

Research Mystery Shop

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In 2013 a 'mystery shopper' exercise was carried out at North Bristol NHS Trust (NBT) by six volunteers from the Research & Innovation patient and public panel to find out how easy it was for patients to find out about clinical research opportunities. This replicated a national survey undertaken by the National Institute for Health Research (NIHR) of 40 NHS Trusts.



Key findings from the national survey:

91% of hospital sites visited did not have any information on clinical research activity in the reception area, on notice boards, on electronic screens or leaflet displays

46% receptionists questioned said research was not something they got involved in, and directed the mystery shopper to another hospital site – or had no suggestion at all to make.

22% of receptionists directed the mystery shopper to the PALS office.

However, only **3 PALS** had any information to hand out to people about clinical research.

52% of Trusts did have a dedicated research section on their website – although usefulness varied from very good to poor.

Only **34%** of the mystery shoppers found that the website information was useful from a patient perspective.

18
areas across the Trust were surveyed
11
of those are research active

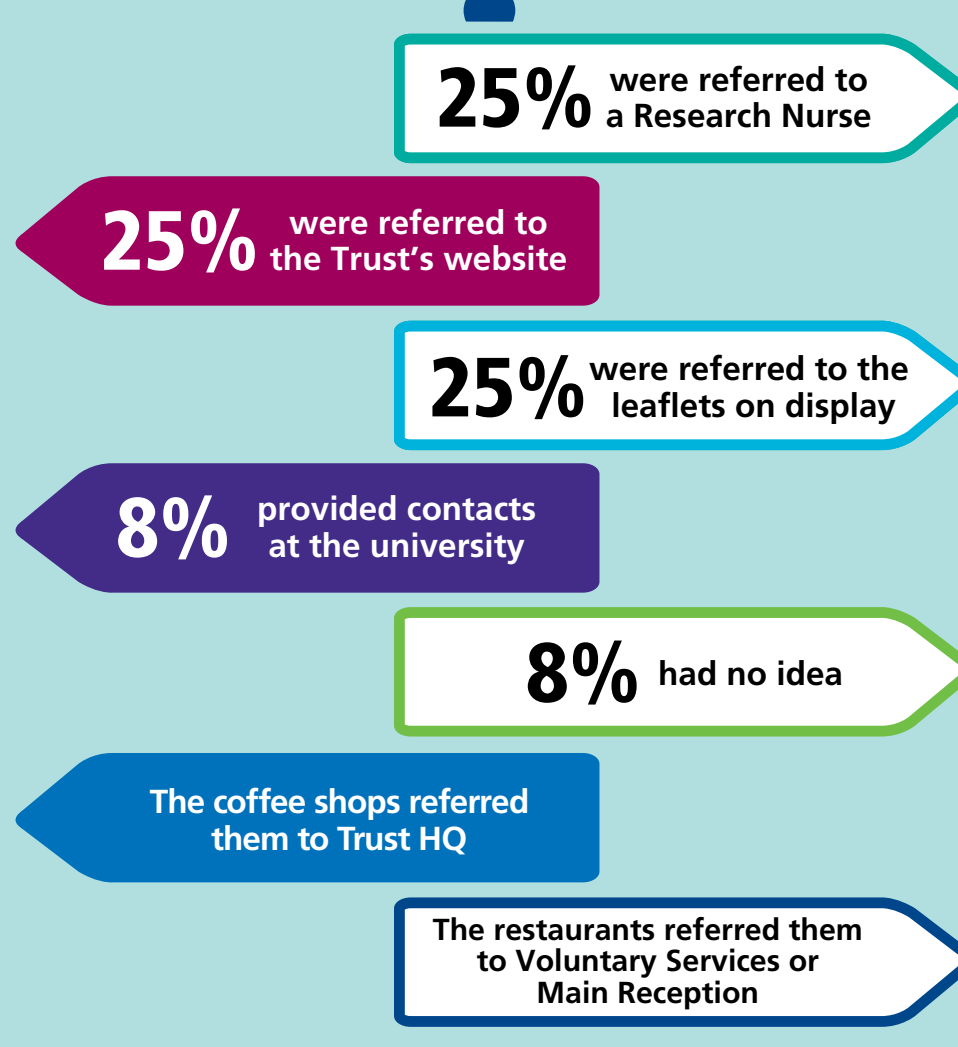
Availability of information

- Information about research was available in **50%** of the Departments surveyed
- No information was available at the Main Reception, Restaurants, cafes



Direction & signposting

The Mystery Shoppers were asked to go to the Receptionist in each area and ask for information about research, or where they could find information about research.



Mystery shopper recommendations

- All clinical areas should have leaflets about research on display ✓
- All clinical areas should have information about research that is actively recruiting available on notice boards in the public areas ✓
- Research should be highlighted on the public information screens in the restaurants (and elsewhere in the new hospital) ✓
- Create a clear 'Information for patients' section on the research pages of the NBT website and review the content of this with advice from the patient panel ✓
- Create a link on the NBT website to a list of currently active research studies ✓
- Ensure no webpages contain unexplained abbreviations ✓

Website

Research and Innovation have been allocated its own Research hub area on the main Trust's website. Nationally, only **52%** of Trusts have information about research on their website.

The mystery shoppers were asked to review the website to identify:

1. What information are you able to find about research?
2. What is useful about the information?
3. How could the information be improved?

The Mystery Shoppers



Maureen Watviss



John Richards



David Hanna



Peter Wells



John Berry



Anthony Hughes

The website results show:

The mystery shoppers were all able to find the research pages on the main NBT website quite easily

- All found useful information. Some examples of what they found useful: 'You can obtain as much or as little information as you require', 'A simple form to submit to get involved'
- Most felt the main improvement to the website would be a list of research currently taking place. Other suggestions were to include press cuttings of research news stories on the website
- One highlighted it could be made clearer the pages that would be relevant particularly to patients, compared to pages of interest to researchers
- Other improvements included ensuring all abbreviations are explained on each page



"Without exception all the receptionists were extremely helpful, had an excellent manner, showed kindness and an obvious desire to help and went out of their way to find someone to help"



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North Bristol **NHS**
NHS Trust