



Leading the Way

The Big Conversation Feedback Priority 3 - How We Assure Quality of Care

The Nursing and Midwifery strategy for NHSGGC launched in May 2025. From January to March 2026, your local champions and teams held Big Conversations about Priority 3 - How We Assure Quality of Care. This poster lays out the top 3 themes that you told us matter to you from each question and includes some of your quotes from the data received.



Q1. How do you get feedback on the care you give on a daily basis?

Your top 3 themes were -

- Face to face, written, electronic, verbal from patients and staff
- Sharing and discussing feedback with teams - communication and governance loops
- Reflection, learning and morale - professional development and recognising good practice

Feedback is in both verbal and written format which is then used in reflective manner to ensure care delivery is optimised to the individual

Feedback information discussed with patient helps to decide on care pathway going forward and clarify process for patient who would feel more involved in their individual care

Person-centred care remains at the core of our practice and is always underpinned by evidence-based guidance to ensure safe, high quality and effective support

Our approach is entirely person-centred. We avoid prescriptive guidance and instead tailor our support to meet the specific needs of each individual or establishment. The people we work with are the drivers of the support they receive, ensuring the advice we offer is meaningful and relevant

Q2. How do you collect and use this feedback in your local areas, and does it help you to make changes to the care you give?

Your top 3 themes were -

- Improving how feedback is collected, particularly digital and accessible methods
- Embedding quality assurance through routine review, audit and governance
- Staff development, leadership presence and team working

With iMatter, we meet and discuss any lower scoring areas and its an opportunity for staff to feedback any frustrations or difficulties they may have and a chance for management to listen and address these and get a better understanding

There is opportunity with positive patient feedback via any route to celebrate with teams and to share positivity and to highlight where a good standard of care has been delivered, nurses knowing they have done well and have been recognised helps keep morale high and is also an opportunity for reflection

Q3. What are your team's plans and priorities to develop your Quality Assurance over the next year?

Your top 3 themes were -

- Strengthening feedback systems and visibility
- Embedding quality assurance through audit and routine review
- Workforce development, leadership presence and team working

To continue a high standard of care, continue to prioritise care, hopefully get extra staff to boost the care we give