

May-July 2021

Feedback & Outcomes from
random patients
19 responses

by duncan

Reflection:

FYSICL sent out 40 links and got 19 responses over some 6 weeks, including leave.

We feel this is a reasonable return, and reflects the limited numbers of patients that are balanced against other clinic commitments of Dr Robertson as he supports team GB and gradually reduces the pan-covid clinics in Glasgow Bupa that helped the clinic survive financially.

But the <50% response rate does show its not easy sometimes, even when the clinic tries to make the process and simple as possible.

Compared to email, also phone feedback is better

We feel we did a good amount of research into the method, length of questionnaire and came up with what we felt was an effective succinct and easily accessible.

See the image snaps about this

And link

<https://wellapp.com/blog/patient-satisfaction-survey/>

<https://news.gallup.com/opinion/methodology/221159/using-text-messaging-reach-survey-respondents.aspx>

<https://surveyanyplace.com/blog/average-survey-response-rate/>

We feel there is a reasonable mix of cases and levels of activity in this snapshot. We expect this will change and shift to more amateur/elderly and less professional as the clinic evolves and marketing of our service improves as covid fades. Its been a challenge just maintaining the service in the last year as Dr Robertson had to also do other work to maintain income and this placed some difficult balancers between commitments that we feel we have managed as best we can.

The outcomes so far are strong and reassuring. But we need a lot more over the next months/years to get a clear picture of outcomes, and add in more on physical therapies as that aspect of the clinic evolves with co-dependent and independent practitioners.

And there was generally excellent feedback about the clinic, the times, and the overall environment, and I think this goes a long way to justify the fforts we have made to make this a calm, clean, safe patient centred clinic with no rush and no pressure and a flexible approach. Having plenty of time also means that this supports patients in understanding and decision making in the options for treatment and tests.

We can do better and will re-focus to improve our administrative pathways and keep plugging away at Egress and safe sharing a storage of information.

The CQC inspection will also be an invaluable moment to receive professional appraisal of the strengths and areas to improve the service. But we hope the continued "preventative and pro-active" involvement and advice of Mr Gerry Kennedy has helped minimise risk and maximise effectiveness and safe practice within the limits of our resources and experience.

Fylde Sports Injury Clinic - PATIENT EXPERIENCE & OUTCOME FEEDBACK

19

Responses

03:30

Average time to complete

Active

Status

...

[View results](#) [Open in Excel](#)

1. What is your unique FYSICL clinic ID number (3-digit number between 200 and 900)

[More Details](#)

18

Responses

Latest Responses

"606"

"340"

"269"

2. I WOULD DESCRIBE MYSELF AND MY INJURY AS FOLLOWS...

[More Details](#) [Insights](#)

- HIGH LEVEL ACTIVITY/FITNES... 7
- AMATEUR ATHLETE Part-time i... 0
- PROFESSIONAL Full-time athl... 8
- LOW/MODERATE LEVEL ACTIV... 3



3. HOW WOULD YOU RATE THE ENTRANCE AND WAITING/RECEPTION AREA?

[More Details](#) [Insights](#)

18

Responses

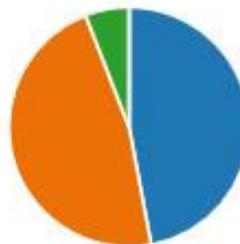


4.94 Average Rating

4. HOW DO YOU FEEL YOUR INJURY OR PAIN HAS CHANGED SINCE TREATMENT AND ADVICE?

[More Details](#)[Insights](#)

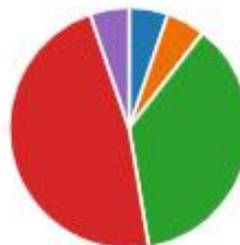
● Cured/Fully Fit	8
● Improved	8
● No Change	1
● Worse	0



5. If your symptoms improved, HOW WOULD YOU APPROXIMATELY RATE YOUR IMPROVEMENT?

[More Details](#)[Insights](#)

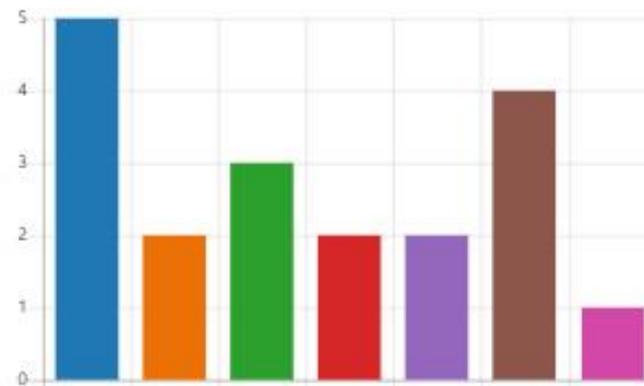
● "ONLY A LITTLE BETTER" (A Q...	1
● "MODERATE OR GOOD IMPR..."	1
● "A LOT BETTER" (80%-90% BE...	7
● FULLY RECOVERED or RETURN...	9
● Other	1



6. What Treatment or Advice did you receive?

[More Details](#)

● An Injection of Steroid/Cortiso...	5
● A "High Volume injection" (us...	2
● An injection of oily type "joint ...	3
● A PRP blood injection	2
● No Injection - Just Advice/Eve...	2
● No Injection - I was referred f...	4
● Other	1



7. HOW WOULD YOU DESCRIBE THE LENGTH OF THE CONSULTATION TIME THAT THE SPORTS DOCTOR SPENT WITH YOU?

[More Details](#)

[Insights](#)

- It was too short - I would have... 0
- It matched my needs well - I h... 18
- It was too long 0
- Other 1



8. HAS THE TREATMENT AT FYSICL "HELPED CHANGE YOUR USE OF MEDICATION for your injury

[More Details](#)

[Insights](#)

- No - I NEVER USED medicine f... 7
- No - I use the SAME AMOUNT... 0
- Yes - I have been able to RED... 11
- Other 1

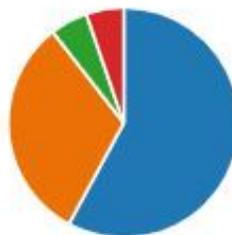


9. If your condition was disturbing your sleep, has your sleep changed since then?

[More Details](#)

[Insights](#)

- NO - I always slept fine 11
- YES - The treatment has helpe... 6
- NO - Not much change - my s... 1
- Other 1



10. HOW WOULD YOU RATE THE ACTUAL CLINICAL ROOM ENVIRONMENT

[More Details](#)

[Insights](#)

18

Responses



5.00 Average Rating



10. HOW WOULD YOU RATE THE ACTUAL CLINICAL ROOM ENVIRONMENT

[More Details](#)

[Insights](#)

18

Responses



5.00 Average Rating

11. HOW WOULD YOU RATE THE EXPLANATION OF THE INJURY AND DIAGNOSIS TO YOU

[More Details](#)

[Insights](#)

18

Responses



5.00 Average Rating

12. OVERALL HOW SATISFIED WERE YOU WITH THE CLINIC?

[More Details](#)

[Insights](#)

18

Responses



5.00 Average Rating

13. THE CLINIC VALUES BOTH POSITIVE FEEDBACK AND CONSTRUCTIVE CRITICISM - IF YOU WOULD LIKE TO ADD A SHORT COMMENT PLEASE TYPE HERE....

[More Details](#)

[Insights](#)

14

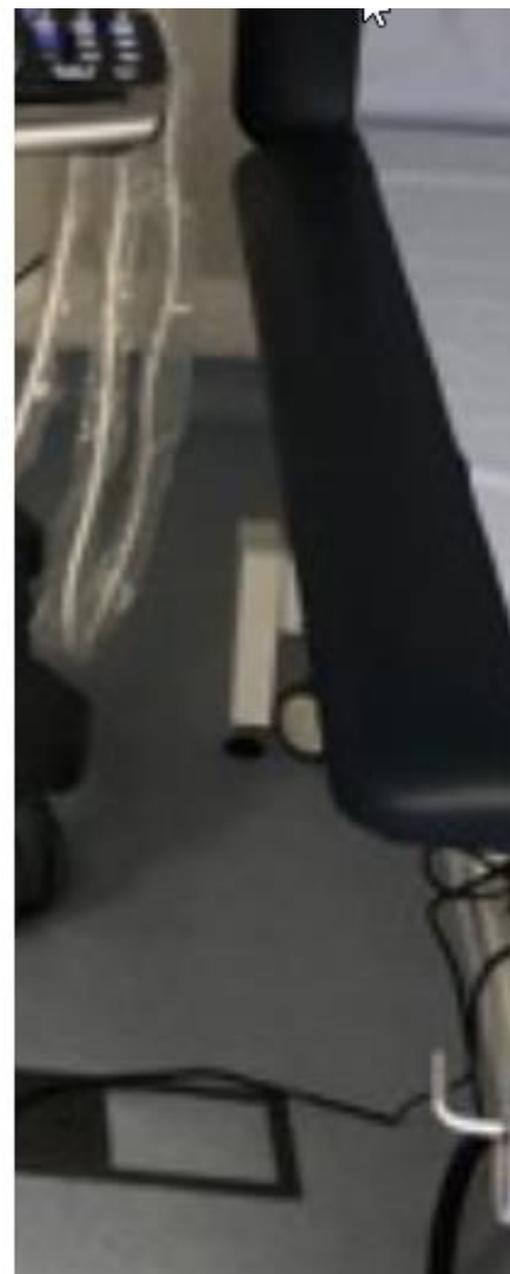
Responses

Latest Responses

"Very good experience. Best injection I ever had... very professional an...

"Sorry I can't answer some of the questions correctly (but it required ...

"Top class professional service, what a great asset to have on our door...



13. THE CLINIC VALUES BOTH POSITIVE FEEDBACK AND CONSTRUCTIVE CRITICISM - IF YOU WOULD LIKE TO ADD A SHORT COMMENT PLEASE TYPE HERE....

14 Responses

ID↑	Name	Responses
1	anonymous	great
2	anonymous	Excellent service - would definitely recommend
3	anonymous	Dr Robertson was a saint he cured my ankle and I can walk free of pain. He is like Jesus to me
4	anonymous	Fantastic treatment from a doctor I hold in the highest regard and have full trust in him. As a professional athlete this is pivotal and I couldn't be happier with the service provided.
5	anonymous	The best
6	anonymous	Excellent setting, with very good attention to Covid protections. Friendly, warm welcome. Wonderfully relaxed and informal style from Dr Robertson that immediately puts you at your ease. His knowledge and expertise shines through and I knew I could not be in better hands. It was sheer luck that I bumped into a friend who recommended FYSICL. At the time I was heading in precisely the wrong direction with my injury. Thankfully Dr Robertson and the team at FYSICL turned that around and I expect to be fully fit again pretty soon. Thank you!
7	anonymous	I'd like to say that Dr Robertson explained my injury very clearly and was very positive in how to improve my symptoms over a period of time
8	anonymous	Great experience from start to finish. Very professional.

9	anonymous	Duncan Robertson and his team at FYSIC received me warmly in their tastefully finished new clinic. Dr Roberson exudes an air of quiet self-confidence, not cocky or arrogant like most doctors, just a personable, sensible, but thorough, knowledge , experienced and competent. He has the warmth and empathy, the sense of humour lacking in most robotic doctors of the current times. Long me he practice. Oh, yes, he can also walk in water, as I never even felt the needle. An overall great experience.
10	anonymous	I am so happy with the treatment I received and subsequent relief it gave me. I also very much appreciate Dr Duncan picking up on my arthritis and giving me good advice about getting it attended to.
11	anonymous	Helped me out massively as the pain as fully gone away and it's feels miles better
12	anonymous	Top class professional service, what a great asset to have on our doorstep
13	anonymous	Sorry I can't answer some of the questions correctly (but it required an answer - maybe an answer could be - under investigation presently as still at investigation stages I was most impressed from entering the clinic to leaving. Thank you for accepting me ! I am most grateful.
14	anonymous	Very good experience. Best injection I ever had... very professional and never felt a thing. And my pain has dropped in my knee loads in 4 days... I am a plasterer and use ladders and steps... and realise importance of my knee exercises more. Thank you. Recommended.

APPENDIX – RESEARCH AND PREP FOR FEEDBACK MODE AND TPE AND LENGTH

SAMPLES OF THE BACKGROUND INFO ON HOW WE PLANNED THE QUESTIONNAIRE

AND EVIDENCE BASE ON PRE-XISTING GOOD PRACTICE AND EXPECTATIONS AND PATIENT PREFERENCES

What is the average survey response rate?

The short answer? 33%.

The long answer is a bit more nuanced though.

Since there is no agreed-upon minimum acceptable response rate, it will largely depend on how you go about creating, distributing, and **collecting your survey**.

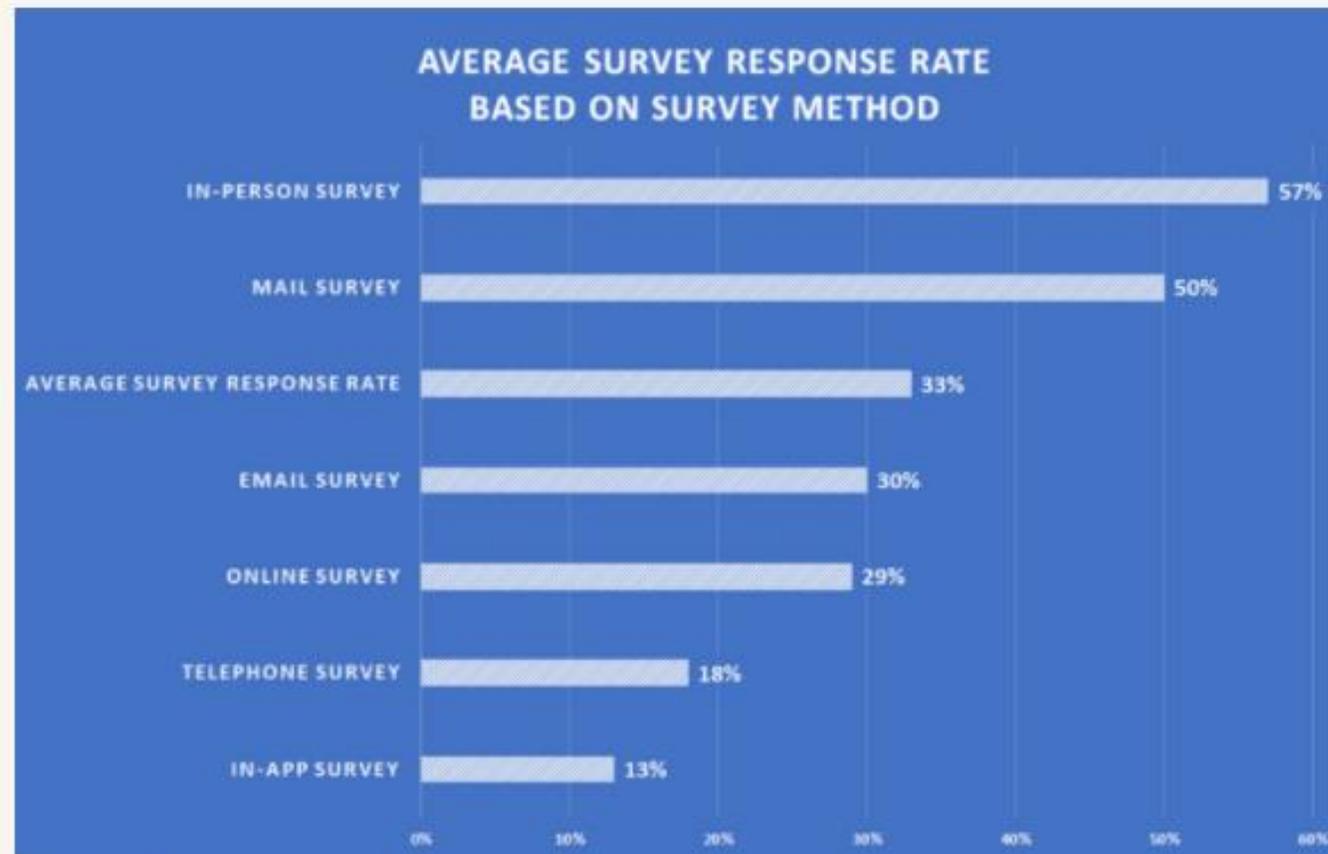
Nevertheless, over the years a lot of studies have been done on what the average response rate of a survey should be and which parameters have an influence on it. We've combined all this information into one infographic containing the most recent data.



Pro tips to create engaging surveys, quizzes and assessments

AVERAGE SURVEY RESPONSE RATE BY METHOD

In this infographic, you can find the average survey response rates for the most used survey methods based on the most recent data.



SOURCES:

(1) <https://www.fieldboom.com/blog/survey-response-rate/>

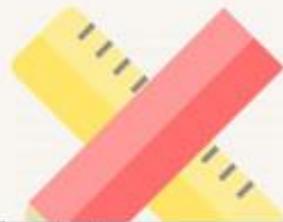


survey and crafting the questions.

For online surveys, it's important to make your survey responsive and you should limit the number of clicks needed to complete the survey.

Try to personalize the survey as well. [Dirk Heerwegh's 2005 study](#) into personalized invites for online surveys (e.g. 'Dear John' as opposed to 'Dear Customer') concluded that personalized survey invites increased response rates by 7.8%. In addition, respondents that received these invites were 2.6% less likely to drop off before completing all survey questions.

I've already mentioned the importance of language: Try to get into the mindset of your customer and make questions based on that. Or follow our [tips to sound more human in your survey](#). Make sure you use a variety of question types such as multiple choice, rating, Likert scale, etc. Each question type has its strengths.



3. Survey Length

People get distracted very fast, so you should only ask questions you **NEED** to know.

As mentioned before having a survey with more than 12 questions or that takes longer than 5 minutes to complete see a 15% drop in response rate. The drop is even bigger (up to 40%) when a survey takes longer than 10 minutes to complete.

Tell your respondents how long it will take to complete the survey before they start. And make sure you don't exceed that timeframe.



4. Survey Audience

A common mistake is sending the same survey to different audiences and expecting

who state but do not complete the entire survey, were 10% in all treatments but were slightly more likely in the SMS-only 12-question group, at 19%.

Response Rates and Breakoff Rates by Mode and Questionnaire Length

	Questionnaire length # of questions	Response rate %	Breakoffs %
Survey mode			
SMS	5	12	8
SMS	12	13	19
SMS-web	5	12	1
SMS-web	12	11	10
Phone	5	38	0
Phone	12	41	0
GALLUP			

methods can increase the likelihood of participation.

Response Rates by Mode of Contact and Propensity to Respond

	SMS only	Email only	SMS and email
	%	%	%
Respond to 1% to 24% of invitations	2	1	3
Respond to 25% to 49% of invitations	25	22	39
Respond to 50% to 74% of invitations	47	63	78
Respond to 75% to 100% of invitations	77	94	96

*Respondents were grouped into one of four response propensity groups based on the percentage of survey invitations they had responded to in the past.

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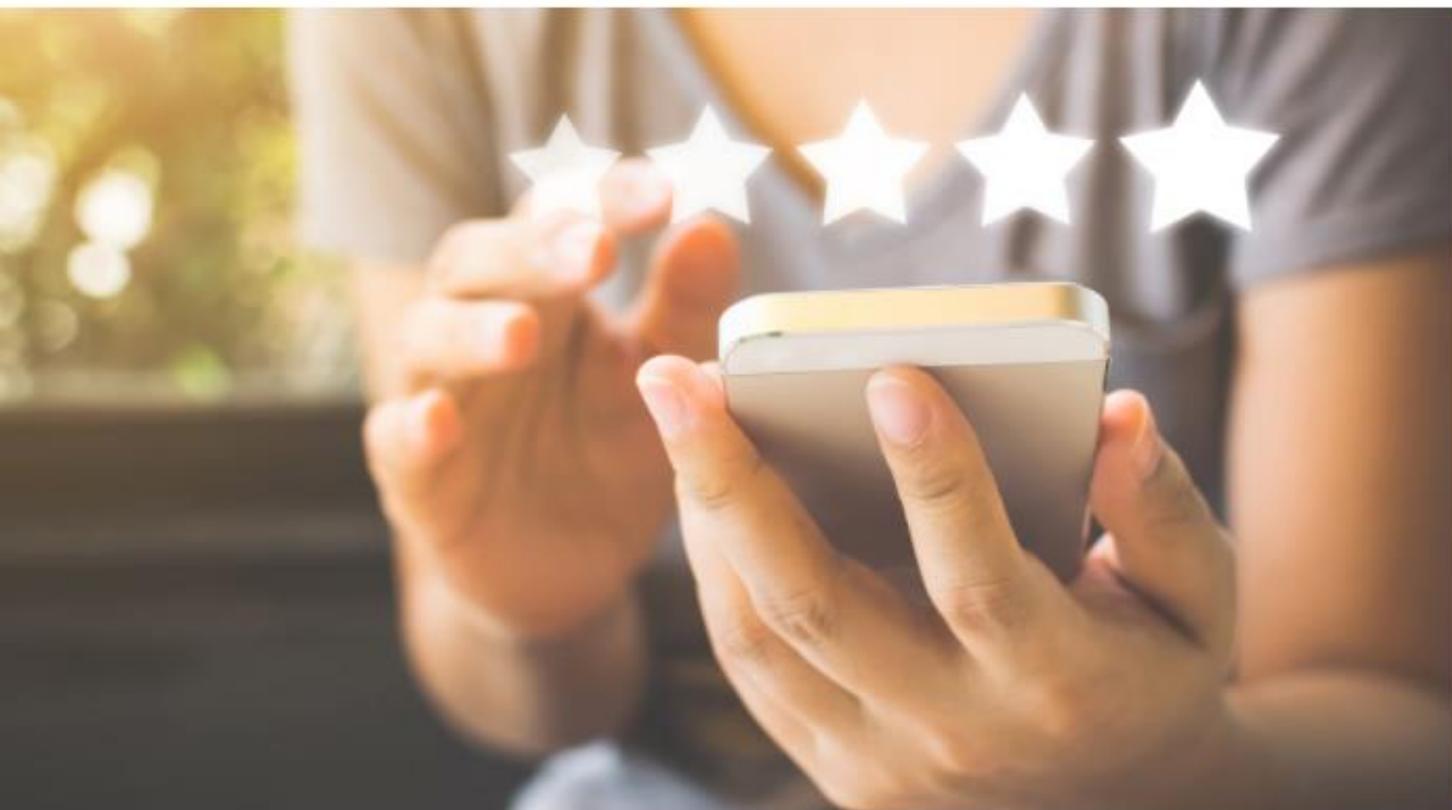
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Healthcare Providers Ought to Deliver Patient Satisfaction Survey Through Text

MAY 13, 2021 - BY WELL STAFF

Promoting positive [patient experience](#) is important when offering a holistic healthcare package. That is why conducting a patient satisfaction survey will help you identify gaps in care and in turn, help your health system determine areas for improvement. It also enables you to identify key insights to further [drive patient engagement](#) and build stronger relationships with your patients. Finally, these surveys help providers discover [what healthcare consumers really want from healthcare](#).

However, a conventional, paper-based patient satisfaction survey is a cumbersome approach. These surveys are expensive to deliver, get low response rates, and typically garner responses only from those who are either [really happy or really unhappy](#). Online healthcare satisfaction surveys are a better choice.. Nevertheless, you still have to deliver them.

Here are some of the most common questions regarding patient surveys and the best practices for sending surveys, increasing response rates, and improving patient satisfaction.

What are the best patient satisfaction survey template providers?

To start their transition from paper-based surveys to text-based ones, most healthcare providers opt to use online patient template generators. SurveyMonkey, [Typeform](#), and Formstack are considered the best solutions for creating the best patient satisfaction survey templates.

You can also use a more sophisticated patient survey company such as Tonic. A WELL™ Health partner, Tonic allows you to create and customize patient satisfaction survey templates or choose from a range of pre-made survey templates. Tonic's template choices include best-in-breed patient experience surveys, medical practice surveys, NPS, leadership rounding, and CAHPS. Tonic's forms are also easy-to-read and have a fun and interactive design.

Many survey vendors encourage patients who provide positive responses to leave a review on online review sites such as Google, Yelp, or a social media channel.

messaging has been the [most popular communication platform for patients and providers](#); therefore, if you want the highest chance of getting a response, the best patient satisfaction survey is the one sent via text.

According to a survey on texting, sending a text message is [faster, less obtrusive, and more discreet](#). According to a survey carried out by Medical Economics, 80% of patients are willing to receive text-based communication from their providers, even if it's a patient satisfaction survey.

WELL clients have found that simply switching from paper surveys to sending online surveys via text message tripled survey completion rates, producing a 20 percent completion rate for some health systems. This only strengthens the case that healthcare providers should send surveys via text.

[Recent figures](#) also indicate that patients are more responsive to text messages so a patient satisfaction survey sent via text has a better chance of being completed. For one, patients see texting as more convenient than other alternative communication platforms. A phone call containing the same message lasts two minutes at the very least, often longer. The response rate for texts? An impressive 209 percent higher than phone

calls. [Over 90 percent of text messages](#) are opened and read within three minutes upon receipt.

Yes, you can send links to a patient satisfaction survey via email. But for the best open and response rates, text messaging works best since text messages have a 98 percent open rate compared to email's 20 percent.

With a patient communication platform such as WELL™, you can send text messages directly from your practice's phone number — a number patients already recognize and are more likely to actually answer.

When is the best time of day to send a survey?

According to [SurveyMonkey](#), the best time of day to send a survey to a patient is right after a visit to the doctor or a day after their hospital stay.

Why? If the volume, frequency, and timing of a patient satisfaction survey campaign are mismanaged, patients become highly prone to [survey fatigue](#). When this happens,