



“No decision about me without me” – Challenges for the NHS

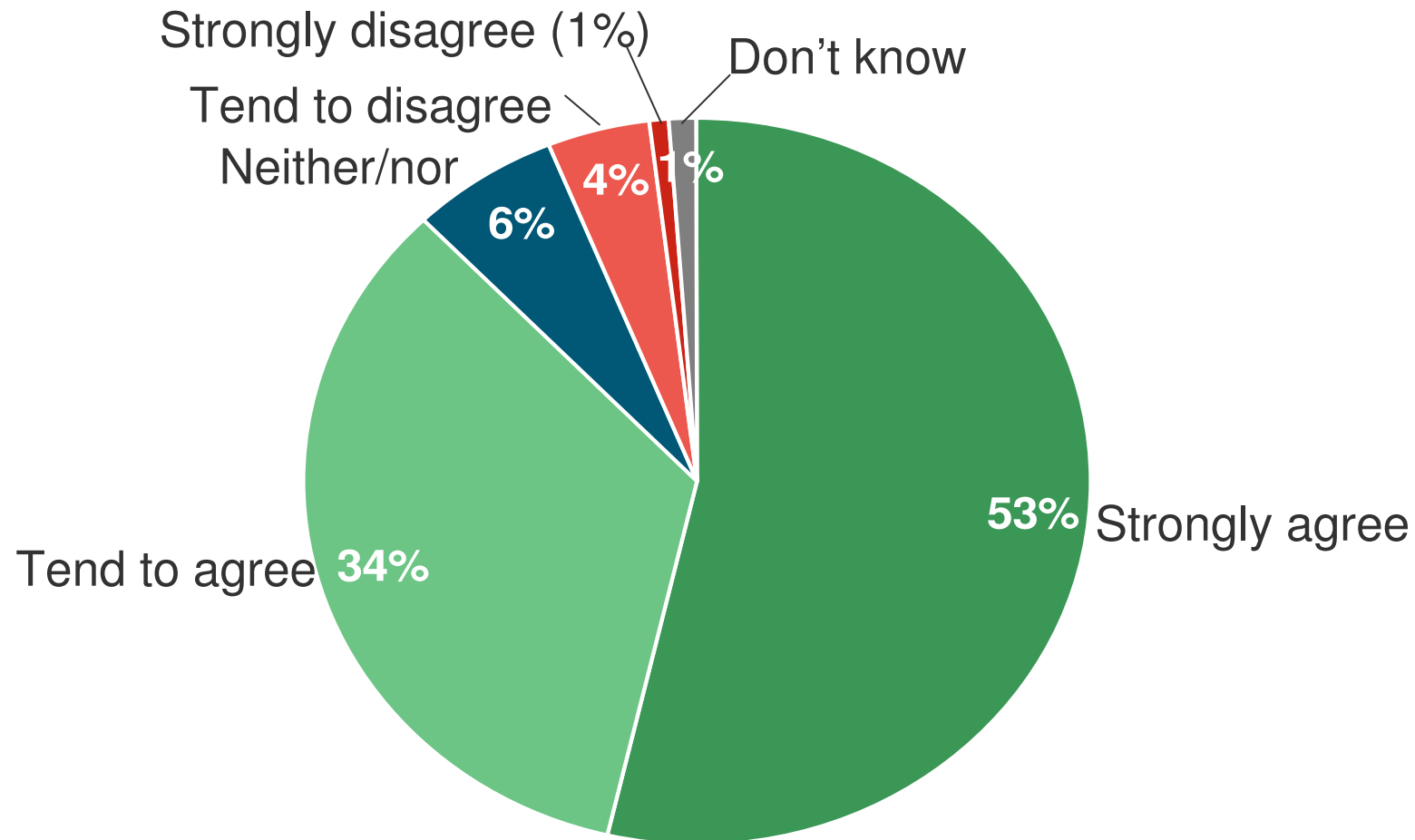
The Health Team

Ipsos MORI Social Research Institute

June 2011

We thought we would ask whether people thought it was a good idea

To what extent, if at all, do you agree or disagree that patients should be involved in making decisions about the care they receive from the NHS?

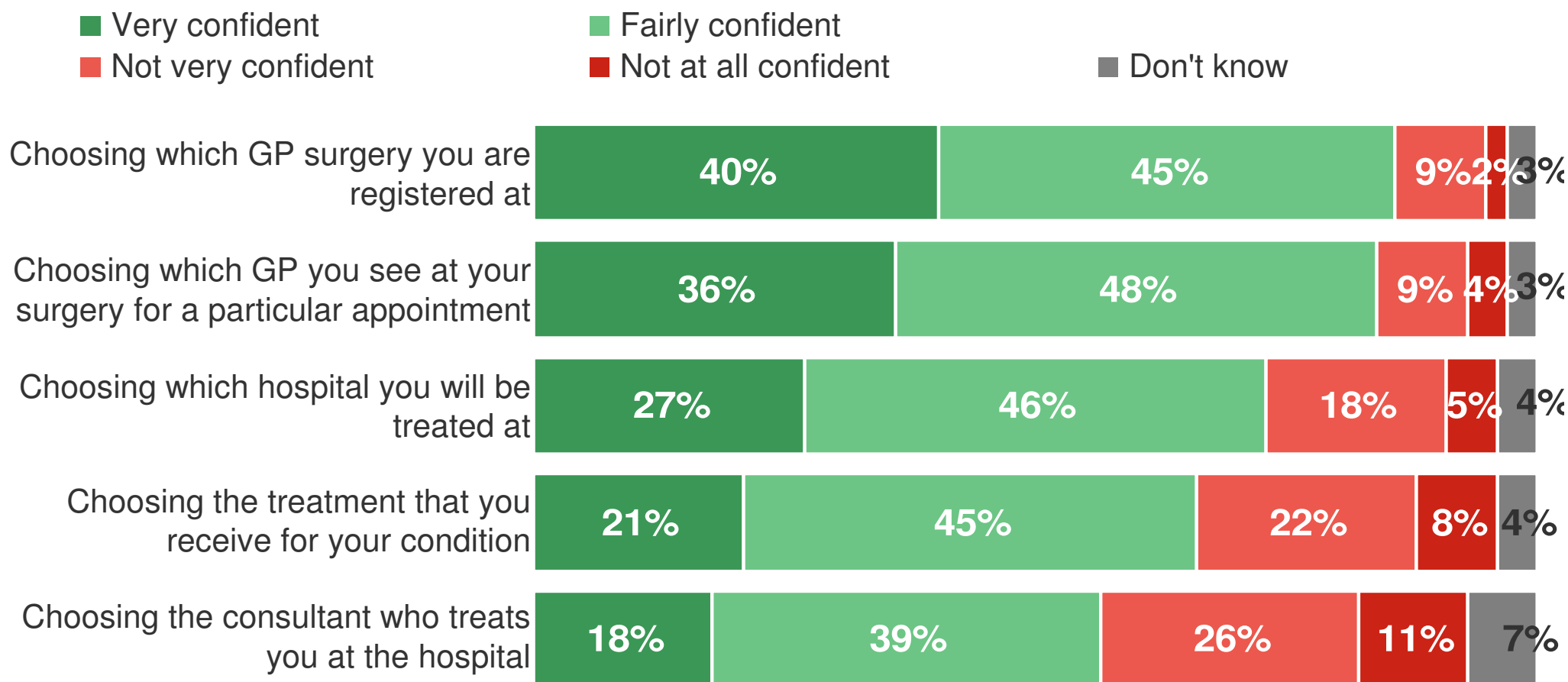


Base: 1,014 British adults aged 15+, 17 – 23 June 2011

Source: Ipsos MORI

The confidence is there

For each of the following, if you had a choice, how confident would you feel about?



Base: 1,014 British adults aged 15+, 17 – 23 June 2011

Source: Ipsos MORI

So broad agreement but perhaps not quite as straightforward as it seems...

3 areas to look at

Shared decision-making between patient & doctor

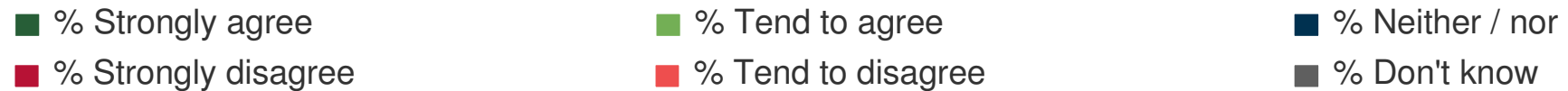
**Choice & informed decisions about where
to be treated**

**Becoming involved in decisions about provision
of services at a local level**

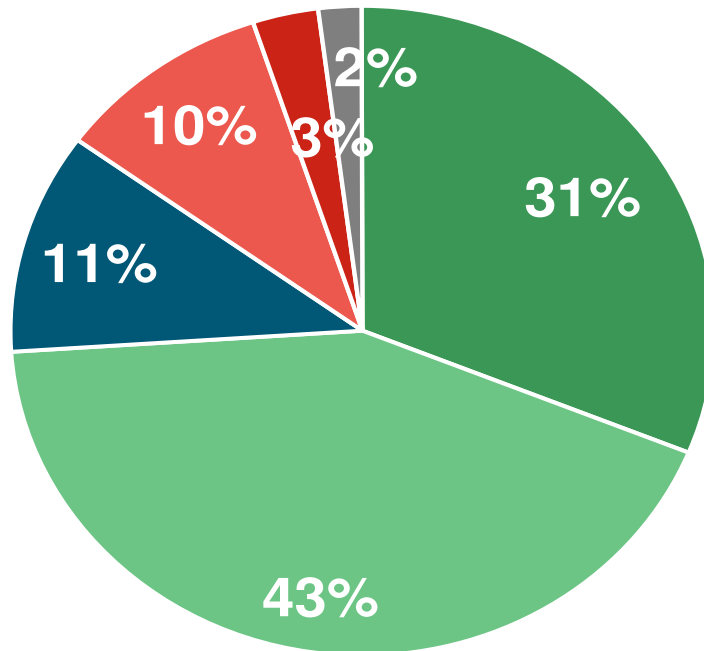
Do people want to be more involved than they currently are in making decisions about their own health and healthcare?

Broadly people are relatively satisfied with current situation

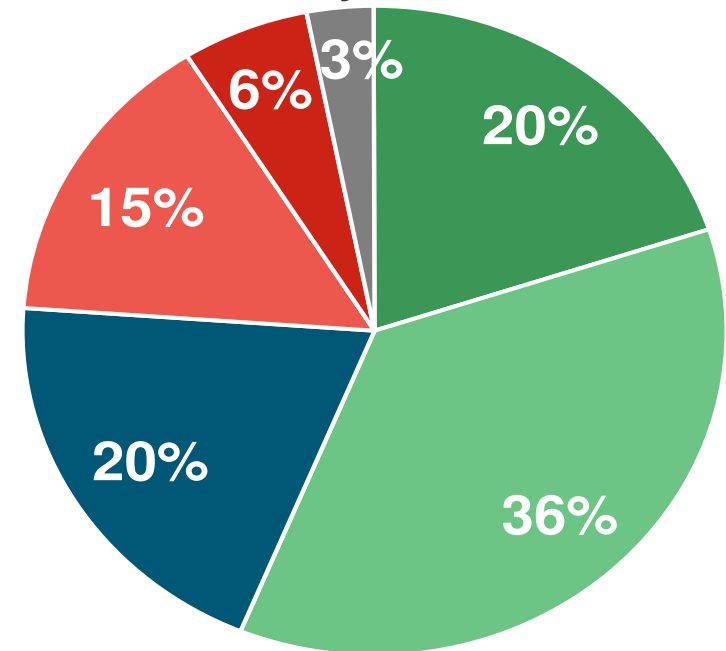
Q Thinking back to the last time you saw a health professional, such as a GP or hospital doctor, to what extent would you agree or disagree with each of the following statements.



A. I was involved as much as I wanted to be in decisions about my care or treatment



B. I was able to choose the treatment or service which best suited my needs



A wide spectrum

Q Please listen to the following pair of statements and decide, on a scale of 1 to 5, which comes closest to your own opinion. A score of 1 means you agree much more with statement A while a score of 5 means you agree much more with Statement B.

A – In general, I want a health professional, such as a GP or a consultant, to make decisions about my treatment

B – In general, I want to make my own decisions about my treatment, not rely on a health professional, such as a GP or consultant

Agree much more with statement A

1.



Men are more likely than women to place themselves at 1, as are those aged 65+ and those in lower social grades. Also those with long-term conditions.

2.



3.



4.



5.



Agree much more with statement B

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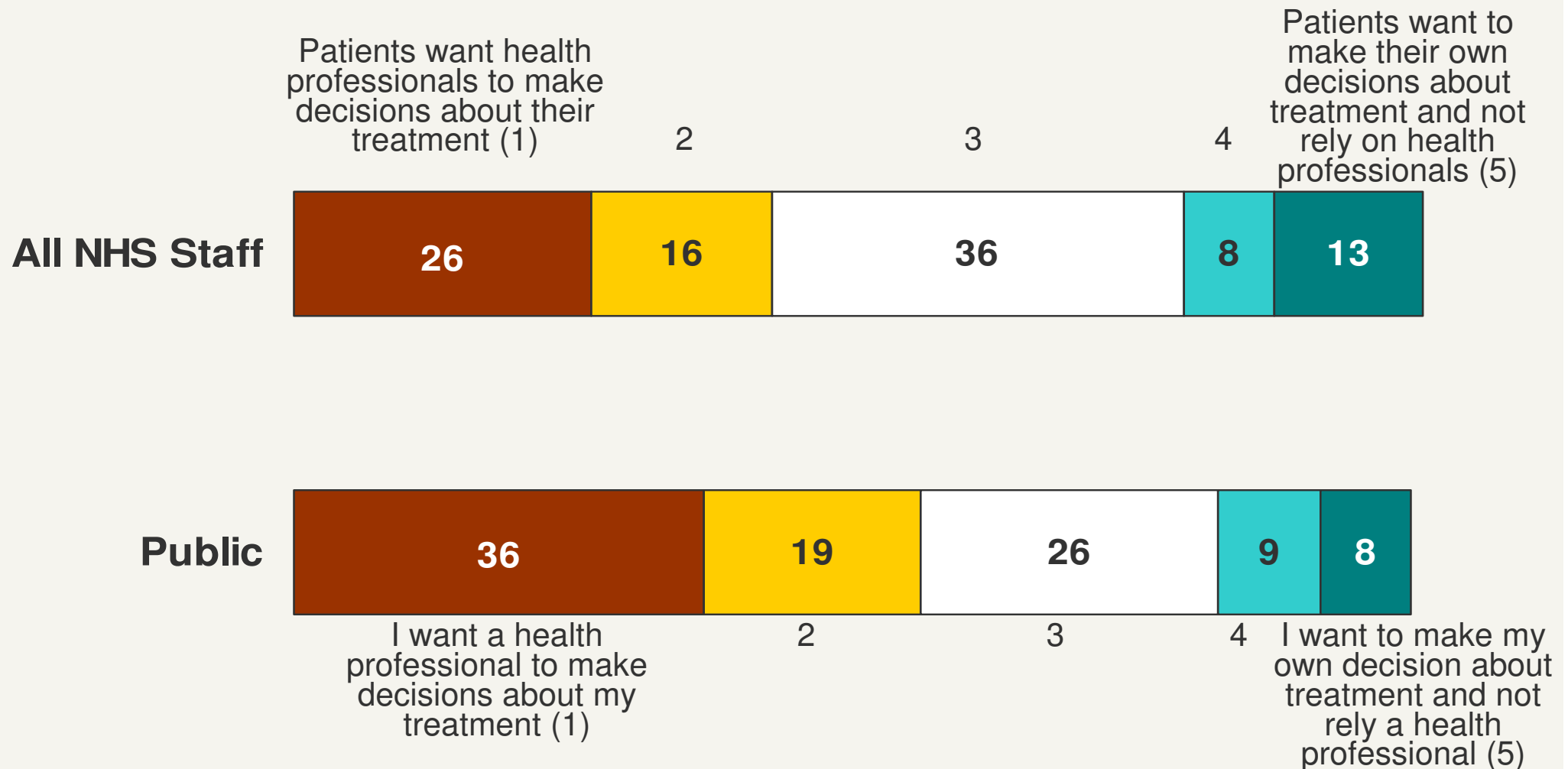
Base: 1,011 English adults aged 16+

Source: Ipsos MORI/DH Perceptions of the NHS Tracker



Interesting difference between the public and Health Professionals

D2: Which of these statements comes closest to your opinion?

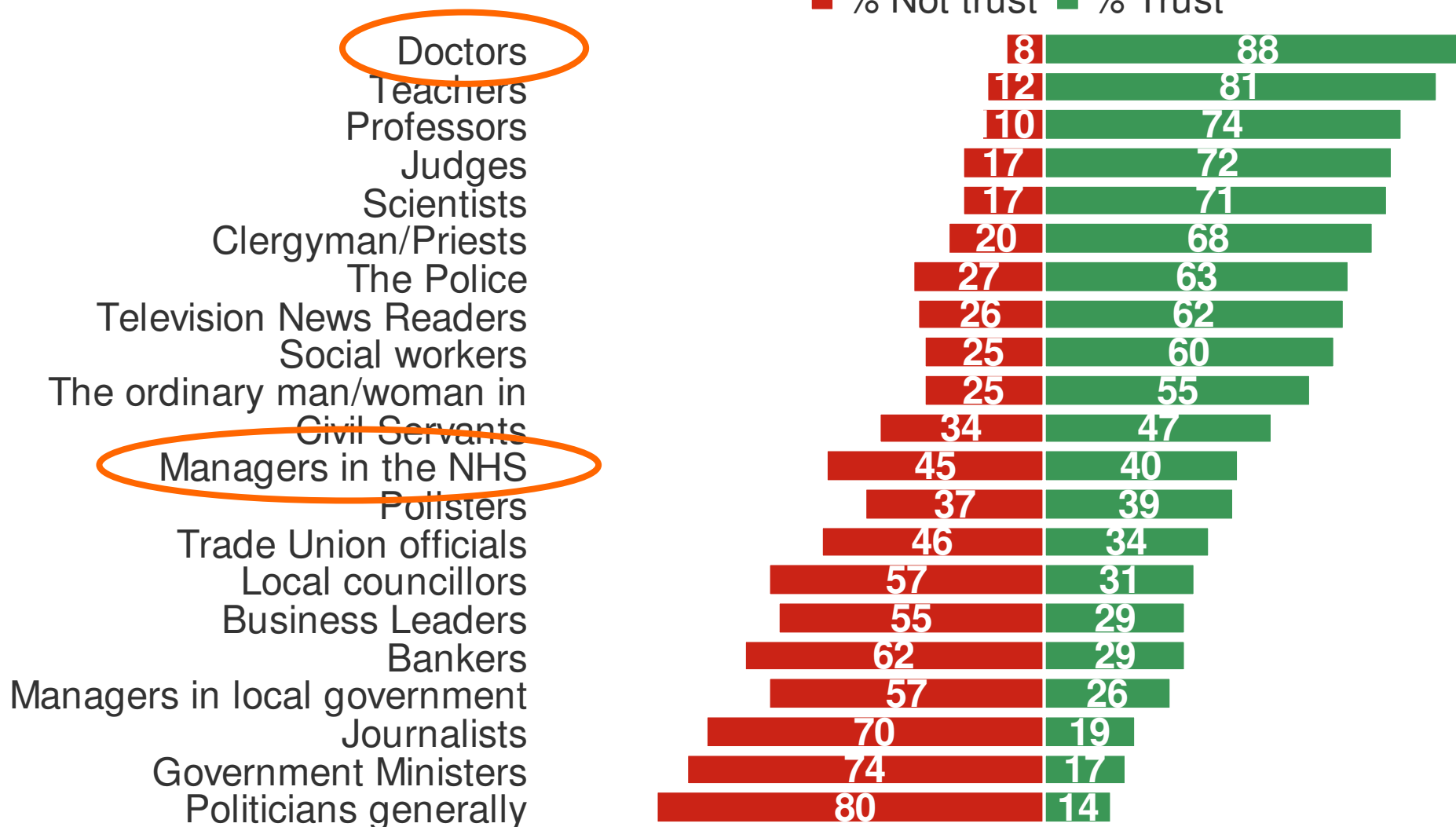


Base: All NHS Staff from GfK NOP (Winter '10 only - 270), Public on MORI tracker (Winter '10 - 1,011)

All this is unsurprising when we look at how much we trust doctors

Q. "For each, would you tell me whether you generally trust them to tell the truth or not?"

■ % Not trust ■ % Trust



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Base: 1,026 United Kingdom adults aged 15+, 10-16 June 2011

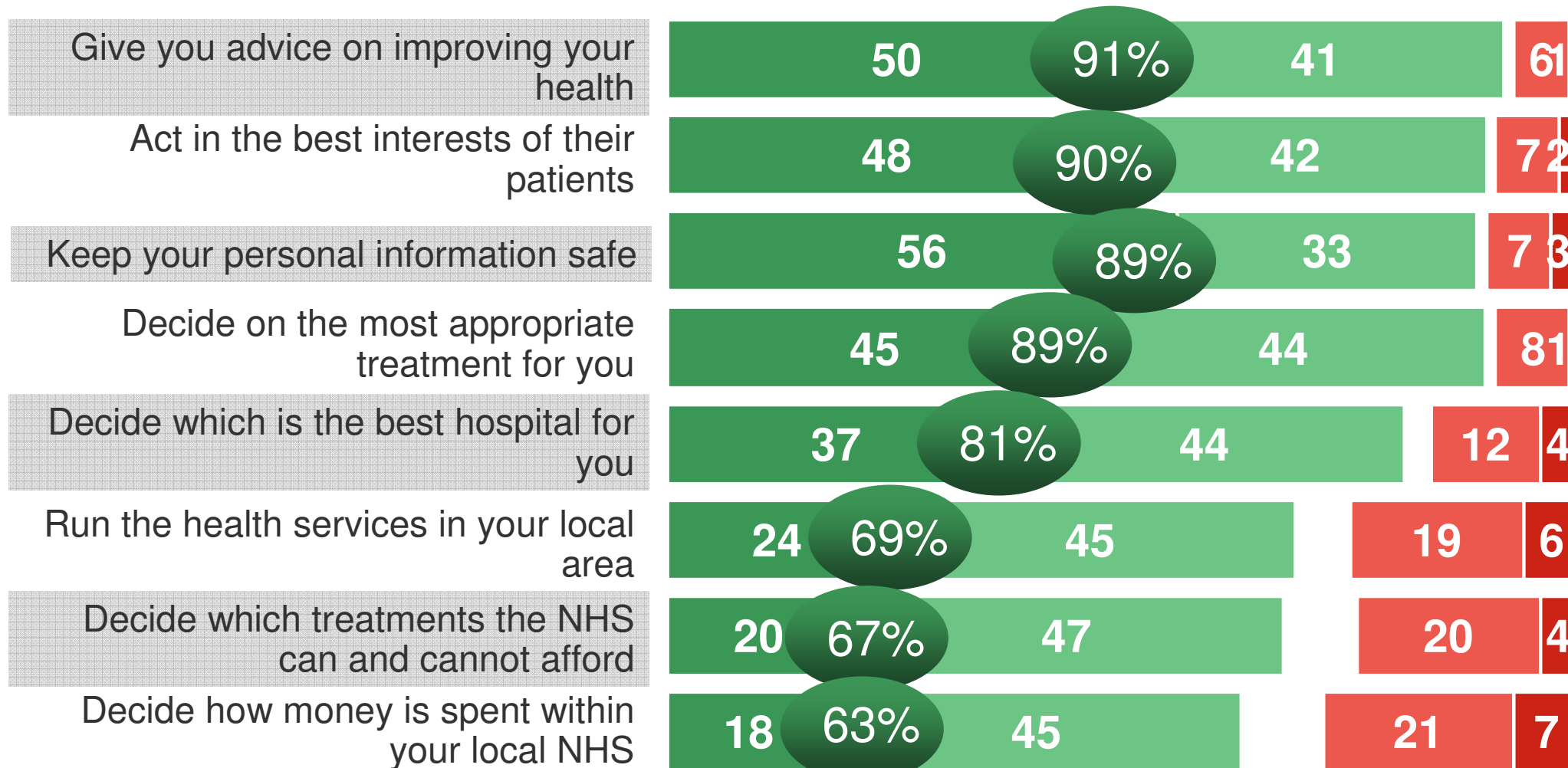
Source: Ipsos MORI/BMA



Our trust in doctors is wide-ranging

To what extent, if at all, would you trust doctors to do the following:

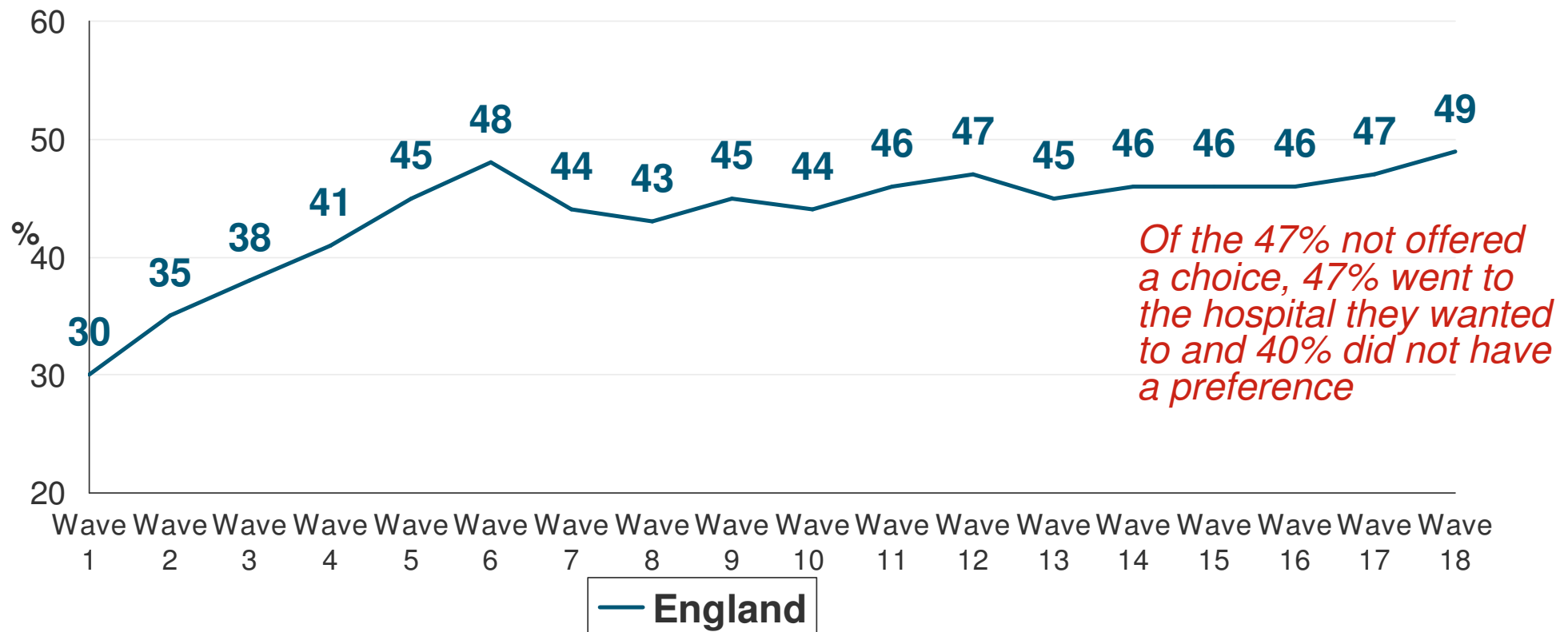
■ % A great deal ■ % A fair amount ■ % Not very much ■ % Not at all



Choice – yes but there are two sides to this

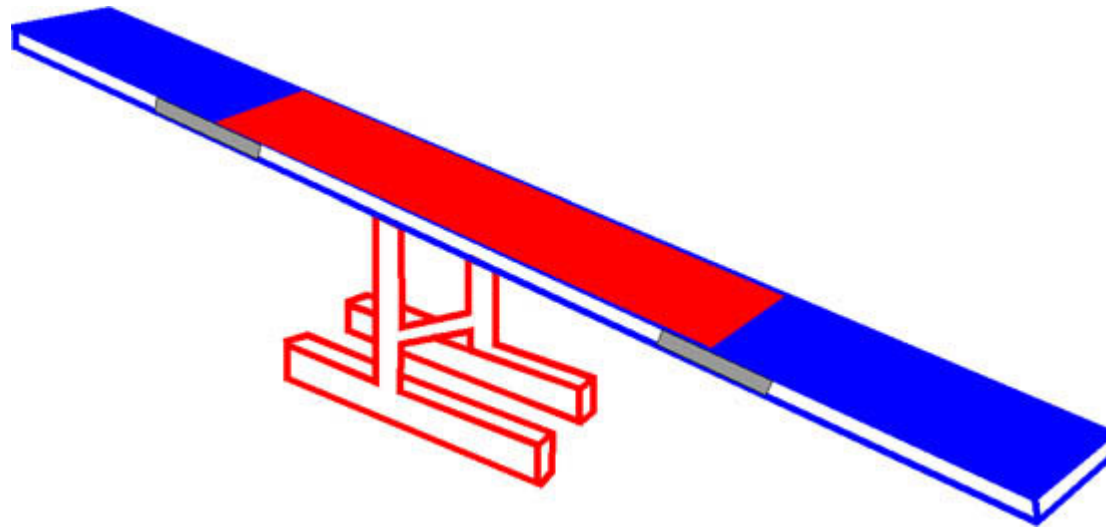
Choice?

Q. Were you offered a choice of hospital for your first hospital appointment?



Choice versus Uniform Standards

Choice

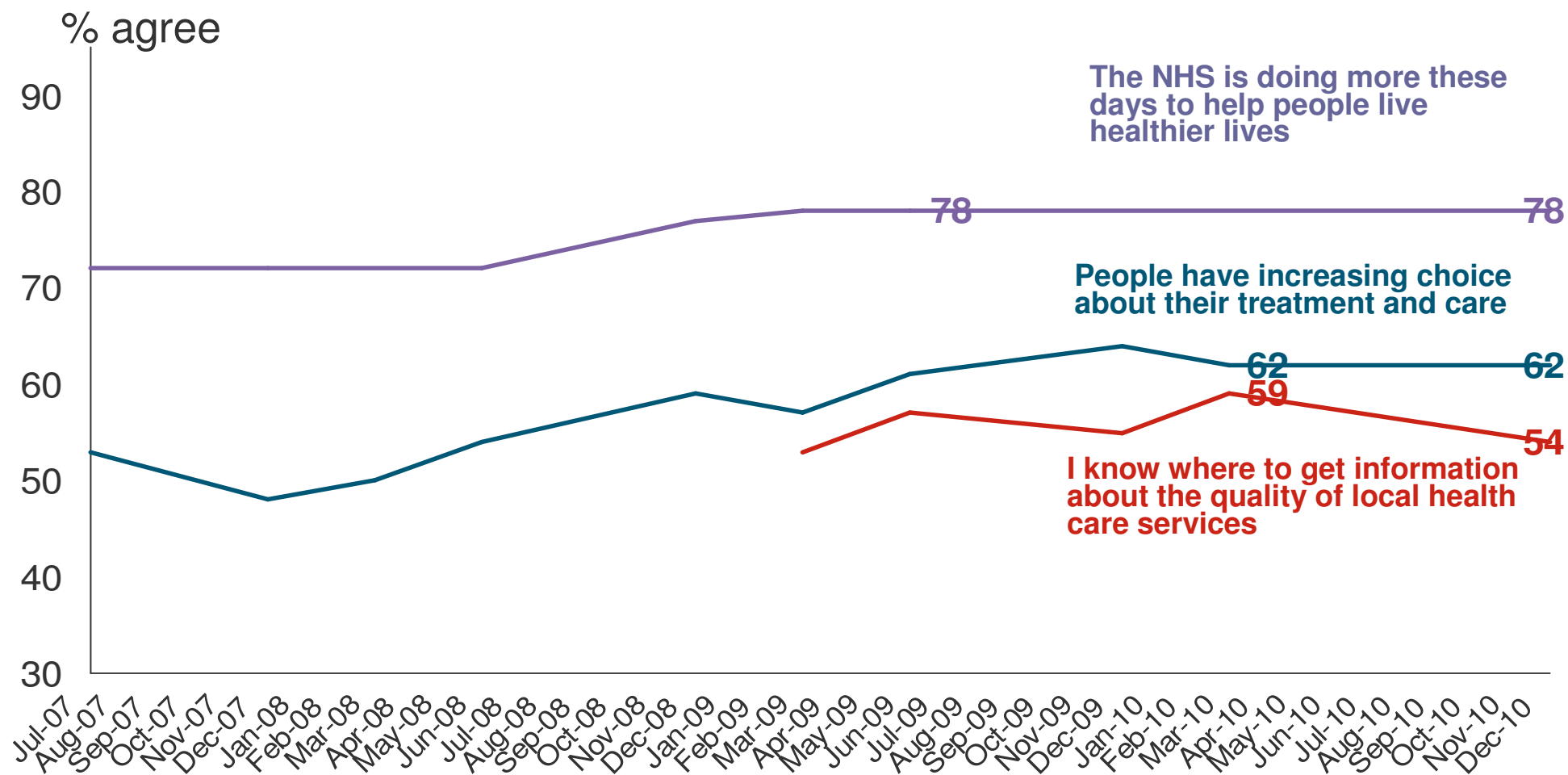


Uniform
quality

Choice relies on information – do we know where to go?

Still a significant proportion who don't know where to get information about the quality of services

Q Please tell me whether on the whole you agree or disagree with each of the following statements:



Base: 1,011 English adults aged 16+, December 2010

*statement not asked in Dec 08, March 09, June 09

Source: Ipsos MORI/DH Perceptions of the NHS Tracker

The information revolution: A charter for the connected?

17

% Accessing the internet by gender and social grade in 2010/2011

	All	15-24	25-34	35-44	45-54	55-64	65+	
Males	82	93	91	92	85	79	53	Internet access 80-100% 50-79% 0-49%
Males AB	94	100	98	98	100	94	78	
Males C1	91	98	99	96	89	85	66	
Males C2	75	91	84	86	83	72	43	
Males DE	64	84	82	83	55	52	20	
Females	75	91	93	89	84	68	35	
Females AB	89	100	100	97	96	89	56	
Females C1	84	95	96	95	94	86	37	
Females C2	75	97	91	92	84	53	36	
Females DE	50	74	85	69	51	31	19	

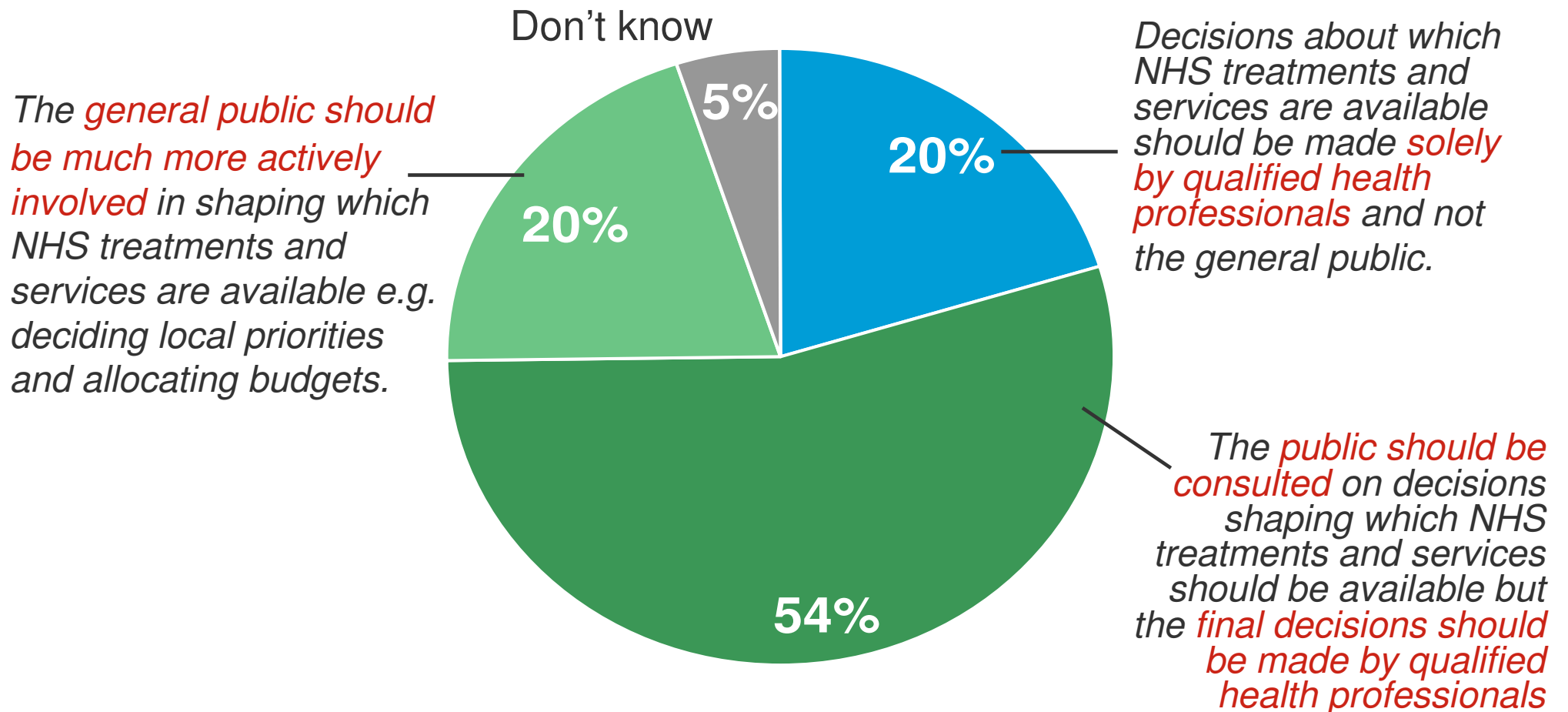
Base: 4,065 GB adults aged 15+: Jul/Nov 2010 and Jan/Apr 2011

Source: Ipsos MORI

Do we want to be involved in shaping services?

The public say they want to be consulted

And thinking of how decisions about treatments and services should be made, which of these statements most closely matches your opinion?



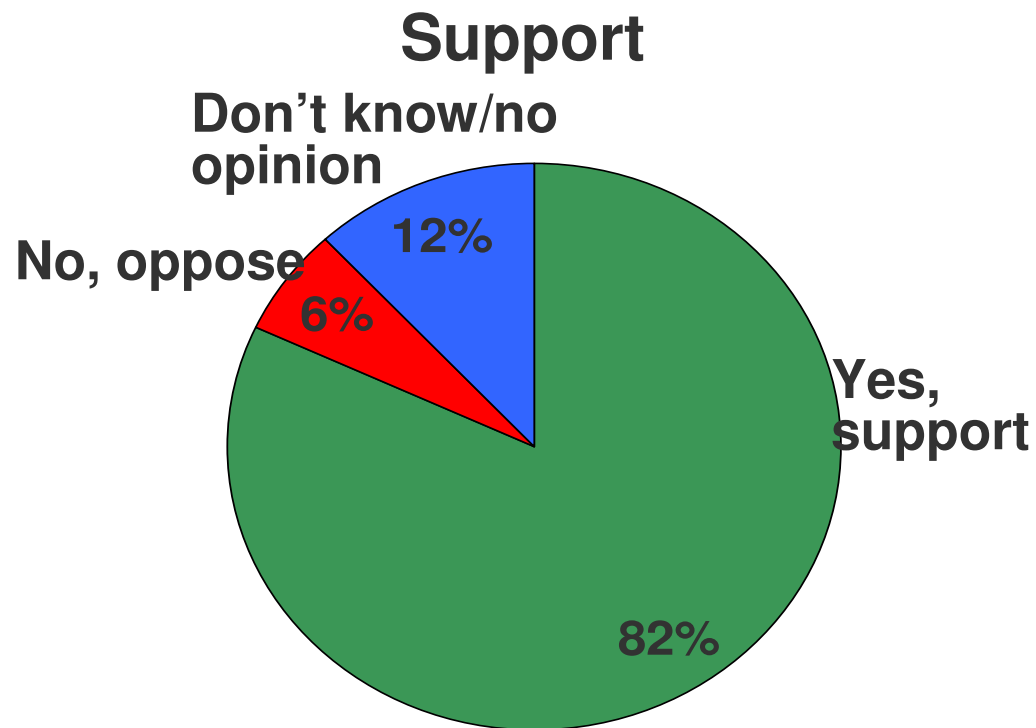
Base: 988 English adults (18+), November 2008

Source: Ipsos MORI/Social Market Foundation

Big support for getting involved – though in practice...

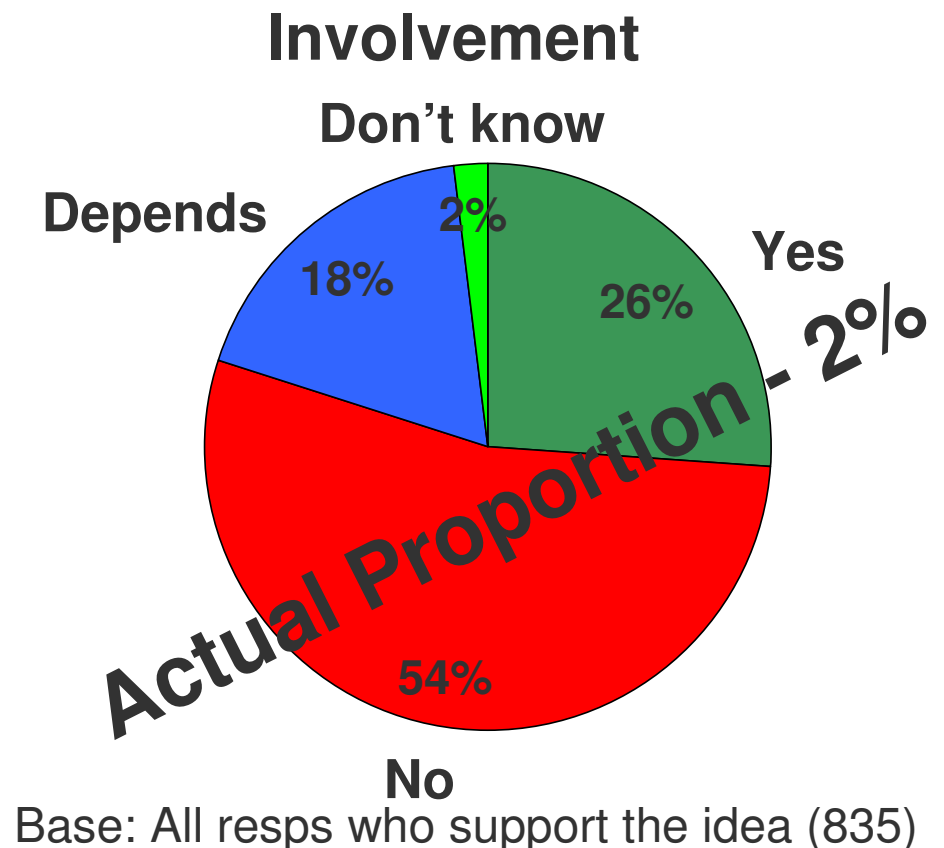
In principle, would you support or oppose *extending Community Partnerships* to other parts of the Borough?

And would you *personally be interested* in getting involved?



Base: All residents (1,021)

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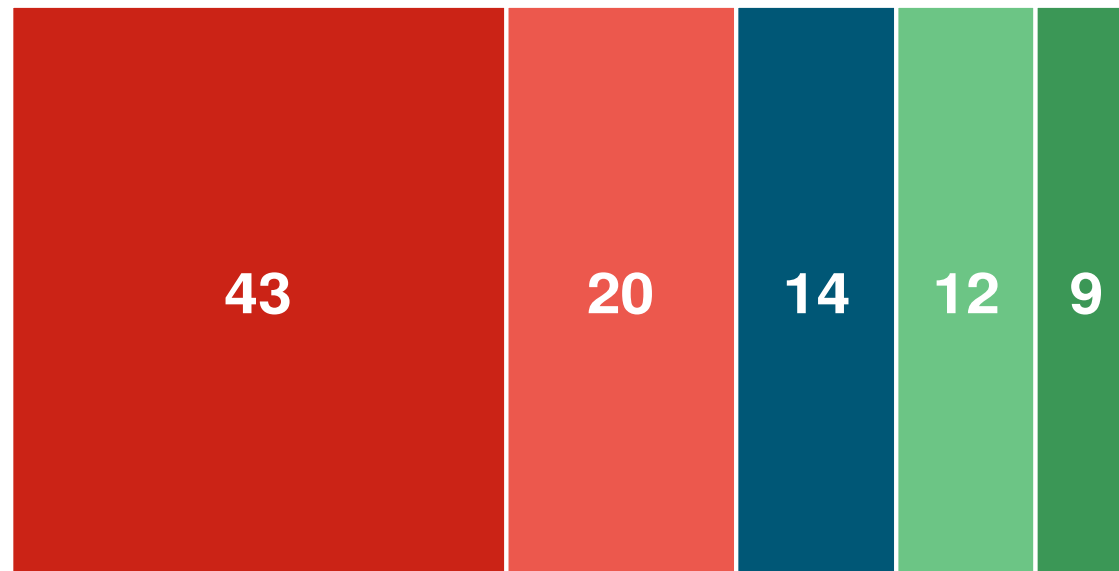


Does bring up the spectre of the postcode lottery

Please read each pair of statements and decide which comes closest to your own opinion

- 1 - agree much more with A
- 2
- 3
- 4
- 5 - agree much more with B

A. Standards of public services should be the same everywhere in Britain



B. The people who live in different parts of Britain should be able to decide for themselves what standard of public services should be provided in their area

Base: 2,019 British adults, 9 May-5 June 2008

Source: Ipsos MORI Real Trends

Challenges...

Challenges

- Understanding the different needs people have
 - Tailoring accordingly
- If choice is to work then information is key and the NHS has not always got this right
- When thinking about local people getting involved what is the best process?
 - How do we avoid usual suspects?
 - Being clear on what we want from people

Thank you

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