

# Communications Survey November/December 2017

## Summary of Results

### Introduction

The survey was designed by the Milford and Wistaria Patient Participation Group (M&W PPG) in consultation with the Practice Manager.

The survey was sent to all patients of Milford and Wistaria Surgeries who have signed up to email, about 6500. The survey opened on 21 November 2017 and closed on 21 December 2017. 731 patients responded to the survey.

A former PPG member, who has extensive expertise in surveys and market research, has helped the PPG by providing comments and advice on the survey methodology and results. We wish to acknowledge and thank him for his invaluable input.

### General Comments

- The survey software (SmartSurvey) was funded by the Friends of Wistaria Surgery and the Milford on Sea Hospital League of Friends and suited our purpose very well.
- The survey sample size (731) is good and there are sufficient responses to provide results accurate to within  $\pm 5\%$ .
- It would be worthwhile checking the extent to which the age profile of respondents matches that of surgery patients.

### Analysing the Results

We were looking for the effectiveness of surgery communications and where there is scope for improvement.

### Edited Results:

3. How much do you know about the surgery?				
	I'm very well informed	I think I know this	I would like to know more	Response Total
The best ways to book appointments	55.0% (402)	39.3% (287)	5.7% (42)	731
The variety of appointment reminders	35.0% (256)	40.5% (296)	24.5% (179)	731
What to do if you need an appointment outside surgery hours	26.8% (196)	40.2% (294)	33.0% (241)	731
Surgery opening hours	44.5% (325)	44.7% (327)	10.8% (79)	731
Additional surgery services e.g. flu clinics	48.2% (352)	36.5% (267)	15.3% (112)	731
The Friends' befriending service	19.4% (142)	53.2% (389)	27.4% (200)	731
Where to obtain advice on health issues and how to stay well	32.0% (234)	48.8% (357)	19.2% (140)	731
The Patient Participation Group (PPG)	20.2% (148)	48.8% (357)	30.9% (226)	731
The Practice at Lymington Hospital	29.8% (218)	40.5% (296)	29.7% (217)	731
What to do if you have a complaint	24.8%	54.9%	20.4%	731

3. How much do you know about the surgery?				
	I'm very well informed	I think I know this	I would like to know more	Response Total
	(181)	(401)	(149)	

4. How important is this information to you?					
	Essential	Important	Nice to know	Not important	Response Total
The best ways to book appointments	58.4% (427)	32.6% (238)	8.8% (64)	0.3% (2)	731
The variety of appointment reminders	19.6% (143)	43.5% (318)	31.6% (231)	5.3% (39)	731
What to do if you need an appointment outside surgery hours	47.9% (350)	35.8% (262)	15.9% (116)	0.4% (3)	731
Surgery opening hours	34.3% (251)	47.2% (345)	17.6% (129)	0.8% (6)	731
Additional surgery services e.g. flu clinics	24.4% (178)	48.4% (354)	25.2% (184)	2.1% (15)	731
The Friends' befriending service	4.8% (35)	18.5% (135)	54.9% (401)	21.9% (160)	731
Where to obtain advice on health issues and how to stay well	16.4% (120)	39.3% (287)	40.4% (295)	4.0% (29)	731
The Patient Participation Group (PPG)	7.3% (53)	24.9% (182)	58.0% (424)	9.8% (72)	731
The Practice at Lymington Hospital	24.6% (180)	46.6% (341)	26.1% (191)	2.6% (19)	731
What to do if you have a complaint	15.0% (110)	37.5% (274)	39.3% (287)	8.2% (60)	731

**Patients' comments:**

- I feel well informed generally but can find information as needed on the web site. Being able to book on line is ideal for planned appointments but there seems to be a bug in the system when booking using a tablet
- If booking an appointment online, would be good to know when to book a doctor, or if it would be a nurse needed only. Then a way to book a nurse appointment online. Last time I looked a few months ago, this didn't seem to be possible
- The doctors available for appointments and what they specialise or have an interest in.

**SUMMARY**

- The three most important areas which need improving are:
  - **Out of hours appointments**
  - **Awareness of The Practice at Lymington**
  - **Best way to book appointments**

**WHAT HAPPENS NEXT:**

- There is to be a review of the content of the website.
- The home page will show the options of what to do if you need an appointment out of hours.
- The out of hours phone message will be extended to include details of The Practice at Lymington Hospital.
- There will be clear explanations of the different methods of booking appointments and patients will be encouraged to register for online access to the appointment system.
- Only specific types appointments for nurses can be booked online. General nurse appointments vary in length according to need, and these must continue to be booked by phone.

5. By what method would you prefer to receive reminders? We currently offer reminders by text only.			Response Percent	Response Total
1	Email		49.66%	363
2	Text		58.55%	428
3	Phone		6.70%	49
4	Reminder not required		7.66%	

**WHAT HAPPENS NEXT:**

The survey identifies a strong desire for email appointment reminders as well as text reminders. The surgery is planning to purchase a system called Mjog. This will enable text or email reminders, and will allow an easy cancellation service if the appointment is no longer required. Patients will be encouraged to register their mobile phone numbers and their email addresses.

6. If you need information about the surgery, how would you normally obtain it?			Response Percent	Response Total
1	Surgery website		64.71%	473
2	Friends Newsletter		7.93%	58
3	Poster or leaflet in the surgery		7.80%	57
4	Phone call to surgery		48.56%	355
5	Phone call to family or friend		0.68%	5

7. Have you visited the surgery website recently? (If yes, please answer questions 8, 9, and 10)			Response Percent	Response Total
1	Yes		45.14%	330
2	No		54.86%	401

8. Please rate the following aspects of the website.					
	Excellent	Good	Could be better	Poor	Response Total
How easy was it to find what you wanted?	28.9% (121)	55.5% (232)	14.1% (59)	1.4% (6)	418
Content of the website	20.8% (83)	63.9% (255)	14.0% (56)	1.3% (5)	399
Clarity of information found	22.4% (89)	62.2% (247)	13.6% (54)	1.8% (7)	397



**Patients' comments:**



- I cannot book regular appointments with the nurse via the website.
- I didn't realise that the website was so accessible. You need to promote it more!!
- Because of two nurse appointments I couldn't book a doctor appointment

The website is the most frequently used source of information about the surgery, accessed by 65% of respondents. Worryingly, almost half of patients would phone the surgery for information, needlessly putting pressure on reception staff. Fewer than 1 in 12 respondents refer to the Friends Newsletter and the posters and leaflets displayed in the surgery.

**WHAT HAPPENS NEXT:**

- *The review of the website will improve the amount of information that a patient can find, without the need to phone the surgery.*
- *Information about the doctors will be expanded, and their photos will be shown alongside their details.*
- *A chart already exists on the website that shows the availability of doctors each day*

11. Did you read the latest issue of the Friends Newsletter Autumn 2017? (If Yes, please answer questions 12 and 13).				
			Response Percent	Response Total
1	Yes		40.77%	298
2	No		59.23%	433

12. Where did you obtain this issue of the Newsletter?				
			Response Percent	Response Total
1	Email		85.71%	306
2	Paper copy in surgery		14.29%	51
3	Paper copy from elsewhere		0.84%	3

13. What do you think of the following aspects of the Newsletter?					
	Excellent	Good	Could be improved	Poor	Response Total
Overall appearance	15.4%	76.6%	7.4%	0.5%	364

13. What do you think of the following aspects of the Newsletter?					
	Excellent	Good	Could be improved	Poor	Response Total
	(56)	(279)	(27)	(2)	
Layout	14.0% (50)	77.1% (276)	8.4% (30)	0.6% (2)	358
Usefulness of content	19.0% (68)	73.1% (261)	6.7% (24)	1.1% (4)	357

All participants in the survey should have received a copy of the newsletter by email but this isn't clear from the responses as it would appear that the remaining 433 either didn't receive it or didn't read it. We should have asked if the participant had received the newsletter.









**WHAT HAPPENS NEXT:**

- Discussions will take place with the surgery, the PPG, the Friends of Wistaria Surgery and Milford League of Friends to review the newsletter and plan for the future.
- Consideration will be given on how to make the information displayed in posters and leaflets more accessible. The scope for TV screens in waiting rooms, which could eliminate many posters and leaflets, will be considered.
- PPG will conduct annual communications surveys to monitor progress.

16. How old are you?				
			Response Percent	Response Total
1	Under 16		0.27%	2
2	17-24		0.68%	5
3	25-34		1.64%	12
4	35-44		5.20%	38
5	45-54		8.76%	64
6	55-64		20.52%	150
7	65-74		42.00%	307
8	75-84		16.69%	122
9	Over 85		4.24%	31

17. Do you ever experience a language barrier at the surgery?				
			Response Percent	Response Total
1	Yes		0.41%	3
2	No		99.59%	728

**19. Which of these best describes what you are doing at present?**

			<b>Response Percent</b>	<b>Response Total</b>
1	Full-time paid work		15.32%	112
2	Part-time paid work		14.09%	103
3	Looking after the home		3.28%	24
4	Full-time education		0.82%	6
5	Unemployed		0.82%	6
6	Retired		60.33%	441
7	Permanently sick or disabled		2.46%	18
8	Doing something else		2.87%	21

The M&W PPG are very grateful to all those patients who participated in this survey.