



## INSIGHT AND INTELLIGENCE

### The challenge

The Patient Transport Service (PTS) operated by Yorkshire Ambulance Service (YAS) was operating in deficit and needed to identify new opportunities to build income. As a start point, YAS commissioned Quadrant to conduct research with two critical groups;

- ⊕ Users of the PCT service
- ⊕ NHS Trust managers who commission the PTS service for YAS
- ⊕ We were asked to analyse findings and recommend routes forward.

### What did we do?

We conducted a series of depth interviews with service commissioners, both face to face and by telephone, using a question guide to ensure we covered the territory, but allowed interviewees to express views and opinions freely.

For users of the service, we designed and distributed a questionnaire which was given to 5,000 potential respondents in a single day, and analysed more than 300 returned.

We also reviewed PTS performance data and interviewed the management team.

Having gathered a wealth of valuable data, Quadrant was able to provide what we do best – insightful and actionable recommendations

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### What was the breakthrough for Yorkshire Ambulance Service?

- ⊕ A thorough, objective review of the YAS business and its customers revealed that work was needed to refocus and restructure the organisation before beginning a business development programme
- ⊕ We were able to analyse research findings to recommend to YAS the key activities required to re-establish the business and the tasks