

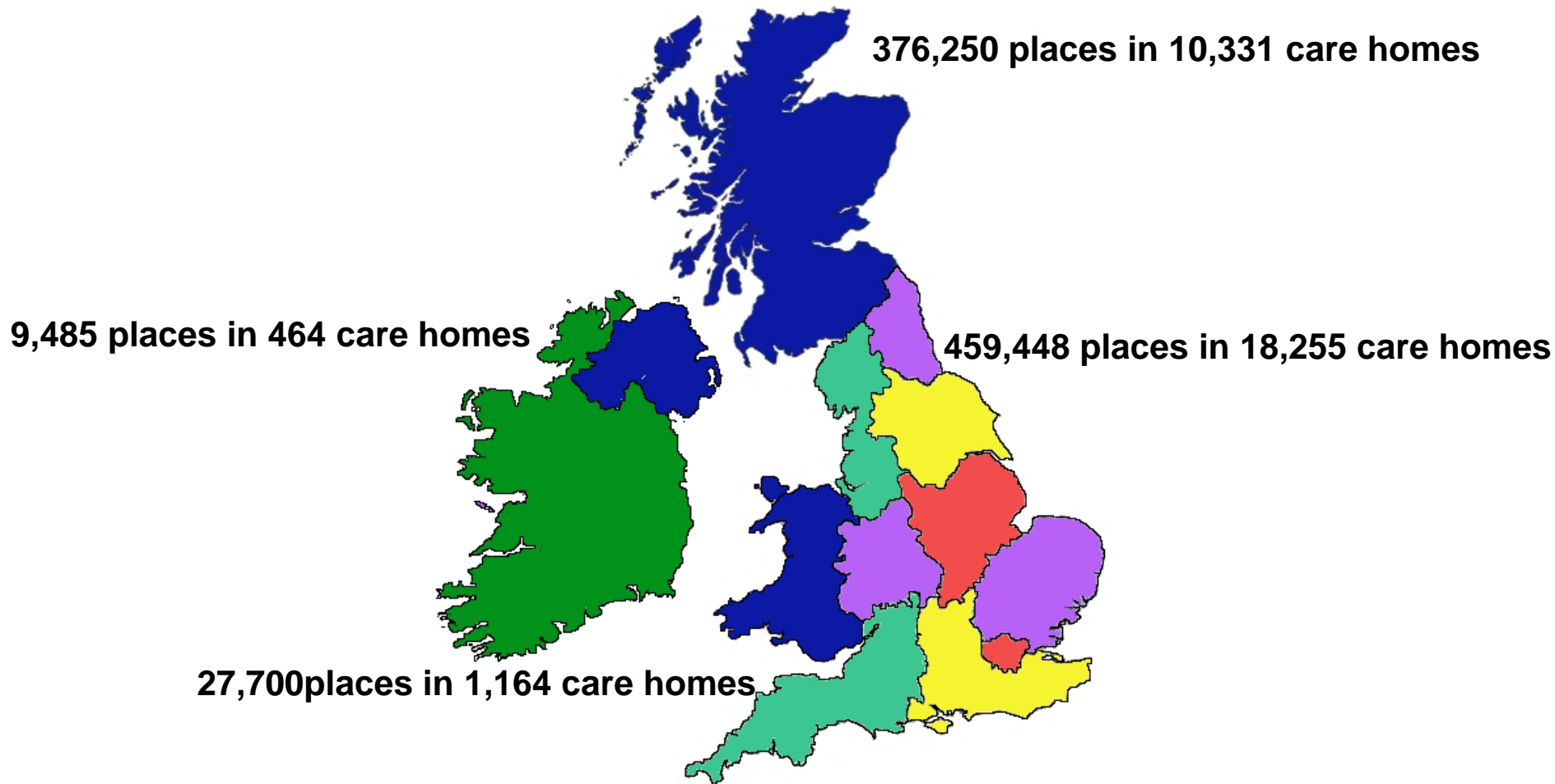
# Improving quality of care homes



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# Number of care homes and places in the UK



# Demand for care homes



By 2030, the number of care home places will require an 82% increase, about 630,000 extra space

# Motivation



**Caregivers:** lack of motivation

**Environment:** risk of physical or mental illness and discomfort

**Neglect/ Depression:** leads to elderly woman's death

**Malnutrition:** a major problem in nursing homes

**Stereotype:** leads to loneliness (65% in Britain)

# Aim of the study



to describe the use of voice of customer (VoC) analysis in care homes

# Outline of the process

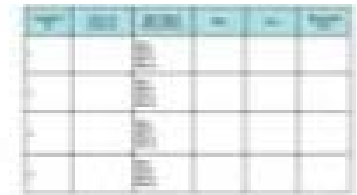
1. Identifying the Source of Customer Data



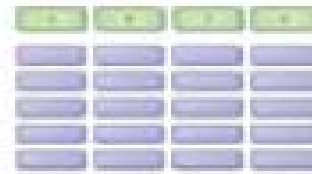
2. Identifying Customer Needs and Requirements (DQs)



Voice of customer Table

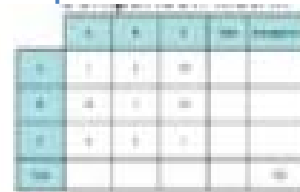


3. Structuring DQs

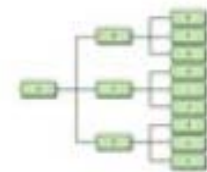


4. Ranking DQs

Comparison Matrix



Tree Diagram



# Voice of Customer (VoC) table sample

ID of Customer	Voice of Customer (VoC)	Needs and Requirements
01	<p>“My daughter chose this home because it is very clean.”</p> <p>“I like my room, it has enough space and it is clean.”</p> <p>“I like my room but I cannot open the window, it’s very heavy for me.”</p> <p>“I love my independency, I can change my cloths and I can eat by myself.”</p> <p>•••</p>	<p>Cleanliness</p> <p>Room with enough space</p> <p>Usable product in the home</p> <p>Independency</p> <p>•••</p>

# Grouping Needs and Requirements

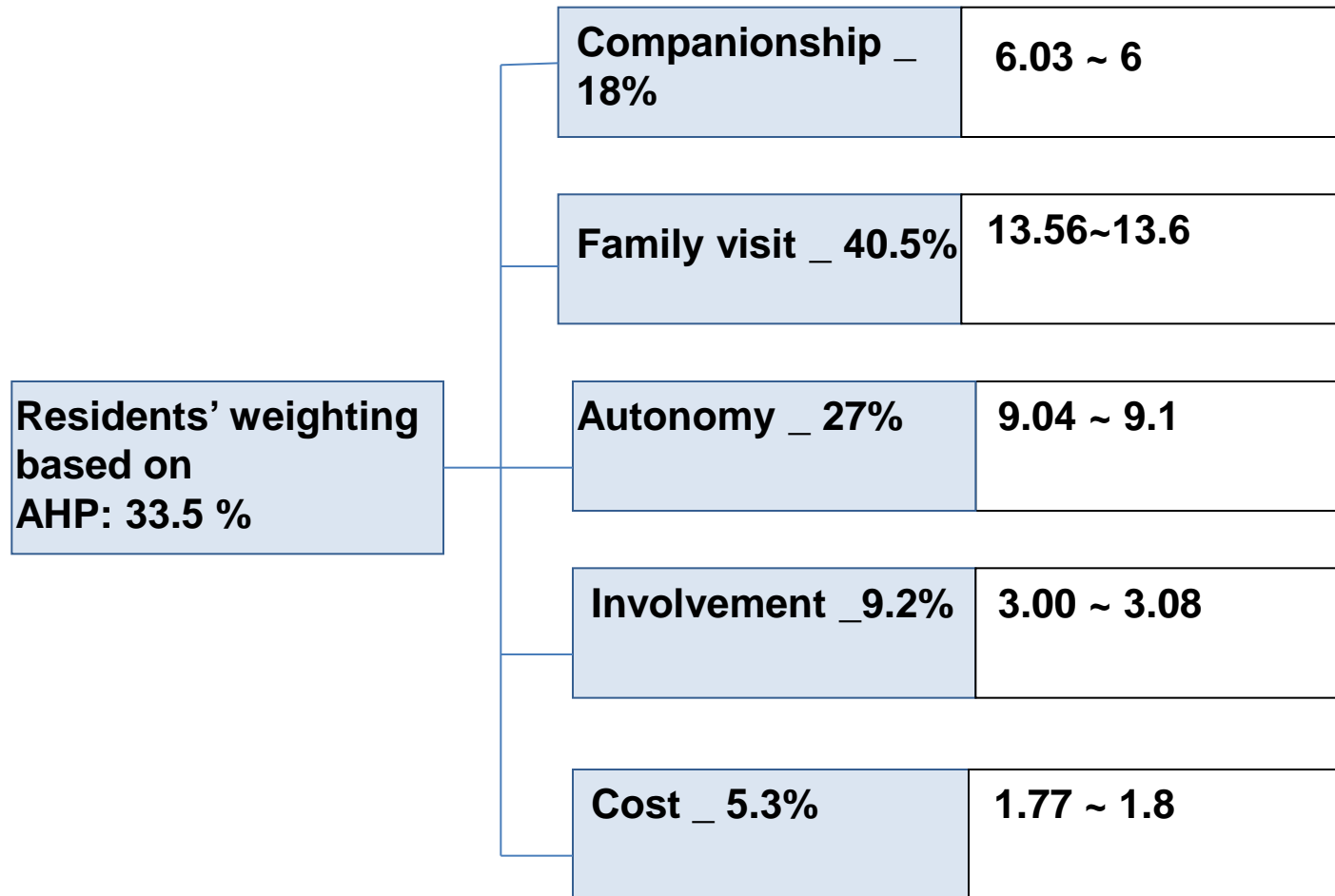
Caregivers	Environment	Facilities and services	Residents	Activities
Empathic staff	Home like environment	Good room design	Companionship	Entertaining activities
Quick respond	Quite place	Appropriate food	Family visit	Lounge gathering
Experienced staff	Cleanliness	Room with enough and good facilities	Autonomy	Religious activities
Well groomed with good personal hygiene	Good odour	Accurate medical care	Involvement	Outing
Productivity	Suitable temperature	Clean sheet	Cost	Celebrations
		Facilitated and usable garden		Daily living activities



# Ranking Groups

<b>Comparison Matrix</b>	<b>Residents</b>	<b>Caregivers</b>	<b>Environment</b>	<b>Facilities &amp; Services</b>	<b>Activities</b>	<b>Weight</b>	<b>Ranking</b>
<b>Residents</b>	1	2	2	2	3	33.4739	1
<b>Caregivers</b>	1/2	1	2	1/2	3	19.2257	3
<b>Environment</b>	1/2	1/2	1	1/2	3	14.5704	4
<b>Facilities &amp; services</b>	1/2	2	2	1	3	25.3685	2
<b>Activities</b>	1/3	1/3	1/3	1/3	1	7.36152	5

# Tree diagram



# Pareto Principle

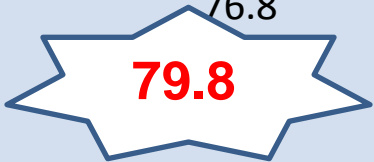


The meeting of few of the *most high ranked DQs* can significantly increase *customer satisfaction* (Koch,2005)

# Result

## Highly-ranked requirements weighed by analytical hierarchy process (AHP)

	Demanded qualities	% relative weight	% cumulative weight
1	Family visit	13.6	13.6
2	Accurate medical care	10.8	24.4
3	Empathic staff	9.9	34.3
4	Autonomy	9.1	43.4
5	Safety and privacy	6.3	49.7
6	Companionship	6	55.7
7	Appropriate food	4.8	60.5
8	Quick respond	4.5	65
9	Room with enough facilities	4.2	69.2
10	Daily living activities	3.8	73
11	Homelike environment	3.8	76.8
12	Good room design	3	<b>79.8</b>



# Conclusions

Listening to the voice of resident is vital for quality improvements in care home.

Residents are well aware of their need.

Key requirements may be determined through interviewing or discussion with a small group of residents.

Engage, Improve, Impact



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