

Equality and Diversity Report 2020

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Stafford Skincare 01.04.20

In March, 15 consecutive patients attending Stafford Skincare (Lichfield Clinic) were invited to complete an anonymous Patient Experience Survey. The Survey is based on "Patient Experience in adult NHS services: improving the experience of care for people using adult NHS services" (2012, NICE CG138). The limited number of patients surveyed was due to the "lockdown" following the Covid-19 outbreak.

The Survey gives people and their carers the opportunity to comment on various aspects of the Dermatology service including:

- Staff attitude and communication
- Opportunity to discuss their skin problem and treatment plan
- Were their views listened to?
- Privacy and dignity
- Raising Concerns and Complaints

Other questions relate to The Equality Act 2010 which describes eight "protected characteristics" including:

- Race
- Sex
- Disability
- Sexual orientation
- Religion or belief
- Gender reassignment
- Age
- Pregnancy and maternity

Analysing this information will help to see if any group of patients (e.g. patients aged 75+ years) are discriminated against either directly or in an indirect manner.

Demographics

Ethnicity

Fourteen people (93%) attending Stafford Skincare in 2020 described themselves as "British or mixed British". Previous Annual Surveys showed the following percentages of people describing themselves as "British or mixed British": 96% (2012); 81% (2013); 96% (2014); 97% (2015); 94% (2016); 95% (2017); 94% (2018); 95% (2019).

Gender

Twelve people were female (80%), and 3 people were male. This is different to results from the last 2 years when 61% of people attending Stafford Skincare in 2019 were female; and 58% of people attending Stafford Skincare in 2018 were female.

This probably reflects that this year's Survey only questioned people attending the Lichfield Clinic, which includes people attending for "cosmetic procedures" as well as for "dermatology complaints".

Disability

No patient attending Stafford Skincare in 2020 was registered as Disabled. Two people did not answer this question. The reported prevalence of disability in previous years was 4% (2012), 9% (2013), 5% (2014) and 12% (2015); 4% (2016); 10% (2017); 0% (2018); 3% (2019).

Age

Most people (87%) were in the age range 40 – 69 years old. There was one child in the age range 0 -9; and one adult in the age range 70 – 79.

Summary of Patient Experience Reports

➤ Privacy and Dignity

Over the last 9 years, 85% - 100% of people rated Stafford Skincare as "very good"; as shown below. Otherwise, the rating was "good". Nobody rated the Clinic as "bad" or "very bad".

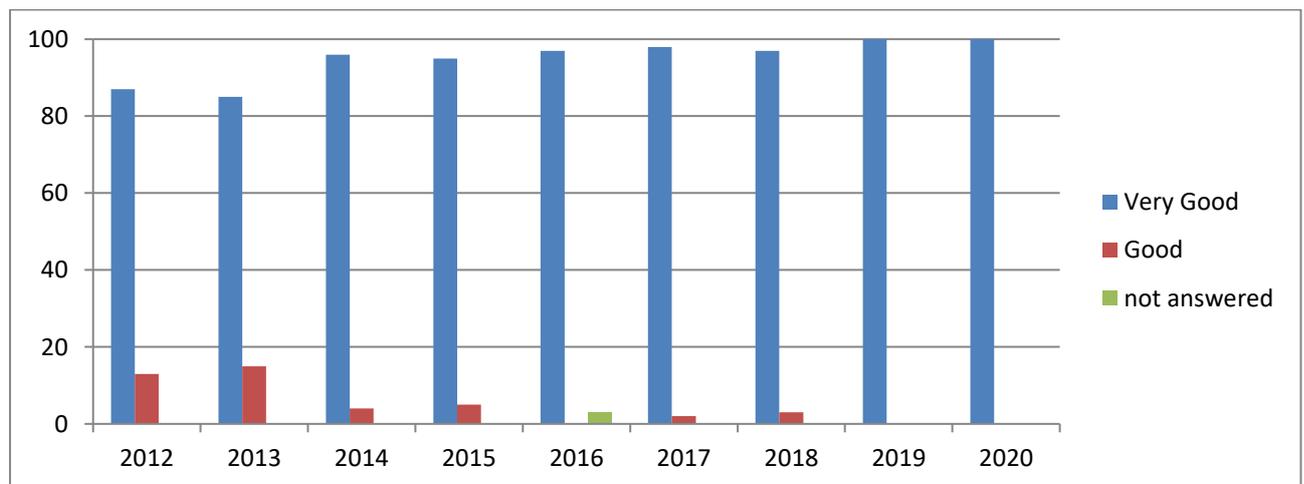


Table 1: Privacy & Dignity

➤ **Opportunity to discuss the problem and the treatment plan**

Over the last 9 years, 85% - 100% of people rated Stafford Skincare as “very good”; as shown below. Otherwise, the rating was “good”. Nobody rated the Clinic as “bad” or “very bad”.

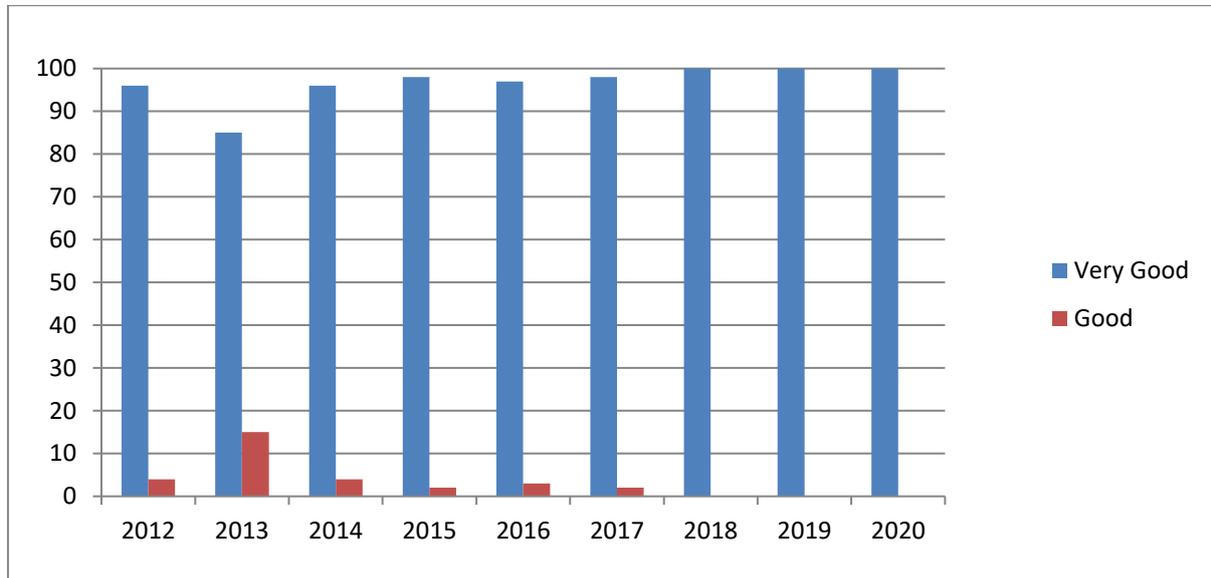


Table 2: Opportunity to discuss Treatment Plan

➤ **Were your views listened to?**

Over the last 9 years, 85% - 100% of people rated Stafford Skincare as “very good”; as shown below. Otherwise, the rating was “good”. Nobody rated the Clinic as “bad” or “very bad”.

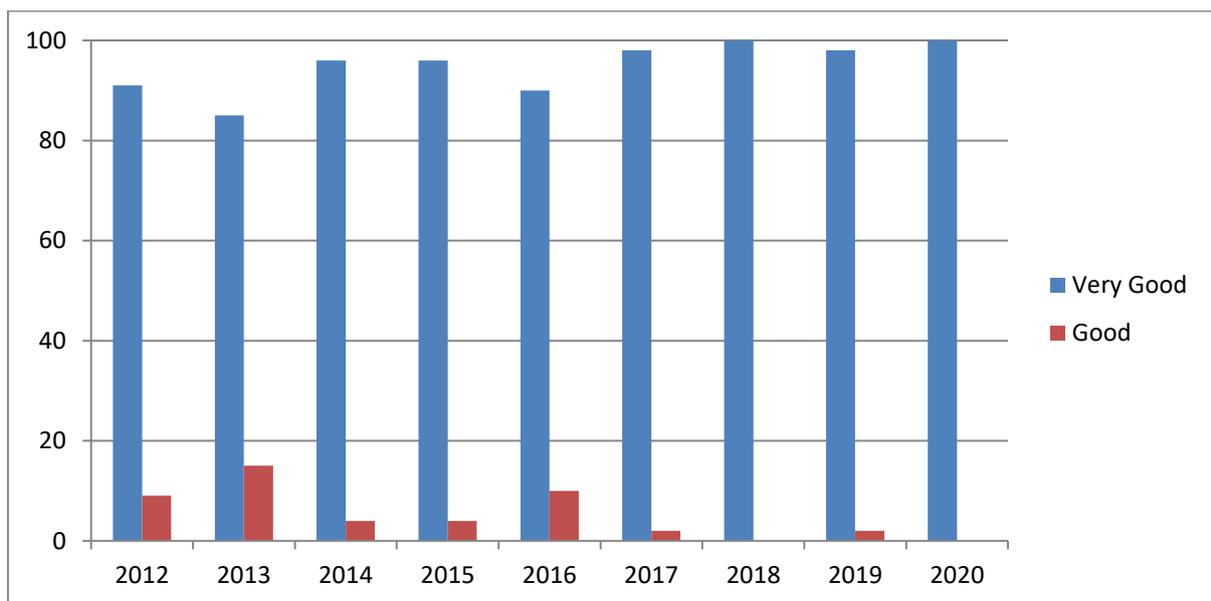


Table 3: Were your Views listened to?

➤ **Staff Attitude and Communication**

Over the last 9 years, 61% - 100% of people rated Stafford Skincare as “very good”; as shown below. The chart shows that over the 8 years, satisfaction with Staff Attitude and Communication has increased. This has been an area for active improvement over the years, receiving a score of 100% “very good” in 2018 and 98% “very good” in 2019.

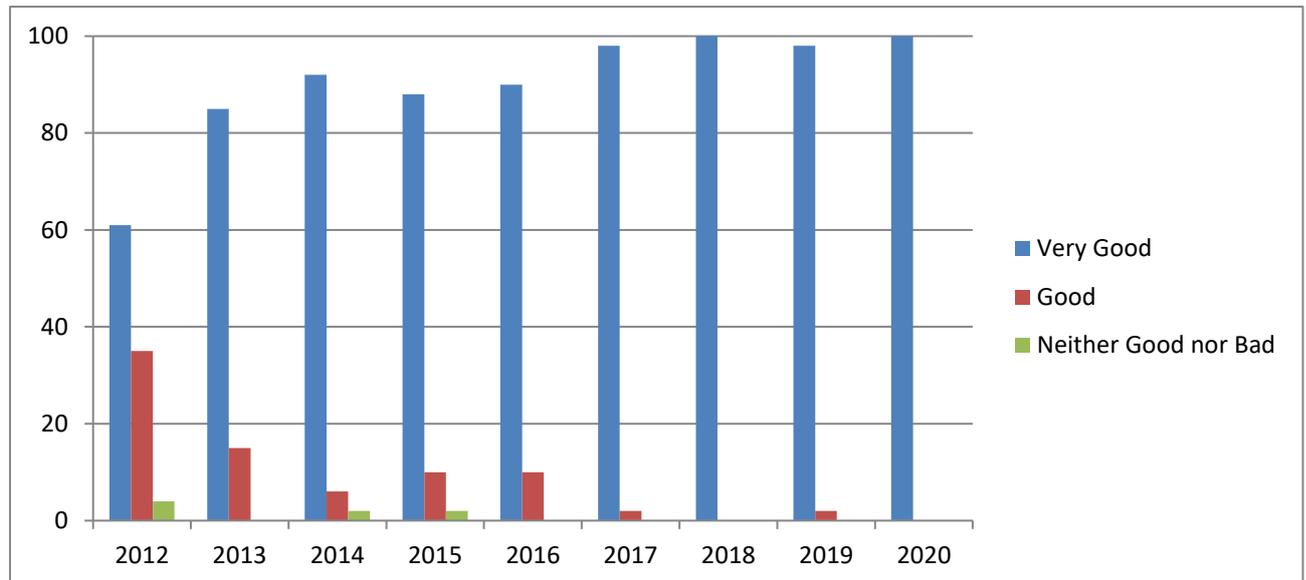


Table 4: Staff Attitude & Communication

Raising Concerns / Complaints

All patients (100%) stated that they had received information about what to do / who to contact if they had questions or concerns about their treatment.

Friends and Family Test

All people (100%) would recommend Stafford Skincare (Lichfield Clinic) to Friends and Family. All people would be “very likely” to recommend.

Equality and Diversity Analysis

It is very difficult to draw any firm conclusions from the results of this year’s Annual Survey when drawing up and Equality and Diversity Report for 2 reasons. Firstly, the number of people surveyed was very small – only 15 people – as the survey was closed early because of the “lockdown” following the Covid-19 outbreak. Secondly, all people were 100% happy with the aspects of service that they were questioned about, so it is not possible to look for areas of discrimination. I suppose the flip side is that it would appear that no person was discriminated against as all were happy with the service provided.

Were the Equality Objectives from previous years achieved?

1. A low score of 61% in 2012, prompted action to improve Staff Attitude and Communication, with a target score of >75% of patients reporting that it is “very good”:
 - In 2017, 98% of patients rated this aspect of the service as “very good”; 2% of patients rated it as “good”.
 - In 2018, 100% of patients rated this aspect of the service as “very good”
 - In 2019, 98% of patients rated it as “very good”
 - In 2020, 100% of patients rated it as “very good”

This will remain an objective, to ensure that high standards are upheld.

2. 100% people attending Stafford Skincare would recommend the Clinic to Friends and Family.

Equality Objectives for next year

Next year a larger number of people will be invited to participate in the Annual Survey, so as to inform the Equality and Diversity Report.

Date: 01.04.20

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