

# MARPLE COTTAGE SURGERY

## Local Patient Participation Report 2012-2013\*

*\* To be read in conjunction with Marple Cottage Surgery Patient Questionnaire Results 2012-2013, and with previous 2011-2012 survey results*

### Component 1 - Establishing a Patient Reference Group

#### (a) Background - developing a “virtual” Patient Reference Group (PRG)

In 2011 Marple Cottage Surgery, in collaboration with the existing Marple Cottage Patient Forum (established August 2008), developed a “virtual” Patient Reference Group (PRG) to share their ideas / feedback regarding the practice via email.

It was agreed that the virtual PRG would run in parallel with the existing Patient Forum group, but the practice would, in most cases, initially seek the views / agreement of the Patient Forum (for example, all matters pertaining to the development of the practice survey) before sharing with the virtual PRG members.

Therefore we initially sought interest from patients to join the virtual PRG by the following methods via:

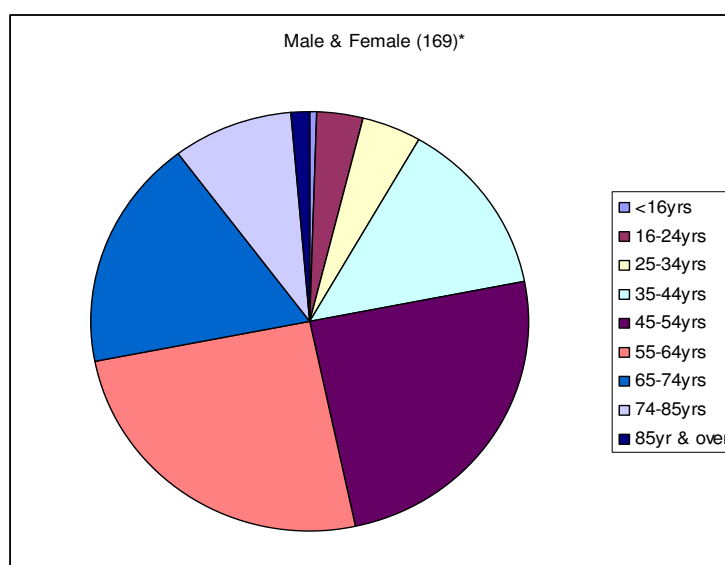
- **Practice Newsletter**; sent to over 900 patients via email
- **“Your Views Count – Join our Virtual Patient Group” sign-up form**; available at practice reception desk, practice waiting rooms, and given to new patients within their **new patient registration packs**
- Dedicated **Patient Forum promotional noticeboard**, with professionally designed and **printed leaflets/flyers/business cards** promoting the Forum and how to get involved with it via dedicated email address
- **Patient Forum health promotion events** e.g. Cancer Awareness, Flu Campaign launch day (600 patients, children and elderly, attending for flu vaccinations)
- **GPs / nurses opportunistically** asking patients during consultations if they would be interested in joining the group.
- ‘What’s New’ section on the **practice website**
- **Jayex notice board message in waiting room**
- Sign up section at end of 2011-12 patient survey

#### (b) PRG Profile – [as of January 2012](#)

As of mid **January 2012** the PRG membership was **169**, with the following age / sex breakdowns:

**Fig 1 – age breakdown**

	Male & Female (169)*	%
<16yrs	1	0.59
16-24yrs	5	2.95
25-34yrs	7	4.14
35-44yrs	21	12.42
45-54yrs	38	22.48
55-64yrs	39	23.07
65-74yrs	27	15.98
74-85yrs	14	8.28
85yr & over	2	1.18



**Fig 2 – Age / Sex breakdown**

	Male (71)*	%	Female (83)*	%
<16yrs	1	0.64	0	0
16-24yrs	0	0	5	3.25
25-34yrs	2	1.30	5	3.25
35-44yrs	4	2.60	17	11.04
45-54yrs	16	10.39	22	14.28
55-64yrs	20	12.99	19	12.34
65-74yrs	15	9.74	12	7.79
74-85yrs	11	7.14	3	1.95
85yr & over	2	1.30	0	0

\* 15 patients age/sex withheld

**(c) Commitment to improve / increase wider representation**

In February 2012 the Patient Forum reaffirmed their support of the policy to develop the “virtual” Patient Reference Group (PRG) and the need to seek views from a wider patient population considering the obvious limitations of a face-to-face forum group. Collectively we committed to the following objectives:

- (i) **increase membership of the PRG**
- (ii) **improve the demographic representation of the PRG**

#### **(d) Commitment to increase PRG membership and representation of practice population**

We agreed to continue to market and grow the membership of the virtual PRG via the same marketing methods as detailed above (1a).

However in consideration that over 60% of the “virtual” PRG membership (169 patients) were between 45 – 74 years of age, the Practice and Patient Forum agreed that we should seek to improve the demographic representation of the PRG by actively seeking to increase membership of patients <45 years of age.

We acknowledged that ‘younger’ patient groups tended to use the practice services comparatively less than our 45 – 74 year cohort, so we agreed our recruitment methods would need to be more proactive and direct.

Initiatives we implemented included:

- (i) Personalised ‘Join the virtual PRG’ letters sent to 10% of 16-24 year old patients who attended the practice between Jan – Dec 2012
- (ii) “Your Views Count – Join our Virtual Patient Group” letter sent out to:
  - To 35-45 year old patients with NHS Healthchecks letters
  - To asthma patients with their asthma annual review letters
  - To new parents with their child’s immunisation and vaccination letters
  - To female patients with their smear recall letters
- (iii) Targeted marketing via GPs / nurses opportunistically asking younger patients during consultation, or handing an invitation letter, if they would be interested in joining the group.
- (iv) Proactive canvassing at our annual flu vaccination event on 10<sup>th</sup> October 2012, where **660 patients**, of all ages, attended for a flu vaccination.

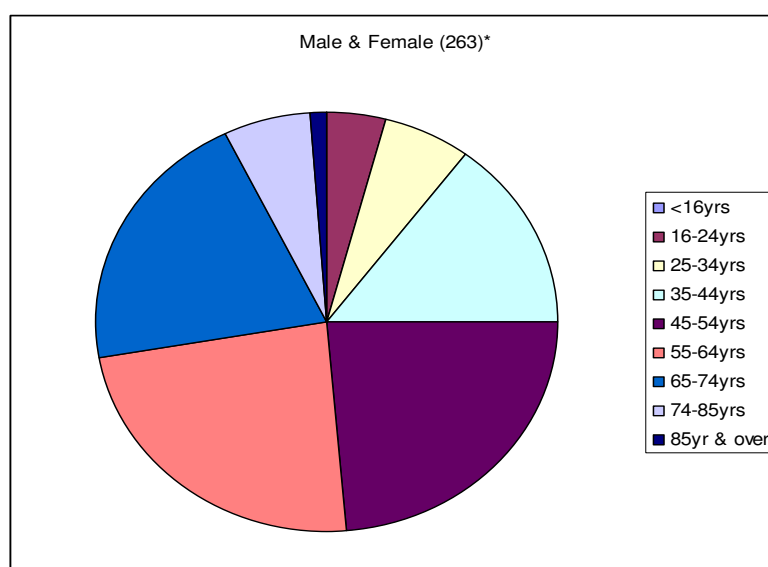
#### **(e) PRG representation of practice population - as of March 2013**

As of March 2013 the PRG membership had increased to **280** with the following age /sex breakdowns. Although this suggests an increase of 101 new members the actual number was higher in consideration of previous members who were no longer registered with the practice. Also note that some patients have moved in different age groupings since January 2012

**Fig 3 – Age breakdown**

	Male & Female (263)*	%
<16yrs	0	0
16-24yrs	11	4.18
25-34yrs	16	6.08
35-44yrs	39	14.82
45-54yrs	62	23.57
55-64yrs	62	23.57
65-74yrs	54	20.53
74-85yrs	16	6.08
85yr & over	3	1.14

\* 17 patients age/sex withheld



**Fig 4 – Age / Sex breakdown**

	Male (122)*	%	Female (141)*	%
<16yrs	0	0	0	0
16-24yrs	2	0.76	10	3.81
25-34yrs	3	1.14	14	5.32
35-44yrs	10	3.80	27	10.26
45-54yrs	19	7.22	43	16.34
55-64yrs	33	12.54	29	11.05
65-74yrs	38	14.44	16	6.09
74-85yrs	14	5.32	2	0.77
85yr & over	3	1.14	0	0

\* 17 patients age/sex withheld

**Fig 5 - Comparison of Virtual PRG v. Practice, Stockport and National Population profile, and Gender / Ethnicity comparison**

Age	PRG profile	Practice Population profile	Stockport Population profile	National Population profile
Under 16	0%	12.36%	17.63%	19.41%
17 – 24	4.18%	14.67%	11.33%	13.06%
25 – 34	6.08%	10.40%	11.61%	13.44%
35 – 44	14.82%	12.69%	14.00%	13.88%
45 – 54	23.57%	14.99%	14.78%	13.76%
55 – 64	23.57%	12.97%	12.50%	11.67%
65 – 74	20.53%	12.59%	9.42%	8.71%
Over 75	7.22%	10.66%	8.72%	7.83%
Gender				
PRG profile		Practice Population profile		
46.36% Male		49.19% Male		
53.64% Female		50.81% Female		
Ethnicity				
100% White		98.6% White		
0% Black		0.2% Black		
0% Asian		0.4% Asian		
0% Mixed		0.6% Mixed		
0% Chinese & other		0.3% Chinese & other		

**(f) Difference between members of PRG and practice population**

We have maintained a good representation of male / female members of the PRG, with an increase in younger men joining the group.

Overall membership, not surprisingly, still shows a majority of members between 45 – 74 years of age, which is reasonably comparable to the practice population demographics. This patient group utilises the practice services the most, and therefore, arguably, show a greater interest in the services provided.

Our initiatives to increase younger patients (<45years) included:

- Personalised invitations to 16-24 year old patients who attended the practice between Jan – Dec 2012
- To 35-45 year old patients with NHS Healthchecks letters
- To asthma patients with their asthma annual review letters
- To new parents with their child's immunisation and vaccination letters
- To female patients with their smear recall letters
- Opportunistic invitations to join the PRG by the clinical team during consultations

The figures do show that our proactive recruitment campaign to increase the representation of patients <45 years has shown an increase of 4.98% to 25.08%. This is a significant increase when considering that 0 – 16 year old patients have not signed up to the virtual PRG meaning that we have over ¼ of patients signed up to the PRG are between the ages of 17 – 44.

With regard to the lack of interest from <16 year olds (which may be a result of the fact they utilise the practice less, have little interest in practice services, have no independent email address), we will continue to try to encourage younger patients to join the group.

## **Component 2: Determining issues which are a priority to be included in patient survey**

In July 2012, as part of the pre-planning stage of designing the new patient questionnaire, the Patient Forum reviewed the list of priorities and questions considered when creating the 2011-12 questionnaire. The intention was to pick priorities, and questions, which were not included in the 2011-12 questionnaire.

However, after discussion the Patient Forum agreed that the priority list of suggested topics for the new patient survey should include the same 15 priorities (Fig A) we used to develop the questions for the 2011-12 patient questionnaire. This way patients had the choice to include questions on the same issues as the previous year if they still felt this would be a priority which needed reviewing.

Fig A

<b>Suggested topics for questions of Patient Survey</b>
Quality of customer service
Satisfaction with opening times
Ease/speed of getting an appointment
Ease of getting through on the telephone
Ability to see preferred GP
Waiting times
Quality of consultation
Your understanding of your consultation
Communication with patients
Health promotion
Online services
Premises
Practice involvement with GP and medical student training
Community service
Out of hours care

In September 2012 the priority list was approved by the Patient Forum and emailed to the virtual PRG (179 patients) to review and complete.

Also a paper version of the Priority list was made available on the reception desk for patients to complete when visiting the practice.

Additionally the Priority list was given out to patients at the flu vaccination event on 10<sup>th</sup> October 2012 by members of the Patient Forum (660 patients attended)

## Results and Feedback on Priorities Survey

The results of the surveys were shared with the Patient Forum, and virtual PRG, and as with the previous year we selected the 6 highest ranked topics; in this case there was one highest ranked topic, and five topics which held equal ranking (Fig B)

Fig B

Patient Priority Topics	% respondents	Ranking
<b>Quality of customer service</b>	<b>69.77</b>	<b>2</b>
<b>Satisfaction with opening times</b>	<b>69.77</b>	<b>2</b>
<b>Ease/speed of getting an appointment</b>	<b>69.77</b>	<b>2</b>
Ease of getting through on the telephone	65.12	3
Ability to see preferred GP	62.79	4
Waiting times	46.51	6
<b>Quality of consultation</b>	<b>69.77</b>	<b>2</b>
<b>Your understanding of your consultation</b>	<b>69.77</b>	<b>2</b>
<b>Communication with patients</b>	<b>74.41</b>	<b>1</b>
Health promotion	44.18	7
Online services	39.53	8
Premises	44.18	7
Practice involvement with GP and medical student training	34.88	9
Community service	48.88	5
Out of hours care	65.12	3

## Component Three: Collating patient views and designing a Patient Questionnaire

### (a) Deciding upon the questions for the new survey

In October 2012, as four of the top priorities were the same as the previous year, the patient forum agreed to use the same questions as used in the 2011-12 survey

Fig C

Satisfaction with opening times
Ease/speed of getting an appointment
Quality of consultation
Your understanding of your consultation

However the Patient Forum felt that it was important that this year the questions relating to their clinical care (eg the quality of their consultations) should relate to both GPs and the nursing team.

With regard to the new topic areas (Fig F) it was agreed with the Patient Forum that the questions should relate to the way that the practice staff

- communicate with patients when they telephone the practice
- communicate with patients when they visit the surgery
- resolve patients queries / reason for contacting

Fig D

Quality of customer service
-----------------------------

Communication with patients
-----------------------------

It was also agreed that the questionnaire should include an Overall Satisfaction question to enable comparison against 2011-12 questionnaire results, and MORI surveys

A list of questions relating to the selected topics was drafted and sent to the Patient Forum for comment.

One key member of the Patient Forum redrafted the wording of some of the new questions before the questionnaire was developed into a paper and online version

### **(b) Running our Patient Questionnaire campaign**

From November 2012 – February 2013 we ran our Patient Questionnaire campaign. Questionnaires were available to complete online, at the practice, or were delivered by post:

- The Patient Forum and virtual PRG were emailed and asked to complete an online questionnaire
- 400 questionnaires were printed and given to patients on arrival at reception
- 250 questionnaires were printed and left in the waiting rooms for patients to complete
- 300 questionnaires were printed and given out to patients at the reception desk
- 150 questionnaires were printed and given to clinicians to give out to patients opportunistically
- Questionnaires were posted to the following target groups
  - Carers
  - parents with their child's I&V recall letters
  - asthma patients with their asthma review letters
  - Men and women between 35 – 45year with their NHS Healthcheck recall letters
- Questionnaires were given out to other patients groups by health professionals including:
  - pregnant ladies at midwife clinics
  - CDM housebound patients by doctors on home visits
  - Patients at residential homes given by doctors on home visits
  - Parents at nurse-led I&V clinics
  - Patients at residential homes given by doctors on home visits
  - Opportunistically given to patients by nurses / GPs

The survey results and comments were collated.

### **(c) Results of the patient questionnaire**



**Total respondents: 372**

153 completed online questionnaire

219 completed paper copies completed at the practice or returned by post

16.6% increase on previous year

Fig 10

	<b>No. of responses</b>	<b>% total of responses</b>	<b>% practice population</b>
Male	147	39%	50%
Female	227	61%	50%

	<b>No. of responses</b>	<b>% total of responses</b>	<b>% of practice population</b>
<18yrs	0	0	0%
18-24yrs	10	2.68	2%
25-34yrs	23	6.18	7%
35-44yrs	40	10.75	4%
45-54yrs	67	18.01	7%
55-64yrs	83	22.32	9%
65-74yrs	88	23.65	6%
74-85yrs	59	15.86	5%
85yr & over	6	1.61	3%

**Summary of results**

The results of the patient questionnaire are available on the practice website, but a summary is below:

**94.41%** of respondents were very or fairly satisfied with the hours that the practice is open

**97.57%** of respondents feel that the practice offers appointment times that are convenient

**95.15%** of respondents said that they were you able to see a doctor on the same day or in the next two weekdays

**91.3%** of respondents felt that the receptionists were friendly

**91.01%** of respondents felt that when ringing the practice they service received was excellent or good

**96.72%** of respondents were very or fairly satisfied with the overall service

**95.31%** of respondents said they would recommend Marple Cottage surgery to someone who has just moved to the local area

**Patient comments included:**

*I have never been to a drs that has so much care and professionalism; fantastic!*

*Think we are very lucky to have such a good medical practice*

*Very satisfactory – well done – best in the area*

*Have always felt comfortable when visiting the surgery*  
*Superb*  
*Happy with the service you provide*  
*I have been with the practice since it first opened so it must be good*  
*Very pleased with the service and the fact that I can make online appointment bookings*  
*Don't try to improve on a scheme that is near perfect!*  
*I am satisfied; its excellent already*  
*Don't mend what is not broken*  
*Excellent service already – keep it up*  
*Very good service*  
*I am completely satisfied with the service that I already get*  
*The service is excellent, earlier opening times would help.*  
*The reception staff are excellent, they always go the extra mile.*  
*The nurses are excellent, as are the Doctors.*

#### **Component Four and Five**

The results of the survey, and suggested action plan (below), was shared with the Patient Forum and Practice Team Meeting, for comments. The consensus was that the results were very positive.

#### **Agreed Action Plan**

- (a) Increase membership of Patient Forum and virtual PRG**
- (b) Improving privacy in the waiting room**
- (c) Continue to improve customer service at the practice**
- (d) Complete premises improvements including DDA access**
- (e) Maintain/improve access by continuing to offer consistent level of appointment access (within 2 working day)**

#### **PRG Feedback**

The results were forwarded to the virtual PRG for feedback/comments in March 2013.

Feedback from the Patient Forum and the virtual PRG was very positive and complimentary of the results, and supportive of the action plan.

There were no suggestions to change the plan.

Example comment from patient (anonymised)

*"I am very impressed with the proposed and undertaken improvements tweeks and upgrades. I consider this action plan to be, in my humble opinion, a wonderful step forward for inclusion and diversity, privacy, access and care of each individual patient."*

## **Actions completed – as of March 2013**

### **(a) Increase membership of Patient Forum and virtual PRG**

We have continued to:

- (i) Maintain a dedicated Patient Forum / PRG display stand, with professionally designed and printed leaflets/flyers/business cards promoting the Forum / PRG and how to get involved with it via dedicated email address
- (ii) Display our "Join our Virtual Patient Group" sign-up forms in reception / waiting rooms
- (iii) Promote sign up to the group with new patient registration packs
- (iv) GPs / nurses are continuing to opportunistically asking patients during consultations if they would be interested in joining the group.

### **(b) Improving privacy in the waiting room**

Over recent years we have attempted to improve privacy at the practice reception area and waiting rooms by installing a privacy screen between reception and the waiting area and playing music in the waiting rooms so that conversations

However, we acknowledge that the layout of the reception means that there is always possibility that the person at the desk may be overheard by either the patient who is waiting, or by another patient being dealt with at the desk (we have two receptionists at the reception to avoid queues)

However from listening to our patients' feedback we have

- (i) Reintroduced posters on the reception desk advising that patients can request to speak to someone in a private room if necessary
- (ii) Reviewed confidentiality policy and arranged follow up training to ensure that all staff on reception desk will avoid, where possible, identifying / repeating patient details
- (iii) Installed a floor-standing notice near reception asking patients not to approach the desk whilst receptionist dealing with someone (as suggested by patients in the patient questionnaire)

### **(c) Customer service**

- (i) We are increasing the number of staff hours throughout the week to help deal with patient queries quickly and efficiently – effective as of Mid April 2013

- (ii) We have developed a new customer service focussed training plan for 2013-14 as part of our overall practice development plan / strategy

**(d) Premises improvements**

In consideration of this year, and last year, patients comments we have improved access to the practice, and specifically DDA access, by

- (i) redesigning our car park and creating additional car parking spaces
- (ii) creating new disabled car parking spaces with turning circle
- (iii) redesigning main entrance by replacing steps with a sloped walkway with grab-rails
- (iv) installing an electronic door opener

**(e) Maintain/improve access**

Although we are seeing an increase in appointment demand we are continuing to maintain high levels of appointment availability by

- (i) Continuing to provide evening surgeries 18:30 – 20:00
- (ii) Offering 5 min “on the day” appointments for children
- (iii) Continue to promote online services (this has proven to reduce number of appointments used for simple queries / requests that can be dealt with electronically)
- (iv) Continue to promote online services, including ‘email your doctor’ ( this has proven to reduce number of appointments used for simple requests (eg appointment bookings) and general medical queries.)

**Component 6 – Publicise the results**

The local patient participation report and the Patient Questionnaire results have been published on the practice website in March 2013, emailed to the Patient Forum, emailed to the virtual PRG, and publicised via the Practice Newsletter.

Website hyperlink: <http://www.marplecottage.co.uk/pages/surveys.asp>

**PRACTICE OPENING TIMES**

Reception is open and available on the telephone and face-to-face.

- Monday to Thursday 08:00 - 18:30 (closed for training 12:30-13:30 Monday & Wednesday)
- Friday 08:00 – 18:00

Clinics run

- Monday & Thursday 08:30 - 18:00
- Tuesday & Wednesday 08:30 – 20:00
- Friday 08:30 – 18:00
- Saturdays – once a month

While we are closed: If you need a doctor in an emergency and our practice is closed, please call 111, the new Out of Hours Service, who will be able to deal with your problem.

