

Telephone Access Survey Results



The telephone access survey was carried out using the following methods:

- a web based survey system (Survey Monkey) and face to face encounters both outside and inside the Practice.
- the telephone call data available to us via our telephone system and BT.
- the results of an audit carried out in November by a company commissioned by the Shropshire Clinical Commissioning Group
- The Department of Health Survey, which is a randomly selected group of patients registered with the Practice.
- The Bridgnorth Town Plan survey questionnaire, which was distributed to all residents within the town area. The results relating to the Practice were forwarded to the Practice Manager. A meeting with the representatives of the Council to discuss our results is to be scheduled. We received over 125 specific comments relating to the practice, many of which included reference to telephone access.

Online Survey Results

81 responders
Male = 30
Female = 51

Face to Face Survey Results

125 responders
Male = 38
Female = 87

Analysis of all the questions has been carried out with the main focus being:

- on the time of day the person made the phone call (morning or afternoon)
- whether they got through to the practice and were answered
- if they received an engaged tone
- if received the automatic recording message.

Question No 8 – 'How easy is it to get through to the surgery on the telephone' was a crucial piece of information with the following responses:

Very easy	27
Fairly easy	100
Not very easy	51
Not at all easy	21

Seven responders did not answer this question. Although this indicates that from our responders we had 72 people that were not happy with the ease of getting through on the telephone it also shows that we had 127 who found it relatively easy. From a total of 199 responders answering this question we have 63% finding

it fairly or very easy to get through on the telephone, giving us a total of 36% of patients not happy.

Our most recent Department of Health survey indicated that 66% of patients were happy with ease of getting through, 22% not happy and 11% had not tried. These figures support the views and perception that we need to try and improve telephone access.

We also looked at whether callers were getting an engaged tone or our voice answering system. The majority were getting the voice answering system which indicates that we do have enough telephone lines coming in to the building. Prior to the survey there was a perception that we possibly did not have enough incoming lines.

Analysis of all the data indicates that we have two very busy periods in the day – between 8.30 and 10.30 am and 2.00-3.00 pm. It is reassuring that analysis of all the data and results confirm the Practice's view that those were our busiest periods and that attention should be given to resolving those issues. It is also reassuring that we have some confirmation that we potentially do have enough lines coming in to the Practice.

Analysis of the other forms of data (as detailed above) also provides us with a clear indication that some improvement to our telephone access would be welcomed by many patients. The Practice feels that the ability to answer our calls more quickly at specific times of the day is an area for improvement.

Having discussed the various potential options available to the sub-group which included:

- changes to the current system, (minor and major)
- increase patient use of the online appointment booking and prescription ordering service
- changes in staffing levels
- changes in the other administrative duties carried out by telephone operators

we felt that further research should be undertaken with one member of the sub-group (due to his previous experience in the management of major call handling organisations). We also felt it would be appropriate to consider small changes in the staff structure for a few weeks to see what impact that had – this is something which the Practice has undertaken to try and arrange. Following a 'shadowing' day in the practice by a PPG member we will re-convene the sub-group for further discussion on the next steps.

The sub-group will report on findings and discuss next stages at the scheduled PPG meeting in April 2012.