

Exploring Patient Experiences in Primary Care Learning Summary

August 2025 Webinar Overview

Hosted by Healthcare Improvement Scotland and chaired by Dr Peter Cawston, this webinar explored how patient experiences can inform and improve primary care. With 167 attendees and contributions from five expert speakers, the session highlighted real-world examples, challenges, and opportunities in understanding care from the patient's perspective.

Key Themes

1. Inequalities & multimorbidity

- [*Robert's Story*](#) animation illustrated the lived experience of patients with multiple long-term conditions in deprived areas.
- Emphasis on the **burden of treatment** and the mismatch between clinical expectations and patient capacity.
- Attendees expressed concern about systemic barriers, eg poverty limiting access to care.

2. Importance of listening to patients

- Examples from CEIM ([Care Experience Improvement Model](#)) showed how patient feedback shaped service design and improvement.
- Speakers stressed the need to engage with underrepresented groups and avoid assumptions: *'If we don't understand what is needed, we can create barriers unintentionally.'*

3. The power of feedback

- Feedback must lead to visible change: *'There is nothing more disenfranchising than being asked for experiences but then feeling it was ignored.'*
- Shift from tokenistic consultation to **coproduction** is essential.
- Patient voice should be central to service delivery and improvement.

Attendee insights

- **Word Cloud Activity:** The top 3 words attendees associated with patient experiences in primary care were *disjointed*, *inconsistent*, and *frustration*.

Next Steps

Further interest from participants in:

- Using CEIM
- improving relational continuity
- embedding patient feedback
- enhancing communication, and
- focusing on small actionable changes

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