

Listening to Patients

How to use qualitative and quantitative data in patient advocacy

A survey programme can help your organisation to:

- 
PREDICT AN OUTCOME
 e.g. If patients' care is changed, how will this affect their overall wellbeing?
- 
EXPLAIN A CAUSE OR A CONSEQUENCE
 e.g. What has caused patients to report a drop in the standards of care?
- 
EVALUATE POLICY
 e.g. What has been the impact of a change in policy or a new procedure on patients?
- 
DESCRIBE SERVICE PROVISION
 e.g. What does excellent care look like? What is a patient's experience really like?
- 
DEVELOP GOOD PRACTICE
 e.g. What do patients say would improve their care?
- 
EMPOWER PATIENTS
 e.g. What are the best ways to enhance patients' lives, and the lives of patients in the future?



“Build understanding and insight; helping you to anticipate change; to ultimately enhance your patient advocacy work.”

HOW CAN A SURVEY PROGRAMME HELP YOU WITH YOUR PATIENT ADVOCACY WORK?

Quality Health is now part of IQVIA. As a leading provider of survey programmes to gather patient insights, the Quality Health team is your ideal partner, helping you to anticipate change; to ultimately enhance your patient advocacy work.

A survey programme will help you:

- Work out what the problem is**
 Think about whether you have policy ideas that need to be backed up with evidence. Test a theory that you have about your patients' experience. Consider whether you are analysing the right problem.
- Consider the bigger picture**
 Ensure that what is already known is taken into account. Use the results of other relevant research to inform your own thinking.
- Have a clear analysis strategy**
 Ensure that data is organised and accessible to make sure it can be interpreted successfully and provide fresh perspectives.
- Present findings as a narrative**
 Integrate different methods (qualitative and quantitative) to provide a powerful and engaging narrative.

We take an holistic approach to investigating the problem and developing solutions using a range of methods and approaches.

One of IQVIA's specialisms is health and social care surveys, working for public, private and not-for-profit sectors, in the UK and overseas

Working with you

We will work with you to find the best combination of research methods to meet your needs:

LITERATURE REVIEW AND DESK RESEARCH

- Reviewing the main ideas and research relating to the area of interest
- Providing background and justification for your survey programme

QUANTITATIVE RESEARCH

- Traditional questionnaire design and development delivered on paper, online, or via our app
- Structured interviewing in person, by phone or online

QUALITATIVE RESEARCH

- In-depth interviews either face-to-face or by phone
- Focus groups or workshops using a range of techniques

CONSULTANCY SERVICE

- Improvement events, reporting and workshops

"We work collaboratively with our clients to support service improvements, inform change, influence policy, and improve outcomes."



Our vision

To help our clients achieve high quality and positive outcomes in health, social care and other services

Our purpose

We design innovative data collection mechanisms to gather insight from patients, service users, staff and other stakeholders.

We use our unique expertise and experience to collect, process, analyse and present information in the most meaningful ways.

We work collaboratively with our clients to support service improvements, inform change, influence policy, and improve outcomes.

CONTACT US

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