Specialist healthcare commissioning

SPAN inaugural event feedback

Scottish Pathology Network

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Overview

Introduction

The Scottish Pathology Network (SPAN) held their inaugural event on 3rd November 2017. As part of improving the experience for the next event, feedback was solicited from those who attended, in a paper form questionnaire. This report contains a summary and analysis of the feedback given by attendees.

Overview

The event was highly successful in terms of meeting expectations. With the exception of 5 people, all of the attendees reported that the conference met their expectations. The most frequent method of communication was email, and most people heard about the educational event this way. The average score for the overall event was **4.56** out of 5, which is excellent.

Questions around information about the event

A number of questions in the survey looked into the promotion of the event and the means by which attendees heard about the event. This data is useful for thinking about future promotion of the conference, and so the channel through which attendees receive invites or information about the event was gathered.

The most frequent response given for hearing about the conference was via email. In future surveys, it would be beneficial to ask for the *preferred* method of communication.

129 people attended the event and 89 gave feedback in the form of a response. The response rate for the questionnaire in 2017 is **68.2%.** Attendees included representatives from all Boards that host a Pathology service in Scotland, the Pathology Transformation Board in NHS England, NHS Wales and the Northern Ireland Pathology Network.

Most Liked Talks

From 1 to 5 please rate your top presentations ..	
BMS Dissection: training our scientists	29.55%
Didn't Answer	17.05%
Future Face of Pathology	14.77%
Digital Pathology	11.36%
IBMS Learning: a Tayside perspective	10.23%
What does SPAN do?	3.41%
Shaping the future of NHS Scotland's Laborato..	3.41%
Molecular Pathology/MPEP	3.41%
Key themes from SPAN data	2.27%
Healthcare Science National Delivery Plan	2.27%
Growing our own in Life Sciences	1.14%
Diagnostic Networks	1.14%

Least Liked Talks

From 1 to 5 please rate your top presentatio..	
Didn't Answer	21.59%
IBMS Learning: a Tayside perspective	14.77%
Molecular Pathology/MPEP	10.23%
Growing our own in Life Sciences	7.95%
Future Face of Pathology	6.82%
BMS Dissection: training our scientists	6.82%
What does SPAN do?	5.68%
National Cancer Strategy	5.68%
Key themes from SPAN data	5.68%
Healthcare Science National Delivery Plan	3.41%
Digital Pathology	3.41%
Quality Improvement: what SPAN can do for ..	2.27%
Closing remarks: future steps for SPAN	2.27%
Diagnostic Networks	2.27%
Shaping the future of NHS Scotland's Labora..	1.14%

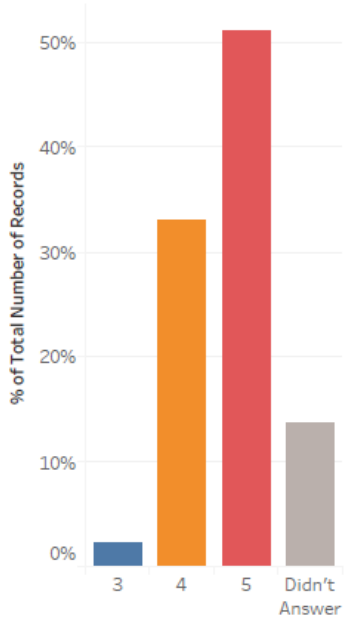
Hear About

How did you hear a..	
Email	37.50%
Other	14.77%
Recommendation	12.50%
Flyer/Email	10.23%
Website	5.68%
Recommendation/..	4.55%
Newsletter/Email	4.55%
Newsletter	2.27%
Flyer	2.27%
Flyer/Website/Ne..	1.14%
Flyer/Website/Em..	1.14%
Flyer/Recommend..	1.14%
Flyer/Newsletter/..	1.14%
Didn't Answer	1.14%

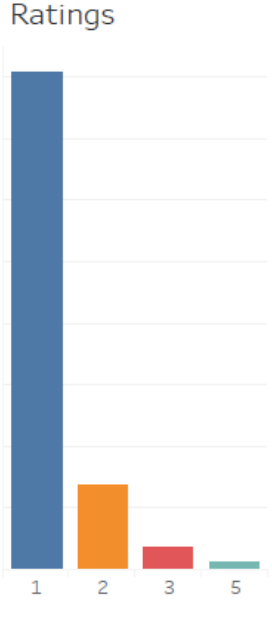
Content of Conference

Why did you attend this conference (tick all that appli..	
Content of the conference/Professional and Personal ..	15.91%
Content of the conference/Networking/Professional a..	14.77%
All Reasons	12.50%
Professional and Personal Development	11.36%
Networking/Professional and Personal Development	7.95%
Content of the conference	7.95%
Content of the conference/Speakers/Professional and ..	6.82%
Content of the conference/Networking/Speakers	5.68%
Content of the conference/Networking	4.55%
Speakers/Professional and Personal Development	2.27%
Networking	2.27%
Content of the conference/Speakers	2.27%
Speakers/~Networking/Professional and Personal Dev..	1.14%
Speakers	1.14%
Networking/Speakers/Professional and Personal Deve..	1.14%

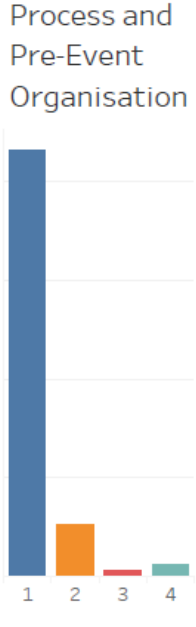
Overall Rating



Refreshment Ratings

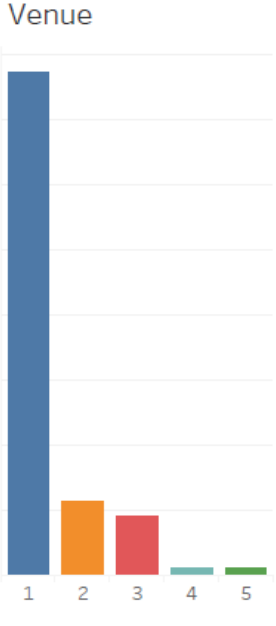


Booking Process and Pre-Event Organisation

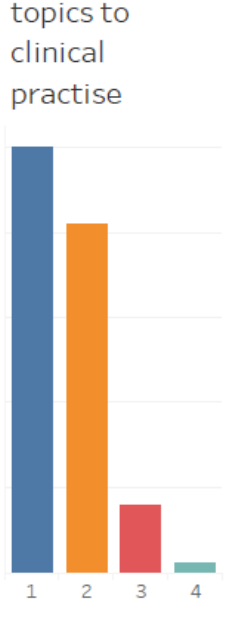


Experience of presentations

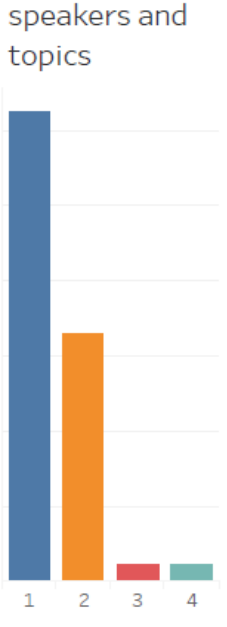
Experience of Venue



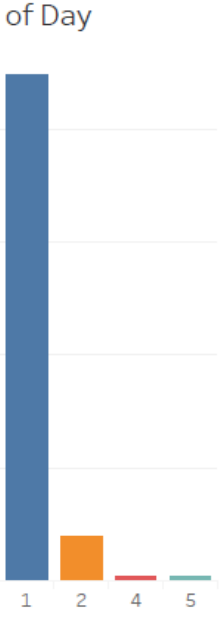
Relevance to topics to clinical practise



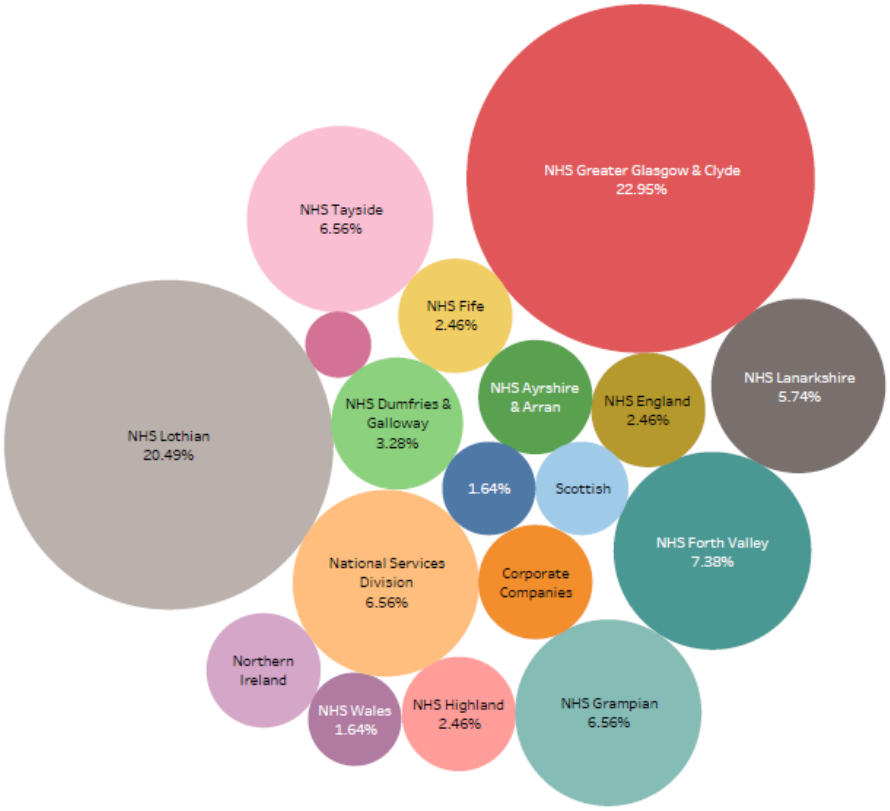
Experience speakers and topics



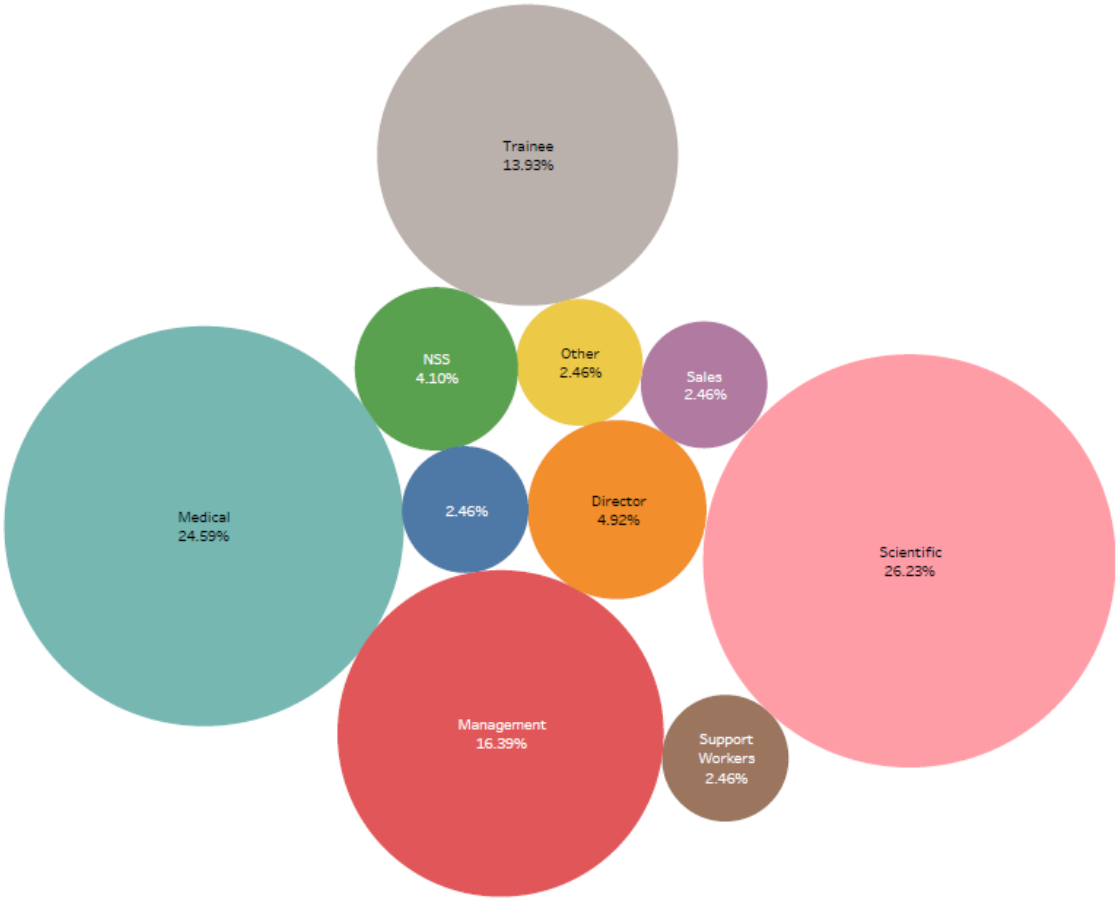
Organisation of Day



Organisation



Job Title



Comments

Do you have any further comments or suggestions?
Be careful of product endorsement statements by speakers
Can you distribute the lectures on SPAN website by email?
Collaboration with SPAN and SAH; possibly similar areas of interest
Excellent and v. positive day
Felt there were too many speakers resulting in the lectures/talks being condensed and not going into each topic fully as a consequence. No time thereafter to discuss the topics and ask questions. All a bit rushed.
Get Mike Gray to talk about required working - shared service. An update on digital pathology with Gareth Bryson. Moving to HRHPV - Tracey/Curtis or if the lass here have been selected a representative from team. Muscle biopsies - Scott Maxwell (NHS Lothian)
Give feedback for at start of meeting to rate presentations as we are going through. Liz Mallon was a great public speaker.
Good to keep up plans and developments within NHS Scotland. It is great for grass roots staff to get out and about, networking and hearing about plans.
Good variety of topics
Have a few less speakers so that it doesn't feel rushed
Hear from England, Wales and N Ireland too.
I would have liked more time to complete this after last speaker. Also some pp slides were difficult to read due to font size etc. Would have been useful to have the printed copies of the stats from SPAN data before the talk so they could be seen clearly.
More on data use, QI exercises
More talks from people who are actually involved within the laboratories with this work.
No. 9 - I didn't understant the relevance of this talk. There was quite a lot of jargon used and it didn't seem to fit in with the day, maybe too specific? The other government speaker (No. 5) was better (more of an overview and shorter). There was only on slide that was relevant to pathology. No. 12 very good presentation.
Perhaps it would be good to have separate days for items relevant to scientists and pathologists so tha the speakers coudl have more time. Some of the very interesting presentations were cut short. A list of delegates is a good tool for networking
Poster presentations/display
Presentation slides contrast was poor on some slides making them difficult to read.
Really useful to see what is happening north of the border
Review of pilot and digital pathology and its impact on the service. BMS Dissection: - experiences from the first course.
The venue was very good and excellent transport links. It would be nive for the community if the meeting rotated around the regions, as long as it was near a train station.
There was a lot of information relating to IBMS training pathways, for future events it might be nice to hear about other traineeships such as clinical scientist training and career options
Updates on automated/computational developments, where we are, what we expect in the future.

Twitter

Leading up to the event

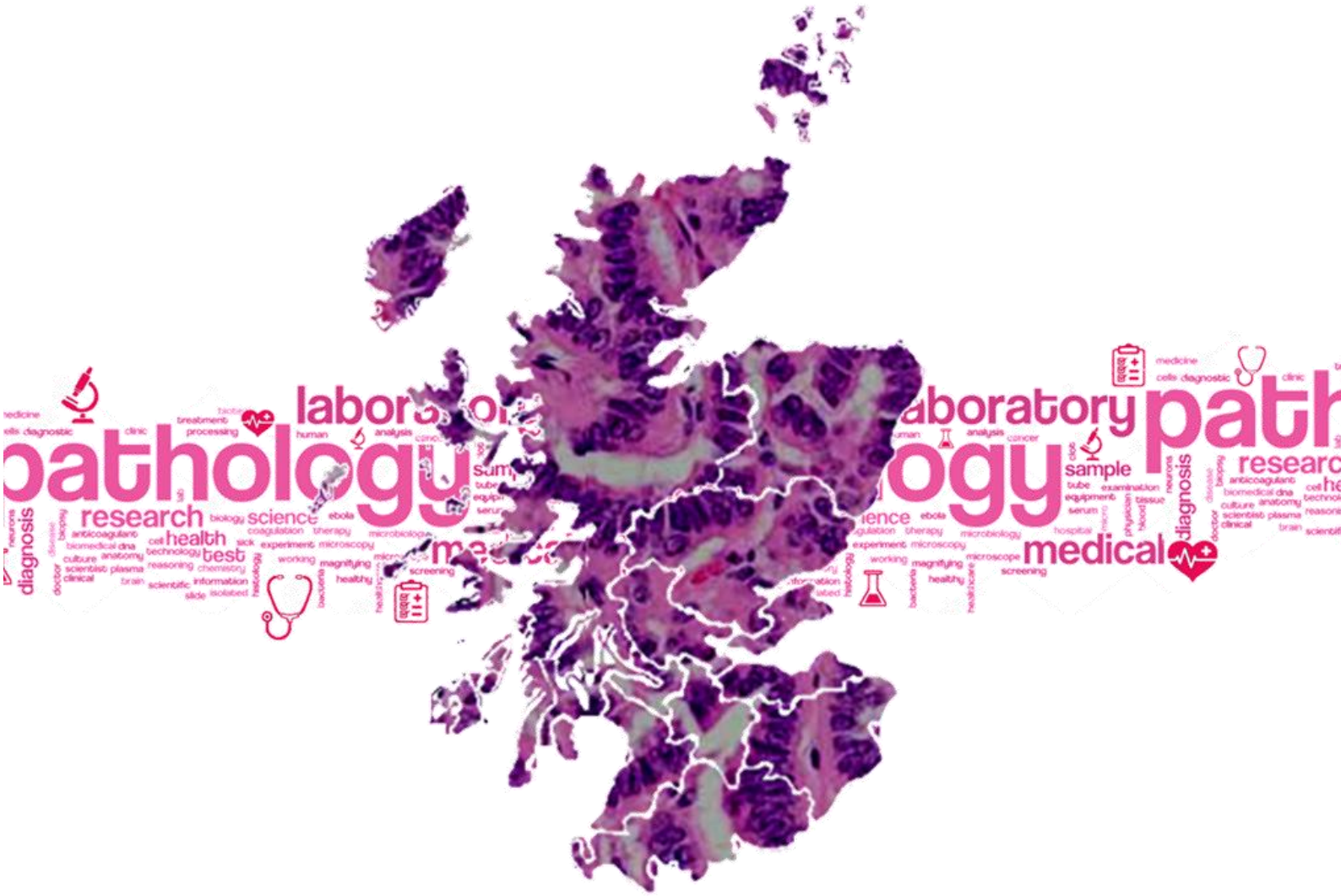
The @NMDNScot account was used to share tweets about the upcoming SPAN event. We tweeted **11 times**, which were engaged with **142 times**.

Tweets reached **4,801 people**, with an engagement rate of **2.9%.**

On the day

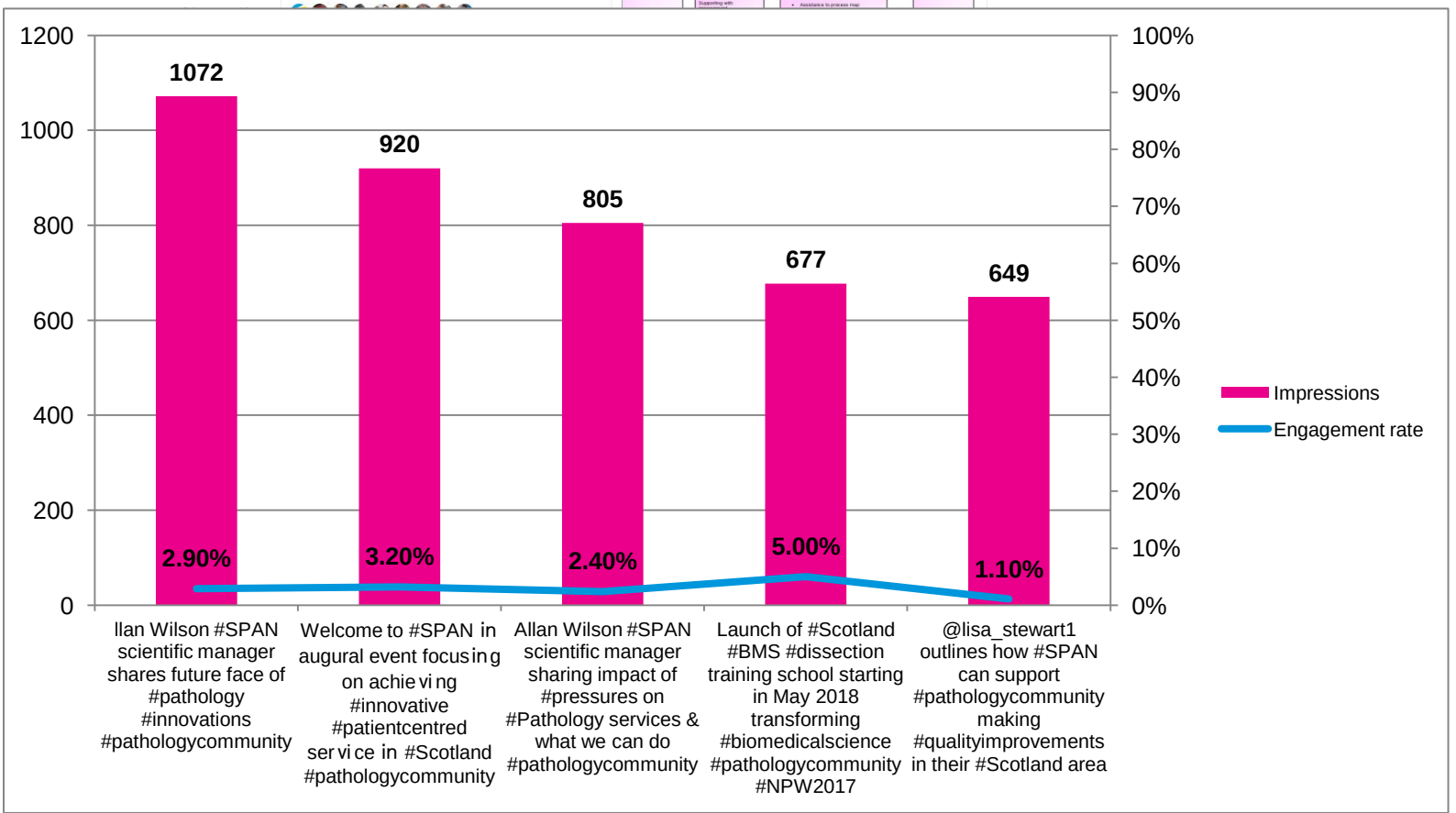
The @NMDNScot account was used to share SPAN tweets during the day. We tweeted **43 times**, which were engaged with **508 times**.

Tweets reached **13,600 people**, with an engagement rate of **2.5%.**



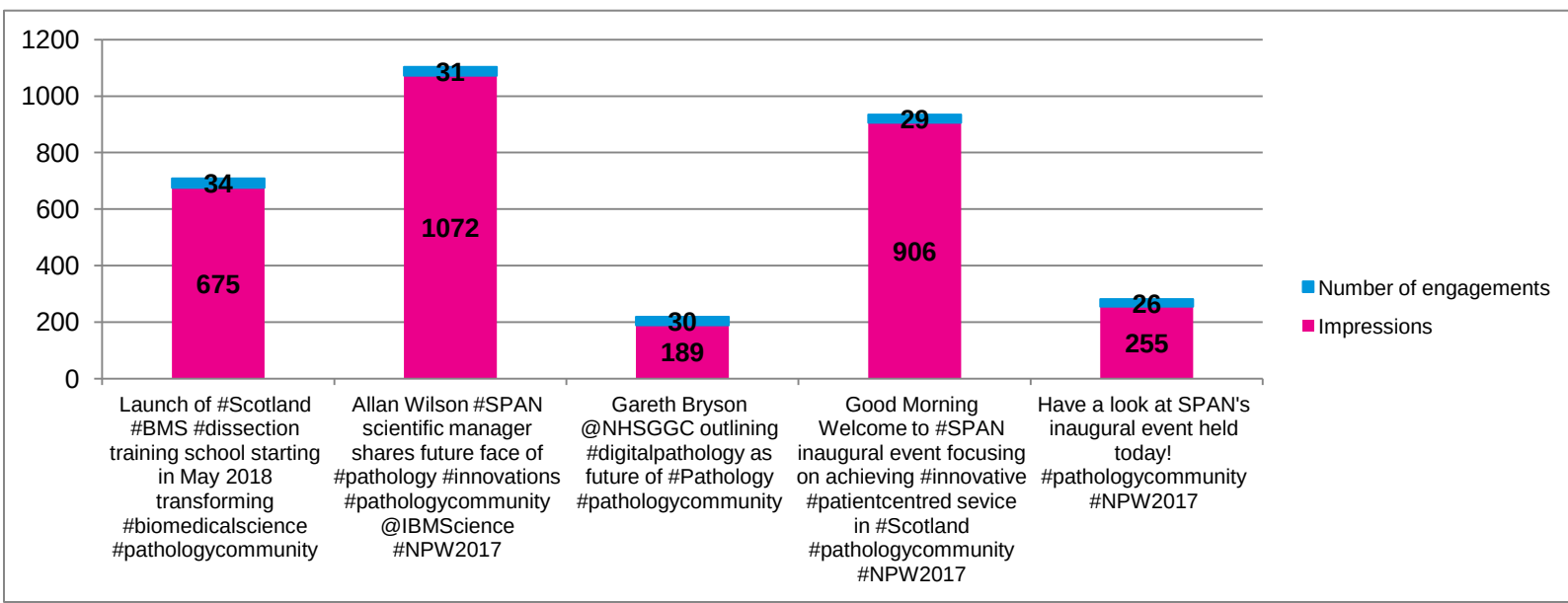
Top Tweets – our reach

Tweets that reached the **greatest number of people** included:



Top Tweets - engagement

Tweets that had the **highest engagement rate** included:



Website

Leading up to the event

The SPAN website was used to host the inaugural event information. In the month leading up to the event, the website was visited **1196 times**.

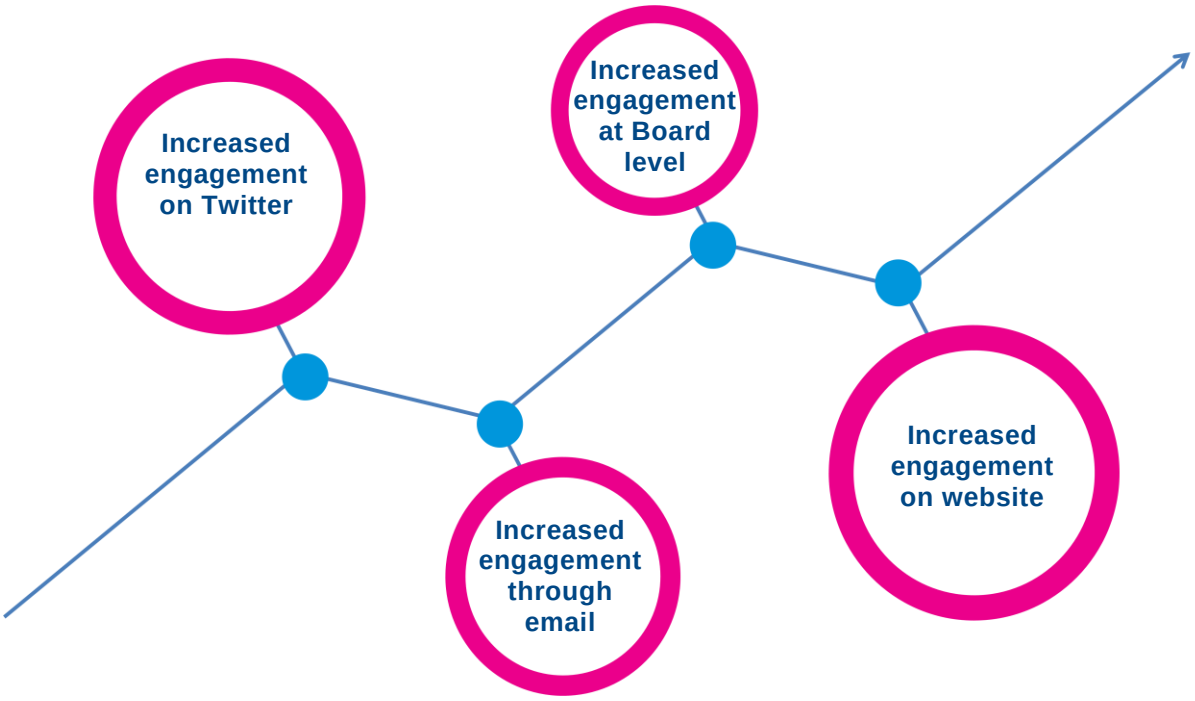
Since the event

The most popular search terms since the event include:

- Dissection school
- Annual report
- How to be a Pathologist in Scotland
- Pathology database
- Allan Wilson cytopathology NHS Lanarkshire address

Conclusions

SPAN held a very successful inaugural event. The strengths of the event gave rise to natural improvements, which build on good practice and good experience.

Some suggestions for the next SPAN event include:

- Experiences from the BMS Dissection training school
- Experiences from other countries
- Further updates on digital pathology
- Update on HPV
- Fewer speakers
- Other career pathways aside from IBMS
- Potential separation of medical/scientific talks
- Venue improvements such as no split screen, more ladies toilets, greater access to refreshments