

Appendix 3 – Process for identifying areas for exceptional/critical feedback

Excellent feedback	Feedback for improvement
One area selected per month	One area selected per month
Areas selected for focus will have more than 20 responses and 20% response rate, so that the feedback is more reliable.	
Many areas within the Trust get over 100% extremely likely and likely to recommend. The percentage of extremely likely to recommend is also used to select a department: those with over 90% are considered.	Focus on an area with a high not recommend rate (percentage unlikely and extremely unlikely to recommend). Minimum of 4 negative ratings. Review the comments and find a department with a consistent theme in the feedback.
A different area is selected each month.	
Themes within the feedback are selected and sent to the department/divisional managers to ask if they agree with the themes, and if they can provide any context to the feedback.	
Ask which processes are in place that help them to get such exceptional feedback.	Ask what they are doing to improve and ensure the learning is shared.
Share the learning.	