

# *Customer Insight*

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## An NHS perspective

- How do we work with partners to
  - Change service design
  - Improve customer service



## We talk a good game

- LSP & LAA
- Compact
- Section 75
- Shared senior leadership

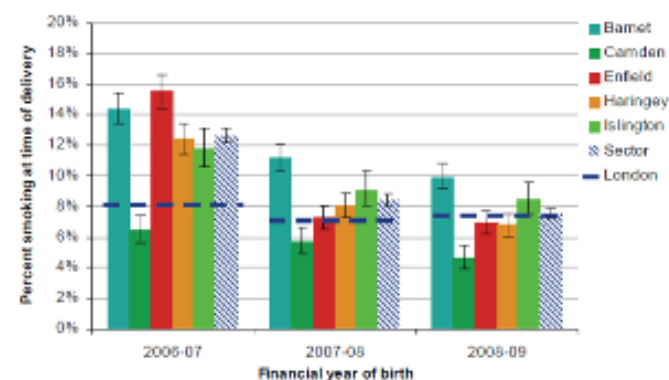


## Council, NHS and other partners

- Different types of organisation but still competing to do the same things!
- NHS generates unique insight at either end of the spectrum



Figure 13: Percentage of mothers smoking at delivery by area of residence, compared with London, 2006-07 to 2008-09



## Case Study



ISLINGTON

# Case Study (2)

