

cemplicity°



THE CEMPLICITY IMPACT MODEL

Drive Impact from Patient Experiences and Outcomes

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When you choose Cemplicity, we want to ensure your work with us has a demonstrable impact on both your organisation's performance and outcomes for patients.

We've all seen PREMs and PROMs programmes that 'tick the box' but how can you design and run your programme to become a genuine driver of improvement? That's the big question, and it's one Cemplicity is uniquely able to help you answer.

For 10 years, the Cemplicity team has been helping organisations create positive impact by harnessing the patient voice. Our work across the globe, from the United Kingdom and Ireland to Australia and the United Arab Emirates, has given us valuable insight into the difference between programmes that simply measure experiences and outcomes, and those that really unlock potential.

10

Years and counting

3,000

Health Facilities

9

Countries

What we've found consistently is that there are four key pillars that need to work in tandem to achieve a great Patient-Reported Measures (PRM) programme, whether PREMs or PROMs. We've pulled these pillars into what we call our Impact Model, and in this paper we will outline how that Impact Model works, why it's important and how it will impact your work with us and in turn the outcomes you achieve for your patients.

“There are a lot of moving parts to a well-designed and optimised PRM programme. This is where our Impact Model comes in. This model serves as a best practice framework to ensure that we and our clients focus on the things that really make a difference, and don't waste time on activities that won't drive things forward.”

— Mary Vance, Executive Director, Cemplicity

Where it all started

When Mary Vance and Nick Macdonald founded Cemplicity in 2013, they brought with them years of commercial experience in marketing and technology. Mary had spent her early career in strategic marketing roles, building a deep understanding of the connection between customers' great experiences and outstanding commercial outcomes. Nick had unparalleled knowledge of cloud based technologies.

Mary and Nick set about bringing these two worlds together, with a single-minded focus on the health sector. By translating commercial Customer Experience Management (CEM) principles into the specialised world of PREMs, and simultaneously building on the pivotal advantages of real-time, cloud technologies, Mary and Nick were able to build Cemplicity into what it is today.

“I was struck, when I started working with hospitals on their patient experience programmes, how little direct impact the patients' feedback had on staff's day to day activities. Without this link and without lining up the whole design of the programme to target specific outcomes, many programmes were, quite frankly, a waste of money”

— Mary Vance, Executive Director, Cemplicity

As a mature company, Cemplicity has evolved its team and work practices in parallel with its product to create a laser focus on three outcomes:

- 1. Improved organisational efficiency**
- 2. Improved staff culture**
- 3. Improved patient health outcomes**

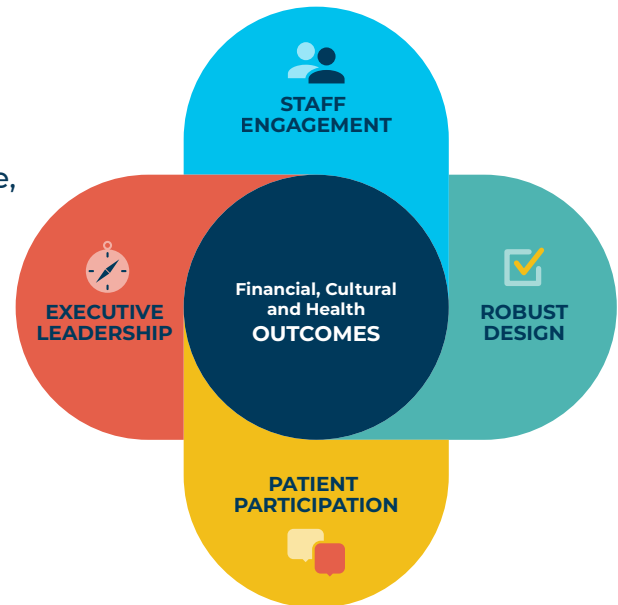
The Impact Model guides what we work on to achieve these outcomes, led by our Customer Success team. Their job is to work with clients and the wider sector to gather evidence, to build knowledge sharing and collaboration across health care providers and to ensure we lead with ever evolving, evidence-based best practice.

What to focus on?

The Impact Model

Building on the solid principles of CEM and integrating PRM evidence and best practice, we have distilled the model into four key pillars. These are the four things that, if you get them right, will be the difference between solid, continuous improvement and the status quo.

1. **Executive Leadership**
2. **Robust Design**
3. **Patient Participation**
4. **Staff Engagement**



These four pillars guide all our work with clients, from the initial design recommendations, through to our tracking of programme performance and ongoing optimisation.

“Our model is informed by research publications that have been validated, peer reviewed and published. While these are a great source of information, the real-world experience and stories from clients are important too.”

— Emma McKenzie, Director of Customer Success.

“Currently, we are focusing on cultivating a client community and an environment of peer-to-peer learning. It’s brilliant when a client who is doing really well in one facet of the model, is happy to share their experiences with our other clients – thus advancing our whole field of work and further informing the Impact Model” explains Emma.

Success through partnership

Underpinning each pillar of the Impact Model are key activities that both Cemplicity and you, our client, can focus on to make the biggest impact. With the exception of 'robust design', the pillar that Cemplicity will largely lead on, the other three pillars are very much a partnership between Cemplicity and you. We partner with you for the long haul, and you can rely on us to provide expert advice and support throughout your entire journey for ongoing optimisation – not just up until implementation.



Executive Leadership

Our partnership begins with strong executive leadership, as this is critical to the success of a programme. We need real commitment from the top of our client organisations to generate lasting impact. This pillar encompasses allocating the right resources, 'walking the talk' and creating a staff culture of acting on patient feedback.



Robust Design

The design of the programme starts with understanding which patient cohort we are surveying to ensure we source the best survey instrument and reach them effectively. This also requires following the highest principles of data governance, capturing patient consent, and keeping data secure.

What's important about programme design, is it isn't just a 'set and forget' task. It is an ongoing process, to ensure the programme remains best-practice as new evidence emerges and the data security landscape evolves.



Patient Participation

Then there is patient participation – perhaps the most easily understood yet complex of the pillars. No programme will succeed unless we reach a wide and representative range of patients, particularly for PROMs. Generating strong patient participation is about building trust and reaching every patient as a seamless part of their care journey. This requires that patients understand the programme and it's easy for them to give feedback.

Achieving this wide reach and high response rates is an ongoing job for both our Customer Success team and our R&D team (you'd be amazed how often electronic mail delivery systems change their rules). We look at the response rates across our client community to set realistic expectations and identify and act on outliers.

In recent examples, working in close partnership with our clients using A:B testing approaches, we have improved PROMs response rates from 5% to over 50% in one NHS Trust in the UK, and to 70% in a private healthcare setting.

10 x

response rate improvement
in a UK NHS Trust

70%

response rate in private
healthcare setting



Staff Engagement

Finally - staff engagement across your organisation is a critical component to ensure that feedback is acted upon. When there's high staff engagement, we see patient feedback being embedded into frontline teams' day-to-day activities, creating a culture of continuous improvement. Not only this, but the patient voice is used to create a positive culture, acknowledging what is working well and boosting staff morale. We know this is incredibly important, as evidence supports

that happier staff are linked to better patient outcomes.¹ Our Customer Success team will track your engagement metrics and share top performing clients' learnings to inform ways to increase engagement as needed.

To close, our Impact Model acts as a living executional framework that identifies the key tasks to focus on throughout the whole life cycle of a programme. Through this best practice and partnership approach, you too can run a successful PRM programme that drives improvement in patient outcomes and experiences.

That's what we're all about.

1. [Healthcare Staff Wellbeing, Burnout, and Patient Safety: A Systematic Review](#)

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