



Service & Site Strategy

Council of Governors
18th January 2011

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Introduction

- Overview of progress to date
- Market analysis
- Results from patient & public survey

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Progress to date

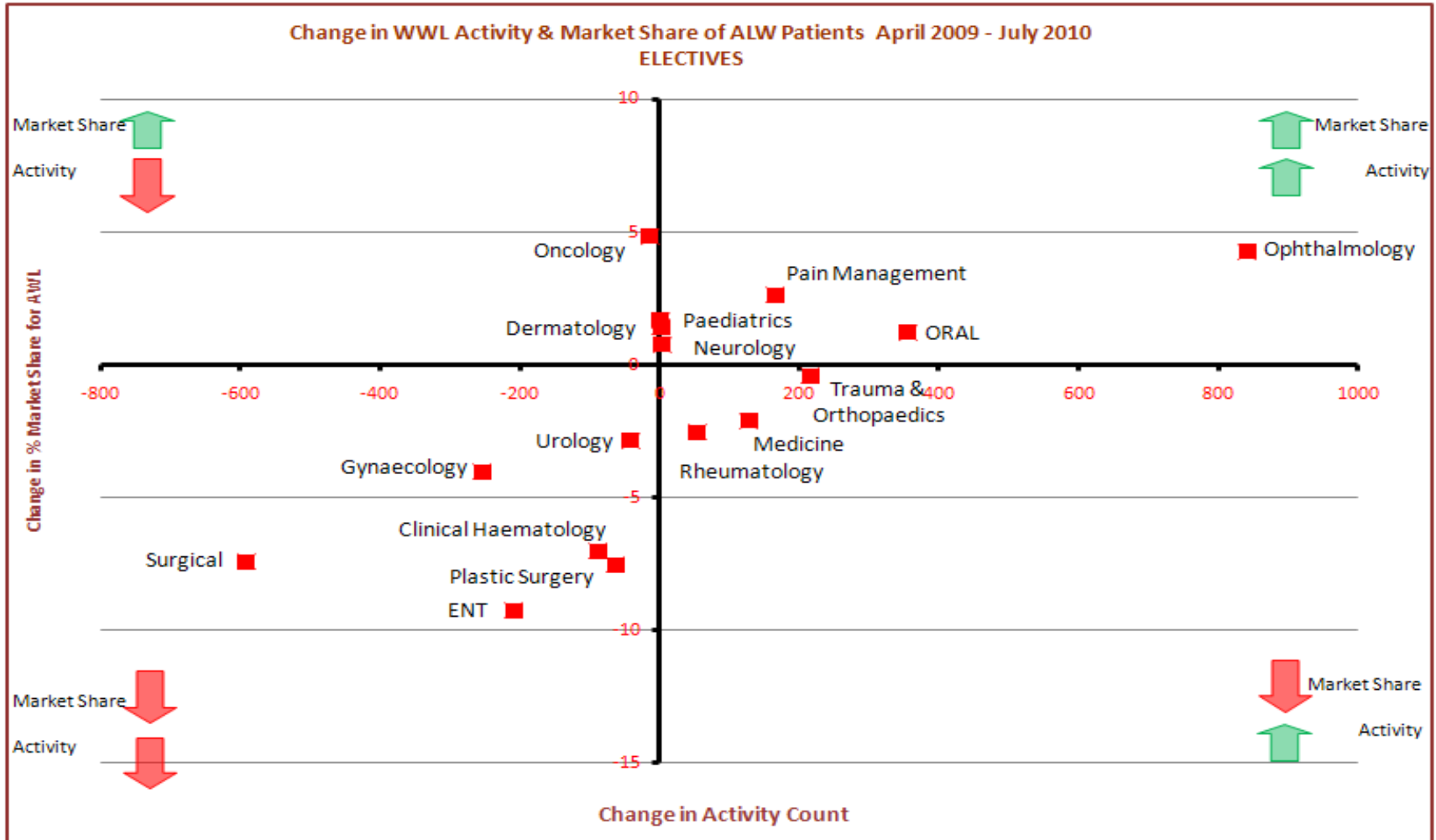
- Project plan on track for decision at April Trust Board
- First round of clinical divisional workshops complete, second round has now started
- Planning on enabling works at the RAEI site has started
 - Car parking
 - Office accommodation
- Staff communication
 - Drop in sessions
 - Pod cast
 - Notice boards
 - Intranet site

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Market Analysis

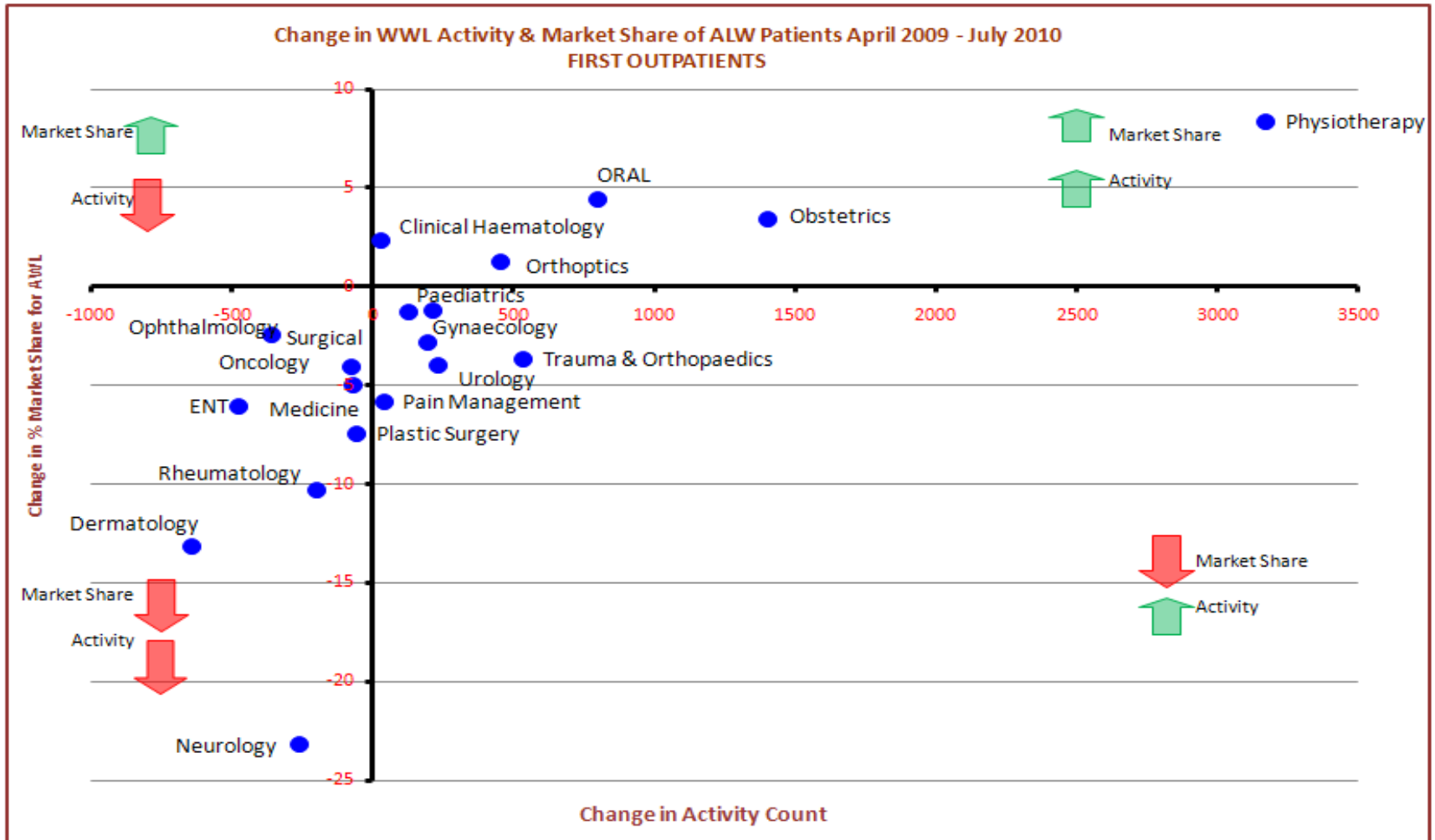
Elective Admissions – Change in Activity [Losing Market Share]



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Market Analysis

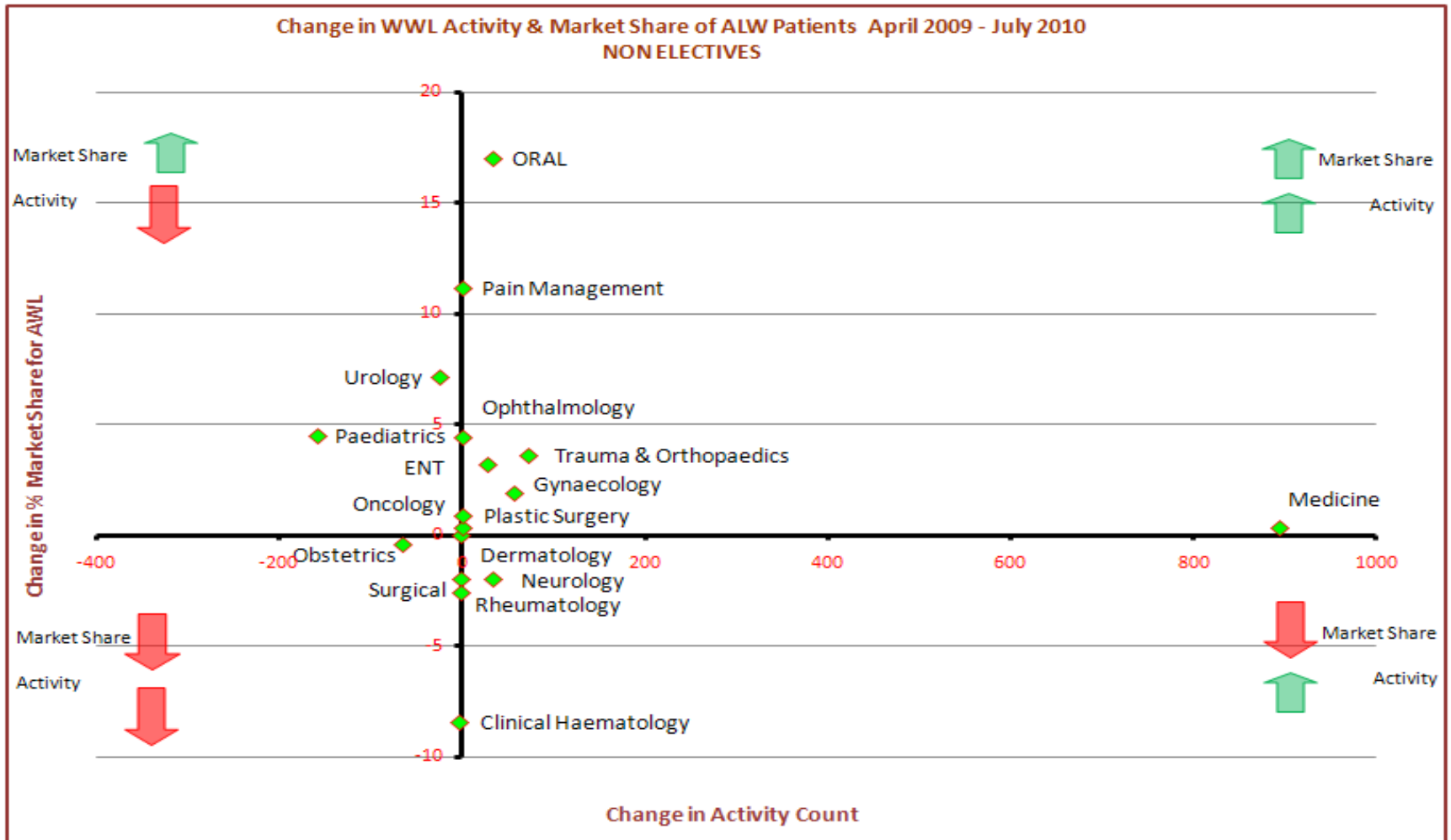
First Outpatient Attendances – Change in Activity [Losing Market Share]



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Market Analysis

Non Elective Admissions - Change in Activity [Maintaining Market Share]



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Patient & Public Survey

- 1288 surveys sent to patients attending WWL hospitals in Sep 2010 as well as 173 FT members between the ages of 17-40
- 14% Response rate so far, cut off point is end of Jan 2011
- Patient Focus Groups taking place on Jan 14th, 18th & 27th

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Key Messages

- TLC leaves 'excellent' impression. The best of all 4 sites.
- 45% of patients preferred to travel less than 10 miles for a hospital service. 27% willing to travel 10-20 miles
- Majority of people travelled by car to the hospitals
- 50% of people had used a hospital other than WWL
- 30% stated they chose another hospital as their GP referred them to it rather than WWL
- Road network/short journey time was the least important consideration in receiving a hospital service. High standards of clinical care the highest
- 40% of the responses were from the 70+ age group

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