



USERS' EXPERIENCE WITH HEALTHCARE SERVICES: PRACTICES FROM TUSCANY HOSPITALS *

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Abstract

Purpose of the paper: Measuring and monitoring healthcare services' user experience is crucial to understand what to improve and what works. Many healthcare organizations collect data about user experience, but their use is rare, particularly in the daily practice for service quality improvement actions. Our aim is to collect and analyse practices of using patients' experience data.

Methodology: The research is performed between 2021 and 2022 and is based on a multiple case study within the empirical setting of patient-reported experience measures (PREMs) Observatory in Tuscany (Italy). We collected information about data use through workshops with professionals. After our initial selection of three cases, we investigated, with in-depth interviews, the processes of PREMs use in the real-world setting, in managerial practices.

Findings: The three cases show a PREMs use for accountability and transparency, service improvement, and patient experience improvement. Facilitators are mainly related to professional, organizational and data-related factors.

Practical implications: This study shows that PREMs-based actions can support healthcare organizations in improving services and co-creating sustainable solutions with users.

Originality/value: The literature emphasized barriers in using patient data. This research identifies and provides preliminary evidence about cases of "positive deviance". Sharing practices encourages knowledge exchange and allows professional-level processes of value co-creation.

Type of paper: Multiple case study

Keywords

user experience; patient-reported experience measures; practices; quality improvement; healthcare services; case study

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