

Summary results of patient survey
Antenatal Clinic & Paediatric Outpatients screens
20/21 May

Antenatal Clinic

- 77% of women said they found the screen a useful source of information – compared with 40% who found leaflets useful and 35% who found posters useful
- 96% of women said the screen provided useful or extremely useful information
- 83% said the information on the screen either extremely improved or improved their experience of the hospital – only 17% said that it did not improve their experience
- 62% remembered the Philips AVENT guide to breastfeeding video
- The top 3 messages that women said they remembered seeing were as follows:
 1. Key messages about the hospital (eg 90% of women say their maternity care is excellent, very good or good and Chelsea and Westminster is among the top 10% of NHS hospitals nationally)
 2. Advert from TV production company looking for pregnant women to film with for Channel 4 documentary
 3. Antenatal class information

Paediatric Outpatients

- 80% of parents said they found the screen a useful source of information – compared with 46% who found posters useful and 14% who found leaflets useful
- 86% of parents said the screen provided useful or extremely useful information
- 77% said the information on the screen either extremely improved or improved their experience of the hospital – only 23% said that it did not improve their experience
- 72% remembered the message giving advice on recommended levels of physical activity for children, sponsored by Frank Lampard of Chelsea FC
- The top 3 messages that parents said they remembered seeing were as follows:
 1. Key messages about the hospital (eg Chelsea and Westminster is among the top 10% of NHS hospitals nationally)
 2. Message advising parents not to bring hot drinks into the waiting area
 3. Dental hygiene advice for parents with young children