

## Quakers Lane Surgery, Richmond

### GP/Patient Reference Group Web site Survey Results August/September 2012

#### HOW ARE WE DOING?

##### **Introduction:**

Patient satisfaction surveys are used by this practice as a quality indicator, to develop a legitimate evidence base, to clarify and track patient opinions, and responses.

Best practice defines the scope and layout of this web specific survey, to capture practical, reliable, and valid information about online operational issues and well being, from the patient's point of view.

QLS and the PRG are working towards personalised care, which can only be achieved by measuring patient experience and monitoring their views by means of ongoing reviews/survey. Fundamental to enhancing local services, is the essential balance between competing priorities of managing expectation, along with aspiration, while inviting patients to be actively involved in shaping the future of their GP services and using survey data to drive improvement.

##### **Main Aim:**

To improve the quality of care in terms of safety and effectiveness, with patients as our central motivation, in implementing easy to use, secure, and reliable communication systems across the practice.

##### **Benefits of developing and increasing web site use:**

- Confirms a modern professional practice identity
- Improves access and provides a bespoke web address
- Offers online, interactive, patient involvement and participation
- Improves communication with patients and proactively promotes practice services
- Gives 24/7 access to surgery information and services
- Links 'simple to access' syndicated health content/ resources
- Empowers patients and uses staff time more effectively
- Embraces preventive health promotion

## **Key findings - Summary**

It seems that those who currently use the surgery web site, are, for the most part, pleased with its ease of use and design, while content is regarded as trustworthy. One person thought it was too basic while others wanted appointments available to book online. A high number of patients were not aware that the site existed and claimed that it needs to be more prominently promoted. Almost equal numbers thought it communicated in an easy to understand way; the higher number believing that there was little to change or improve.

Patients praised the online repeat prescription service and thought it was a very convenient way to save journeys. About 50% of respondents thought the site very good, good or average. A proportion of patients declared they had not used the site, but would make a point of doing so in future and a significant number had either not got access to a computer, or felt they were unable (or 'too old') to be inclined to use it, preferring instead, face to face surgery contact.

Despite the Internet, it seems, the physician is still seen as the primary source of information and advice. Perhaps in the end, integrating online advice and services, with offline guidance, allows patients to be fully confident in their final decisions around their care.

## **Method**

- Measurement through process
- Anonymous sampling of 100 – 50 distributed by in house staff for self completion by patients and 50 by random cross section, issued face to face and collected in the surgery waiting room
- 100% survey responses returned
- Raw data analysed and set in context

## **Results:**

### **Thinking about using the web site, we would like to know about your online experience**

#### **Q1 How would you rate your overall experience of using the website in terms of being easy to navigate and user friendly?**

19 replied very good, 25 good and 5 as average – remainder assumed to be non users

#### **Q2 Would you recommend our web site to other patients needing help or support and is our health information useful?**

39 replied 'Yes' and one patient regarded the health information as the most useful part of the web site

### **Q3 What do you like best / or least about the website?**

#### **What do you like best?**

- Easy to Use = 13
- Repeat Prescription = 4
- Lack of confidence (personally)
- Clarity
- It is very good for information and if you aren't always able to get to see your GP it is ideal for information
- Net slow at times
- Clear Telephone Numbers and directions
- It is helpful
- Clear – easy to navigate
- Haven't used the website much – just getting used to it
- Ease of use and can do from home
- User friendly
- I have not been on the website but know that you can have a repeat prescription on-line – very useful
- It is very informative and most useful as a reference either prior to an appointment with the doctor or thereafter.
- Clear
- Good Service
- Easy to use, saves a journey.
- Clear Information
- The Convenience

#### **Or least:**

- Prefer to use normal way
- Hard to use

### **Q4 Are you given enough information - is it in sufficient detail and about right? Can you find what you are looking for easily?**

Yes = 22

No = 1

Comments as follows:

- Rather Limited
- There could be a notice in surgery giving website details – more obviously displayed, just under the screen is not suitable
- Easy enough to use
- Rarely use – talk to reception staff
- Yes, its really easy to use = 2
- I have found everything I needed to know – detailed enough
- I have no problems finding what I need = 3
- Easy to find what you are looking for
- Yes – very good
- Can find the repeat script order form easy enough

- Very good with information
- Detail is about right

**Q5 Using the web site, do we communicate clearly and simply and does it explain in a way you understand? ? Anything further we can do to improve? Anything missing?**

Yes = 7

No = 9

Comments as follows:

- Very clear and straightforward
- Will let you know if anything is missing
- All looks fine to me
- I wasn't aware that there was a website. I have now been shown a sign that shows the web address but I believe it is not in a very prominent place and should be put at eye level not knee level.
- Rather basic. Should be able to save prescription items and make appointments on-line.
- Would be a good idea if you could make appointments on-line
- Only been on it once – will try again
- As yet, everything is most satisfactory and will, I am sure, continue to be so.
- Clear to understand = 2
- Clear and simple
- Nothing Missing = 5
- Very easy to use
- Very Customer Friendly
- Very understandable – good
- Clear to use

**Q6 Would it be helpful to introduce a dedicated surgery email 'suggestions' link from the web site?**

Yes = 32

No = 4

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