

USER SURVEY FEEDBACK

Surrey Pathology Services Newsletter

October 2013

Service Improvement Initiative

In July your help was requested for a Service Improvement project entitled:

'Understanding customer values and improving communication with our customers'

We requested your feedback via a customer user survey which was sent out to all GP practices served by SPS. The survey was divided into two parts:

Customer Satisfaction—which focused on specific areas of service delivery

Customers Values—which focused on understanding what our customers valued from our service

44% of surgeries replied to the survey

Role in Practice	Number of Respondents	% of Total Respondents
GP	145	71%
Nurse	22	11%
Administrator	16	8%
Phlebotomist	11	5%
Not Known	6	3%
Practice Manager	4	2%
Other	1	<1%

Some of the compliments

received via the user survey

'Sunquest ICE great'

'Overall a very good service'

'Generally a very good service—no complaints'

'Excellent Service'

'Your staff are lovely'

'A significant improvement noticed'

In This Issue

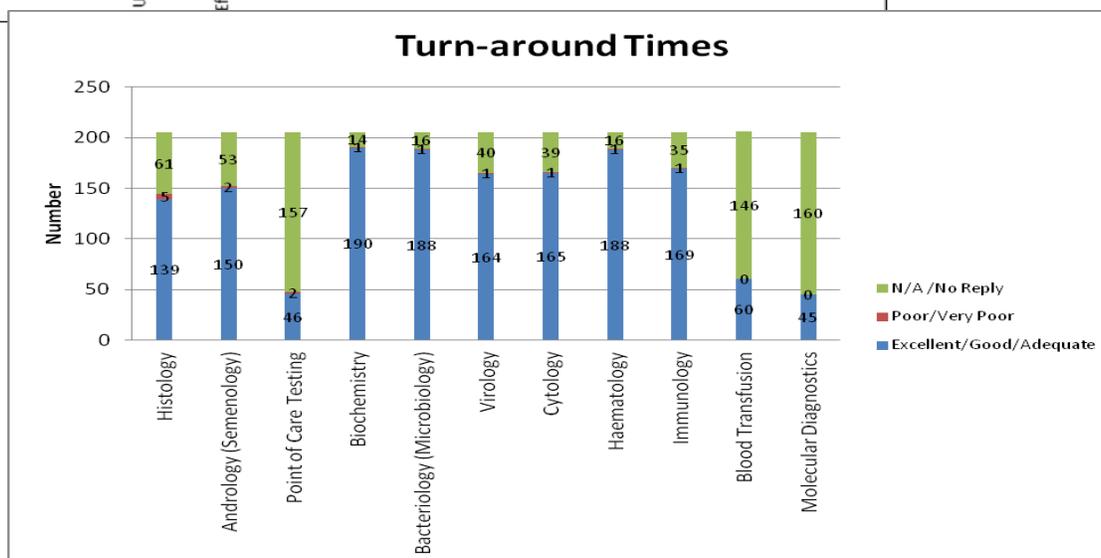
- Service Improvement Initiative
- Customer Satisfaction Results
- Customer Values Outcome
- How we are addressing your feedback?
- New Initiatives
- Contact us



Feedback Cards—Tell us what you think! See Back Page for more information.

Customer Satisfaction

- ◇ The scores were collated and graphically represented.
- ◇ The graphs below are a summary of the results displayed from worst to best.



Category	% of Total Comments
Electronic Requesting/ Reporting	23%
Compliments	18%
Service	13%
Clinical Advice	10%
Results Line	9%
Phlebotomy	7%
Out of Hours Reporting	6%
Transport	4%
TAT	4%
Website	4%
Communication	2%

Categories of Free Text Comments from Customer Satisfaction Questions

Customer Values

The User Survey asked three questions with space for free text responses:

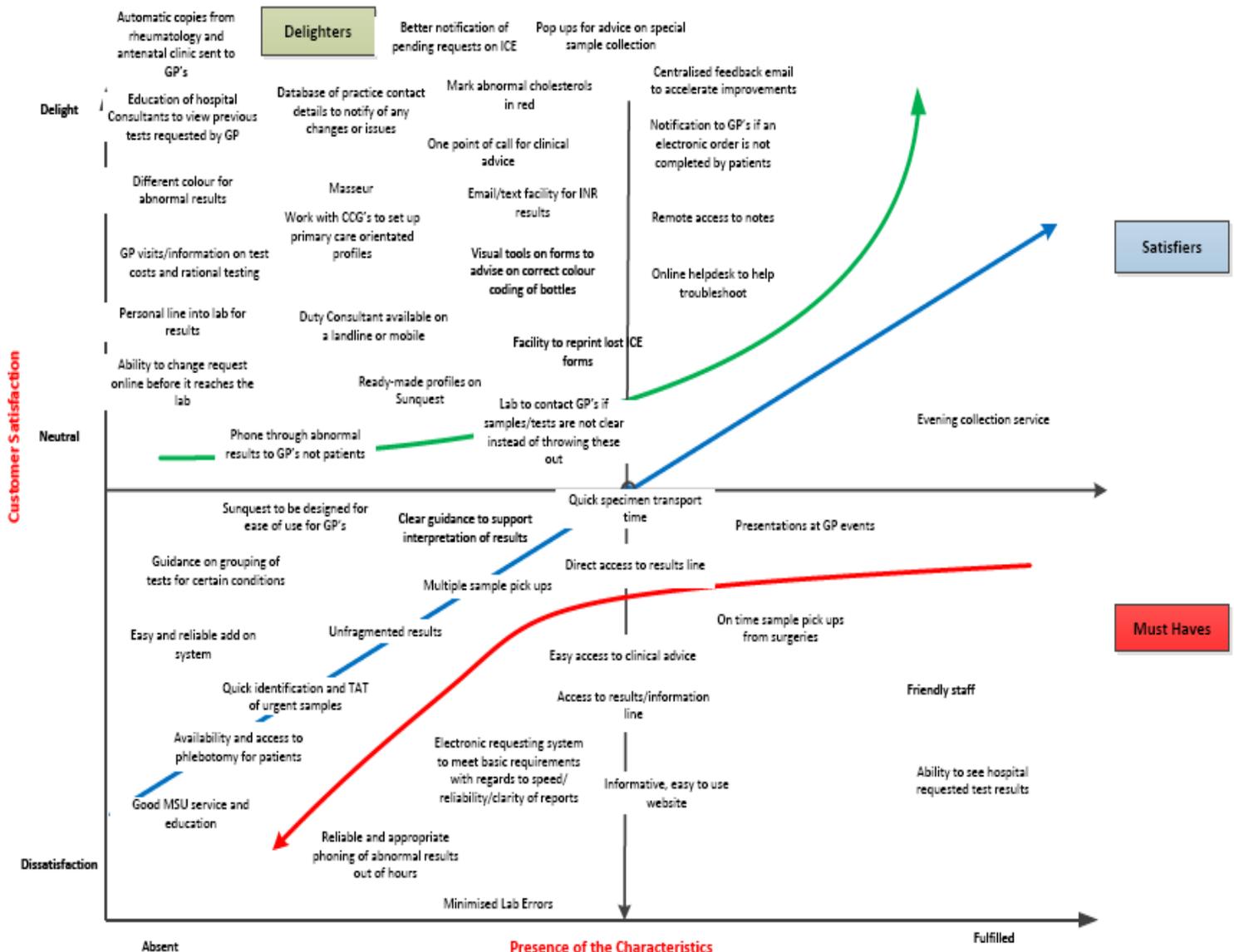
- ◇ Any suggestions for improvement?
- ◇ Any suggestions for things that will make your life easier?
- ◇ Anything we don't offer that you would like?

Customer Values

The Free Text Comments submitted in response to the Customer Values Questions in the survey were trended. The comments were transferred to a Kano Model. The Kano Model is a service improvement tool used to prioritise customers needs, wants and desires.

This will be used to produce the business plan for next year and will have an influence on the strategic direction of the organisation.

The vision is to use the Kano Model on an annual basis to feed into the Annual Management Review and the business plans in order to deliver a high quality service to our users.



KANO MODEL—Displaying Customer Values Free Text Comments

How are we addressing your feedback....

- ◇ Feedback from the **Customer Satisfaction** section of the user survey was analysed. An action plan has been created which is monitored by the SPS Complaints Committee.
- ◇ In addition some comments were assigned to departments for 'quick fix' follow up action.
- ◇ The feedback received from the **Customer Values** section has been collated and used to form a Kano Model which will feed into the business planning and strategic review of SPS. The Kano Model is a service improvement tool used to prioritise customers *Must Haves*, *Wants* and *Desires* so we can work on ensuring we provide these as part of our service delivery.
- ◇ The information is being analysed by the Pathology Executive Team and will be actioned accordingly starting with the customer *Must Haves* and moving to the *Desires* via the *Wants*.

New initiatives from SPS.....

Focus Groups

We are in discussion with the General Practice Programme Coordinators at Ashford and St. Peters Hospital, Frimley Park Hospital and Royal Surrey County Hospital.

Short Focus Groups led by the Senior Pathology Team will form part of the training events organised for GPs at the hospitals.

Get Your Voice Heard

Are you involved in organising a meeting of colleagues? Would you like to invite the Senior Pathology Team to conduct a focus group with your members? We would be delighted to hear from you.

Please contact Chris Spinks on Christine.spinks@fph-tr.nhs.uk

Tell Us What You Think

Feedback Cards

SPS will be rolling out feedback cards to all GP surgeries (See front page) Tell us what we are doing well and where we could do better on a regular basis so we can address issues proactively. ***Feedback cards and instructions to follow.***

Customer Experience Record

Every time you contact us we will record why. This will be trended and preventative action implemented to eliminate problems as quickly as possible

Contact Us

[NHS Pathology Website](http://www.nhspathology.fph.nhs.uk)

www.nhspathology.fph.nhs.uk

[NHS Pathology Mailbox](mailto:office@nhspathology.fph.nhs.uk)

office@nhspathology.fph.nhs.uk

Enquiries:

0845 835 8538

Urgent Results:

01276 604117

Routine Results:

01276 604595

GP Hotline Results:

01276 604998

When will you see an improvement....

We hope to have resolved the majority of the main issues by the end of the financial year. These are on our priority list and we have already started work. We hope that the new initiatives that have come out of the project will improve communication and allow us to resolve issues more quickly and efficiently. By implementing corrective and preventative actions we will endeavour to prevent the issues from reoccurring.