



customer satisfaction survey
results

December 2016

Number of responses

We carried out this survey over the course of two weeks between 30th November and 10th December 2016. We asked all patients visiting the practice for appointments during that period to complete a questionnaire. 52 patients agreed to participate.

Answers to question 1

We asked everyone: "Please tell us what you think about the practice." Their replies appear below, verbatim:

- Very professional. Excellent.
- Very grateful I can come here & have my teeth sorted.
- I am very pleased
- Very friendly + welcoming.
- Great. Friendly, calm, professional.
- 1st class
- Ace.
- Brilliant. You have restored my faith in dentists.
- Its OK ☺ Cat seems nice but noisy. Otherwise all good. Comfy. Better now mince pies & cake are arriving. Why go home!
- 1/. Good parking space 10/10. 2/. Excellent waiting room, brilliant receptionist! 3/. Jo has my full confidence & will explain what happening when I question my treatment. 4/. Same with Debbie.
- Very friendly. The lady that I saw was really lovely!
- Superb.
- EXCELLENT.
- Excellent treatment & service.
- Very good.
- Good. Convenient for home/work.
- As I came from the NHS – WONDERFUL!
- Friendly staff, clean and welcoming, modern and up to date.
- Very good. Excellent!
- Excellent, friendly and efficient and flexible.
- Very good.
- Very good.
- Welcoming – you are put at ease.
- No???
- Good.
- Very good.
- I have been here for years and would not like to change.
- Warm, friendly, welcoming.
- Very professional.
- Very efficient.
- I like everything about this practice. People, atmosphere, generosity of hospitality, decor, books, cleanliness, friendliness.
- Convenient, nice, pleasant atmosphere.

- I don't like coming to the dentist, but given that I have to, this is a lovely place to come!
- The practice is run very efficiently and the people in it are friendly and kind.
- Professional yet friendly atmosphere.
- All round excellent, but at a price.
- Professional, friendly, thorough.
- Great
- Professional
- Very good.
- Perfect all fine excellent!
- As a new patient with years of military dentistry behind me this is a modern, efficient and excellent practice
- Friendly, efficient, caring.
- Friendly, professional & thorough.
- Best I've ever seen/used!
- Staff are always helpful and cheerful. Put you at ease when you arrive.
- Greeted by caring staff. Professional; family friendly, services well explained.
- Professional
- Lovely practice, very friendly, always willing to answer questions and help with anything – helping me getting over my fear of the dentist.
- The practice is pleasant and welcoming & makes the visit easier.
- The practice is great – friendly and sociable and offers everything I need.
- Brilliant!

Answers to question 2

We asked everyone: "Do you feel we treat you with dignity and respect?" Their replies appear below, verbatim:

- Yes.
- Yes
- Absolutely yes!
- Yes
- Yes – very caring – listens well. Very receptive if anything hurts and always so cheerful + friendly – both Jo + Louise.
- Absolutely!
- Yes
- Yes.
- Yes.
- Yes, always by all in the practice
- Very much, was made to feel at ease.
- Yes
- Yes
- Very much so.
- Yes
- Yes
- Absolutely, Louise Jo and Debbie all lovely
- Completely
- Yes

- At all times
- Absolutely
- Yes
- Yes
- YES
- YES
- Yes
- Yes
- Absolutely
- Yes
- Yes as always
- Yes.
- Yes
- Absolutely.
- Very much so. I always feel this.
- Yes.
- Yes.
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes, always
- Absolutely
- Yes!
- Yes
- Absolutely; this is a key ingredient to the success of the practice.
- Yes
- Yes
- Yes
- Yes, always
- Absolutely

Answers to question 3

We asked everyone: “Do you feel fully involved in planning your treatment?” Their replies appear below, verbatim:

- Yes.
- Yes
- Yes!
- Yes.
- Yes – in decisions and costs
- Undoubtedly.
- Yes
- Yes.

- Yes but would rather put it off for 30 years
- Yes, but I do ask quite a few questions!
- Very well explained
- Yes
- Yes
- Yes.
- Yes
- So far!
- Yes.
- Yes. Completely good explanations about what is about to be done and what has been done.
- Yes
- Absolutely
- Yes
- Yes.
- Generally, yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes.
- Yes. The detail of the work being done is explained beforehand and sheets of detail are given beforehand.
- Yes
- Yes.
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes generally
- Do now
- Yes!
- Yes always explained
- I have been consulted at every stage of my treatment
- Yes
- Yes
- Yes.
- Every aspect of prospective treatment is fully discussed, and alternative options discussed where applicable. I always feel I know what is going to happen.
- Yes

Answers to question 4

We asked everyone: “Would you recommend us to your family and friends?” Their replies appear below, verbatim:

- Yes.
- Yes – have done so
- Yes!
- Yes
- Yes + have done
- Of course
- Yes
- Absolutely.
- Yes and have done
- Yes.
- 100% would recommend
- Yes
- Yes
- Yes
- I would – but it is costly
- Yes
- Yes.
- Yes have done.
- Yes but costs might stop them
- Yes
- Yes and have already
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes but for some people private treatment is not affordable
- Yes definitely
- I have already.
- Yes
- Yes
- Yes
- Yes
- Yes
- Definitely.
- Yes
- Yes but – with caveat can you afford it!
- Yes
- Yes
- Yes
- Yes
- Yes

- Yes
- Yes but family usually go to NHS dentist
- Certainly
- Yes!
- I have done.
- My family and friends are fully aware of how satisfied I am with the service
- Yes
- Yes
- Yes
- Yes.
- Yes, have done

Answers to question 5

We asked everyone: "Would you like us to offer additional services? (EG implants, orthodontics, facial aesthetics)". Their replies appear below, verbatim:

- Not sure.
- No
- Yes!
- Don't think so
- Implants – in case we need them! Braces for children?
- Implants possibly the more the merrier!
- ?
- -
- Massage would be nice. Or massage chair in waiting room. Reflexology while in surgery.
- Not yet.
- Don't think there is much more – due to all teeth out!
- Don't know.
- Don't know
- ?
- Yes – but not if it interfered with the current service
- No
- Unsure.
- Yes
- Not really
- -
- Don't mind
- Not at the moment.
- Don't know
- No
- N/A
- Don't know.
- Not sure
- Not particularly worried as this doesn't affect me
- Not at the moment.

- Not personally
- I don't know if this is necessary
- No
- Yes – implants
- Personally I am not interested in this
- No.
- No, but may be good for business!
- Sedation for extractions
- Yes OK
- Yes
- [Blank]
- No
- Not enough understanding to make a valuable suggestion
- No
- ?
- (Maybe?)
- N/A
- You are well versed and I feel specialised within the framework of most peoples needs
- None that I've needed to date!
- If you feel that's what patients want.
- NO
- I am interested in implants. It would be convenient for this to be offered on the premises.
- Not really

Answers to question 6

We asked everyone: "Is there anything that you'd like us to change?" Their replies appear below, verbatim:

- No.
- No.
- No!
- No.
- No. Only cost limits more treatment.
- No.
- Not really, but cheaper would be better!! 😊
- Nope, absolute spot on from walking through the door to receiving treatment.
- No all is good! 😊
- I don't think so.
- Nothing!
- No
- No
- No
- Hello and OK magazines would be fun!
- No
- Keep to time – I know difficult, perhaps programme longer appointments

- No, very happy with everything. [Drawing of a cat] More cats.
- No, maybe costs.
- -
- No.
- No.
- [Blank]
- No
- NO
- No.
- No
- NO.
- No
- NO
- No
- I can't think of anything. It seems to me to be as perfect as a trip to the dentist can be!
- No
- No. (Apart from maybe get a dog to go with the cat?!)
- No thank you.
- Some issues with timing of appointment
- No.
- NO
- Not really
- Not really, maybe longer opening hours or opening on a Tuesday.
- No
- NO.
- No
- No
- The challenge about the current arrangements for dentistry is the v. Significant cost – a v. Large item of our fixed budget. This is a wider problem than this practice. Can you advocate for those in our position.
- Nope! (But I do hope all our DATA is safe from being hacked on-line?)
- NO
- No please don't. Thank you very much.
- Not really!
- No – TV on ceiling!
- NO
- I like the idea of sitting outside for an appt in the summer, although I think this is happening already. The practice is very welcoming – tea, coffee, reading material, etc. I can't think of anything to change.
- Can't think of anything.

Notes and observations

a) Overall number of responses

We carried out this survey over the course of two weeks between 30th November and 10th December 2016. We asked all patients visiting the practice for appointments during that period to complete a questionnaire. 52 patients agreed to participate. These 52 respondents provide a sufficient number of questionnaires to form a representative sample and to draw useful conclusions from what they have told us.

b) What people think about the practice

51 of the 52 people who completed the questionnaire answered this question. The 52nd answered "No???" which I think was intended to be humorous since all their other answers were positive and complimentary.

100% of the 51 respondents gave a positive answer, including: "1st class", "Superb", "Very good", "Excellent" & "Brilliant!"

c) Do people feel we treat them with dignity and respect?

Everybody who completed the questionnaire answered this question.

100% of the respondents gave positive answers, including: "Yes", "Completely", "Absolutely", "At all times", "Very much so. I always feel this." etc.

d) Do people feel fully involved in planning their treatment?

Everybody who completed the questionnaire answered this question.

100% of those who answered this question gave positive responses; mostly a simple "yes", but some were more emphatic, such as:

"I have been consulted at every stage of my treatment"

"Every aspect of prospective treatment is fully discussed and alternative options discussed where applicable. I always feel I know what is going to happen."

"Yes. The detail of the work being done is explained beforehand and sheets of detail are given beforehand."

e) Would people recommend us to their family & friends?

Everybody who completed the questionnaire answered this question.

100% of respondents gave positive answers, including "Yes", "100% would recommend", "Absolutely", "I have already", "Certainly", etc.

Four people remarked that they do recommend us but that some people they recommend us to might not be able to afford private dentistry.

f) Would people like us to offer additional services?

44 out of the 52 people who completed the questionnaire answered this question.

Of the 8 who didn't answer, some people left the question blank, some wrote "?" – which I take to mean they weren't sure what we meant – and others wrote "N/A". So I have also discounted these answers and will proceed as if only 44 people responded.

The replies were as follows:

	number of people	%age of respondents
No (or equivalent)	21	48%
Don't know / don't mind (or equivalent)	12	27%
Yes - not specified	5	11%
Yes - implants	4	9%
Yes - sedation	1	2%
Yes - orthodontics	1	2%
Yes – massage/reflexology	1	2%

g) Is there anything people would like us to change?

Where people left this section blank I interpreted this as: "no"; IE that they don't want us to change anything in particular. Where people drew a line through the box or wrote a dash ("-") there, I also interpreted this as meaning: "no". Only 2 people did this.

The 50 others wrote something definitive.

47 respondents said: "no" or wrote something that amounted to a "no" (eg "Nope, absolute spot on from walking through the door to receiving treatment." or "I can't think of anything. It seems to me to be as perfect as a trip to the dentist can be!"). Taken together with the ones who wrote nothing this makes a total of 49 people (94%) who didn't want us to change anything.

Quite a few people gave more than one answer, so the figures add up to more than 52 (or 100%).

4 people (8% of respondents) mentioned fees: basically, that they'd like them to be lower.

A further 2 people (4% of respondents) mentioned waiting times (IE I take this to mean that they want me/us to run on time).

One person suggested having Hello or OK magazine, one wanted more cats, one wanted us to get a dog, one asked for longer opening hours/opening on a Tuesday, one asked about data security, one wanted a TV on the ceiling and one said they liked the idea of an outside waiting area for the summer.

	number of people	%age of respondents
Don't change anything	47	94%
Lower prices	4	8%

Reduce waiting times	2	4%
Get Hello or OK magazines	1	2%
Get more cats	1	2%
Get a dog	1	2%
Longer opening hours/open on Tuesdays	1	2%
Hopes data security is good ✓	1	2%
TV on ceiling	1	2%
Outdoor waiting area ✓	1	2%

Items with a tick “✓” have already been acted on

h) Learning points

I am very grateful that all those who took part in the survey had such positive things to say about the practice.

Everyone surveyed felt they were treated with dignity & respect, everyone feels involved in treatment planning and everyone said they would recommend us to family and friends. These 100% results match those of the last survey.

75% of respondents said they did not want us to introduce additional services or else didn't mind one way or the other. The remainder said that they would like us to offer additional services and had a range of different ideas about what they should be. 11% of respondents didn't specify what services they would like. 4 people (9% of respondents) said they would like us to offer implants, one would like sedation, one would like orthodontics and the last suggested massage or reflexology (but I believe this last was meant to be humourous rather than serious!)

When we asked what people want us to change, I was astonished to see that the largest-ever majority (94%) said that they don't want us to alter anything.

4 people (8%) wanted lower charges. A similar proportion of respondents say this each time I conduct survey (it was 7% last time). I do try to keep charges reasonable and help people to spread the cost with interest-free instalment payments. Also, until 2015 I had frozen the charges for check-ups and hygiene visits for 7 years, which I think is making a very substantial effort to control charges. My prices are broadly in line with the charges made for private work at other practices in our area (in some cases they are less) so I do not anticipate making reductions.

2 people (4%) raised the issue of waiting times. I always do my best to run on time. That said, I'm not perfect and people's expectations (rightly) continue to rise, so I will carry on with my efforts to improve.

One person asked for a couple of different magazines. We already have a broad range (13 regular monthly subscriptions) which patients frequently make positive remarks about and I know from previous experience that it is impossible to please everyone: in my first customer survey in 2000, I asked patients for ideas for magazines in reception and had almost as many different suggestions as there were respondents!

One person wanted more cats. Another wanted me to get a dog. We only got our existing cat, Kernow, 6 months ago and I feel that one cat is probably enough!

One respondent suggested longer opening hours or opening on a Tuesday. The practice is currently open from 8.00am to 5.00pm on Wednesdays, Thursdays and Fridays and also from 8.00am to 1.00pm on Saturdays for people who cannot make it during the week. I find this to be more than enough dentistry to do in one week (these hours take no account of time spent on study, training and management) and so I'm afraid I am not intending to increase my working hours.

One person said that they hoped their data was safe from being hacked. That person spoke to Louise on reception about it, explaining that they were involved in consulting on data security in a professional capacity,

hence their particular interest in the subject. We have password protection on our system, the latest server-based operating system, professional grade antivirus and malware protection, a hardware firewall, our cloud backup system is encrypted, etc. so I believe we're as well protected as we can be. I will speak to my IT support company to find out if there is anything else we can do.

One more person wanted a TV on the ceiling. I know who they are because they've been asking about it on patient surveys for years! In fact, they mentioned it on the last survey in February. They are, however, the only person who has ever asked. As I explained in the February 2016 survey results:

"Someone said they'd like a TV on the ceiling – presumably in the treatment rooms. These have been available for many years and we considered this before but decided that we didn't want to install them. This is because I could see it becoming a problem: I know I'd personally find it annoying to be watching something and then to have to stop before the programme has finished because my treatment came to an end before the episode did! We decided instead to give people the option of choosing their own music to listen to and I think I will stick with that policy for now."

One final person said they liked the idea of an outdoor waiting area. In fact, we already have three – a park bench next to the front entrance, an antique cast-iron garden table and chairs under the trees and a picnic bench at the back of the building. We have a walkie-talkie system so that if people want to sit in the garden in warm weather, we can call them in when we're ready for them. I'll make sure we call the person concerned and let them know about it.

I'd like to thank everyone for participating in the survey. Some people wrote really very long and interesting comments and I'm very grateful to them for the time and effort they put into sharing their views: it really does help me to keep improving what I do for you.

Thank you.

Joanne Giddy
Principal