98%) of parents who said they would seek attention from a GP surgery or A&E if their child had a minor ailment would consider taking their child to a specialist children's service instead. Parents tend to see this as the easiest and most suitable option for their child (34% said this).
- The majority of residents support a triage service (77%). However, 14% of residents say they would oppose its introduction. Older residents and those with a long term condition are more likely to say this.

Executive summary – Choice

Choice:

- While most residents are aware they can choose which GP surgery they are registered with (74%), which hospital they are treated at (68%), the health professional they see at their GP surgery (65%) and the time and date of their appointment (51%), only two in five understand they can choose which treatment they receive (42%) and which consultant treats them at a hospital (30%).
- Of the residents who have had an outpatient appointment in the last 12 months, around two fifths say they had choice of the hospital they were treated at (43%) and the time and date of their outpatient appointment (45%). However, 86% say they were not offered choice of which consultant would treat them at the hospital.
- Where residents have been offered a choice of hospital for their outpatient appointment, over three fifths (62%) say their GP explained the options available to them before they made their choice, while one fifth say the GP did not (21%). However, the majority feel they had enough information or did not need information to help them choose a hospital (73%).