

# THEME ANALYSIS

## Diagnostics



### Theme analysis

Interviews, focus groups and surveys can yield a high volume of qualitative data which may appear difficult to analyse. Using a structured theming process will help you get the most from responses.

### Diagnostics

The purpose of this phase is to gain a comprehensive understanding of the current state from different perspectives. Once you know the issues you can prioritise them and establish the root causes, so you develop the right solutions.

## Key points

### 1. Collate the information

Interviews and focus group discussions need to be transcribed to manage the data. This will be much easier if you had permission to record the discussion. It is time consuming to transcribe, however it is a key step. If you have a project budget this step may be outsourced to specialised services. Collate interview notes or survey responses word for word to assist theming.

### 2. Code

To code the information you may use numbers, symbols or colours for each major theme. Read through the notes or transcript to assign a code to key information. If you see information repeated, code it accordingly. As you move through the text, you will start to see groups of codes emerge. You may be able to access software to assist with coding – check with your local quality or research teams.

### 3. Theme

Once you have been through the coding process, you are ready to theme the data. You can theme using an inductive method (developing your own themes from the data) or deductive method (using a validated framework or model and assigning the coded data to those themes). An example of a model for theming patient data is the Picker Principles of Patient-centred Care (pictured).

### 4. Analyse and validate

You are now ready to analyse the themes. What is emerging as key issues for your stakeholders? What is working well, and why? What pain points are they reporting, and why do they exist? You will need to test your analysis. Put the information into a format that can be presented back to your stakeholders to validate and seek feedback to ensure you are representing their input effectively.

## Considerations and tips

It is as important to be rigorous with qualitative data in the same manner that you would treat quantitative data. Keep the quotes accurate and avoid assumptions or paraphrasing.

### Be alert for contradictions

As you see themes emerge in coding be alert for information that may contradict. Bias can unintentionally blind you to information that may not support what you are seeing in the themes. This can easily lead to missing key pieces of information in your analysis.

### Quotes

As you work with the recorded information, be alert to impactful quotes that you may use to demonstrate a key theme or issue. Capture them for later use but be mindful of anonymity and respect to others. Quotes should highlight an issue, not place blame.

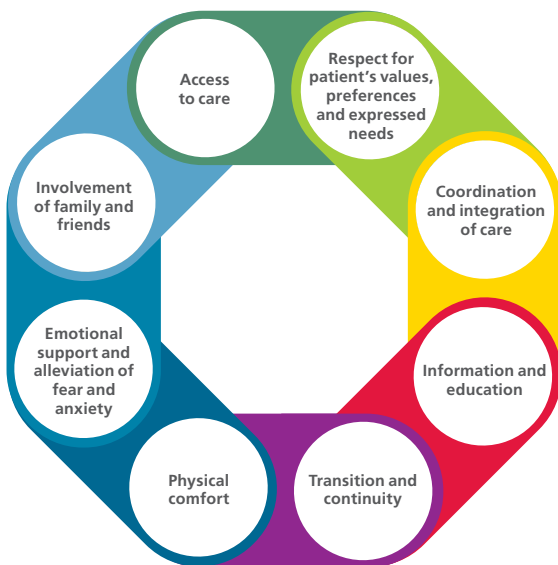
### Storing information

Privacy and ethical requirements mandate how information is to be managed and stored. Find out the requirements for information you have locally and ensure you comply with them. Your local data or research teams should be able to advise you if needed.

### Best practice

It's best practice to have two people involved in the coding and theming process. This can reduce the risk of theming bias and missing key pieces of information.

## Picker Principles of Patient Centred Care



## Coding the data

When you are analysing interview transcripts you can use coding with colours or symbols to pull out the themes and organise the data.

### Themes

Emotions/ Consumer experience

Booking process

Satisfaction with service

Look for **emotions** like when people say they are **relieved** or **frustrated**. Themes around access to the service like **I had to make a lot of calls** or **it was hard to book appointments**. Satisfaction is different to experience as they could say **I was pleased with the service I received**, the **waiting time was satisfactory** but I **felt confused** about the complicated booking process.

## Further information

[My Health Learning Log in Form](#) – Redesign Diagnostics (202464432): Issues Prioritisation

Picker Principles – [www.picker.org/about-us/picker-principles-of-person-centred-care/](http://www.picker.org/about-us/picker-principles-of-person-centred-care/)

## Next steps

Once you have themed your qualitative data, it is time to collate the analysis with the rest of your diagnostic and start to prioritise the issues found.