HOSPICE BLUEPRINTING:

AN INNOVATIVE TECHNIQUE FOR IMPROVING SERVICE DELIVERY.

Hunter-Jones, P[1], Sudbury-Riley, L[2], Menzies, L[3], Pyrah, M[4] and Knight, H[5].

Research Aim:

To develop a measurement tool that captures patient and family experiences of care at East Cheshire Hospice in order to help to shape services and to measure the impact of Hospice care.

Background:

Collecting healthcare feedback is problematic. One particular criticism levied at the sector more generally is linked to the lack of systematic data collection processes (Picker Institute Europe, 2009) with "attempts to measure patient experience (…) hindered by a proliferation of instruments using various outcome measures with varying degrees of psychometric development and testing" (Beattie et al., 2014). Different tools have been applied within the Hospice context (see for example http://www.helpthehospices.org.uk). However, what works most effectively within this context remains unclear.

Methods:

We use service blueprinting, a technique described by Bitner et al., (2007, p.4.) as "a powerful technique that (…) can facilitate the detailed refinement of a single step in the

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[1] University of Liverpool Management School, Senior Lecturer in Marketing.
[2] University of Liverpool Management School, Lecturer in Marketing.
[3] University of Liverpool Management School. Research Assistant.
[4] East Cheshire Hospice, Director.
[5] East Cheshire Hospice Clinical Director.

customer process as well as the creation of a comprehensive, visual overview of an entire service process". Data collection is via qualitative methods (n=40 individual interviews).

Results:

Using an interactive delivery style, our key findings outline which factors contribute to the service experience of each community. They also indicate which forms of feedback are preferable to each community and the timing of this feedback collection.

Conclusions:

Our conclusions contribute to a better understanding and differentiation of the experiences of the different communities using the Hospice environment.

Application to Hospice Practice:

Service blueprint of the Hospice experience.

Information regarding the type of data collection tools to use, design and when to administer them.

References

Beattie, M. Lauder, W. Atherton, I. and Murphy, D. (2014). Instruments to measure patient experience of health care quality in hospitals: a systematic review protocol (forthcoming), Systematic Reviews, 3 Art. No. 4.

Bitner, M.J. Ostrom, A.L. and Morgan, F.N. (2007). Service blueprinting: A practical technique for service innovation. Centre for Services Leadership, Arizona State University Working Paper.

The Picker Institute Europe (2009). Using patient feedback. A practical guide to improving patient experience. Picker Institute Europe, available at: www.pickereurope.org