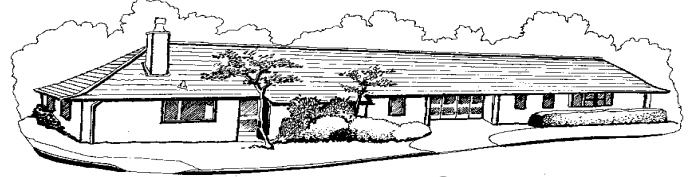


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NORTH BADDESLEY



Surgery

North Baddesley Surgery Patient Group Report

North Baddesley Surgery has had an active Patient Participation Group (PPG) consisting of 15 members for over fifteen years. The Group met once a month with the Office Manager, Practice Manager and one of the partners present at the meetings.

When the White Paper was introduced, some members wanted to become more actively involved in developing the Group towards working more closely with the Surgery to gain the views of our patients to improve on existing services or develop ones which may be needed. It was agreed that a sub-group of 5 members would be formed and the first meeting was held on the 17th February 2011.

The PPG had historically been extremely pro-active in fund raising for equipment for the Surgery. This has been very much appreciated, however, over recent months several members of the Group, including the Chairman had resigned for various reasons. The Vice-Chairman subsequently dissolved the Patient Group at a meeting in December 2011 in order to re-launch the Group to find new members who would be more representative of our patient population. The Vice Chairman is currently working closely with the Practice Manager.

The new face to face patient group will meet with the Surgery to discuss feedback from patient surveys and consultations and together we will have structured working plans of how mutually agreed realistic changes will be put into place. This will mean that the 'White Paper' sub-group of 5 members would no longer need to exist.

As well as the face to face group, which is in the process of reformation, North Baddesley Surgery also has a 'virtual' patient reference group to gain the views of our patient population. Appendix A below shows percentage figures of our patient population and the percentage of responses received, up until the end of December 2011, of patients who would like to be contacted for their views on our service delivery/improvements.

Norton Welch Close, Fleming Avenue, North Baddesley, Southampton, SO52 9EP
Appointments only: 023 80743400 All other calls: 023 80743401 Fax: 023 80743434
www.northbaddesleysurgery.co.uk

Practice population profile		PRG profile		
Age				
% Under 16	16.07	% Under 16	0.04	
% 17 - 24	11.43	% 17 - 24	0.15	
% 25 - 34	10.34	% 25 - 34	0.2	
% 35 - 44	13.44	% 35 - 44	0.39	
% 45 - 54	15.24	% 45 - 54	0.39	
% 55 - 64	13.47	% 55 - 64	0.71	
% 65 - 74	10.67	% 65 - 74	0.62	
% 75 - 85	7	% 75 - 85	0.29	
% Over 85	2.33	% Over 85	0.05	
Ethnicity				
White		White		
% British Group	99.1	% British Group	2.77	
% Irish	0.13	% Irish	0	
Mixed		Mixed		
% White & Black Caribbean	0.14	% White & Black Caribbean	0	
% White & Black African	0.11	% White & Black African	0	
% White & Asian	0.31	% White & Asian	0.01	
Asian or Asian British		Asian or Asian British		
% Indian	0.08	% Indian	0.06	
% Pakistani	0.1	% Pakistani	0.01	
% Nepalese	0	% Nepalese	0	
% Bangladeshi	0.01	% Bangladeshi	0	
Black or Black British		Black or Black British		
% Caribbean	0	% Caribbean	0	
% African	0.04	% African	0	
Chinese or other ethnic group		Chinese or other ethnic group		
% Chinese	0.02	% Chinese	0	
% Any Other	0.04	% Any Other	0.01	
Gender				
% Male	48.87	% Male	1.11	
% Female	51.13	% Female	1.75	

Practice Specific Care groups		
<i>e.g. learning disabilities, substance misuse, nursing homes, travelling community, Faith groups, specialist units etc.</i>		Que
Knights Grove Nursing Home	BUPA care home for dementia patients	
The Squirrels	16-24 year old severely autistic patients	
St Johns Nursing Home	Nursing Home	

Recruitment for this Group is gained by:-

- New patient registration forms – a letter and questionnaire are added to the new patient pack.
- Letters and questionnaires were attached to repeat prescriptions from October 2011 to December 2011 to gain representatives from the chronic disease group of patients. This will be repeated in 2012.
- Letters and questionnaires are available in the nurse treatment rooms for chronic disease patients when they visit the surgery for their reviews, and is a good opportunity to enable patients of all age group to give feedback if they wish.
- Letters and questionnaires are available at the front reception desk for patients to pick up.
- Letters and questionnaires are available in the waiting room with a sealed box to leave them in when completed.
- Mother and baby 6-8 week check invitations include a letter and questionnaire to access the younger families.

- Learning disability review invitations have a letter and questionnaire included for the patient and or carer.
- Housebound patients – letters and questionnaires are taken to the patient’s home by the visiting doctor.
- Notices are up in both waiting rooms.
- Ethnic patient group – we do not have a large ethnic population within North Baddesley. We have posted invitations to the patients to invite them to join the ‘virtual’ group.
- Nursing/Care Homes – we look after Knights Grove Nursing Home, St John’s Nursing Home and The Squirrels at Chilworth. Letters and questionnaires have been taken to the staff by the lead partners so they are available for patients, relatives and staff.
- Website – we have a Patient Group link available on our website at www.northbaddesleysurgery.co.uk
- Facebook – we have a North Baddesley Surgery Facebook page, which we felt may appeal to our younger population. If we receive enough younger patients who wish to give their views then we would look at inviting a sub-group to meet with the Practice Manager and a representative of the face to face patient group on an ad hoc basis.

North Baddesley Surgery is continuing to provide the opportunity for our patient population to feed back, if they wish, on our existing services and service development or any difficulties they may be experiencing either electronically or face to face. However, responses continue to be returned and so the representative percentages should increase year on year. The Practice Manager holds a secure list of patient email addresses.

Local Survey

The areas that were considered to be included in a local survey were:

- 1) Communication between the Surgery and its patients.
- 2) Raising awareness of the Surgery within the community.

The method used to identify the areas to be considered and the priority areas agreed with the PRG and the rationale for making those decisions:

An informal staff meeting was held to identify topics for consideration to include in a local patient survey. Concerns were made that we are the nearest surgery available to patients living in North Baddesley and the surrounding areas. However, our patient population does not reflect this. Our current patient population is 6854, with a potential population of twice that number who could be receiving local health services.

Patient communication was also raised – patients often complain when they are unable to see their usual doctor, they are not clear how the appointment system works or that they have been unable to inform us they could not attend an appointment.

Members of our ‘virtual’ PRG were randomly selected and emailed to ask if they would be willing to attend a meeting at the Surgery to discuss areas of consideration for a patient survey.

A meeting was held with the Office Manager, Practice Manager and 3 patients who were willing to attend.

Improving communication and raising awareness of the Surgery were discussed as possible topics. The patients present were in agreement with both areas. They felt communication could be improved. They wanted the Surgery to be more ‘open’ with explanations of why doctors were not available and the number of actual sessions they worked. They also felt that it was not easy to inform us that they could not attend during peak periods.

Discussion around possible methods of communication – website, telephone/texting system and posters around the Surgery.

We also discussed raising local awareness of the Surgery. We are placed at the centre of village, but not in an obvious position to passers-by or new residents. Suggestions were made that this could be improved by using the internet and advertising locally, particularly the local chemist, for residents who do not use the internet.

We also agreed that we would offer the survey as multiple choice and fewer questions would encourage a greater response.

The method used for discussing and agreeing priorities:

The method used for discussion was a face to face meeting with patients in our virtual PRG.

The date the discussions took place:

The meeting took place on the 21st February 2012, 7.00pm at North Baddesley Surgery.

Collate the views through the use of a survey

The method used for the survey, the date the survey was issued and the period in which feedback took place:

The method used for the survey was a series of 3 multiple choice questions made available through the Patient Survey link on the home page of our website (www.northbaddesleysurgery.co.uk) and paper copies available to patients visiting the Surgery. The virtual PRG were emailed to make them aware that the survey was available.

The survey began on the 23rd February 2012 and was closed on the 16th March 2012.

The method and rationale used to agree the questions, the date and how the practice demonstrated to the PRG that the methodology chosen to support the survey is credible:

The method used to agree the questions was a face to face meeting with members of the PRG during a meeting at the Surgery on the 21st February 2012. The questions were agreed because they would:

1. Identify which method patients/residents in the North Baddesley area would use to find their nearest local centre for health care.
2. Tell us how patients wished us to effectively communicate with them.
3. Help us to decide whether our existing telephone system was proving to be effective for patients.

Discussion took place with the PRG members at the face to face meeting on the 21st February 2012. It was mutually agreed that the survey would be available on the internet through our website to make it available to patients who would not be attending the Surgery during the time the survey was running. However, hard copies were also available to all patients visiting the Surgery either at the front reception desk or on chairs in the waiting rooms. Any returns on hard copies would be entered securely onto the website by the Practice Manager and filed for reference in her office.

An analysis of the number of patients surveyed and the number of responses together with the themes emerging from patient feedback:

Please see below the 3 questions asked and analysis of the 68 responses we had from the local survey. The responses from patients using hard copies of the survey were entered into the on-line survey to include them in the analysis. These hard copies have been kept on file for justification.

Number of Responses: **68**

Q1. Which of the choices below would you use to find a doctors' surgery if you were new to the area?

Internet	54%	37 responses
Telephone directory	7%	5 responses
Local advertising	1%	1 response
Word of mouth	35%	24 responses

Q2. How do you feel it is best for us to communicate with our patients regarding any changes?

Website	45%	31 responses
Facebook	1%	1 response
Posters displayed in the Surgery	30%	21 responses
Text message	20% (14 responses)	

Q3. How would you rate our telephone system?

Very good	20%	14 responses
Good	47%	32 responses
Average	23%	16 responses
Poor	7%	5 responses

To help us analyse your answers please tell us a few things about yourself:

Are you male or female?

Male	29%	20 responses
Female	64%	44 responses

What age are you?

Under 16	1%	1 response
17 - 24	5%	4 responses
25 - 34	0%	0 responses
35 - 44	13%	9 responses
45 - 54	11%	8 responses
55 - 64	36%	25 responses
65 - 74	20%	14 responses
75 - 84	7%	5 responses
Over 84	2%	2 responses

What is the ethnic background with which you most identify?

White British	97%	66 responses
White Irish	0%	
Mixed White & Black Caribbean	0%	
Mixed White & Black African	0%	
Mixed White & Black Asian	0%	
Indian	0%	
Pakistani	0%	
Bangladeshi	0%	
Black Caribbean	0%	
Black African	0%	
Chinese	0%	
Other	2%	2 responses

How would you describe how often you come to the practice?

Regularly	39%	27 responses
Occasionally	50%	34 responses
Very Rarely	7%	5 responses

Themes emerging from the patient feedback are:

Question 1 – *Which of the choices below would you use to find a doctors' surgery if you were new to the area?*

54% of those who responded would look on the internet for their nearest GP surgery, however, 35% would rely on asking local residents. The telephone directory and local advertising had a low response at 7% and 1% respectively.

Conclusion: The majority of responses indicate that the first point of reference would be the internet for locating a doctors' surgery. Therefore, this needs to be easily accessible, easy to use and up to date. Word of mouth also scored highly so the importance of creating and maintaining a high profile is clear.

Question 2 – *How do you feel it is best for us to communicate with our patients regarding any changes?*

45% of those who responded would like us to communicate with them via the website and 30% would still prefer to see posters in the Surgery. Facebook gave a very low response at 1%, however text messaging received 20%.

Conclusion: The results show that the internet once again is the primary way patients would like us to tell them what is happening at the Surgery. Posters are still a popular source of communication for those patients who visit the Surgery. Text messaging is an option for the Surgery to investigate as another method of communication with a 20% response.

Question 3 – *How would you rate our telephone system?*

47% of responses indicated our telephone system was good with 23% saying it was average and 20% very good. Only 7% felt it was poor.

Conclusion: The emerging theme from this question was that 90% of those who responded were satisfied with our current telephone system.

Findings discussed with our Patient Reference Group

The method used for those discussions and the date that discussions took place:

The findings of the local patient survey were discussed at a face to face patient meeting with 3 patients, the Office Manager and the Practice Manager. The patients who attended the meeting in Step 2.2 were again invited. Apologies were received from one member and another patient was invited and attended in their absence. The meeting was held on the 21st March, 7.00pm at North Baddesley Surgery.

The suggested areas of change (if appropriate). The rationale for agreeing areas where a change is appropriate and/or not appropriate.

Internet/Website – All attendees viewed the website at the meeting on the 21st March. All agreed it was easily accessible and patient friendly. Although, not all had been aware of its existence. As the results of the survey have shown this would be the main method of reference and communication for new and existing patients we concluded that the Surgery would need to promote its existence to a much higher degree.

Posters within the Surgery – The results of the survey had shown that patients still value the importance of visual displays for communication. It was discussed and agreed that the Surgery presently has too much information on walls and notice boards, distracting from what is current and relevant. It was also noted that the posters were often of poor quality with a ‘homemade’ appearance.

Text Messaging Patients – This received a 20% response from the local survey. Patients attending the meeting on the 21st March had mixed opinions on this. This could be a method of communicating information. However, discussion took place around confidentiality issues and the frequency with

which patients may change their mobile telephone numbers making the communication ineffective in terms of cost and reliability.

Telephone System – The local survey results showed a 90% positive response to our existing system. This was discussed at the patient meeting on the 21st March. The patients suggested we could increase our utilization of the telephone system, for example changes to services or new services available.

The existing system is limited in its ability as it is an old system which was not designed for the demands of the modern NHS.

The changes that have been agreed with the PRG

Internet/Website – The Surgery will research costings from companies who can produce a Surgery banner to advertise our website address both inside and outside of the Health Centre. The Surgery will explore costings from companies to produce leaflets to promote the website.

Posters – It was agreed that professional and minimal posters would communicate information more effectively. The Surgery will contact professional printing companies to cost this.

Waiting Room TV screen – the Surgery agreed to investigate cost and suitability of installing an information/advertising TV screen at the request of the patients attending the meeting on the 21st March.

Telephone System – The current system will require replacing due to increasing need to inform patients of service changes and opportunities. The Surgery will approach at least 3 telephone providers.

The areas of significant service change that will impact on the contractual agreements and whether the change has been agreed with NHH (if appropriate).

There will be no significant change which will impact on contractual agreements.

The action plan agreed with the Patient Reference Group

5.1 *The actions agreed with the PRG and/or NHH*

5.2 *An indication of the priorities (if appropriate)*

5.3 *The timeframe for implementing the changes*

An action plan was agreed at a face to face meeting with 3 patients from our Patient Reference Group (PRG), the Office Manager and the Practice Manager at North Baddesley on the 21st March 2012.

	Actions Agreed	Priority	Timeframe
		1 – 4 (high to low)	
Internet/Website	To produce a professional banner to display our website address. To keep the website up to date and relevant.	1	A banner will be available to view within 3 months – end June 2012. The website will be updated weekly by the Practice Manager if required.
	To produce leaflets to advertise the existence of the Surgery website.	1	Information leaflets will be available for patients within 3 months – end June 2012.
Posters	To contact printing company for permanent information. Clear, typed, laminated posters for temporary or changeable information.	2	All posters within the surgery will be of a high standard within 6 months – end September 2012.
	To assign a member of staff to maintain and monitor the relevance and volume of posters around the Surgery.	2	Immediate.
Waiting Room TV Information Screen	Office Manager to liaise with local surgeries regarding suitability of companies.	4	Within 6 months depending on cost implication – end September 2012.
Telephone System	Office Manager/Practice Manager to approach at least 3 telephone providers.	3	Within 2 months – end May 2012.

Please see our access arrangements below:-

Surgery Access Information

Opening Hours of North Baddesley Surgery are:-

Monday	8.30am – 6.30pm
Tuesday	8.30am – 9.00pm (Extended hours of opening)
Wednesday	8.30am – 6.30pm
Thursday	8.30am – 6.30pm
Friday	8.30am – 6.30pm

Patients may access the Surgery during these times by the following methods:

Telephone on 02380 743400/01

Fax on 02380 743434

Visiting the Surgery in person

Emailing via our secure website on hamp-pct.northb@nhs.net

Visiting our Facebook page under North Baddesley Surgery

Obviously, email and Facebook are available at all times and will be checked by the Practice Manager or Office Manager in her absence.

This report will be available on our website:

www.northbaddesley.co.uk

On the NHS Choices website:

www.nhschoices.nhs.co.uk

Hard copies are available in the Surgery and displayed in both waiting rooms.

End of Report.

Claire Cairncross, Practice Manager (29th March 2012)