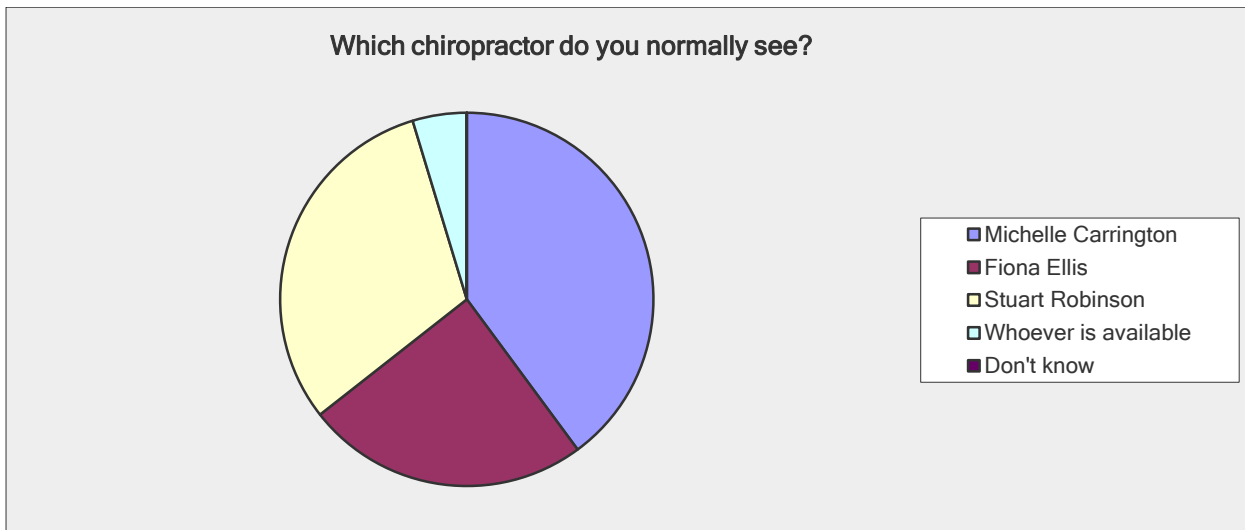
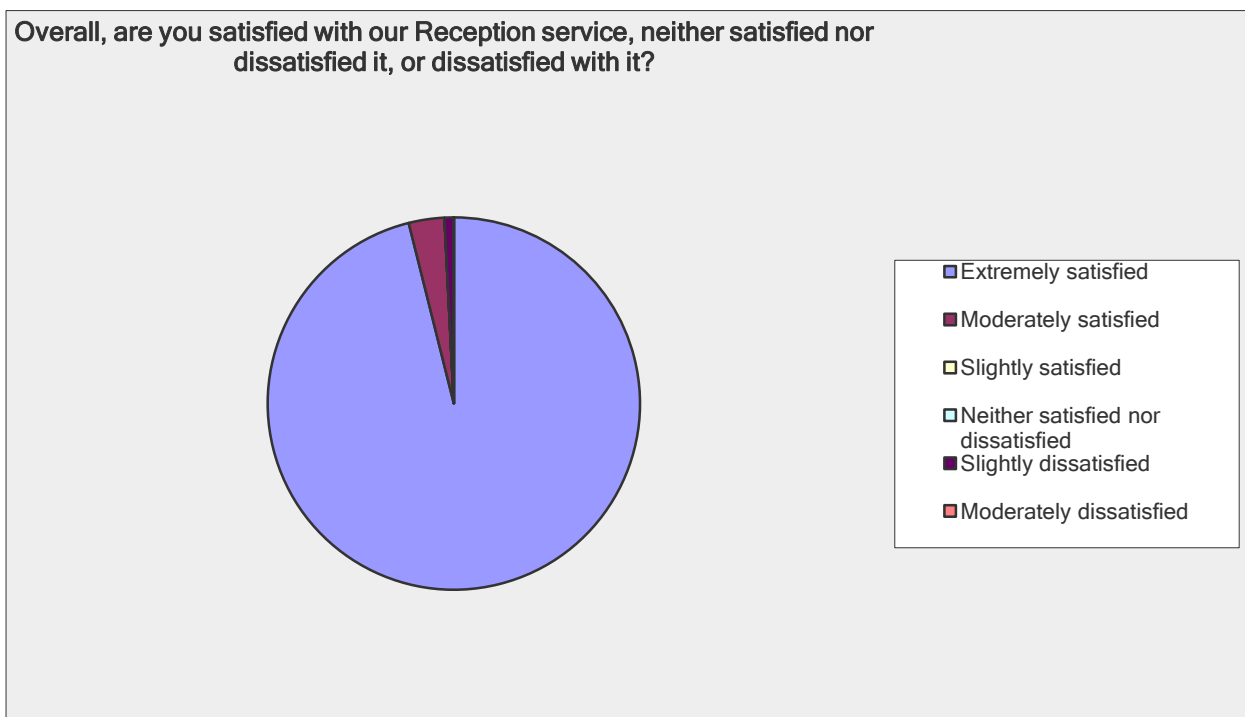


SATISFACTION SURVEY 2015 – RESULTS & REPORT

Sample: All clients who attended Haslemere Chiropractic fro 01 January 2015 – 12 March 2016



Qu. 1 – Reception Service



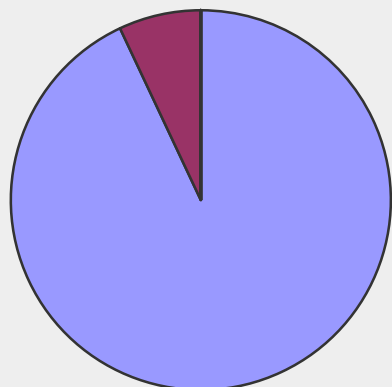
96% were extremely satisfied and 3% moderately satisfied with our Reception service. Due to teething problems with our new receptionists, 1% stated that they were slightly dissatisfied.

Respondents were invited to leave additional comments and 34 people did so. These comments can be summarised as:

Friendly/chatty (24), helpful (25), efficient (5), polite (4), good service (1), professional (1), needs more training (1), don't always appreciate urgency (1).

Qu 2 – Treatment

Overall, are you satisfied with the treatment that you have received at this Clinic, neither satisfied nor dissatisfied with it, or dissatisfied with it?



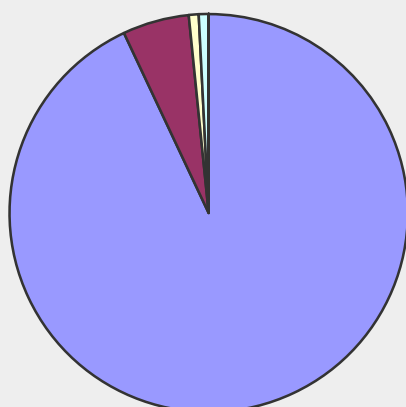
- Extremely satisfied
- Moderately satisfied
- Slightly satisfied
- Neither satisfied nor dissatisfied
- Slightly dissatisfied
- Moderately dissatisfied

93% were extremely satisfied and 7% moderately satisfied. No-one was less than moderately satisfied. Respondents were invited to leave additional comments and 25 people did so. These comments can be summarised as:

Polite/kind/respectful/caring (17), effective (11), professional (11), punctual (5), good advice & explanations (4), knowledgeable (3), I always recommend (4), appointments could be longer (1).

Qu 3 – Our Facilities

Overall, are you satisfied with the facilities that we offer at this Clinic, neither satisfied nor dissatisfied with them, or dissatisfied with them?



- Extremely satisfied
- Moderately satisfied
- Slightly satisfied
- Neither satisfied nor dissatisfied
- Slightly dissatisfied
- Moderately dissatisfied

93% were extremely satisfied, 5% moderately satisfied, 1% slightly satisfied and 1% neither satisfied nor dissatisfied. No-one was dissatisfied. 15 respondents left additional comments which comprised: appreciation of onsite parking (8), cleanliness (5), professional environment (1), calmness (1).

Qu 4 - Please select 3 features that you particularly like about Haslemere Chiropractic Clinic. We have included some points that have come up in previous surveys, but if you have anything else in mind, please put it down.

Answer Options	Response Percent
Pleasant environment	20.9%
Friendly staff	64.3%
Convenient location	15.5%
Car parking	36.4%
Quality of care	40.3%
Good availability of appointments	10.9%
Convenient appointment times	13.2%
Good punctuality	10.1%
Effective treatment	52.7%
Experienced chiropractors	44.2%
Treatment to suit the individual	24.0%
Self help advice	7.0%
Good value for money	3.9%
Other (please specify)	5.4%

This question was optional but all participants responded.

Qu 5 - Please select 3 features that you dislike about Haslemere Chiropractic Clinic or things you think we could improve. We have included some points which have come up in previous survey, but if you have anything else in mind, please put it down. It is really important that we know if there are areas where we could do better.

This question was also optional but participants were encouraged to give us negative feedback. 42% of respondents skipped this question. Of those who did respond, half said there was nothing they disliked about Haslemere Chiropractic. Additional comments included the request for a new website (it's here!), long handled shoe horns in treatment rooms (done!), somewhere to store personal belongings, and that the Clinic considers sponsoring a local sports team (it's on the list!).

Answer Options	Response Count
Lack of parking spaces	5
Difficult to park	5
Inconvenient location	4
Unfriendly staff	2
Unpleasant environment	0
Decor is dated/drab	13
Poor availability of appointments	3
Not enough late/early appointments	9
Kept waiting too long	6
Didn't like the chiropractor	0
Not good value for money	2
Other (please specify)	48
NB Nothing to dislike (n=39)	

Thank you to everyone who completed our survey, and for all your wonderfully kind comments which help us to understand what we are doing right and what is important to you. We don't have room to include all the positive comments that have been made, but they have been circulated to all members of the team to read.

However, I would like to flag up the few comments where clients have had queries or suggestions for improvement, so that you can be confident that these have been given due consideration:

"I get a little irritated when booking ahead on a Saturday - it is impossible to book late in the morning until the earlier slots have filled up, but I can't come earlier due to childcare".

Thank you for bringing this to my attention as I hadn't been aware it was a potential problem. I'm sorry that you have had difficulty booking the appointment that you wanted! I will discuss the situation with the Receptionists and Chiropractors and see if we can come up with a solution.

"Sometimes it is hard for the receptionist to appreciate how urgent it is to get an appointment with Dr Carrington".

"The new receptionist needs more training".

"Was a busy day and felt slightly rushed in Reception. But overall did a good job".

As our regulars will know, we said goodbye to 3 of our longstanding receptionists towards the end of 2015 who all retired, and so have had to replace $\frac{3}{4}$ of our Reception Team. The new receptionists have to learn so much that it will take a while for them to reach maximum efficiency, and also perhaps to learn strategies for finding emergency appointments for people. Training is ongoing, and I will highlight these issues to the new team to make sure they can work on these aspects of the job. Thank you to everyone for their understanding during this transition time, and your overwhelmingly positive comments about our reception service.

"The only problem I have is the length of the appointment, I feel it should be half an hour as in some other practices. I always have a feeling that it is all a bit rushed and as I only come infrequently thanks to your good treatment and travel for 40 minutes to get to you it would be nice to feel one gets ones monies worth in time".

"I do think the appointments are expensive, considering i used to see Fiona at Liphook Village Surgery and would get a full half hour treatment there, for the same price i now pay for 20 minutes".

"It is quite expensive for a 20 minute consultation - however I have always been happy to pay as Michelle is excellent - just felt it was something to bear in mind".

"It is more expensive than my previous chiropractor, but the quality of care is very good".

The length of treatments offered by chiropractors from different practices is very variable, often only 15 mins. The length of our appointments is set in order to try and offer maximum efficiency, therefore keeping our prices as low as possible. The overheads for running a good quality practice are surprisingly high, and it is a difficult balancing act to offer value for money whilst maintaining high standards. We are always striving to keep our prices down (there was no price rise last year) and to offer the best value that we can. For those who feel that you would like a longer appointment, you can book an Extended Treatment which is 40 mins in length, but only £13 more than a normal treatment so represents great value for money.

"Could there be some sort of discount for a package of sessions perhaps?"

I have considered this in the past, but have not been keen to go down this route because it can be logistically quite complex. It is also potentially complicated from an ethical point of view. If it was considered that we were encouraging clients to attend for more sessions than they need it would be against our own standards of practice, and could be in breach of our Statutory Regulation too. However, I do completely understand the point, and will discuss it with the team to see whether we can think of a practical way to offer some kind of discount package.

"I don't really have much negative feedback. Sometimes it's hard to get an appointment but that's because Michelle is busy so it's justified"

"Early morning appointments would be great, as would more weekend appointments".

We are always looking for ways to ensure good availability of appointments, whilst also juggling our own family and work commitments. Stuart now offers appointments from 8am on Mondays and Fridays, and Fiona has recently started working longer hours on Tuesdays and Thursdays which will help with appointment availability too. If you are struggling to book a suitable appointment, please leave a message for the chiropractor as they may be able to find a way to accommodate your requirements.

"Somewhere more suitable to leave personal effects during treatment like car keys, mobile phones, watch & clothes etc. which at the moment are left on a window sill or corner of the desk".

Thank you for that thought. All of the treatment rooms have hooks on the walls, and a chair or stool behind the changing screen for clothes, but not necessarily somewhere obvious for personal effects. I'll get thinking to try to find a solution.

"A long handled shoe horn would be useful! With lower back pain it makes it much easier to put my shoes on".

Excellent suggestion - Thank you! It will be done

Thank you to everyone for your comments and suggestions. We all really appreciate you sharing your thoughts, and helping us in our mission to continually develop and improve the service that we provide.

Michelle Carrington