



# Health

**The National Health Service is in a time of major change. The Government has ambitious plans for the modernisation of the service and these are set out in the NHS Plan.**

**At the heart of these reforms is the drive to improve the experience of each individual patient, and greater patient involvement in the NHS is vital to the delivery of this programme.**

**At TNS we have experience not only of working on patient studies, but also on research which addresses some of the wider issues and procedures within the NHS. We have conducted rigorous and methodologically demanding audits of procedures within the NHS on behalf of the National Audit Office, in addition to monitoring public attitudes to nursing and a number of studies on attitudes to careers within the NHS.**

## **Recent examples of projects include:**

TNS are currently preferred suppliers for the NHS Institute for Innovation and Improvement, an Arms Length Body of the Department of Health. We have conducted several studies – some recent examples are detailed below.

### ■ **NHS Innovation Hubs**

There are nine innovation hubs which support the development of new ideas and innovative ways of working within the NHS. TNS have been commissioned to gather the opinions of users on the Hubs and the service they provide, as well as a survey among staff in the NHS to gauge awareness of the hubs. This element of the research will be conducted by means of a postal survey, followed up with some in depth interviews with users of the hubs.

### ■ **NHS Institute Customer Satisfaction survey**

The NHS Institute commissioned a customer and stakeholder satisfaction survey of 200 CATI (computer assisted telephone interviewing) interviews taking place in June 2007 across the 10 SHA areas. Findings showed that stakeholders were aware of the Institute but they could do more to involve stakeholders.

### **No Delays**

A series of 6 focus groups were conducted with operational managers in 4 hospitals in the NHS to gauge awareness and gather opinions on a set of tools designed to help managers meet the 18 week wait target which aims to reduce the waiting time for patients in the NHS. The tools included a computer package and other marketing and communication materials.



## **Making Relationships Count**

TNS Social was commissioned to provide quantitative information based on the views and experiences of senior stakeholders to the Department of Health, the aim being to examine and evaluate any barriers to more effective working relationships. A baseline study had previously been conducted by MORI and so our research formed a follow up survey, allowing comparisons to be made, and performance to be evaluated since the baseline study (conducted 8 months previously).

The study ran in three waves conducted over 18 months. Two hundred stakeholders were interviewed at each wave by our CATI team. Findings showed that communication, transparency and consultation were important to stakeholders and the Department should focus on these issues for the future.

## **Monitor of Attitudes to Nursing**

This important project has been conducted regularly on behalf of the Department of Health. It involves interviewing a large, representative sample of the public using an omnibus methodology to understand attitudes to nursing in general. In the past, a smaller, focused sample has been re-contacted by telephone to participate in a further interview to assess in more detail their perceptions of nursing and to understand what influences these perceptions.

## Community five-a-day initiatives

Sixty-six PCTs across England launched a series of community initiatives to encourage people in areas of deprivation to eat more fruit and vegetables. TNS were commissioned by the then New Opportunities Fund (now the Big Lottery Fund) to evaluate the impact of these initiatives. A large-scale postal survey was distributed to almost 100,000 people living in these areas and in control areas as part of the baseline measure. At year 2 this was followed-up with a second survey that looked at how both consumption of fruit and vegetables and attitudes to health eating had changed. Another key element of the evaluation included qualitative research with participants at a range of initiatives including “sow and grow” and “cook and eat” projects. This research was used to understand the impact of ‘five-a-day’ on participants’ views of eating healthily as well as assessing the impact on eating behaviour. A final element of the research looked at the implementation of the programme in terms of resources, training, and planning. Positive changes in attitudes to healthy eating were seen during the life of the programme, but evidence of changing patterns of consumption was very limited. The implications for further work in developing health eating amongst key target groups were identified.

The full results of the evaluation are available at:

[www.biglotteryfund.org.uk/er\\_eval\\_5aday\\_report\\_evaluation.pdf](http://www.biglotteryfund.org.uk/er_eval_5aday_report_evaluation.pdf)

## Attitudes to Mental Illness

We have carried out several waves of research since 1993 on public attitudes to mental illness, on behalf of the Department of Health. The surveys are currently carried out annually, using the TNS Omnibus to interview a representative sample of adults across England.

## NHS Careers Recruitment

This survey has been conducted annually on behalf of the Department of Health to assess the impact of publicity in relation to NHS careers. A sample of adults aged 16-45 years is interviewed in England and Wales via the TNS Omnibus survey.

## Attitudes to NHS Careers

This project was conducted on behalf of the South West London Education Consortium to establish the motivations and barriers to health service careers (Nursing and Professionals Allied to Medicine explicitly) amongst those working in hospitals in the area covered by the consortium. A mix of desk research and primary qualitative work was used.

## NHS Direct

TNS conducts quarterly research on behalf of the Department of Health, again utilising an omnibus methodology to evaluate awareness of, and attitudes to, the NHS Direct initiative. Research has also been conducted to understand awareness and usage of NHS Walk In Centres specifically.

## Flu Vaccine Campaign Evaluation

A survey, on behalf of the Department of Health, conducted annually in recent years. The survey uses an omnibus methodology among a representative sample of those aged 16+ years in England to evaluate the extent to which individuals are aware of the potential for flu immunisation, the source of that awareness and intent to be immunised. The role of promotional activity, both above and below the line, in stimulating action is assessed.

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