

Equality and Diversity: How does it apply to Stafford Skincare? Stafford Skincare May 2012

As part of the annual Survey, all new patients attending Stafford Skincare are asked to fill in a Patient Experience Survey and post it back. The questionnaire is completely anonymous and taking part is voluntary. The time period for this study was from April – May 2012. The questions covered a range of topics:

- Patient Experience – patients have the opportunity to rate various aspects of the service, in particular looking to see if the service involves the patient in decisions about their care
- How accessible the clinics are – to see if the location of the clinic and the ease of making appointments fits in with providing health care which is convenient for the patient
- Information – receiving information leaflets and advice about skin conditions (health promotion) and information on patient support

As part of the Survey, information is also collected which specifically relates to eight “protected characteristics” which are described in the Equality Act 2010. These include:

- Race
- Sex
- Disability
- Sexual orientation
- Religion or belief
- Gender reassignment
- Age
- Pregnancy and maternity

Analysing this information will help to see if any group of patients (eg patients aged 75+ years) are discriminated against either directly or in an indirect manner.

The following charts show some of the protected characteristics of patients attending Stafford Skincare. The figures are presented as percentages, rather than as individual numbers to make sure that patients cannot be identified. Some information is not detailed where it would be possible to identify patients by presenting it.

Race

96% of patients attending Stafford Skincare described themselves as “British or mixed British”.

Sex

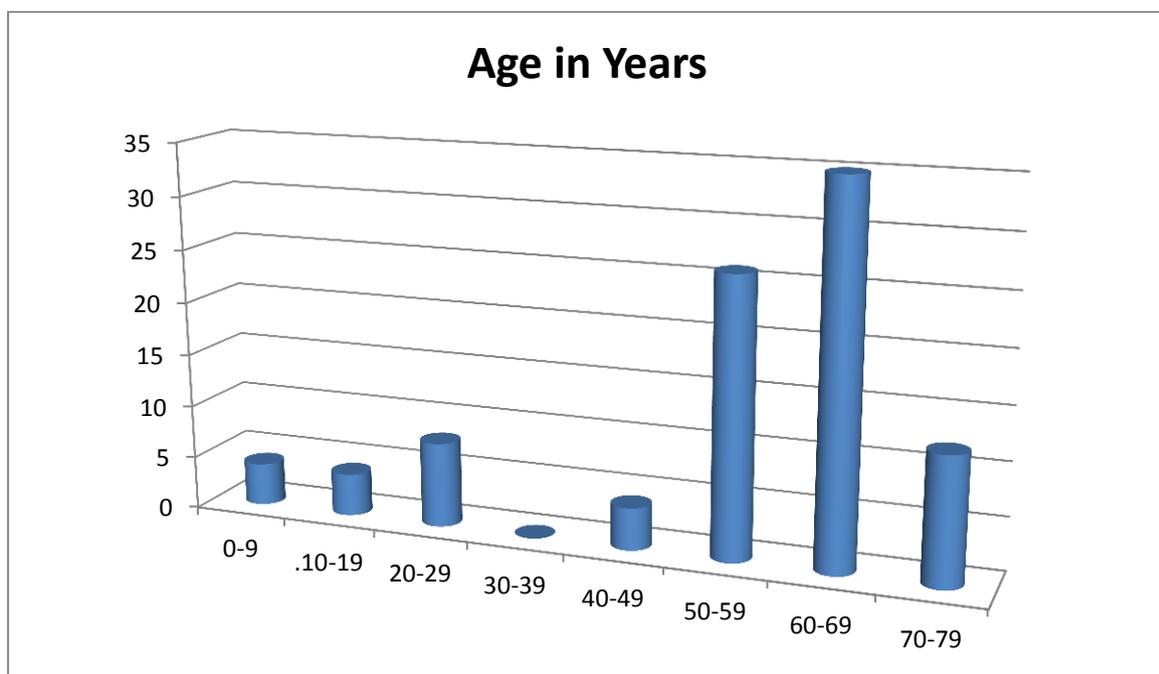
48% of people attending the clinic were male; 52% were female.

Disability

4% of patients reported a disability.

Age

To ensure that the data remained anonymous, the information on age was collected in "age bands" rather than the actual age of the patient as this may have allowed the patient to be identified. The majority of patients reported that they were in the 60 -69 year old age band.



Postcodes

The majority of patients (57%) attending Stafford Skincare lived in the Stafford locality. 30% lived in the Cannock locality, the rest lived further away.

Equality Impact Assessment

The Patient Experience Survey was further analysed against the protected characteristics of the patients attending Stafford Skincare. For each of the following aspects relating to the "Quality" of patient experience of the service, patients were asked to rate the service as:

1. very bad
2. bad
3. neither bad nor good
4. good
5. very good

Privacy and Dignity

87% of patients rated the service as "very good". The remaining 13% of patients rated this aspect of the service as "good".

Staff Attitude and Communication

61% of patients rated this aspect of the service as "very good"; 35% of patients rated it as "good"; 4% described it as "neither bad nor good".

Opportunity to discuss the problem and the treatment plan

96% of patients rated this aspect of the service as "very good"; 4% of patients rated it as "good".

Were your views listened to?

91% of patients rated this aspect of the service as "very good"; 9% rated it as "good".

Comment:

The majority of patients found the service to be "very good" when asked about quality standards relating to Privacy and Dignity, Opportunity to discuss the problem and the treatment plan, and whether their views were listened to. For these 3 aspects there was no particular protected characteristic associated with patients who found the service to be "good".

61% of patients rated Staff attitude and Communication as "very good". Younger people, females, and those not living in Stafford, were more likely to rate the service as "good" or "neither good nor bad" (mean age 46 *versus* 60 years; 67% *versus* 43% females).

How easy was it to get to the clinic?

There are a series of questions looking at "access to the clinic" – to see how easy it is for patients to come to Rowley Hall Hospital, Stafford, for their appointment. The patients were asked to rate access to the clinic as:

1. very difficult
2. difficult
3. neither difficult or easy
4. easy
5. very easy

70% of patients found the clinic "very easy" to get to; 26% of patients found the clinic "easy" to get to; and 4% found it "difficult" to access. Patients living in the Stafford locality in general found the clinic "very easy" to access; those living further away found it more difficult. There was no difference in age or sex between these groups. Patients reporting a disability found it "very easy" to access.

Receiving information leaflets

Patients are asked to answer either Yes or No, to say if they received information leaflets, on their skin condition, or about the service such as a Guide to the Service or How to make Complaints.

83% of patients reported that they had received information. 13% of patients left this section blank; 4% did not receive any information. People who did not answer or who did not receive information were slightly older and more likely to be male (mean age 62 *versus* 58 years; 75% *versus* 42% male).

Equality Objectives

Based on the results of this initial study, Stafford Skincare proposes the following Equality Objectives:

- To provide written information for >90% patients; should they prefer this mode of communication (rather than accessing a website). In particular ensuring that older patients, and men, are offered written information. This will be measured in the next annual Survey.
- Staff attitude and Communication: To aim to improve patient's experience of this aspect of the visit to Rowley Hospital so that next year's Survey finds that > 75% of patients report that they found it "very good".

Summary

Overall, I am delighted that:

- 100% people attending Stafford Skincare reported that they were treated with Privacy and Dignity; they were given the opportunity to discuss their problem and treatment plan; and they felt that their views were listened to – rating these aspects as "good" or "very good".
- 96% rated Staff attitude and Communication as "good" or "very good"
- 96% people found it "easy" or "very easy" to get to the clinic.

Thank you to everyone who filled out the form, and thank you for your kind comments!