



# Customer Satisfaction Survey *Results*

December 2017



# Number of responses

We carried out this survey over the course of two working weeks between 13<sup>th</sup> and 23<sup>rd</sup> December 2017. We asked a random selection of patients visiting the practice for appointments during that period to complete a questionnaire. 55 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 helpful
- Efficient, polite and always respectful. The premises are always clean and soothing.
- It's OK – no, great. Relaxed.
- Efficient service & organisation.
- It's good. Expensive but I feel I receive the best treatment with care & attention to detail. Comfortable waiting area. I like the books.
- Very good - a real joy to come in. Very friendly & relaxing.
- Very good
- Good
- I feel lucky and grateful to have such a wonderful practice on my doorstep!
- Very good.
- Organised tight team. Interested in dentistry. Good environment.
- I think this practice is first rate. Jo is amazing and able to keep me treated without using anaesthetic which is crucial for me. She is gentle and precise.
- Excellent.
- Good
- Best possible for someone like me who is petrified / hypersensitive. Also appreciate how quickly can get seen.
- Always helpful & friendly & understanding of my long term illness.
- Excellent practice & great people.
- Very good. Very helpful and friendly staff and clinician.
- Very friendly and professional.
- Excellent:- staff great; good parking; comfortable and well maintained environment inside & out; wonderful coffee machine.
- The practice is very welcoming. Explains procedures and teeth hygiene well. Sometimes the appointments run rather late.
- Extremely well run. V professional and friendly.
- I feel my teeth and gums are well cared for. Relaxing reception with a good selection of books.
- Perfect in every respect and on all fronts! Thank you. (I was thinking recently that, at my age, my parents had been fitted with false dentures for 40 years – what wonderful advances and expertise are now on offer to us).
- Very good.
- Great.
- Excellent! Very welcoming & friendly.
- The practice is excellent. Always calm, friendly, efficient. Louise is always knowledgeable & friendly.
- Good communications and appointments & I can't fault all of the work I have had.

- Excellent care. High standards. Support staff intelligent & helpful.
- Lovely!
- Excellent
- Excellent
- Lovely & friendly – good parking! Great water & coffee.
- Excellent in all respects.
- Very pleased with my choice of practice.
- Helpful. Good service.
- Very good, I really enjoy coming here.
- Always lovely – Louise + Jo so warm & welcoming + put us at ease. Makes going to the dentist a pleasant experience.
- Friendly & professional.
- Parking v good.
- Great, always friendly & professional.
- It's the best I have known – for treatment in the mouth and for approach to patients.
- Simply the best I have ever been a patient of. So friendly, polite and perfectionist.
- This is an excellent practice. Highly recommend.
- Full of respect and kindness and always very professional.
- Excellent, caring well informed people, working together seamlessly to ensure future visits are anticipated happily.
- Gorgeous cat 😊 Very friendly, clean and attentive.
- I feel very well cared for.
- Really professional, reassuring. Excellent all round. Thank you.
- Very good, very individual professional practitioners. Tailored to individual needs.
- Professional staff.
- One of the best I have ever experienced.
- Very friendly & welcoming & competent.
- I trust them and am confident in their practice – again 100%. They are kind and caring. My only regret is not coming sooner.

## Answers to question 2

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

- Yes
- Yes. All the members are polite and respectful, giving the practice a friendly feeling.
- Yes
- Yes
- Yes
- [blank]
- Yes
- Yes
- Always 😊 ....and great care and kindness!
- Yes
- More than that. Your waiting room to surgery makes it a pleasant uplifting experience. I feel rewarded for my own work.

- Yes always. You listen and respond without judgment. Everyone is caring and friendly. Thank you.
- Always
- Yes
- Definitely
- Yes
- Yes. Very much!
- Yes.
- Very well
- Everyone is friendly and welcoming. I don't know how you all manage it. Thank you.
- Yes
- Always
- Yes.
- Yes.
- Yes, very professional.
- Yes
- Yes
- Absolutely. I am a slightly nervous patient and everyone is so helpful & friendly & gives me confidence.
- Completely.
- Absolutely, yes.
- Yes!
- YES
- YES
- Yes
- YES.
- Complete satisfaction
- YES
- Yes, always
- Yes, always considerate & involve me in all decisions.
- Yes
- YES
- Yes.
- Totally.
- Absolutely!
- Yes indeed
- Always!
- Absolutely yes.
- YES
- Yes.
- Absolutely yes
- Absolutely!
- Yes
- Yes.
- YES
- Absolutely 100% always. I was embarrassed to come but all staff have made me feel at ease.

# Answers to question 3

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

- YES
- Yes. Everything is always fully explained.
- YES.
- YES
- Yes.
- [blank]
- Yes.
- Yes
- Yes, I do, and I appreciate being able to ask questions and feel involved and considered always!
- Yes.
- Yes. Very happy.
- Yes
- Very much
- YES
- YES
- YES
- We discussed it all the way through so that I was fully aware of treatment
- Yes
- YES
- Yes, although sometimes it's hard to take it all in immediately after treatment!
- Yes
- Totally – everything explained to my understanding
- Yes, the options are discussed before treatment.
- Yes, but with age certain interventions appear to be inevitable in order to maintain health. I'm wondering if there are enough hours in the day now to attend to my teeth twice daily! (Joke)
- Yes. All fully discussed.
- Yes
- Yes
- Yes, definitely. I have been informed & involved throughout. We discuss possible treatments. I feel that Jo makes the best decisions with my approval. Debbie has also been excellent.
- Yes – first need to think of financials as my teeth are expensive!
- Absolutely, yes.
- Yes!
- YES
- YES
- Yes
- YES.
- Yes
- YES
- Yes, time is always taken to discuss the process & options given.
- Yes – see above [*answer to question 2 said:* Yes, always considerate + involve me in all decisions.]
- YES
- YES

- Yes.
- More than at any time previously.
- Totally, everything made so clear before treatment.
- Yes completely.
- Always, every step of the way is explained and checked for understanding
- All details concerning treatment, present & future, are fully discussed.
- YES
- Yes.
- Yes
- Yes. No pressure applied, talked through procedures with reasons given as to why required. Assists with multi agency communication ie orthodontists, hospitals.
- Yes
- Yes
- YES – ALL VERY CLEAR.
- Always. Jo always explains everything every session.

## Answers to question 4

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

- YES
- Yes.
- YES.
- YES
- Yes
- [blank]
- Yes
- Yes
- Yes – although some of them might not be able or willing to pay so much for dentistry.
- Yes – I have!
- I am pleased with the service and would say that. The priority people give to their teeth is up to them.
- Yes. I often do.
- Definitely
- YES
- YES.
- YES
- Highly recommend.
- Most definitely
- YES
- Have done so frequently.
- Yes
- Yes
- Yes.
- Yes, with the reservation that they might not be able to afford some treatments without having a dental plan. We have yet to find a satisfactory one that suits our requirements.
- YES

- Yes
- Yes
- Definitely. The way you are treated, and the treatment are second to none.
- Yes.
- Yes
- Yes!
- YES
- YES
- Yes
- YES.
- I would indeed.
- YES
- Yes, although private treatment not always suitable for all.
- Yes, + have. Very different to dentists I have had in the past.
- Yes
- N/A
- Yes.
- Unerringly.
- I would and have done so already.
- Yes
- I have done already.
- I have passed the good “words” forward.
- YES
- Yes, if they can afford private dentistry
- Definitely yes
- Absolutely!
- Yes
- Definitely
- YES
- Absolutely 100% and I intend to get my son in as soon as my treatment is finished.

## Answers to question 5

We asked everyone: “Do you find our treatment information leaflets useful? (The ones we usually give you with your estimate to explain fillings, crowns, RCTs, bridges, etc)”. Their replies appear below, verbatim:

- YES
- Yes, the estimates are always fully itemised.
- NEVER SEEN ONE
- YES
- Yes
- [blank]
- Yes.
- Yes
- Yes (when I get around to actually reading them)
- Yes



- Probably – when I get around to reading them.
- Yes
- Yes, very
- YES
- YES.
- YES
- I can't recall the information leaflets
- Very useful and fully explained treatment details
- YES
- Yes.
- I have not had these before this last course of treatment
- Yes.
- Yes.
- Yes.
- YES WELL EXPLAINED
- Yes
- YES
- Yes, extremely. It helps me to make informed choices.
- Yes – good to understand what's going on better
- Not a requirement for me
- Talking is better for me! Don't always find time to read them!
- Yes
- YES
- Yes
- No.
- Yes
- YES
- Yes, although would be happy to have the links emailed to save paper.
- Yes.
- Yes
- YES
- N/A
- Yes, the more transparency the better.
- Yes very.
- Yes.
- Yes
- Yes essential information to plan expensive procedures taking place.
- YES
- Yes.
- Yes
- Yes! Informative, relevant with the absence of jargon which enables understanding.
- Partially. The information has usually been covered in verbal explanations.
- Yes.
- YES
- Yes, very informative.

# Answers to question 6

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

- NO
- Not at this time.
- ?
- NO
- Sometimes waited a long time after arriving on time. Would like to be told on arrival if there is a wait.
- [blank]
- No.
- No
- I'd be happy to see you incorporate more in the way of nutritional advice, and am always up for more self-healing, empowering tips. Maybe we should have the Juiceplus conversation we never really had? Start to use AMEX CC's please!
- No.
- All good for me.
- Can't think of anything
- Perhaps punctuality...
- NO
- -
- NO.
- Not at all. I'm extremely happy with the consistent effort that was always given by Jo!
- No.
- NO
- The only concern for me is the cost, and I'm grateful that I am allowed to pay for my treatment in instalments. Thank you again.
- The costs of course are high and not sure that I will be able to afford when retired.
- No
- No.
- Budgeting for treatment, possibly, but there is flexibility within the practice to work within individual timetables (holidays, etc.)
- NOT REALLY
- No
- -
- Not that I can think of.
- Might have to think a bit more about this
- Not at all. Just do not change. Thank you.
- No, all good!
- NO.
- No.
- No!
- Absolutely not – keep going.
- No complaints at present.
- NO
- Not that I can think of. Reminders come as email and text – maybe one only would be better. I prefer email as my mobile signal is erratic.

- No. Love the cat too!
- No
- [blank]
- NO!
- Just keep up what you are doing
- Please don't change anything.
- Nothing at all.
- Nothing
- Change is not required when a formula works perfectly well.
- Not that I can think of. Perhaps supply a tissue for the patient to wipe their mouth after rinsing. That's all.
- Not that I can think of.
- NO!
- Nope! Keep doing what you're doing.
- NO
- No.
- NO.
- NOTHING!! Keep it as it is.

# Notes and observations

## a) Overall number of responses

We carried out this survey over the course of two working weeks between 13<sup>th</sup> and 23<sup>rd</sup> December 2017. We asked a random selection of patients visiting the practice for appointments during that period to complete a questionnaire. 55 patients agreed to participate. These 55 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

All 55 people who completed the questionnaire answered this question.

100% of the 55 respondents gave a positive answer, including: "Very good", "Excellent", "Lovely", "Great", etc. Some people were even more effusive with their praise!

One person made very positive remarks overall but also added that appointments can run late.

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

54 of the 55 people who completed the questionnaire answered this question.

100% of the respondents gave positive answers, including: "Yes", "Absolutely", "Always", "Definitely", "Yes, always considerate & involve me in all decisions", etc.

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

54 of 55 respondents answered this question.

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

*"Yes. Everything is always fully explained."*

*"Yes, time is always taken to discuss the process & options given."*

*"Always, every step of the way is explained and checked for understanding"*

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

54 of the 55 people who completed the questionnaire answered this question.

One person left the question blank. Another wrote "N/A": we're not quite certain why – but we take it to mean they didn't feel they knew anyone they could recommend us to who didn't already come to the practice.

Of the remaining 53 people, 100% gave positive answers, including "Yes", "Unerringly", "Absolutely", "Most definitely", "Have done so frequently", etc.

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

## f) Do people find our treatment information leaflets useful?

54 out of the 55 people who completed the questionnaire answered this question. One person left the question blank.

The replies were as follows:

	number of people	%age of respondents
Yes (or equivalent)	45	83%
Haven't had any yet / can't remember them	3	5%
Partially	1	2%
Probably	1	2%
N/A	1	2%
Prefer talking	1	2%
Not required	1	2%
No	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. Where people drew a line through the box or wrote a dash ("-") or a question mark, I also interpreted this as meaning: "no". In total, 5 people fall into this group.

The 50 others wrote something definitive.

42 respondents said: "no" or wrote something that amounted to a "no" (eg "Please don't change anything" or "Change is not required when a formula works perfectly well" or "Just keep up what you are doing"). Taken together with the ones who wrote nothing (see note above) this makes a total of 47 people (85%) who didn't want us to change anything.

A few people gave more than one answer, so the figures add up to more than 55 (or 100%).

3 people (5% of respondents) mentioned fees being high; though two of these people went on to say they're happy that we provide opportunities to budget/pay by instalments.

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

One person suggested that we take Amex credit cards, one suggested we provide more information on nutrition, another wanted us to provide tissues to wipe their mouth after rinsing out and another said they'd prefer just email reminders rather than email AND text message.

	number of people	%age of respondents
Don't change anything	47	85%
Cost	3	5%
Reduce waiting times	2	4%
Accept Amex credit cards	1	2%
Provide nutritional information	1	2%
Reminders by email, not SMS ✓	1	2%
Provide tissue to wipe mouth after rinsing ✓	1	2%

Items with a tick "✓" have already been acted on

## h) Learning points

I am very grateful that everyone who took part in the survey had positive things to say when asked what they thought about the practice.

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

I was delighted that 83% of patients found our treatment information leaflets useful.

One person who found the leaflets useful remarked that they'd prefer them via email to save paper. In fact, we already have them in an email format and often send them to patients in that way. I will remind reception to check with people if they'd prefer the electronic format.

A further 5% thought that they hadn't had any yet or couldn't remember them. Since we've been gradually introducing more and more of them over the last 18 months it's entirely plausible that some people haven't had one yet; alternatively, it may have been long enough for them to have forgotten.

Another 12% of people made various other comments:

Only one person said a definite "No" but they didn't say why, so this isn't particularly illuminating.

One person said "N/A" which is possible but unlikely – though I'm not entirely certain why they wrote this or what they meant by it.

Another person said "partially" and went on to explain that they thought the information had usually already been given in verbal explanations.

Another person said that talking is better. Of course, I try to ensure that careful verbal explanations are given and I'm glad that they felt that way. I do not use information literature as an alternative to a verbal explanation but rather as a means of reinforcing and expanding on it.

One other person said: "Not required for me". I think they were a doctor.

The last person said: "Probably", which seems an odd remark at first glance, but they went on to explain that they often don't get around to reading them!

I interpret these responses as an overwhelmingly positive reaction to the information literature that we provide. I am planning to continue providing the literature and am still expanding the range of leaflets available. Studies have

shown that people can often recall little of what they are told during clinical consultations and that providing written information greatly improves their recollection and understanding; Sherlock and Brownie (2014)<sup>1</sup>.

I was very happy to see that 85% of people didn't want us to alter anything at all about the practice.

*NB: The totals for this section add up to more than 100% because some respondents made more than one suggestion.*

3 of people (5%) mentioned cost. Two of them went on to say they are happy that we provide the opportunity to pay by instalments, and I've no plans to stop offering this facility. A similar proportion of respondents mention cost each time I conduct a survey (it was 8% last time and 7% the time before that). I do try to keep charges reasonable and help people to spread the cost with interest-free instalment payments (as mentioned above). 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. I am already allowing more time for each procedure than I did two years ago and believe that we are running on time more often than ever.

One person said they'd like us to accept American Express credit cards. This is only the second time in over 19 years that someone has asked if we take Amex. The reason that we don't is that the card processor's charges for these cards are up to three times higher than those for any other card; also, there is so little demand for this facility. In the circumstances, I'm not planning to change our policy and will not be accepting Amex any time soon.

One other person said that they'd prefer appointment reminders by email only and not by both text and email. We already have the facility to send reminders only in the manner that the patient wants – and we do this for many people. It appears that this individual was not aware of this – even though we publicise it in our welcome letters, etc.

Another person said they want us to provide information on nutrition. We do advise on nutrition in the context of good dental health – for example, avoiding acidic food and drink to reduce dental erosion. I don't regard *general nutritional advice* as being part of our remit as a dental practice. In any event, there is so much that we need to communicate with people already – from smoking cessation to alcohol reduction to oral hygiene techniques to all the details of the restorative treatment they may need – that there isn't room for much else besides. People often feel overwhelmed with the information they need to take in and I don't propose to add to that burden unless it is absolutely necessary.

Finally, someone asked if we could provide a tissue for them to wipe their mouth after rinsing out. I was a bit puzzled by that remark since we already do – every patient is provided with a heavy-duty disposable bib that is intended for use for that very purpose – and we also hand the patient tissues.

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 we do.

Thank you.

Joanne Giddy  
Principal

<sup>1</sup> Sherlock, A and Brownie, S (2014). Patients' recollection and understanding of informed consent: a literature review. ANZ Journal of Surgery 84(4), 207-210.