

COUNTING COMPLIMENTS

Counting Compliments is not just about positive feedback on a job well done, when analysed it can help identify the Trust's strengths, and reinforce good practices.

When given without any ulterior motives, compliments feed the best parts of ourselves. Seeing and knowing the good in one's self and in our work is essential to overcoming those difficult days and help us to live our work life more in sync with what is personally meaningful. Deep down we all want love and recognition – to be understood, to be important, to matter to know we are making a difference.....

There is no shortage of data in today's patient experience world. It is what you do with it that matters. All Trusts are collecting reams of information from multiple sources every day. Perhaps, in our increasingly relational world, one of the most overlooked sets of data is positive patient feedback.

It's a sad fact that while complaints get logged, formalised and circulated, compliments and thanks are often just briefly expressed to one individual before disappearing off into the ether, never to be acknowledged again. It's a shame, because for many of us these are the moments that make the job rewarding.

We are well practiced at handling complaints and other negative feedback. These come via an ever-widening range of media, whether it be old-school face-to-face, or telephone calls or more likely today, by email, Facebook or Twitter or other social media. These days our patients have many opportunities and ways to let us know if it we have not performed to expectation and generally we respond to these but we don't routinely balance this negative input with the positive feedback that is also received.

- In the last 12 months we recorded 9898 compliments and 665 complaints.
- That means we received 14 compliments for every complaint.
- And we know that not every area is counting their compliments – so imagine how the balance could shift.

