

The following topics will be addressed in semistructured interviews with frontline staff involved in the collection of patient experience data or 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 information*

- Can you tell me a little bit about your role in the organisation? (obtain details of ward and time at trust and on specific ward)

*3. Past and current involvement in patient experience data collection and management*

- In what way are you involved in collecting information on patient experience?
- How did that start and when?
- How (if at all) is patient experience data collected on your ward at the moment?
  - What kind of data are collected?
  - How often are data collected? At what point of the patient journey?
  - By whom? Are you part of a dedicated team?
  - Which tools are used to gather patient experience data?
  - How much of your time is dedicated to patient experience data?

*4. Data journeys*

- Where do you send data after collection?
- Do you know who is responsible for processing or analysing the data?
- Once the data have been analysed/processed, are results communicated to and discussed with the staff? If so, how and by whom?
- What actions are taken as a result of the information provided by these data?
- Is the impact of these actions publicly reported in your ward/by your trust? If so how?

*5. Co-ordination across wards*

- Is there any coordinating strategy for data collection, analysis, discussion and use across different wards in the trust?
- Do you know what data collection activities are going on elsewhere in the trust?
- Are you in contact with frontline staff involved in collecting or acting upon patient experience data on other wards?
- Do you know whether there are wards where things are done very differently? For example with regard to using the data, or communicating what the data show, or acting upon the data?
- Which staff groups are most involved with patient experience data? Are there staff groups that have nothing to do with the data?

6. *Your views on patient experience data*

- What are your views on patient experience data? Are they useful in producing positive change in an NHS organization? Can you give me an example?
- What do you think the impact of patient experience data you collect on this ward has been *up to now*?
- In your experience, what factors help translate patient experience data into organisational change? And what factors constitute a barrier to this?
- Have patient experience data had any direct impact on *you/your* work?
- How could the collection of patient experience data on your ward be improved, in your opinion? And how could the use of data be improved/made more effective? (if necessary, explore possible options: greater publicity, stronger support from the top, use of technology, etc)?

7. *Support for patient experience data collection*

- Do you feel you know enough about the collection of patient experience data?
- And about its use?
- Would you know who to go to if you needed help with collecting the data? And reporting any problems?
- Would you know who is in charge of ensuring the data is used for quality improvement?
- What do you think about the workload that patient experience data involve?
- Do you find that managers are supportive if staff need help/have queries about patient experience?