

The following topics will be addressed in semistructured interviews with patients/patients' carers who have patient experience data collection and in the implementation of quality improvement initiatives in response to this data. This guide is a reference for the researcher. Upon request, a simplified version of the guide will be made available to participants.

Topic areas and their order are indicative. Questions will be refined in the course of the study and selected on the basis of the interviewee's role in the trust.

### 1. *Questions and consent*

- Are you happy with the information you received about the study?
- Do you have any questions?
- [consent procedure and permission to audio-record]

### 2. *Background*

- Why are you in hospital?
- How long have you been a patient on this ward?
- Did you choose to be treated on this ward? If so, how did you make your choice (i.e. based on care quality rating, suggested by family/friends, based on distance from your home, etc.)?

### 3. *Past and current involvement with data collection*

- What do you understand by the phrase 'patient experience data'?
- How many times have you provided feedback to the hospital?
- What kind of feedback have you been asked to give up to now?
  - On what topics?
  - What method (i.e. surveys, interviews, focus groups, real time, etc.)?
  - How was your feedback collected (paper-based forms, tablets, etc.)?
- How often have you been asked to leave feedback on your patient experience? At what point of your patient journey?
- Who collected your feedback?
- Do you know what happens to your feedback after you provide it (to whom it goes, how it is used to make changes to patient care)?
  
- Have you ever provided unsolicited patient experience feedback – such as complaints, compliments, suggestions?
  - If not, would you feel comfortable leaving unsolicited comments on your patient experience?
  - Would you know who to go to in order to leave unsolicited comments on your patient experience?
- Have you ever noticed or been informed about any improvements or changes made on this ward as a result of feedback provided by patients?
  - If so, how did you come to know about these changes?

#### 4. *Your views on patient experience data*

- What do you think about patient experience data more generally? Is it useful in producing change?, If so, how? Can you give me an example?
- In your experience, is this ward or trust interested in collecting and using the feedback provided by patients? Can you give me an example?
- How could the collection and use of patient experience data on your ward be improved (if necessary, explore possible options: greater publicity, stronger support from the top, use of technology etc.)?
- What do you think helps make a ward or trust better at learning about and using patient experience to improve services? What challenges do you think a ward or trust faces in using this information?