

Communications Committee 6 November 2012

Update on review of consultation methodology and process

Executive summary and recommendations

Introduction

Last year, the Communications Committee considered a paper by the Policy and Standards department on a recent review of the consultation methodology and the consultation process.

The review set out a number of actions for the department to take forward, working alongside colleagues in other areas. This paper updates the Committee on the department's progress to date.

Decision

This paper is to note, no decision is required.

Background information

Paper considered by the Communications Committee, 8 November 2011:

http://www.hpc-uk.org/assets/documents/10003779communications_committee_20111108_enclosure05_review_of_consultation_methodology_and_process.pdf

Resource implications

The resource implications of implementing this review are incorporated within the Policy and Standards workplan for 2012-2013 and subsequent years.

Financial implications

The financial implications of implementing this review are incorporated within the Policy and Standards budget for 2012-2013 and subsequent years.

Appendices

None

Date of paper

25 October 2012

1. Implementation of the review of the consultation process

- 1.1 The table on page four sets out our process in implementing the actions from the review of the consultation process. In addition, the Executive has highlighted below two key developments in our ongoing work to review and improve the consultation process.

Surveymonkey¹

- 1.2 Surveymonkey is an online survey and consultation tool. We have set up an account with surveymonkey that allows us to develop bespoke online consultation surveys, using our own logo and house style.
- 1.3 Surveymonkey has replaced our consultation response form (a Word based form developed in-house). We provide links to each consultation survey on our website and also in the information we send to stakeholders to encourage them to respond to the consultation. Stakeholders are encouraged to use the online survey but can still submit their comments via email or fax if they would prefer to.²
- 1.4 Using surveymonkey will help us to manage the analysis of consultation responses in a more resource effective way. For example, surveymonkey provides detailed quantitative data which can be used for the consultation responses document. It is also easy to create a document showing all responses, which can be used for qualitative analysis.
- 1.5 We have used surveymonkey to help us to collate responses to the following consultations:
- Consultation on service user involvement in education and training programmes approved by the Health and Care Professions Council
 - Consultation on standards for prescribing
- 1.6 We have asked respondents to the consultation for their feedback on using surveymonkey. We have found a higher rate of response thus far than with most other consultations we have run in the past. Thus far, respondents have been positive about how easy the system is to use. However, we will continue to monitor the feedback to see if we need to make any changes to our online consultation surveys.

Stakeholder engagement

- 1.7 We have just begun a process to review our standards of conduct, performance and ethics.³ A key part of that review will be engaging with service users and members of the public about their expectations of health and care professionals.

¹ <http://www.surveymonkey.com/>

² As a reasonable adjustment, we also accept responses over the telephone if respondents are unable to write to us.

³ Council considered the workplan for this work at its meeting in July 2012 <http://www.hcpc-uk.org/assets/documents/10003B13enc05-standardsofconductperformanceandethicsreview.pdf>

- 1.8 It is important that we engage with these groups before we begin the formal public consultation process so that we can make sure the standards reflect those expectations and to make the consultation process as effective as possible.
- 1.9 We have been exploring the most effective ways of engaging with these groups. We are currently in the process of commissioning external research with groups of registrants and with service users.
- 1.10 Members of the Policy and Standards Department recently held a workshop at the Cancer Voices conference run by Macmillan. The workshop gave an opportunity to talk to a group of service users and carers in more depth about their expectations of health and care professionals.
- 1.11 We are also working with Macmillan on a more detailed workshop to be held in February 2013. The workshop will bring together our work on the standards of conduct, performance and ethics and Macmillan's work on values based standards for care.

2. Overview of the implementation of the consultation review process

Action	Timeframe for delivery	Comments
Webpages about consultations should have links to the relevant press release included within the text.	On-going	
Change the consultation form so we can record how respondents heard about the consultation and identify their profession (where appropriate).	October 2011	Not appropriate – we are now trialling the use of survey monkey for consultations
The ‘consultations’ section of the website should be revised to explain in more detail how we use the feedback provided in the consultations and give examples, where appropriate, of changes we have made as a result of the consultation process.	December 2011	Completed
Create a consultation spreadsheet to update with information about the numbers of documents sent, the response rates and any learning points from the consultation.	December 2011	Completed
Create a template consultation document and consultation responses document or a style guide for writing these documents.	On-going	The consultation document has been updated to reflect our change in name and the use of survey monkey.
Add a glossary section to consultation documents where appropriate.	On-going	
Policy and Standards should work with the Communications department to explore additional opportunities to highlight consultations (perhaps alongside other methods of engagement) on the homepage of the website.	On-going	Initial discussions have taken place with Communications about the most appropriate way of doing this

Explore the development of an on-line system to collect consultation responses.	April 2012	Completed – account with survey monkey has been established
Explore how other regulators approach reaching a wide range of stakeholders, including registrants, service users and organisations.	On-going	See paragraphs 1.7 – 1.11 about service user and public involvement in revising the standards of conduct, performance and ethics