

Report title	Patient Communication Digital Survey report
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1. Introduction

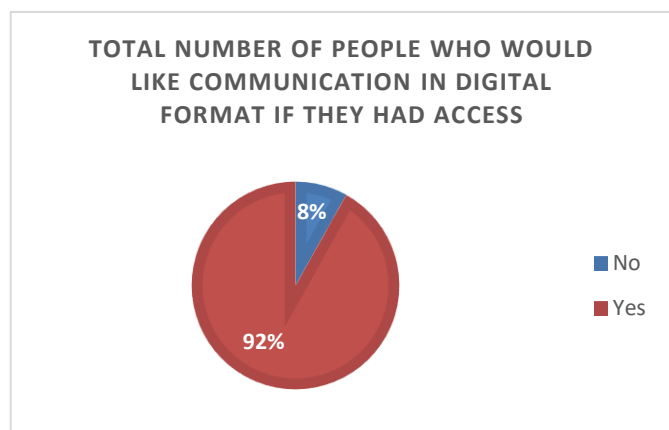
The Patient Communication Digital Survey was launched by Cwm Taf Morgannwg University Health Board (CTM UHB) Digital Transformation team. This was to better understand how patients prefer to engage digitally with healthcare services. The aim was to gather insights into patient expectations, identify gaps in current digital communication methods, and use this feedback to improve the overall patient experience. The survey process began with a pre-launch phase on the 1st September 2025, followed by a soft launch on the 22nd September, and a full launch on the 23rd September 2025.

Bi-lingual posters were displayed across CTM Outpatient sites including Royal Glamorgan Hospital (RGH), Prince Charles Hospital (PCH), Princess of Wales Hospital (PoW), Maesteg, Ysbyty Cwm Rhondda (YCR), Ysbyty Cwm Cynon (YCC), Ysbyty George Thomas (YGT), Keir Hardie and Dewi Sant Hospital and CTM UHB GP Surgeries. Hard copies of the survey were made available in Welsh, English, and Easy Read formats in Outpatient departments across the main hospitals and GP surgeries. The survey was delivered digitally via Microsoft Forms and accessible via QR codes and link on social media platforms. To ensure accessibility, Easy Read versions were created in collaboration with People First RCT.

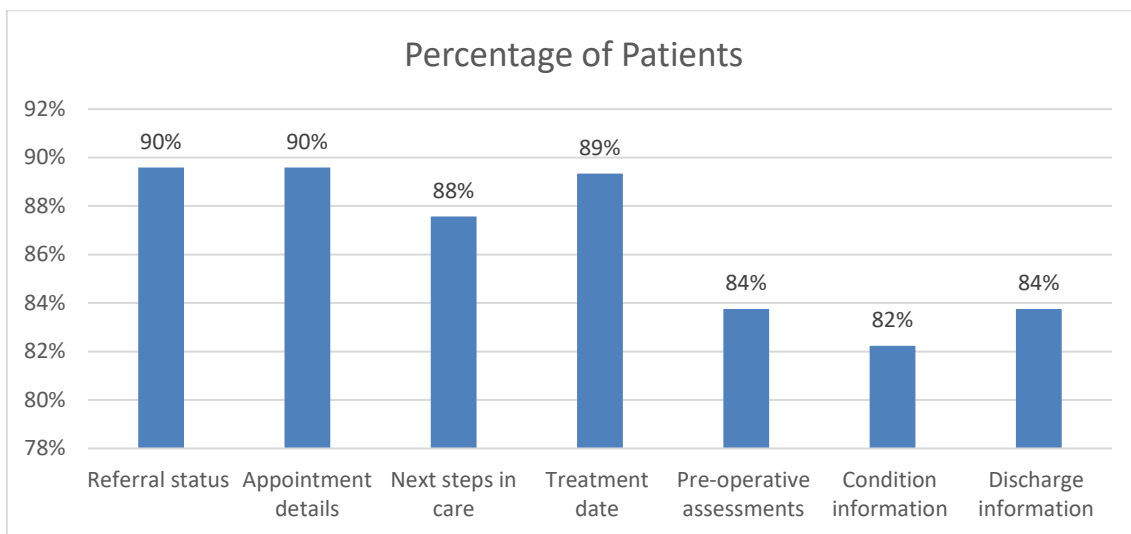
A total of 394 responses were received. The survey successfully reached participants across all age groups, with 26% aged 55-65, 25% aged 45-54, and 19% aged 35-44. Responses were gathered from across the entire CTM area, with particularly high engagement from Bridgend (82 responses) and Pontypridd (74 responses). This level of engagement provided a valuable snapshot of patient views and preferences regarding patient digital communication within CTM UHB. The overarching goal was to achieve clarity on patient needs from a digital communication and experience perspective and to identify areas where improvements could be made.

2. Key Themes

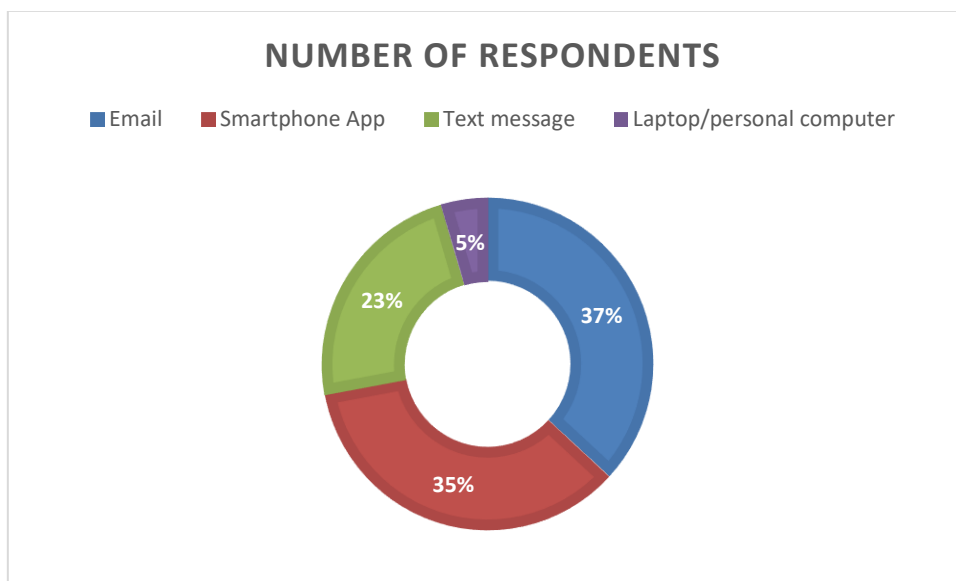
The survey results indicate that over 90% of respondents would prefer to receive communication in a digital format, as the majority have access to the necessary technology.



As shown in the graph below, 82% to 90% of CTM patients expressed a preference for digital communication specifically for appointment details, treatment dates, and discharge information.



Participants of the survey were able to choose multiple choice, but the most common themes revealed that 37% of respondents would prefer to receive information digitally through an email and 35% of respondents stated they would like a smartphone app.

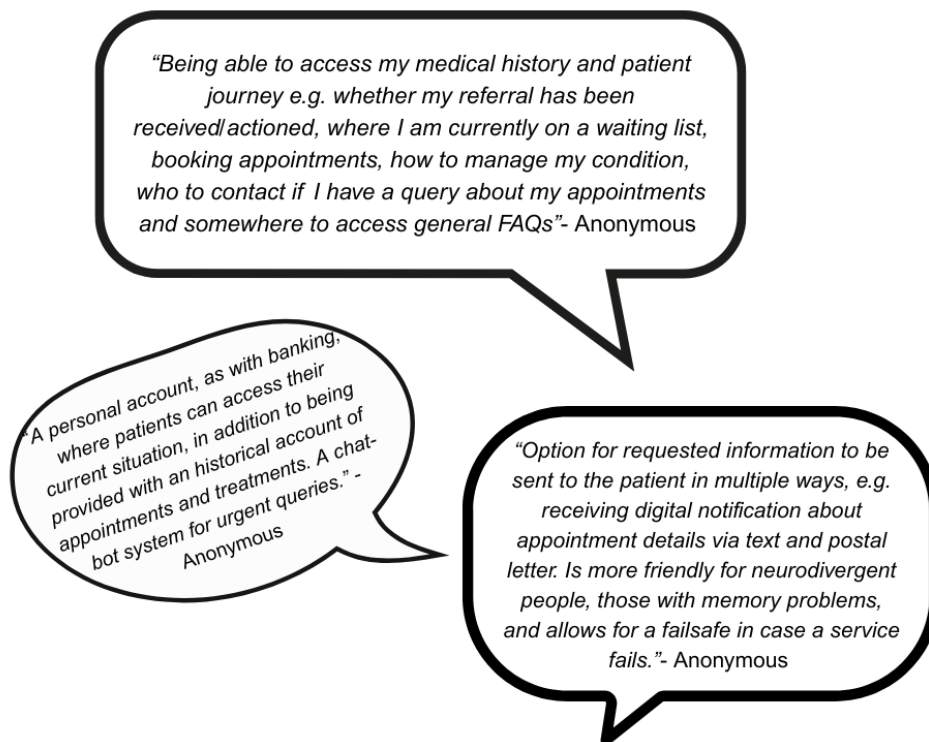


The survey revealed that while most respondents are digitally enabled, 24 participants highlighted barriers to accessing online services.

Common challenges include lack of confidence or digital skills, no access to devices or reliable internet, and a strong preference for paper-based communication among some individuals. Additionally, accessibility needs such as British Sign Language (BSL), Easy-Read formats, support for visual and/or hearing impairments was also emphasised. These findings suggest that digital patient contact services should prioritise user-friendly, multi-channel digital solutions, while ensuring support and inclusivity for those with limited digital access.



Patients were asked 'What would make contacting the Health Board easier?' and the survey feedback reveals a strong demand for more inclusive, responsive, and transparent digital contact. Respondents emphasised the need for a CTM central app/patient portal, that consolidates appointments, referrals and communication mirroring the services you can received with online banking. Accessibility was another reoccurring theme with a multi-format communication/and user interface to support groups.



"Being able to access my medical history and patient journey e.g. whether my referral has been received/actioned, where I am currently on a waiting list, booking appointments, how to manage my condition, who to contact if I have a query about my appointments and somewhere to access general FAQs"- Anonymous

"A personal account, as with banking, where patients can access their current situation, in addition to being provided with an historical account of appointments and treatments. A chat-bot system for urgent queries." - Anonymous

"Option for requested information to be sent to the patient in multiple ways, e.g. receiving digital notification about appointment details via text and postal letter. Is more friendly for neurodivergent people, those with memory problems, and allows for a failsafe in case a service fails."- Anonymous

As indicated, 92% of CTM patients would prefer communication delivered in a digital format. To support digital communication, the Patient Centred Contact Programme will explore:

- Develop a secure digital platform that enables patients to view their referral status, waiting list position, and medical history in real time.
- Provide functionality for patients to book, reschedule, or cancel appointments online, reducing reliance on telephone contact and improving convenience.
- Create an online space where patients can access frequently asked questions related to referrals, appointments, and condition management, with links to relevant resources and support services.
- Create a mobile friendly portal platform that is fully compliant with accessibility standards and optimised for mobile devices.

3. Shared Learning

We discovered that the CTM Organisational Development & Inclusion (OD&I) department provide support for our Deaf and Deaf Blind community.

The support they provide, include:

- Free BSL translation services, both video and in-person, Monday to Friday from 9am to 5pm- (These can be booked in advance when required).
- Braille translations of all documents upon request through our partnership with [WITS](#) who can also provide BSL and Deafblind interpreters.
- SignVideo support 24/7 with bookings available in advance or at short notice if needed. [Support for Deaf service users and visitors – CTMUHB](#)

While services like relay interpreters or tactile BSL aren't something OD&I directly provide they can usually be arranged on request, often through external providers like the [Wales Council for Deaf People \(WCDP\)](#).

The insights gained from the Patient Communication Digital Survey will be used to inform and enhance future digital initiatives across the programme.

4. Improvements/ Next steps

While the survey received a strong response, a key barrier emerged, some patients reported limited confidence in using digital tools and restricted access to the internet. This highlights the importance of ensuring digital engagement strategies are inclusive and accessible to all, particularly those who may be digitally excluded. This includes maintaining historical communication methods such as letters and phone calls to our patients ensuring we are catering to all our CTM UHB community.

Next steps are to build on the insights gained, the survey results will be presented to relevant stakeholders and the Programme Board scheduled for 15th December 2025. This will support informed decision-making and help shape future digital communication initiatives.

Additionally, Digital and Data within CTM UHB will seek further learning opportunities, including Digital Transformation team receiving Deaf / Deaf Blind awareness training lead by Welsh Council for Deaf People, which is scheduled for 8th December 2025. The aim is to improve Digital Transformation teams understanding for patients with hearing impairments. This partnership will be key in ensuring that future digital engagement efforts are inclusive and responsive to the needs of all patient groups.