

# Enter & View

Report

Broadway Medical Centre

Carried out 25th July 2018



**Local voices  
improving local  
health and social care**



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Healthwatch Walsall is an independent consumer champion created to gather and represent the views of the public. Healthwatch plays a role at both national and local level and will make sure that the views of the public and people who use services are taken into account.

At a local level, Healthwatch Walsall will work to help people get the best out of the health and social care services in their area; whether it's improving them today or helping to shape them for tomorrow. Local Healthwatch is all about local voices being able to influence the delivery and design of their services - not just for people who use them, but for anyone who might need them in the future.

Part of the Healthwatch Walsall remit is to carry out Enter and View Visits. Healthwatch Walsall Authorised Representatives will carry out these visits to health and social care premises to find out how they are being run and make recommendations where there are areas for improvement.

The Health and Social Care Act allows Authorised Representatives to observe service delivery and talk to service users, their families and carers on premises such as Enter and View visits can happen if people tell us there is a problem with a service but, equally, they can occur when services have a good reputation - so we can learn about and share examples of what they do well from the perspective of people who experience the service first hand.

Healthwatch Walsall Enter and View visits are not intended to specifically identify safeguarding issues. However, if safeguarding concerns arise during a visit, they are reported in accordance with Healthwatch Walsall safeguarding policy, the service manager will be informed, and the visit will end. The Local Authority Safeguarding Team will also be informed.



## Provider Details

Name: Broadway Medical Centre

Address: Broadway  
Walsall  
West Midlands  
WS1 3HD

Service Type: Primary Care (GP)

Date of Visit: 25<sup>th</sup> July 2018

## Authorised Representatives

Name: Ross Nicklin

Role: Healthwatch Walsall Advisory Board - Authorised Representative

Name: Sylvia Bailey

Role: Healthwatch Walsall Advisory Board - Authorised Representative

Name: Tom Collins

Role: Engagement and Information Lead - Authorised Representative

## Purpose of Visit

- To observe the physical environment of the practice.
- To listen to and capture the experiences of service delivery from the patients, relatives and carers.
- There was no specific intelligence prior to the announced visit.

## Physical Environment

### External

- The exterior of the building is well maintained and there is good access to the interiors
- There is ample car parking and the practice is served by a bus stop directly opposite.
- There is wheelchair accessibility to the practice.
- There is CCTV.

### Internal

- The central reception area is large and welcoming with ample seating.
- There is a self-booking in screen.
- There is a digital display to inform patients on appointment status; however there is no audio to call or raise awareness to patients for their appointment.
- Displayed in reception are the last CQC accreditation, fire procedures, complaints policy and copious other patient information.

We were told that in the first instance complaints are dealt with by the receptionist and then followed up and reviewed by the practice manager. The employer's liability insurance is displayed together with the Health & Safety legislative poster. As visitors, we were requested to sign in at reception.

The practice is arranged over 2 floors with all the consultation rooms on the lower floors. We were told that the upper floor is mainly given over to community services. All areas we observed appeared to be well furnished, bright, well equipped, free from hazards and accessible. Visitor toilets were located just off reception.

## About

Broadway Medical Practice's website address is: <https://www.broadwaymedicalcentre.com/>  
Telephone number is: 01922 622064.

There are currently circa **4700** patients registered at the practice.

The practice opening hours are:

08.30 - 14.00 and 15.00 - 18.30 Monday, Tuesday, Wednesday & Friday.

08.30 - 13.00 on Thursday.

There is surgery availability for 'Out of Hours' appointments by prior arrangement only as Broadway Practice is one of the NHS Walsall CCG designated hubs. However, it is not a Walk-In Centre.

Extra GP out of hours appointments through the hub are available between; -

- 06.30 - 09.00 Weekdays.
- 10.00 - 15.00 Weekends.
- 11.00 - 13.30 Bank Holidays.

These additional clinics are managed by WALDOC, a medical services provider, under the auspices of a pilot scheme commissioned by NHS and Walsall CCG.

The WALDOC service was inspected by the CQC and rated as 'Good', March 2018. The Broadway Practice is also rated as 'Good' by the CQC March 2016.

The practice offers the following services and clinics:

- Childhood immunisations / development clinic.
- Travel injections and advice.
- Blood pressure checks.
- Diabetic health checks.
- Asthma clinic.
- Hypertension.
- Specimens and investigations.
- Clinics held by practice nurse.
- Well women and cervical screening.
- Baby clinic.
- Maternity.

- Antenatal clinic.
- CHD.
- COPD.
- Phlebotomy.
- Contraceptive services.
- NHS health checks (40 - 74).
- ECG.
- Spirometry.
- Weight management.
- Palliative care.
- Quit smoking.
- Sexual health services.
- CPN.
- Over 75 health check.

Community services operate from the upper floor of the practice.

Home visits are offered but only for patients who are housebound with serious illnesses who are unable to get to the surgery.

The practice adopts a policy of a named GP for every patient's healthcare. It is not clear how, or if, this is communicated to individual patients.

The latest NHS choices rating for Broadway is 3 stars. These are based on patient feedback concerning telephone access, appointments, dignity and respect, involvement in decisions and providing accurate information.

## Staff Numbers

There are presently 15: including 2 GP partners, 3 part time GP's (including one locum), 1 nurse and 1 diabetic & COPD healthcare. In addition, there is 1 practice manager, 1 reception manager, 1 secretary and 5 other part time administration staff.

## Patient Experiences and Observations

We managed to speak to 9 patients during our visit, gathering their feedback.

The subjects covered were:

- **Appointments** (Getting appointments, waiting time, getting through on the telephone, Online appointments, seeing a GP of your choice and cancelling appointments).
- **Waiting area**
- **Toilet facilities**
- **Receptionists**
- **Doctors**
- **Nurses**
- **Healthcare Assistants**
- **Patient Participation Groups**

- **Surgery recommendation**
- **Opening hours**

### **Appointments**

- Getting appointments - 5 out of 9, 56%, rated this as good or very good, 3 out of 9, 33%, rated this as fair and the remaining one respondent, 11%, rated this as poor.
- Waiting time for appointments - 5 out of 9, 56%, rated this as good or very good, 4 out of 9, 44%, rated this as poor.
- Getting through on the telephone - 3 out of 9, 33%, rated this as good or very good. 3 out of 9, 33% rated this as fair, 1 out of 9, 11%, rated this as poor and the remaining 2 respondents cited this as not applicable.
- Online appointments - All patients, (9 out of 9), responded as not applicable predominantly citing they did not know about, or did not use this facility.
- Seeing a GP of your choice - 2 out of 9, 22%, rated this as good, 5 out of 9, 56%, rated this as fair, 1 out of 9, 11%, rated this as poor and 1 out of 9, 11%, responded cited this as not applicable. One respondent also told us it was important to be seen in the absence of a GP of their choice.
- Cancelling appointments - 8 out of 9, 89%, responded that it wasn't difficult to cancel appointments. One respondent said there was an option on the phone to do so. 1 out of 9, 11%, responded that this was not applicable to them. Most of the patients used the telephone to make their appointments and the majority confirmed it was easy to do so, although one responded that it was difficult to cancel. Another one said that it was easier to cancel than to get an appointment. Most of the respondents had consultation appointments quickly and usually within 24 hours.

### **Waiting Area**

7 out of 9, 78%, patients we spoke to, rated the waiting area as good or very good in terms of comfort and cleanliness. It should be noted that the remaining 2, 22%, were non-responders.

These were the same results for ease of access to the building.

### **Toilet Facilities**

7 out of 9, 78%, rated this as good or very good, 2 out of 9, 22%, were non-responders.

### **Receptionists**

9 out of 9, 100%, rated this as good or very good in terms of friendliness, helpfulness and informative. One respondent cited that there was a lack of continuity in this area.

### **Doctors**

7 out of 9, 78%, rated this as good or very good in terms of friendliness, helpfulness and informative, 2 out of 9, 22%, rated this as fair. One respondent commented that they sometimes felt their consultation was rushed.

### **Nurses**

9 out of 9, 100%, rated this as good or very good in terms of friendliness, helpfulness and informative. One respondent commented that the nurse listened to them.

### **Healthcare Assistants**

7 out of 9, 78%, returns were not applicable, 2 out of 9, 22% were non-responders.

### **Patient Participation**

8 out of 9, 89%, responded they were **totally unaware** of Patient Participation Groups, Patient Voice Panels and Patient Reference Groups, 1 out of 9, 11%, responded they were **aware** of Patient Participation Groups.

### **Surgery Recommendation**

9 out of 9, 100%, responded that they **would** recommend the practice to others.

### **Opening Hours**

7 out of 9, 78%, responded that broadly the opening hours of the practice were acceptable. 2 of 9, 22%, responded that the opening hours didn't suit their requirements.

**One respondent said that it would be helpful if there was a facility to leave a voicemail message on the phone when surgery closed.**

**One respondent thought the Thursday half day closing should be changed to reflect working parents' needs.**

## **Staff Experiences and Observations**

We spoke to two staff members, including the practice manager. We were told that mandatory non-medical training carries a high priority within the practice. We requested a copy of the practice's staff training matrix to substantiate this, but this was not forthcoming.

We were told that staff are encouraged to acquire new skills/qualifications and can consult the practice manager accordingly. We were also told there is an emphasis on team working, including all colleagues.

The staff we spoke to confirmed they felt supported in their role and a good working environment prevailed.

The Practice is trying to facilitate improved methods of access for patients, for example advertising online prescriptions. However, there is no facility at present for either text message appointments or online appointments.

We were told that there have been difficulties in maintaining the effectiveness of the Patient Participation Group not least due to uptake and dropout by patients. Patients are encouraged to join by practice invite. Meetings are presently spasmodic. Consequently, we were unable to view recent published meeting minutes.

We were shown evidence of the 'Did Not Attend' (DNA) data for the period 1st May - 25th July 2018. There was a 93.5% utilisation with 5025 booked appointments against 5373 available appointments. Of the booked 5025 appointments, 557 patients did not attend representing 11.1%.

## **Summary, Comments and Further Observations**

Overall the feedback for the Practice was mostly positive. Patients we spoke to on the day of our visit, said they would recommend the practice to other people.

The infrastructure and facilities as provided are very good. However, not surprisingly issues exist for patients mainly around access and information. There was also some disparity in the responses to getting appointments with 56% rating it as good or very good; however, by contrast most of the same respondents had consultation appointments granted within 24 hours.

A greater uptake and implementation of online/text technology would no doubt help improve communication between the Practice and patients accordingly.

Choice of GP remains an important factor for patients and providing the information regarding their dedicated accountable GP would no doubt help to smooth this issue.

In addition, the Practice needs to determine how it more easily disseminates information on both complaints and Patient Participation channels. From the feedback derived on the day of our visit, there are clearly gaps in patient knowledge concerning their right to both complain and raise concerns and how to engage effectively in the determination of how services are shaped / provided to them.

This is despite the obligatory information being adequately displayed in the reception.

**We thank the patients, relatives, staff, management and owners for their Co-operation and contributions during our visit.**

## **Recommendations and Follow-Up Action**

- Review the provision of information regarding patient access to scheduling online appointments.
- Consider utilising the services of NAPP, (National Association of Patient Participation Groups), to help in developing a viable PPG for the practice.
- Review the provision of information for patients for out of hours Services.



- Review the provision of text information for patients.
- Review providing all patients information on their dedicated accountable GP.
- Ensure non-medical training information for staff is available for review.

## Provider Feedback

*I have read the report and it is everything that was discussed on the day.*

### DISCLAIMER

*Please note that this report only relates to findings we observe on the specific date of our visit. Our report is not a representative portrayal of the experiences of all residents and staff, only an account of what was observed and contributed at the time.*



**healthwatch**  
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