

NHS ALLIANCE CONFERENCE 2010

How Advocacy Cuts Complaints Costs on the Bottom Line

Background

SEAP

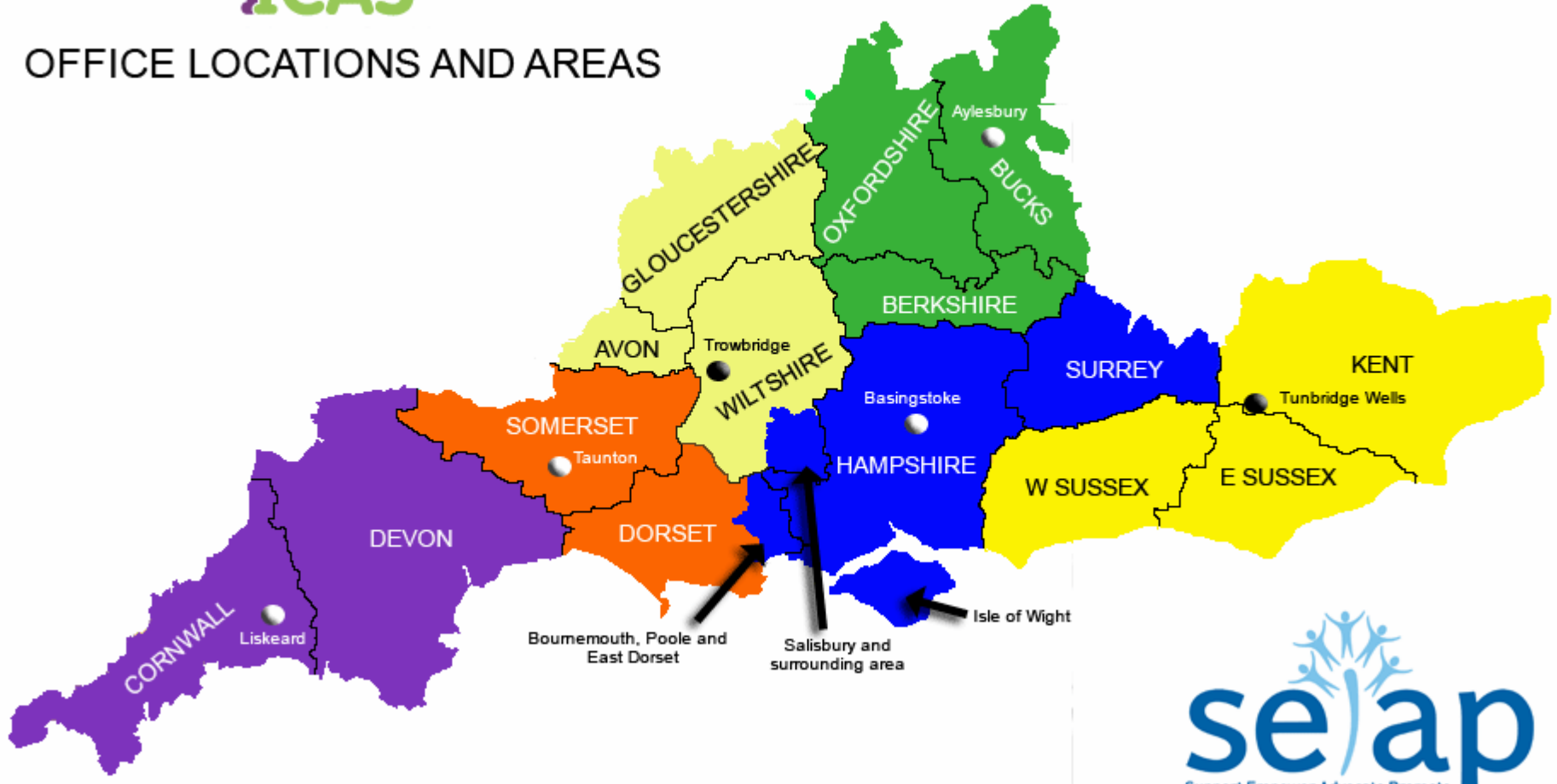
- Registered Charity
- Advocacy services since 1994
- Provides wide range of advocacy and related services, including:

Background

- ICAS (Independent Complaints Advocacy Service)
- IMHA (Independent Mental Health Advocacy)
- Community Advocacy
- Peer Advocacy
- IMCA (Independent Mental Capacity Advocacy)
- IMCA DoLS (Deprivation of Liberty Safeguards)
- Children and Young People
- Physical/Learning Disabilities
- Generic



OFFICE LOCATIONS AND AREAS



What is Advocacy?

Concerned with supporting people to:

- Understand their rights, choices and options
- Navigate their way through complaints and other formal processes
- Have realistic expectations
- Have independent support at Local Resolution and other meetings
- Achieve positive resolution to complaints and other issues

What is Advocacy?

Supporting the NHS to:

- Ensure complaints handling processes are experienced as open, fair and effective
- Engage with patients who have particular needs
- Improve outcomes for patients

What is Advocacy?

Advocacy is:

- *Independent*
- *Confidential*
- *Empowering*
- *Non-judgemental*

What is ICAS?

- ICAS is a statutory service (Health & Social Care Act 2001), which is delivered by 3 independent advocacy providers across England
- ICAS provides advocacy support and information to people who wish to make a complaint about their NHS Healthcare.

SEAP ICAS: 1/4/2006-30/9/2010

15,891 new cases and contacts in South East
and South West regions

Added Value ICAS Brings to the NHS

- **National ICAS Impact Report 2009**



- **Annual SEAP ICAS Stakeholder Surveys**

Added Value ICAS Brings to the NHS

NHS Stakeholder Views

- ICAS helps clients clarify their complaint (79% respondents)
- 74% of respondents believe ICAS enables clients to engage effectively with the NHS Complaints Procedure
- 60% of respondents believe ICAS increases accessibility of the NHS Complaints Procedure to seldom heard/marginalised groups
- ICAS helps NHS have more constructive meetings with the complainant (58% respondents)

Added Value ICAS Brings to the NHS

- 52% of respondents believe the involvement of ICAS helps them achieve local resolution with the complainant
- 47% of respondents recognise ICAS as a valuable contributor to achieving service improvement
- 42% of respondents believe ICAS makes a true contribution to organisational learning

Impact of Advocacy

Case Study

Meet Lily ...



Impact of Advocacy

Case Study : Lily



ICAS: A Catalyst for Service Improvement

- New training for specialist nurses
- Introduction of new protocols for laboratory staff to gain out-of-hours advice from consultants
- Improvements in specimen tracking arrangements
- The implementation of an 'end of life' pathway

ICAS: A Catalyst for Service Improvement

- Training for ward staff to ensure they deal appropriately with patients who are coming to the end of their lives
- The hospital discharge policy revised with guidance for staff
- Client's experience used as case study to highlight emotional distress caused by failures in process and help staff learn from the experience

“**ICAS** gave us the confidence to start the complaints procedure.”

“Knowing they were just a phone call away was a comfort, and the support was invaluable.”

“The service I received was the best it could ever have been. Your advocate was a credit to **ICAS.**”



Your VOICE Your RIGHTS Your CHOICE