

**ITEM: 08/132**  
**Doc 3**

**Meeting:** Trust Board  
**Date:** 17<sup>th</sup> September 2008

**Title:** **Customer Focused Marketing Strategy**

**Executive**

**Summary:** The Customer Focused Marketing Strategy (CFMS) describes how a customer focused marketing model will be adopted by the Whittington to improve patient experience and result in success in achieving our vision to be the hospital of choice for local people.

Success will be measured by the Trust achieving top decile results in the annual patient survey.

Improving patient experience through customer focused marketing is complex agenda involving transformational change and the strategy covers a 3-5 year period.

The scope of the strategy is explicitly applied to patients.

The key principles of the approach are

- to capture the expectations of patients
- to capture the Net Promoter Score as a measure of whether we are succeeding in being the 'hospital of choice' for local people and improving our reputation locally
- to capture and report patient experience measures consistently and comprehensively across the Trust based on evidence based questions
- to use the results of the measures to drive improvements across Departments in the Trust, and capture and communicate these improvements internally and externally
- to have an infrastructure that enables the measures and information about customer expectations and feedback to be shared and accessed across the Trust

Implementation will result in:-

- embedding the strategy so that our culture, processes and systems are aligned to deliver customer value
- an acceptance that this is transformational change that will take 3-5 years to impact comprehensively
- the need to revisit the Whittington promise
- the full engagement of staff across the organisation in this strategy
- a realignment of Trust resources around the implementation of the strategy

**Action:** The Board are asked to

- i. approve this strategy
- ii. approve the implementation plan

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<b>Report from:</b> Siobhan Harrington – Director of Primary Care
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<b>Sponsor:</b> David Sloman – Chief Executive
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<b>Financial Validation</b> Lead: Director of Finance	Name of finance officer N/A
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<b>Compliance with statute, directions, policy, guidance</b> Lead: All directors	<b>Reference:</b>
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<b>Compliance with Healthcare Commission Core/Developmental Standards</b> Lead: Director of Nursing & Clinical Development	<b>Reference: C14</b>
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<b>Compliance with Auditors' Local Evaluation standards (ALE)</b> Lead: Director of Finance	<b>Reference:</b>
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<b>Evidence for self-certification under the Monitor compliance regime</b> Lead: All directors	<b>Compliance framework reference:</b>
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