Report on the results of the Annual Report survey

Oxfordshire Primary Care Trust sought the views of key stakeholders on the format, content and style of the 2007/08 Annual Report. The responses will be used to shape future Annual Reports to ensure that it meets the needs of its audience and includes information that readers find useful. Six people completed the online survey and one person phoned in to provide general feedback on the Annual Report.

Key findings:

- The majority of people received a paper copy of the Annual Report.
- The most highly rated sections of the report were clinical developments but bringing care closer to home was also highly rated in terms of interest.
- The balance of text to images was felt to be right.
- The report was felt to be easy to read and accessible but acronyms and NHS-speak were highlighted as barriers to accessibility.
- Areas suggested for inclusion in this year’s report were: GP services, explanation of the role of community pharmacies, reference to ‘controversial proposals’ the example given was the GP referral scheme and more engagement asking people why they think that some services may not be performing as well as they could be.
- The report should be kept brief and sign post people to other sources of information such as board papers.
- The year in the life section to be provided by different sources such as the Non-Executive directors.

Question 1: Respondent’s age range
Of those people who responded to the survey, and gave their age, the majority, 50 per cent, were 55 – 64.

Question 2: Did you receive a paper copy of the Annual Report?
Five of the six respondents received a paper copy of the Annual Report. The text of the question linked to the electronic version of the report to increase awareness of this version.

Question 3: Thinking about last year’s Annual Report, which section did you rate most highly?

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Question 4: Thinking about the section you selected above, why did you rate this section above the others?

The response to this question varied however a clear message from the responses was the people like to see what the PCT is doing whether that is financially, in terms of medical progress or to support people to stay in their homes.

Financial and operational performance – the PCT’s financial position and financial performance.

- I choose this section because it dealt so clearly with what is the most vital element in making our PCT successful, although I found the section on Bringing Care Closer to home the most interesting section.

Clinical developments – explanation of the Clinical Executive, the role it plays in the PCT and its key achievements.

- Good.
- Hopefully one learns a bit more about the progress of the medical activities in our hospitals.

Bringing care closer to home – outlining the PCT’s initiatives to deliver more primary care in the community, closer to people’s homes, and giving people more choice about where they receive their care.

- Sometimes people are so ill they're unable to go out of their homes. It would be kinder to provide more support to stop the downward spiral which takes a terrible toll on the carer and puts the ill person in danger.

Preventing ill health – showcasing the programmes the PCT has put in place to improve public health, including smoking cessation
programmes, information about joint working with the county council and the impact of flooding in Oxfordshire.

- It dealt with what was being done, not with trendy visions and without being, like some other parts of the report, rather self-congratulatory. Let patients and the public divide whether you are to be congratulated!

The PCT and its vision – what the PCT is and what it does.

- It was clearly written and straightforward aspirations. Did not attempt to discuss how well things were going and that was not its job I would have been happy to see more this in the rest of the report.

Q5 & Q6: Do you feel that the 2007/08 Annual Report had the right balance of text and images?
Would you like to see more pictures in the next Annual Report?
The majority, 83 per cent, of respondents felt that last year’s report had the correct balance of text to pictures. The same amount, 83 per cent, did not want any more pictures in the 2008/09 Annual Report.

Q7. Did you find the style and tone of the 2007/08 Annual Report accessible and easy to read?
On the whole most people, 67 per cent, said that they found the Annual Report accessible and easy to read.
Those people who did not provide the following feedback:

- Most parts were accessible and easy to read but there is still room for improvement, especially with the ubiquitous initials. Perhaps a summary box of the full form with the initials used in the report could be added.
- There is a distinct NHS-Speak in much of the report. It includes unnecessary motherhood statements eg we want people to be healthier. If you don't want that you should resign. Instead, plainer English like that in Jonathan MacWilliams' report on page 27 should be emulated.

Q8. Is there anything that you would like to see in the Annual Report which is not currently included?
Over half the respondents fed back that they would like to see additional content in the 2008/09 Annual Report.
Suggestions included:

- What services GP surgeries offer.
- Greater emphasis on what Community pharmacy does do and could do, if PCT agreed that it should. eg it could be more directly involved with Stopping Smoking Campaigns other than just putting up a poster, but this as an example isn't clear in the report.
- Reference to controversial proposals eg. extra payments to patients for reducing referrals. Make it clear when local services such as the
Witney ultrasound are operated by GP Specialists, not hospital consultants.

- Some mention of services which you know are not working well, and asking for views about why also space for people to write in to give their ideas.

*Other feedback received about the Annual Report:*
- No. My only suggestion is to keep it short and to the point!
- Most people just glance at annual reports and don't really understand them.
- Do not pad out an already too long report with information available elsewhere, eg 5-a-day and stopping smoking. The results are sufficient.
  Tell readers how to find the Trust Board papers on the Internet as easily as one can the SHA papers.
  Add a summary of the year as seen by the non-executive Directors.
  Add a summary of the year as seen by the patients' representatives on the interim LlNK.
- The report is very encouraging and informative, covering a wide range of activities and improvements. However, it missed the whole topic of carers. The PCT has a carers action plan and an Oxfordshire carers strategy and there is a lot of work being done by health improvement practitioners and this should be reflected. This was not mentioned.