



Turning Insights from Complaints into Action: Patient insights

Paul Whiteing, CEO AvMA

Who are we and what we do?



Helpline –
supported by
over 100
volunteers



Casework –
detailed
confidential
advice



Inquest
service



Lawyers'
services and
Accreditation



Influence
change and
improvement



What we hear from patients and families



Why do patients complain? The evidence



A Review of the NHS Hospitals Complaints system, putting patients back in the picture: Clwyd Hart report. October 2013



NHS Resolution Behavioural Insights Team Report. August 2017



PHSO Broken Trust: Making patient safety more than just a promise. June 2023

But what do patients actually want?

Answers

Apology

Accountability

Action

Access to
advocacy &
support

Harmed Patient Pathway – the 6 Commitments

Effective and compassionate communication in line with patients/families' needs

Support and independent specialist advice

Meaningful involvement in patient-safety investigations

Meaningful involvement in patient-safety improvement work

Accepting the needs of patients/families to use parallel processes for answers and accountability

Promotion of a just and restorative culture attentive to the needs of patients and staff

Thank you

Paul Whiteing, CEO, AvMA