

LIVE THE LIFE YOU LOVE



Patient Voice Project:

Qualitative research,
patient guide creation &
published article



The Challenge

The lived experience can be easy to miss, yet it shapes quality of life for each patient



Understand

How well do we understand the real experience of living with a wound?



See what's missing

Lived experience often missing from improvement initiatives



Recognise the impact

Major impact of quality of life

Aim→ make patient experience visible, useful and actionable

What We Did

A partnership project built around listening, consulting & practical change

Listen



Understand patient lived experience

- Relatable change for HCP
- Relatable change for industry

Consult



Create the patient guide

- Insight, ideas & consultation

Partner



Expand our capabilities

- Partnership with Picker



What Patients Told Us

Recurring themes that emerged from the patient panel



From Insight to Action

Evolution of the creative process across the 2 panel meetings

Gather ideas

1

Discussion on existing patient guides in circulation

Draft

2

Draft guide created from panel feedback

Review

3

Patients reviewed and suggested redesign content and flow

Refine

4

Look, layout, flow, language improved

Act fast if you notice new symptoms or changes to existing symptoms

Here are the signs of infection to look out for:



- Ignoring symptoms might delay healing, prolong pain, and increase the risk of complications
- Infections can spread rapidly, from the skin into deeper tissues or even the bloodstream. Early treatment can mean a simple fix, instead of a hospital visit.

If you are feeling generally unwell, get in touch with your healthcare professional

At a glance

You have been prescribed Flaminal® to help treat your wound, keep it clean and reduce the risk of infection.

1. Cleanse & Prepare

Cleanse your wound gently with clean lukewarm water or under a shower. Pick up your tube of Flaminal®, remove the lid and turn upside down and use it to press onto the top of the tube and break the seal.

2. Apply

Squeeze the tube and apply Flaminal to the entire wound bed with a sufficiently thick layer of Flaminal® (4-5mm).

3. Cover

Cover the wound with a secondary dressing selected by your healthcare professional.

! Watch for signs of infection such as increased swelling, warmth, pain, discharge, or colour changes. Contact your healthcare professional if you notice a new appearance of symptoms or a change in symptoms.



Impact and Outcomes

The value was not only the outputs, but the different lens on a patient perspective



Patient panel

Themes captured and analysed



Patient guide for shared or self care

Insight translated into practical resources



Informing clinical practice for HCPs

Qualitative learning to help HCPs into published peer reviewed journal article

Patients were partners, not participants

Future Next Steps



Direct quotes from patient to patient

“Some days will be harder than others, do what you can, rest when you need, and remember that progress doesn’t always look the same each day.”

Shared support

This guide was made in consultation with a patient panel group in June 2025 who all had experience of either having a chronic wound themselves or cared for someone with one. The quotes below are directly from them to you.

“Healing takes time, and so does adjusting to the changes that come with it. Be kind to yourself - every step forward matters, no matter how small.”

“There is no right way to heal. Trust your instincts, speak up when you need to, and remember that your experience is valid”

“Never lose faith in your body’s innate ability to heal itself.”

“You are not alone in this journey. There is strength in asking for help, and courage in continuing, even on the tough days.”

“Some days will be harder than others, do what you can, rest when you need, and remember that progress doesn’t always look the same each day.”

“Living with a wound can feel isolating, but being heard and supported made all the difference for me. You deserve care that listens to you.”

“It’s not just about healing the wound, it’s about holding on to hope, even when it’s hard.”

“Every wound tells a story of strength. Healing takes time, and progress isn’t always a straight path, but with every dressing, there’s hope and the quiet promise that you’re moving forward on your recovery journey”

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involve those affected
knowledgeable positive
positive
optimistic
hopeful
needed
great
proactive
encouraging
good you should do
humanising
improvement



THANK

YOU!

