**Listening Differently to Palliative Care Patients and their Families:**

**An Introduction to the Trajectory Touchpoint Technique**

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Purpose: We introduce the Trajectory Touchpoint Technique (TTT), a systematic methodology for capturing the experiences of palliative care service users (patients and their families). The TTT encompasses all aspects of the palliative care journey that are important to the user, including physical, psychosocial, and spiritual dimensions.

Methodology: The TTT has taken over 4 years to develop and refine, involving collaborations with hospices and palliative care providers (n=8), and collecting service user narratives (n=238) from palliative care patients and their families. Development of the TTT utilized a Design Science Research methodology, a goal-oriented paradigm that produces robust and practical solutions to organizational problems. The TTT builds on a range of kernel theories from the wider social sciences, including service blueprinting, customer journey mapping, touchpoints, servicescapes, experienced based co-design, and rich pictures.

Results: The TTT is an easy to use, cost-effective methodology that is more comprehensive than alternative measures of palliative care quality.

Conclusion: The TTT overcomes limitations of other palliative care evaluation methods. The TTT is easy to use and understand; its use of rich pictures puts people at ease to support in-depth storytelling in a relaxing manner. The TTT enables systematic data collection and analysis, facilitating a ‘deep dive’ into experiences of palliative care that incorporate all tangible and intangible dimensions that are important to the service user. Our collaborating organizations have already begun to implement improvements to palliative care services, including changes to information provision, improvements to referral procedures and admission protocols, new training sessions, enhancements to the clinical encounter, new service offerings, and new user-led support groups.

**Biography**: As a group, the research team has over 50 years’ experience of collecting customer experience data, much of this in health. They have published in a wide range of academic journals and presented at over 100 conferences nationally and internationally. For the last 5 years they have focused almost exclusively on palliative care services, and have recently accepted an invitation to give evidence to the UK Government’s All-Party Parliamentary Group on Hospice and Palliative Care.

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