

Best Customer Experience in Healthcare

This award recognises healthcare providers that deliver a clear, consistent and high-quality experience for patients or service users.

Submissions should be no more than 2000 words in total, including a 250-word summary. Supporting materials may be included where relevant.

Overview (250 words max)	Briefly describe your organisation and how you approach patient or service user experience.
Your Patients & Challenges	Who are your patients or service users, and what do they need from your service? What makes delivering a strong experience challenging in your setting?
How Patients Experience Your Service	Explain how patients or service users experience your service, including: <ul style="list-style-type: none">• Access to services (appointments, referrals, waiting times)• Communication and information provided• Care, support and interaction with staff• Follow-up or aftercare
What You've Improved (Last 12 Months)	What have you changed or improved recently that has made a real difference to patients or service users?
Results & Performance	What results have you seen? Include data where possible, such as patient feedback or satisfaction, reduced waiting times, improved access to services, complaint trends, outcomes or quality improvements
What Sets Your Service Apart	What do you do differently, and what difference does it make to your patients or service users?

Scoring (100 Points Total)

- Your Patients & Challenges: 10
- How Patients Experience Your Service: 25
- What You've Improved: 15
- Results & Performance: 35
- What Sets Your Service Apart: 15

Tips for a Successful Entry

- Answer each section clearly using the headings provided. Marks will be based on the evidence you include.
- Focus on what you did and the results it delivered. Include data where possible.
- **Only the first 2000 words of your entry will be assessed.**
- There is a 10MB limit per file for supporting documents. Contact the awards team if needed.