

General Pharmacy Service Customer Satisfaction Results 2008

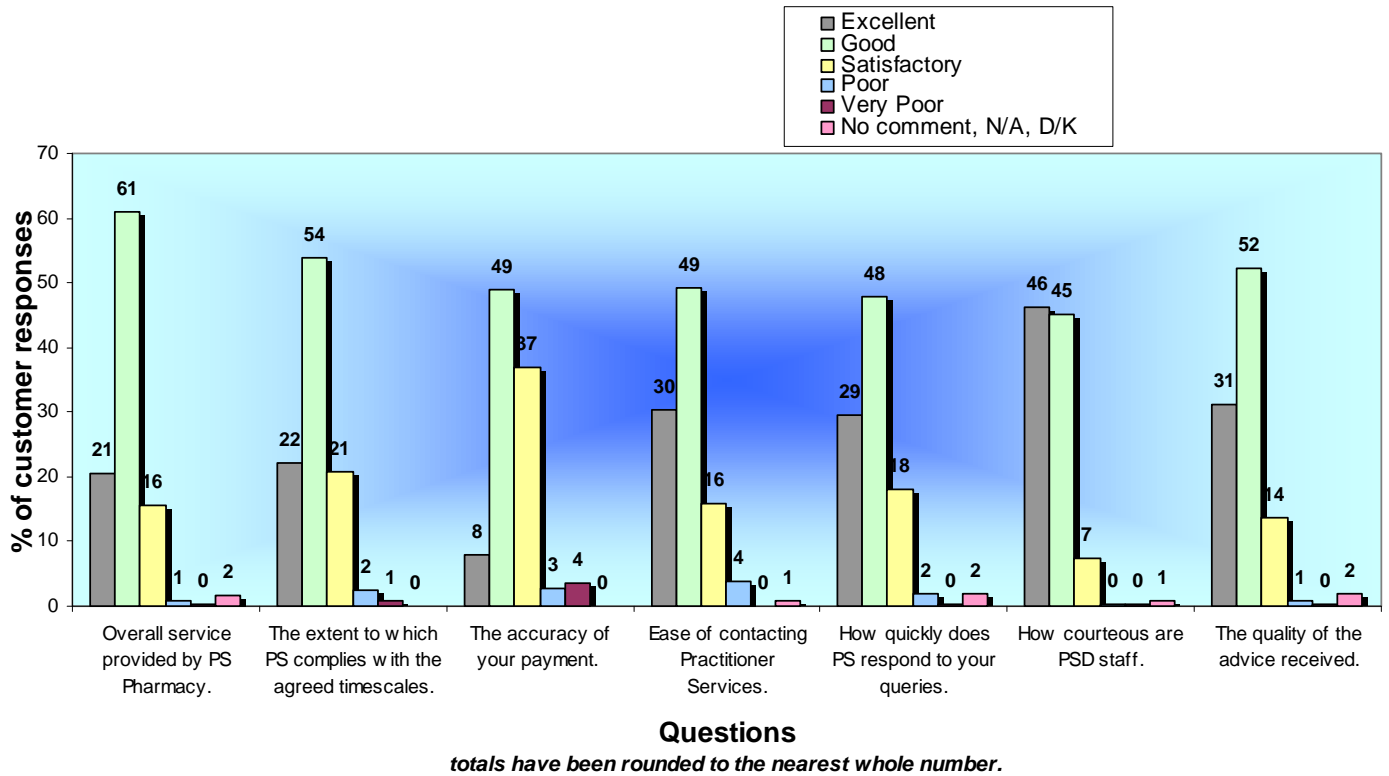


Practitioner Services (Pharmacy) conducted a customer survey with all pharmacy contractors in Scotland in 2008. 1288 surveys were distributed, with 495 contractors responding (38%).

The survey results are displayed below (Table 1). A number of contractors were unable to provide responses for questions two and three as they are branch contractors and their head office receives the payment. The denominator was reduced to take account of this.

Analysis of the responses to the 2008 Pharmacy Customer Survey

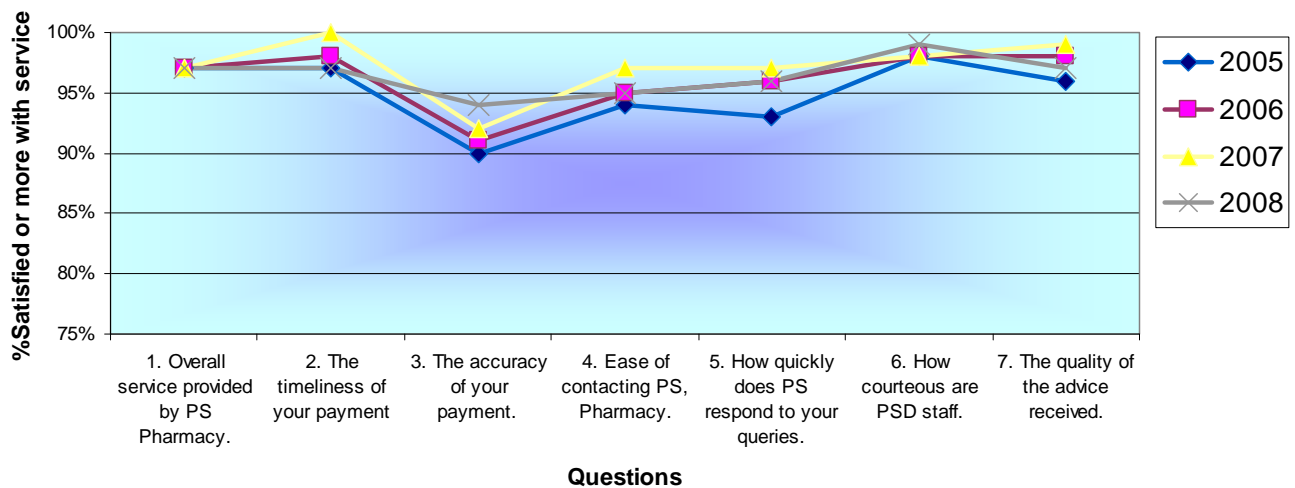
N.B (Denominator adjusted for questions 2 & 3 to take account of contractors unable to respond).



Previous comparison analysis detailed the variance in the percentage score for the service provided by us for the total of the excellent, good and satisfied scores; a four year trend analysis for the scores is displayed below. (Table2)

Pharmacy Customer Satisfaction Survey Trend Analysis

(displayed are a year on year comparison of contractors scoring excellent, good and satisfied.)



It is evident from the results that we are meeting in excess of 90% of our customer's expectations with 97% of customers satisfied or more with the overall service provided by us, this has been sustained for the last four years. It is encouraging to note the areas in the survey results displaying a steady increase from 2005 to 2008. In particular, the customer's perception of the accuracy of their payment has increased from 90% to 94% as satisfactory or better.

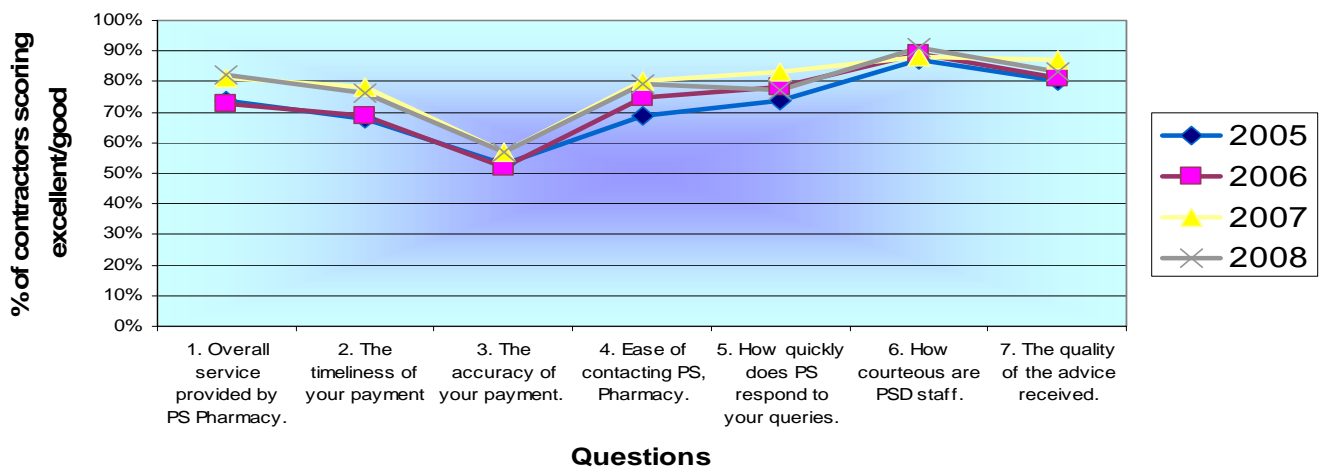
Changes to how we display the results of the customer satisfaction survey

It is our aim to enhance customer perception and achieve an increase in good/excellent scores and a corresponding decrease in all other scores. Practitioner Services supports its commitment to improvement using the European Foundation of Quality Framework (EFQM) excellence award system. We have been successful in achieving the "Committed to Excellence" award and intend progressing to the higher awards of "Recognised for Excellence" recognition scheme – three, four and five star.

To further improve our service, we have decided to implement performance targets that will enable us to benchmark our scores against other public sector organisations classified as excellent. In order for us to do this we need to consistently compare our scores with other organisations, currently most organisations do this by comparing the total of their excellent and good scores only. Displayed below (Table 3) is a conversion of the trend analysis (Table 2) for the last four years recording only excellent and good scores.

(Table 3)

Pharmacy Customer Satisfaction Survey Trend Analysis (Results for contractors scoring excellent and good.)



As expected the percentage scores are lower but it is reassuring that throughout the survey, scores to all responses have increased from 2005 to 2008. In particular the overall service, the ease of contact and the courteousness of staff have increased from 74% to 82%, 69% to 79% and 87% to 91% respectively.

In addition to measuring the success of meeting the customer's requirement, we asked contractors to submit comments and suggestions; these are shared with the Practitioner Services (Pharmacy) management team and where possible they are progressed. Follow up letters were sent to contractors who provided adverse comments and/or low scores asking them to contact the Customer Relations Manager if they require further assistance.

For example –

Contractors not satisfied with the ease of contacting us, are forwarded a current copy of our contact list detailing sites, departments, names, telephone numbers, email addresses and provided with the Practitioner Services website address where the electronic contact list is held and encouraged, where possible, to use the extensive Pharmacy information on the website as an alternative to contacting us by telephone. They are also requested to contact the Customer Relations Manager if they have a current problem or require any further help.

Contractors who are not satisfied with the accuracy of payment are advised that it is our long term objective to permit contractors full access to their items via an electronic portal, which should provide visibility to how payments are calculated. In the interim we can provide an electronic copy of all processed items for any dispensed month. If this is a service you would require or if you would like to discuss further then please contact the Customer Relations Manager.

Contractors requesting training/information sessions with Practitioner Services notably for endorsing/sorting/question and answers/common problems etc are invited to the site of their choice for a whole/half day session to go over their choice of topics.

In 2008, in addition to the standard 7 questions, we also wanted to measure,

Q. The effectiveness of how queries were resolved.

A. 79% of contractors scored excellent/good for the effectiveness of how queries are dealt with.

Q. The handling of complaints and their outcomes.

A. Of the 12% of contractors who advised that they had a complaint, only 2% were less than satisfied with the outcome. It is noted that there were no formal complaints received in 2008. To register a formal complaint a contractor should follow the NSS complaint procedure which is available at http://www.nhss.org/uploads/publications/Complaints_Scotland_Sep07_lowres.pdf

Q. The quality of advice received from the e-pharmacy customer helpdesk, and

Q. Did the e-pharmacy helpdesk advisor answer your enquiry effectively.

A large percentage of contractors advised that they had not used the e-pharmacy helpdesk; consequently they did not score the service. The remaining contractors who had used it scored –

A. 77% scored excellent/good for the quality of advice, and

A. 75% scored excellent/good for the effectiveness of the advice provided.

Q. The effectiveness of the customer care policy.

A. 49% of contractors scored excellent/good for the effectiveness of the customer care policy, 14% satisfactory and 35% were unaware of the policy. Our customer care policy can be accessed at

<http://www.psd.scot.nhs.uk/about/customer-care.html>

The Practitioner Service's website can be accessed on <http://www.psd.scot.nhs.uk/pharmacists/index.html> and information on prescription processing, e-pharmacy, contacts, oxygen, controlled drugs, endorsements are just some of the help and guidance it contains.

As well as providing comments and suggestions a selection of compliments from contractors are detailed below –

e-Pharmacy helpdesk have always been very courteous and provided an excellent service with all enquiries answered quickly and fully.

Easy to Contact and quick answers.

Always friendly and helpful.

Staff are always willing to help and advise. Problems dealt with promptly.

Thank you for your excellent service.

Always helpful and informative quick response to any queries that have to be phoned back.

We had to ask for a script search recently and I was thrilled with the service I received and how quickly we received our answer. Thank you!!

Excellent service in providing PPC's, next day delivery.

e-Pharmacy helpdesk very helpful and good at explaining to a non - computer person what to do!

EMAS helpdesk particularly friendly and helpful. All queries dealt with quickly and effectively. Even if you feel like you are asking a silly simple question they are very nice!

Once again, many thanks to contractors for taking the time to complete the questionnaire and Practitioner Services look forward to your continued support in 2009.

