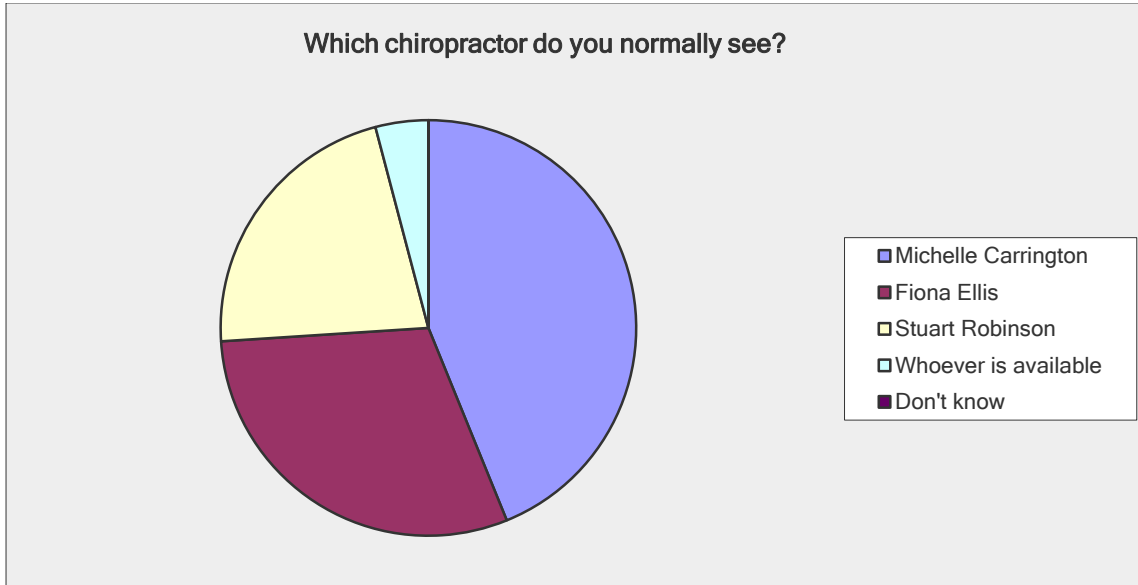


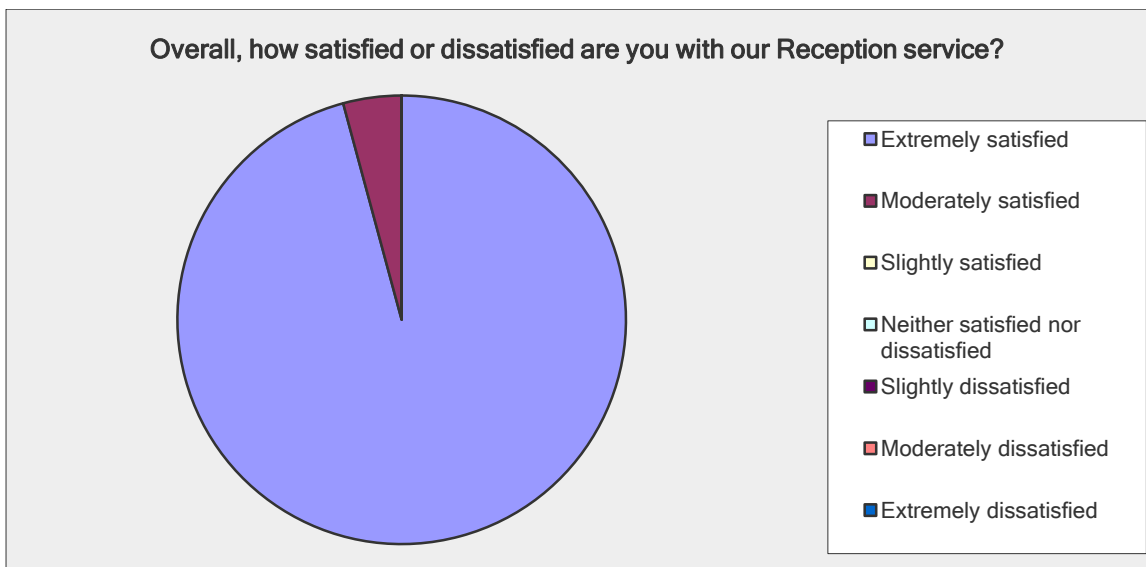
SATISFACTION SURVEY REPORT 2017

Sample: All clients who visited Haslemere Chiropractic from 1 April 2016 – 31 March 2017

The questionnaire distributed by email. In addition, all clients attending the Clinic over a 2 week period were invited to complete the survey either by paper or on the i-pad.



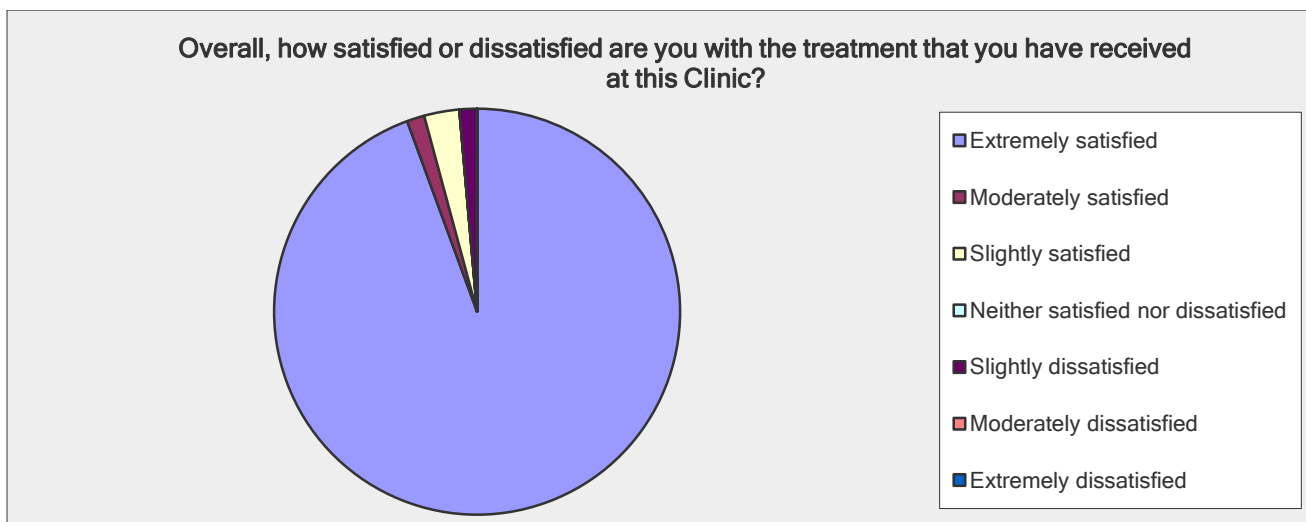
Qu 1: Reception Service



96% of respondents were extremely satisfied with our reception service, and 4% were moderately satisfied. Respondents were invited to leave additional comments, and 26 people did so. These comments can be summarised as:

Friendly/welcoming (12), helpful (13), efficient (5), professional (2) and polite (2). There was also appreciation of the receptionist's help with toddlers, and for efficiency in "getting back quickly".

Qu 2: Treatment

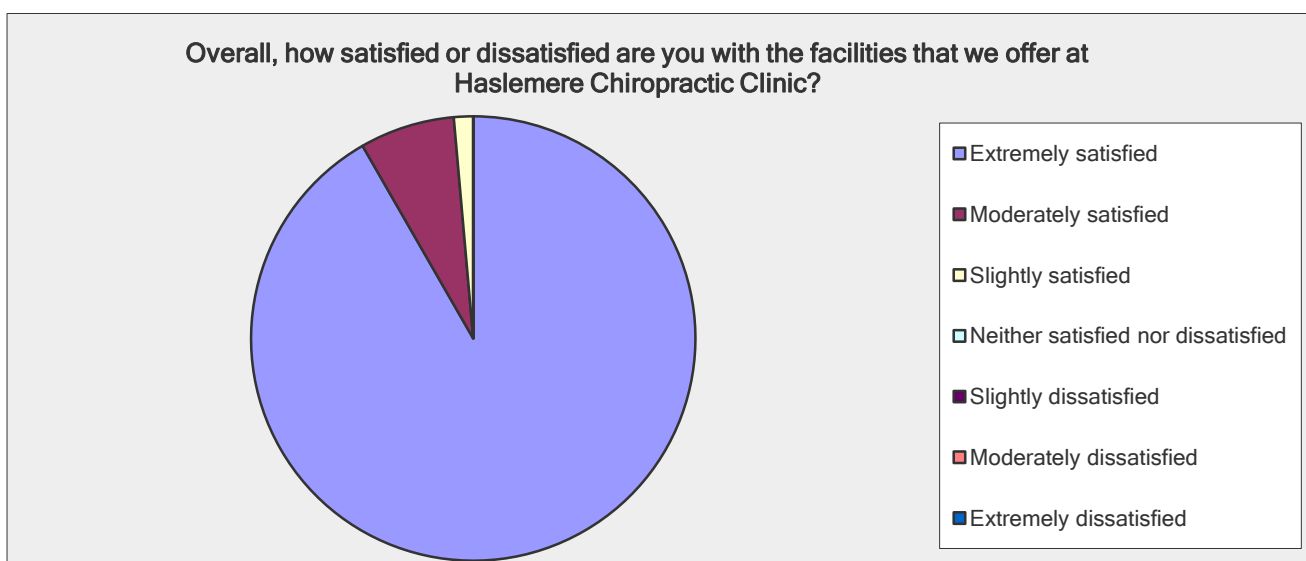


94.5% were extremely satisfied with the treatment that they received, and 1.5% were moderately satisfied. Unfortunately 2 respondents said that they were only “slightly satisfied” with their treatment. In one case, this was because the patient had not found the treatment to be as effective as they had hoped - “Treatment was very friendly and professional but only slightly effective”. It is sadly true that we are not always able to help everyone, despite our best efforts. In the other case the respondent felt that our treatment was too expensive, they were kept waiting too long, and they didn’t like the chiropractor.

For the first time ever, we had one respondent state that they were “slightly dis-satisfied”. However, their accompanying comment - “I feel so much better and more able to move more freely ... It has been so worthwhile” - makes me feel that this was a typing error and that in fact they are not actually dis-satisfied at all!

Respondents were invited to leave additional comments, and 16 people did so. These can be summarised as: Effective/excellent/good quality (9), professional (8), friendly/polite/kind (5), good explanations & advice (2), range to treatments available (2), helpful (2), punctual (2), experienced (1), good problem solving (1), never feel rushed (1).

Qu 3: Our Facilities



92% were extremely satisfied with our facilities, 7% moderately satisfied and 1% slightly satisfied. No-one was dissatisfied. There were 8 additional comments expressing general appreciation of our facilities and services, in particular our on-site parking.

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 survey, but if you have anything else in mind, please put it down.

Answer Options	Response Percent
Pleasant environment	12.5%
Friendly staff	61.1%
Convenient location	16.7%
Car parking	38.9%
Quality of care	40.3%
Good availability of appointments	15.3%
Convenient appointment times	19.4%
Good punctuality	11.1%
Effective treatment	58.3%
Experienced chiropractors	40.3%
Treatment to suit the individual	23.6%
Self help advice	12.5%
Good value for money	11.1%
Other (please specify)	5.6%

Water bottles in reception; email reminders (2); warm gowns; specialist pregnancy services

Qu5: Please select 3 features that you dislike about Haslemere Chiropractic Clinic, or things that you think we could improve. We have included some points which have come up in previous surveys, 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 optional, and 30.5% of respondents chose to skip this question having answered all other questions on the survey. Hopefully this suggests that they had no dislikes that they wished to tell us about. Of those who did respond to this question, 59% stated that there was “Nothing to dislike”. Of the areas identified, refurbishment is the most recurrent theme, so we will be mindful of this!

Answer Options	Response Percent
Lack of parking spaces	3.9%
Difficult to park	9.8%
Inconvenient location	3.9%
Unfriendly staff	0.0%
Unpleasant environment	0.0%
Decor is dated/drab	19.6%
Poor availability of appointments	7.8%
Not enough late/early appointments	2.0%
Kept waiting too long	2.0%
Didn't like the chiropractor	2.0%
Not good value for money	3.9%
Other (please specify)	76.5%
NB Nothing to dislike (59%)	

Thank you once again to everyone who completed our survey, and for all of 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 members of the team to read.

Thank you too to those who flagged up issues or made suggestions for improvement. This feedback is essential for us to continue to develop our services and constantly strive to have the highest standards.

As a result of comments from last year's survey, changes that we have made this year include:

- A Loyalty Card to provide a discount to clients who visit us more frequently. This also applies to those who have multiple family members attending the Clinic as the card can be shared.
- Trays to store personal effects in all treatment rooms (proving to be very popular!).
- Long shoe horns in all treatment rooms.

If you have taken the trouble to leave a suggestion for improvement or comment, you can be confident that we have taken a good look and given it due consideration. Here are a few comments from this year's survey that perhaps I can provide some further information about:

Problems with the card machine

I would like to apologise to anyone who was inconvenienced by the spell of problems that we experienced with our card machine at the end of last year. Towards the end of last year our card machine was upgraded from being operated via the telephone connection, to being via our wireless network which struggled to cope. We hope that having now upgraded our broadband supply and router will help our connection to be more reliable. The problem was also partly due to slow processing by our service provider over the Christmas period which was beyond our control. We are aware that Worldpay received many complaints about this, so we wait in anticipation to see how they cope with the increased volume of activity in the run up to this Christmas.

Being offered an appointment with a different practitioner:

"If I say I only see Fiona, they then try and get me to see someone else! No, I ONLY see Fiona".

The Reception Team are trained to offer clients an appointment with a different practitioner if they are struggling to find a convenient appointment with the chiropractor that you usually see. I hope that it may often be useful to know that there could be an earlier or more convenient appointment with a different practitioner so that you have the choice. However, we do fully appreciate that many people prefer to see their usual chiropractor, and that it is often preferable to see the same person to enable optimum consistency of care. I am sorry that on this occasion the procedure that is meant to be helpful has caused annoyance. I will make sure that the Receptionists are aware that they must not be over enthusiastic in offering alternative practitioners if a client has made it clear that they do not wish to see anyone else, and that they pay attention if told that someone only wants to see one practitioner.

"Sometimes feel I would benefit from longer treatment, happy to pay for a longer slot!"

We do offer the possibility of a double appointment, which is 40 minutes in length. At £56 this is only 30% more expensive for double the time, which is excellent value. Please do ask for an "Extended Treatment" when you book if you would like to take advantage of this. Our online booking system cannot yet accommodate these appointments, but if you speak to the Reception Team they will be delighted to help.

Sometimes when I ring up for an urgent appointment there is not always one available which means that I have to wait for several days in pain, perhaps a system of emergency appointments could be introduced, a bit like at the doctors' surgery, these can only be booked on the day.

We do try very hard to accommodate emergencies, and are often complimented on this. Our Gold Standard is to offer an emergency appointment with one of our practitioners within 24 hours, so I am sorry if we have failed to meet this standard. We do not usually reserve space for emergencies, but the chiropractors often start early or finish late in an attempt to fit emergency appointments in. If the receptionist knows that an emergency appointment is required she will try very hard to find some availability. However, occasionally this may prove difficult, e.g. if one of the chiropractors is on holiday. Hopefully the addition of a 4th chiropractor to our team in September will alleviate this problem and there will be more consistent availability for last minute appointments.

Thank you once again for your comments and suggestions. We really appreciate you sharing your thoughts!

Michelle Carrington