

Working together to build a safety culture: the patient perspective

Paul Whiteing, CEO - AvMA

Who is AvMA?

- *The* independent UK national charity for patient safety and justice, founded in 1982
- Provides independent, specialist advice and support to those affected by avoidable harm in healthcare
- A national helpline as well as other casework support (including Inquests)
- This year we expect to respond to, and support, around **3,000 harmed patients**
- Help bring about change: Helped secure the Mid Staffs inquiry, the Duty of Candour and more as a charity that campaigns for patient safety improvements

Some typical client feedback we receive

“I don’t want other women to go through this...”

“I am powerless to get any sort of response unless I hire a lawyer...”

“help us navigate the hospital system in order to: 1. understand what has happened 2. Help the appropriate NHS teams address their procedural failings to ensure this doesn’t happen to other people. 3. Help me understand why the hospital/NHS senior staff have not proactively discussed these issues with us”

“I require a full detailed explanation as to what happened, why the NHS protocols were not followed...I intend to take this matter to the highest level”

“...during this time we have raised multiple concerns about her care and treatment none of which have been explained or resolved satisfactorily. We have reached a point where we need legal support to assist us with our concerns for negligence”

Behavioural Insight Team

Patient motivation to make a claim: Aug 2018

- Inadequate explanation given to them
- Inadequate or insincere apology given
- No confidence that a trustworthy investigation had been carried out
- No confidence that adequate action taken to prevent the same incident happening were proposed and/or being implemented
- A reported lack of compassion
- Some NHS Staff reactions lacked professionalism and attitudes inappropriate
- Dissatisfaction with the complaints handling process



Harmed patients tell AvMA they want 5 'A's

- Acknowledgement
- Apology
- Accountability
- Action
- Access to advocacy, support and justice



The AvMA Strategy

Our Five-Year Strategy: Vision

People who suffer avoidable medical harm get the support and outcomes they need

Our Four Strategic Objectives

- **Objective one:** to expand the range of communities we serve to enable more people experiencing avoidable medical harm to access services from us that meet their needs.
- **Objective two:** to empower more people to secure the outcomes they need following an incident of avoidable medical harm while providing caring and compassionate support.
- **Objective three:** to eliminate compounded harm following avoidable medical harm.
- **Objective four:** to have the necessary diversity of sustainable resources and capacities to deliver this strategy.

The components of a patient safety culture which eliminates the 5As





The charity for
patient safety
and justice

Thank you

Paul Whiteing, CEO, AvMA