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Dear Colleague

Re: Quality Accounts for 2013-14 – Have Your Say

Every year, all NHS organisations are required to produce Quality Accounts. This is a report about the quality of the services we deliver.

Our Quality Accounts should give members of the public, and other stakeholders, enough information to understand:

- what we are doing well;
- where improvements in service quality are required;
- what our priorities for improvement are for the coming year; and,
- how we have involved people who use our services, staff, and others with an interest in our organisation in determining these priorities for improvement.

The content of our Quality Accounts must follow a set structure and include a core set of indicators. This allows people to compare the quality of services in different NHS organisations.

Our next Quality Accounts will be published in June 2014. They will report on our performance between April 2013 and March 2014. The content will include:

1. How we performed against last year's priorities for improvement (2012-13)
2. How we performed against the 'core' indicators (on which all ambulance trusts must report)
3. A review of the quality of our services over the last year (2013-14).
4. Our priorities for improvement for the year ahead (2014-15)

For the first time our 2013-14 Quality Accounts will include the NHS111 service for Yorkshire and the Humber.

Have your say

We welcome the views of our patients, our partner organisations and members of the public about what we report in sections 1 and 4. This is your opportunity to tell us what is important to you and what you want to see in our report.

The following information tells you about what we plan to include in our 2013-14 Quality Accounts. Please use the enclosed response form to tell us whether you agree with our proposal and anything else you would like us to include.

You might like to ask yourself whether our proposal achieves a good balance between the three quality domains of:

- Patient safety
- Clinical effectiveness
- Patient experience

2013-14 Priorities for Improvement

We will be reporting on our performance against the following priorities which were set in last year's Quality Accounts:

- Improving the experience and outcomes for patients in rural and remote areas
- Working with care and residential homes to improve understanding of when to call 999 and to developing alternatives for patients needing urgent rather than emergency care
- Achieving a reduction in the harm to patients through the implementation of a safety thermometer tool (a way of measuring how many patients are harmed in specific ways compared to the total number of patients receiving an ambulance response)
- Public education – increasing public understanding of when to call 999
- Improving our Patient Transport Service.

For each of these priorities we will tell you whether we achieved the actions that we listed in our 2012-13 Quality Accounts. If there are any actions that we did not deliver we will tell you why and/or what we are doing to achieve this in the coming year.

Core indicators

All ambulance trusts must report:

- **Red ambulance response times** – percentage of patients receiving an emergency response within 8 minutes and the percentage of patients receiving an ambulance response within 19 minutes.
- **Care of STEMI patients** – percentage of patients with this type of heart attack who receive all the correct assessments and treatments from the ambulance clinicians attending them.

- **Care of stroke patients** – percentage of patients suffering a stroke who receive all the correct assessments and treatments from the ambulance clinicians attending them.
- **Staff views on standards of care** – percentage of staff who responded to the NHS staff survey that they agree or strongly agree that if a friend or relative needed treatment they would be happy with the standard of care provided by the Trust.
- **Reported patient safety incidents** – percentage of patient safety incidents that have resulted in severe harm or death.

A review of the quality of our services in 2013-14

During last year's consultation you told us that you wanted us to report in detail on measures of patient safety, response times in your local area, our work to safeguard children and vulnerable adults and on measures of patient satisfaction. For 2013-14 we propose to use the same measures so you can compare our performance year on year. We have also added a new measure for NHS 111.

- Achievement of **national A&E response time targets** by local area (Clinical Commissioning Group area)
- Performance on **NHS 111 call handling**
- **Adverse incidents** – total number reported, number relating to medication and number relating to patient care
- **Serious incidents** – number reported
- **Staff survey results** – reporting of errors, near misses and incidents
- Results of **infection prevention and control audits**
- Number of **safeguarding referrals** made to social care for children and vulnerable adults
- Total number of referrals made to **alternative care pathways** – providing alternatives to hospital A&E departments for patients whose care may be better provided within a specialist treatment centre or from a specialist healthcare professional attending them in their own home
- Numbers of **complaints and concerns** received about our services
- Results of **patient surveys**.

Please tell us on the attached Response Form (Question 1) whether you agree with the above measures.

Our priorities for the year ahead

As we near the end of 2013-14 we will be starting discussions with the commissioners who buy our services about our priorities for quality in the year ahead. The outcome of these discussions will determine a set of quality targets (known as Commissioning for

Quality and Innovation – CQUIN targets). We must achieve these targets to receive the full value of our contracts from our commissioners.

The priorities we set in our Quality Accounts will mirror these CQUIN targets. We will take your views into our discussions with our commissioners.

Please tell us on the attached Response Form (Question 2) what you think we should be focussing on in the year ahead?

What does 'quality' mean to you?

To help us think about quality, we would like to know what this term means to you.

Please tell us on the attached Response Form (Question 3) what you think a high quality ambulance service looks like.

Your responses

To use your feedback as a basis for our 2013-14 Quality Accounts we need to receive it by 31 December 2013. We hope the response form is helpful, but we would be happy to receive feedback in any format if this is a better way to capture your views.

As always there will be another opportunity to comment on the draft Quality Accounts through the formal consultation process when the draft account has been prepared.

If you have any questions about the process, please contact Quality Coordinator, Anne-Marie Haigh, email: anne-marie.haigh@yas.nhs.uk or telephone 01924 584119.

Yours sincerely,



Karen Warner
Associate Director of Quality