

# Enter and View Report

*NHS Diabetic Eye Screening at  
Asda Oldbury Superstore,  
Wolverhampton Road, Oldbury  
B69 4PU*

*Announced Visit*

*Date: 3<sup>rd</sup> October 2023*

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## What is Enter and View

Part of Healthwatch Sandwell remit is to carry out Enter and View visits. Healthwatch Sandwell 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 (2012) allows Authorised Representatives to observe service delivery and talk to service users, their families and carers on premises such as hospitals, residential homes, GP practices, dental surgeries, opticians, optometrist and pharmacies. 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 that we can learn about and share examples of what they do well from the perspective of people who experience the service first hand.

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

## Provider details



*NHS Diabetic Eye Screening  
Asda Oldbury Superstore, Oldbury*

Name: NHS Diabetic Eye Screening

Address of Service : Asda Oldbury Superstore, Wolverhampton Road, Oldbury  
B69 4PU

Diabetic Retinal Screener Kirsty Cash

Service type: NHS Diabetic Eye Screening for Birmingham, Solihull and  
Black Country

The provider of the NHS Diabetic Eye Screening Programme for Birmingham, Solihull and Black Country changed on 1st October 2022. It is provided by **InHealth Intelligence**, on behalf of the NHS.

<https://www.inhealthgroup.com/diabetic-eye-screening/information-for-Patients/>



**Screening Programmes**

Diabetic Eye

The service delivers Diabetic Eye Screening in a variety of locations throughout the area, including GP surgeries, hospitals and optician practices.

Asda is the first supermarket in the UK to offer NHS Diabetic Eye Screening in its stores as part of a partnership with InHealth Intelligence. The clinic rooms are rented from Asda, but there is no other link with the Asda organisation.

Diabetic Eye Screening is a key part of diabetes care. People with diabetes are at risk of damage from diabetic retinopathy, a condition that can lead to sight loss if it is not treated. This occurs when diabetes affects small blood vessels, damaging the back of the eye called the retina. Early identification and treatment of diabetic eye disease can reduce sight loss. Screening can detect the condition early before the Patient notices any changes to their vision.

The eligible population for Diabetic Eye Screening is all people with type 1 and type 2 diabetes aged 12 or over who are called once a year for screening. The only exceptions are people with diabetic eye disease who are already under the care of an ophthalmology specialist.

Website: <https://corporate.asda.com/newsroom/2023/02/13/asda-offers-diabetic-screening>



Bookings Team : 0121 661 2220

## Acknowledgments

Healthwatch Sandwell would like to thank Kirsty Cash and the visitors to the Diabetic Eye Screening service for their co-operation during the visit.

## Disclaimer

Please note that this report is related to findings and observations made during our visit on 3<sup>rd</sup> October 2023. The report does not claim to represent the views of all visitors, only of those who contributed within the restricted time available.

## Authorised Representatives

Anita Andrews conducted the visit.

## Purpose of the report:

This report will provide an overview of the Diabetic Eye Screening service and will provide Patient experience feedback. Where appropriate, recommendations will be made based on the findings of this Enter and View visit and it is anticipated that these recommendations will contribute to improving service delivery within the clinic and in turn improve the service experience for Patients.

## Who we share the report with

This report and its findings will be shared with Healthwatch Sandwell Advisory Board, Sandwell MBC, Sandwell and West Birmingham NHS Trust, the Integrated Care System and Healthwatch England. The report will also be published on the Healthwatch Sandwell website: ([www.healthwatchesandwell.co.uk](http://www.healthwatchesandwell.co.uk))

## Healthwatch Sandwell details

Address: Walker Grange, Central Avenue, Tipton. DY4 9RZ  
Website: <https://www.healthwatchesandwell.co.uk/>  
Phone: 0121 569 7211  
Social media: <https://www.facebook.com/HWatchSandwell>  
Instagram: [www.instagram.com/healthwatchesandwell](http://www.instagram.com/healthwatchesandwell)  
Twitter: @HWSandwell

## Healthwatch principles

Healthwatch Sandwell's Enter and View programme is linked to the eight principles of Healthwatch, and questions are asked around each one.

1. **A healthy environment:** Right to live in an environment that promotes positive health and wellbeing.
2. **Essential Services:** Right to a set of preventative, treatment and care services provided to a high standard to prevent Patients reaching crisis.
3. **Access:** Right to access services on an equal basis with others without fear of discrimination or harassment, when I need them in a way that works for me and my family.
4. **A safe, dignified and quality Services:** Right to high quality, safe, confidential services that treat me with dignity, compassion and respect.

5. **Information and education:** Right to clear and accurate information that I can use to make decisions about health and care treatment. I want the right to education about how to take care of myself and about what I am entitled to in the health and social care system.
6. **Choice:** Right to choose from a range of high quality services, products and providers within health and social care.
7. **Being listened to:** Right to have my concerns and views listened to and acted upon. I want the right to be supported in taking action if I am not satisfied with the service I have received.
8. **Being involved:** To be treated as an equal partner in determining my own health and wellbeing. I want the right to be involved in decisions that affect my life and those affecting services in my local community.

## Purpose of the visit

The purpose of the visit was to observe the environment and explore with Patients their first-hand experience of using Diabetic Eye Screening service. This was achieved by observation and talking to Patients and staff.

## What we did

Our Authorised Representatives facilitated the visit and spoke to **10** Patients and observed the environment on 3<sup>rd</sup> October 2023.

A pre-set of questions were asked that covered:

- Patient experience of the service including booking appointments, care by staff, accessibility to the building and information and any suggestions to improve the service.
- How staff meet individual needs of Patients including the communication needs of Patients who have impairments, handling anti-social behaviour from Patients and/or relatives, how to support Patients who want to raise a complaint or concern about the service and suggestions to improve the service.

Observations were made of the environment both externally and internally, that included:

- Signposting, accessibility, lighting, refreshments, cleanliness, parking and transport links.

## Findings:

### A healthy environment

#### External

The DIABETIC EYE Screening service is situated in Asda Oldbury Superstore, Oldbury. There is step free access at the entrance, it has its own free car park and disabled parking including a drop off point. The entrance has automatic doors.

There are bus stops surrounding the store and Sandwell and Dudley train station over 2 miles away.

There is signage to the Diabetic Eye Screening service in the Store, the screening room is tucked away off the main aisles of food produce.



### Internal

The Diabetic Eye Screening service is on the ground floor with seating outside. It is sparse however, it is in keeping with aesthetics of the store. The consultation room is relatively small.



There were WCS in the store which are accessible for people with a disability.

Prior to our visit a poster was sent to the clinic to advertise the visit, this was displayed in the waiting area during the visit.

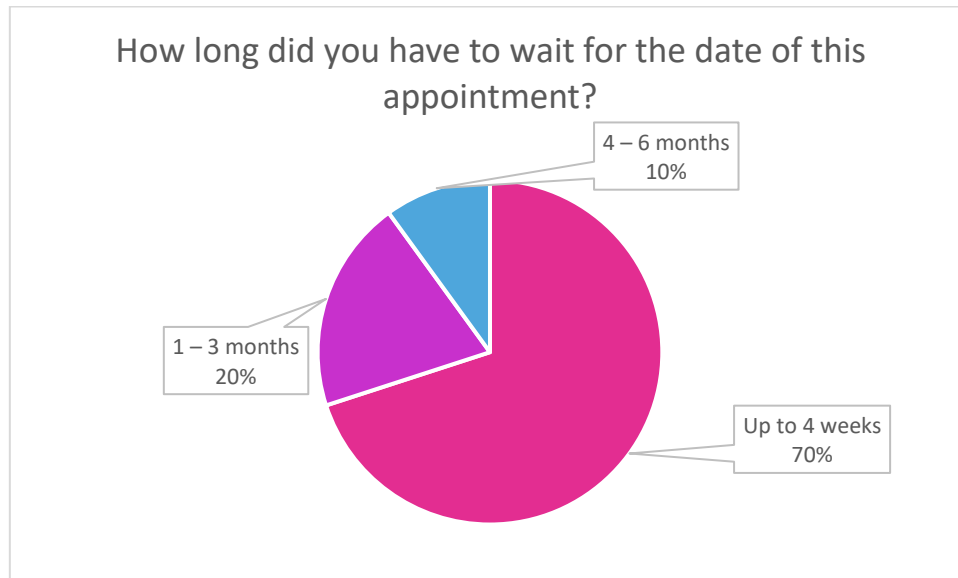
On the day of the visit, the clinic was clean and the décor well maintained.

The store has a loop system however, the consultation room does not.

During our visit, there were no obvious hazards or health and safety risks observed.

### Essential Services

Patients were spoken to in the waiting area. **70%** had waited up to **4** weeks for their appointment. The majority of Patients had obtained their appointment via their GP.



While waiting for their appointment **80%** knew who to contact if they had a query.

**80%** of Patients found the booking system 'easy'.

### Access

The majority of the Patients had no problems finding the clinic and had received clear directions, however, **20%** struggled to get to the venue as it is not close to their home and had to book a taxi.

Accessibility of the Service.

**100%** found all the information they received about their appointment clear and easy to understand. All Patients had received a letter about their appointment and a reminder text of the appointment. Patients appreciated having a text to remind them of their appointment.

### Safe, dignified and quality Services

Patients described staff as empathetic and professional. **60%** found the staff 'understanding' and **40%** 'very understanding'.

**100%** were happy with this service and rated it as 'excellent'. **60%** stated that all their questions were answered.

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*"So thankful to have this appointment as I want to look after my eye health"*

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## Information and education

Staff promote good health during the consultation especially relating to diabetes and lifestyle. However, there is limited time for the consultation which is highlighted on page 8.

## Choice

**100%** had **not** been given a choice to attend this clinic, **40%** Patients were disappointed that this was not close to home.

All Diabetic Eye Screening appointments are allocated by InHealth Intelligence. Patients informed us that their appointment letter explained that if the appointment was not convenient then they needed to contact InHealth Intelligence to obtain an alternative appointment. However, this letter is not explicit and does not inform Patients that the alternative appointment could be made at an alternative provider, which may be closer to their home.

## Being listened to

**100%** of Patients stated that they were listened to around their health needs

## Comments and complaints.

There wasn't a complaints, comments, compliments process advertised at Diabetic Eye Screening service.

However, after the consultation InHealth Intelligence send Patients a text requesting feedback about the appointment. **90%** did not know how to make a comment.

## Being involved

Staff promote Patient involvement, this is achieved by open communication with the Patient during the appointment.

## Staffing and feedback

The Retinal Screeners are employed by InHealth Intelligence, who are commissioned Birmingham, Solihull and Black Country Diabetic Screening Programme.

We were informed that staff have supervision with a team leader and that there is an open door management approach i.e. employees can have direct access to their manager if they want to raise any issue.

Staff described how communication needs of Patients are met, such as those who are: visually, hearing impaired, learning needs and where English is a second language. This is achieved in various ways:

- For people who are visually impaired, staff guide them and adjust lighting and occasionally use the torch on mobile phone to brighten the area.
- For people who are hearing impaired, the staff would book a BSL interpreter and also speak clearly for lip readers.

- For people with a learning disability, carers are encouraged to join the consultation.
- Where English is a second language, staff would encourage family to join the appointment and if appropriate use language line<sup>1</sup>

We were informed that if a Patient shares their communication needs with the staff, then this is noted on their records.

We were informed that staff rarely encounter anti-social behaviour. However, occasionally Patients have been irate about having to wait to be seen. The Diabetic Retinal Screener is skilled in de-escalating these situation but at times felt vulnerable due to being within an enclosed working space.

We were informed that staff receive compliments verbally and via e mails from Patients.

Staff enjoy working in this service meeting different people however, they do face various challenges which include:

- large caseloads, the Diabetic Retinal Screener can see up to 40 Patients per day (one every 5 minutes approximately)
- patients who do not attend which means the appointment is wasted
- language barriers when family or language line is not utilised

## Recommendations

InHealth Intelligence and the Commissioners of the NHS Diabetic Eye Screening Programme for Birmingham, Solihull and Black Country to consider:

1. providing a loop system for hearing impaired Patients in the consultation room and advertise this facility
2. making the initial consultation letter explicit that the appointment can be amended so that it is closer to the Patient's home
3. advertise the comments and complaints process in the waiting area
4. review the risk assessment relating to:
  - a. workload of Diabetic Retinal Screeners to ensure that regular breaks can be taken
  - b. safety issues relating to size of room and incorporate controls to minimise harm to staff

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<sup>1</sup> Language Line is an interpretation service if English isn't a Patient's first or preferred language

## Provider feedback

Thank you so much for coming to visit our Screening Location at Asda Oldbury and for sending through the draft report that you have compiled. We had a chance to look through your findings and would like to make the following observations in terms of accuracy:

Page 6 - Under the heading “Essential Services”:

*Patients were spoken to in the waiting area. 70% had waited up to 4 weeks for their appointment. The majority of Patients had obtained their appointment via their GP.*

Patients are sent a pre-booked appointment at the time when they are due for their next screening appointment. The timing of the appointment date can depend on a number of factors including the clinical recommendation of the interval between appointments, the patient’s choice about when they attend, and the availability of appointments at the patient’s preferred venue. There is a “window” of acceptable time for appointments to be booked due to clinical recommendation, and the appointment software ensures that patients are not booked outside of this acceptable threshold. Pre-booked appointments have to be arranged with sufficient lead time to allow for initial appointment letters to be sent through the post, along with reminders. We aim to give people a minimum of 4 weeks’ notice for their appointment date, to give them sufficient time to make arrangements to attend, or to change their appointment to a different date that still meets the recommended clinical timescale. If a patient wishes to change their appointment, there are usually next day or next week appointments available due to cancellations. All bookings are made through our centralised booking service, and the patient’s GP takes no part in the scheduling and communication of appointments.

Page 6 - Under the heading “Access”:

*20% struggled to get to the venue as it is not close to their home and had to book a taxi.*

Unfortunately, the dilating eye drops used for the screening prevent people from driving for 4-6 hours after the appointment and so those patients who do not wish to use public transport, or do not have access to someone who can give them a lift may have to take a taxi to attend. We have tried to locate our screening clinics in places with free or cheap parking for those patients getting lifts to their appointments, or positioned with good public transport links. This screening location has the 126, 4 and 4 M buses running very close to the store. For the day in question, the furthest away that a patient lived from this clinic was 6.8 miles, and the nearest patient lived just 1.1 miles from the clinic. The average distance travelled to attend the appointment was less than 3.5 miles. Any patient who is eligible for Non-Emergency Patient Transport can be booked for a screening appointment at a hospital or health centre location, so that they can utilise that service to attend for their screening.

We do constantly review the proximity of screening locations to patient populations, and seek to add screening venues if accessibility is a concern.

Page 7 - Under the heading “Choice”

*100% had not been given a choice to attend this clinic, 40% Patients were disappointed that this was not close to home.*

All initial appointments are booked at a venue which is close to the patient and has available appointments to suit the clinical scheduling of the patient’s next screening due date. The most appropriate venue for each patient may not always be the venue closest to their home address, so proximity to home address is not specified explicitly in the general appointment letter. The letter that gives the detail of the appointment as it has been arranged but then immediately states:

“For a list of alternative venues, please visit our website at [www.bsbcdesp.co.uk](http://www.bsbcdesp.co.uk)”

The letter continues on and closes with the following:

“Please call us on 0121 661 2220 during our office hours detailed above if you:

- cannot make this appointment
- you would like to attend an alternative venue
- are already seeing an eye specialist and want to check if you still need to attend screening
- have any concerns about screening or do not want to be screened.”

We aim to provide patients with access to the alternative locations through our website, and also have staff available to answer telephone calls for those who prefer to speak to someone to consider alternatives to the pre-booked appointment for changes to location, date of appointment or appointment time.

Page 7 - Under the Heading “Being Listened to”

Comments and Complaints.

All of our correspondence to patients shows the postal address, email address, website address and telephone number, so that patients have many ways of contacting us if they would like to raise or discuss any point of the screening process. As you have stated, we do send a text message to all patients who had attended for screening to seek feedback, and it was felt that having an alternative process advertised at the venue would lead duplication of feedback when coupled with the text service.

We too are very grateful for our Screener Grader Kirsty showcasing such great patient care and screening skill during your visit, and we are really pleased to hear about the many positives that you have found. We’re also very grateful for any feedback about the challenges or problems that our patients have encountered,

and we will continue to strive to improve locations, access and processes of gathering feedback.

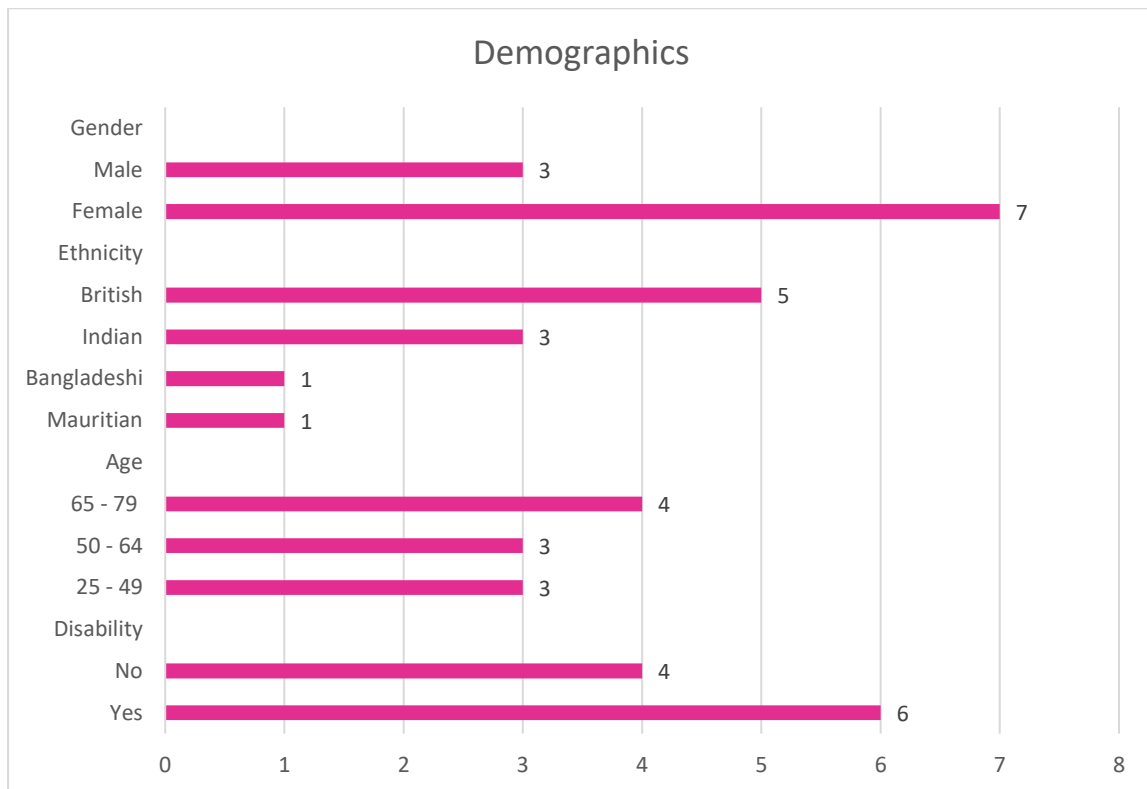
Best wishes,

Jo Unwin (she/her)  
Deputy Programme Manager

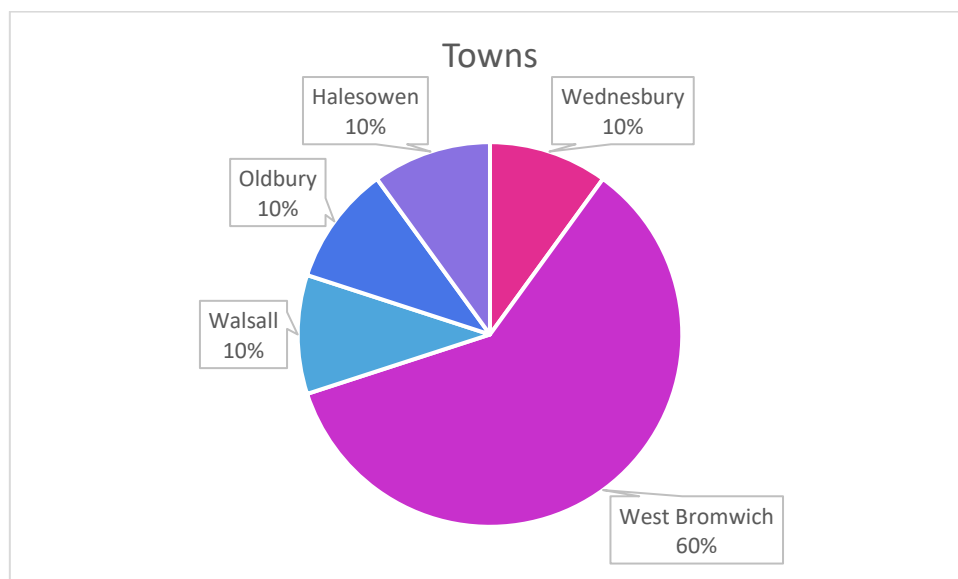
**INHEALTH** | INTELLIGENCE  
MAKING HEALTHCARE BETTER

**Healthwatch Sandwell welcome the feedback from the Provider.**

## Who we spoke to



## From which town





Address: Walker Grange, Central Avenue, Tipton. DY4 9RZ  
Website: <https://www.healthwatchsandwell.co.uk/>  
Telephone: 0121 569 7211  
E mail: [info@healthwatchsandwell.co.uk](mailto:info@healthwatchsandwell.co.uk)  
Social media:  
Facebook: <https://www.facebook.com/HWatchSandwell>  
Instagram: [www.instagram.com/healthwatchsandwell](https://www.instagram.com/healthwatchsandwell)  
Twitter: @HWSandwell