



Customer Satisfaction Survey *Results*

December 2018

Number of responses

We carried out this survey between 7th November and 6th December 2018. We asked a random selection of patients visiting the practice for appointments during that period to complete a questionnaire. 57 patients agreed to participate.

Answers to question 1

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

- Yes
- YES – DEFINITELY
- Yes
- YES
- Unfailingly
- Very much so.
- Always
- YES
- Yes definitely
- Definitely!
- YES
- YES
- YES
- Absolutely on both counts
- YES
- YES
- YES
- Yes, totally
- Definitely
- Yes
- Absolutely
- Yes
- Absolutely, yes.
- Yes!
- 100% Yes!
- Yes, as befits my advanced years!
- Yes!
- Yes
- Yes 100%.
- Yes
- Yes
- YES 100%
- Most certainly. A wonderful team.
- VERY MUCH SO

- YES
- YES
- YES
- Yes
- YES
- Totally
- Always
- Yes
- Yes
- Yes, always
- Yes definitely
- Yes
- YES, VERY PROFESSIONAL
- Yes
- Yes
- YES
- YES
- Yes.
- Yes
- I do
- YES
- Absolutely!
- Yes definitely

Answers to question 2

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

- Yes
- YES
- Yes
- YES
- Yes
- Yes, care is always taken to explain reasons for treatment.
- Yes. I feel confident about asking questions. The treatment is discussed and fully explained to me. I have had lots of help and advice in how to look after my teeth properly between visits.
- YES.
- Yes definitely
- Yes.
- YES
- Yes.
- Yes
- Yes. Fully informed at all stages.
- YES
- YES
- YES

- Yes, for an amateur
- Yes
- Yes.
- Completely
- YES
- Yes, well informed
- Yes
- Yes. Every step is explained and the why behind it also.
- Yes
- Yes
- Always
- Jo always explains everything – always!
- Yes.
- Yes.
- Yes definitely
- Yes, everything is discussed with great detail and sensitivity
- YES
- Yes
- ALWAYS
- YES
- Yes
- YES
- Yes, very much so
- Yes
- YES
- Yes
- Yes
- Yes at all times
- Yes
- YES. GOOD COMMUNICATION.
- Yes
- Yes
- YES – JO EXPLAINS THE TREATMENT WELL.
- VERY MUCH SO
- Yes
- Yes
- Yes
- YES
- Yes. Very involved.
- Yes

Answers to question 3

We asked everyone: “Do we make you feel calm and relaxed?” Their replies appear below, verbatim:

- Yes

- YES YOU DO
- Yes, very!
- YES
- Yes
- YES
- Yes. In the past I have sometimes felt apprehensive about a dentist visit. Here at Hygeia I am never worried.
- YES
- Yes you do
- Yes
- YES. The cat helps!
- Yes
- Yes
- This could not be improved on. 10/10
- YES
- YES
- YES – ESP AS I AM A NERVOUS PATIENT
- As much as I could!
- As much as is possible!
- Yes.
- I can't say enough here in terms of praise and satisfaction. THANK YOU 😊
- Yes
- Yes, calm & welcoming environment.
- Yes, in the past I've found going to the dentist very difficult as I have a phobia, but Jo immediately put me at ease. I feel in safe hands.
- Yes, more than any dentist/dental office before.
- Yes
- You do your best!
- Yes.
- Jo has a lovely calming voice and always tells me "how well you are doing", reassuring & "nearly there". I'm as calm as I can be in a dentist.
- Yes
- Yes.
- Yes! Nearly fall asleep
- This practice is the most relaxing I have encountered.
- YES
- Yes
- YES
- YES
- Yes
- YES
- Extremely
- Yes
- Yes.
- Yes
- Yes, having been an apprehensive patient it is refreshing to take dental appointments as a matter of course and not fear!

- At every point in my care I feel calm + relaxed. All staff are very reassuring.
- Yes
- YES, VERY RELAXED.
- Yes
- Yes
- YES AND THE AMBIENCE OF THE BUILDING HELPS
- DEFINITELY.
- Yes.
- Yes
- You do
- YES
- Yes. Nice music, nice coffee.
- Very much

Answers to question 4

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

- Yes
- YES DONE ALREADY
- Yes.
- YES
- Yes (but cost would be an issue)
- Yes – the only proviso being to make sure the high level of care is affordable. Quality always comes at a price!
- Yes.
- YES.
- Yes I would
- Definitely
- YES
- Yes. We have & they now come here too.
- Yes
- Yes.
- YES
- YES
- YES
- Definitely
- Yes
- Yes, very much
- All the time
- Yes
- Yes.
- Yes.
- 100% yes! In fact I already have.
- Yes
- I would

- Yes
- Absolutely without a doubt
- Yes.
- Yes.
- Yes, I have done
- Yes, without hesitation.
- TOTALLY
- Yes
- YES
- YES
- Yes
- YES
- Definitely
- Yes
- YES
- Yes & have done
- Yes
- Yes
- Yes
- Yes, no problem
- Yes, have done & without hesitation
- Yes
- YES
- Yes & I do regularly
- Yes.
- Yes
- Yes.
- YES
- Yes. I do
- Definitely

Answers to question 5

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

- Expensive but worth every penny.
- EXCELLENT – GOOD SURROUNDINGS PLEASANT STAFF & GOOD MAGAZINES!
- Excellent treatment by professional and friendly team.
- VERY GOOD
- Everyone very personable and easy to relate to. Care and professionalism always in evidence.
- Excellent. Personal service and high level of care. Pleasant rooms and setting.
- I'm very happy with everything here. The treatment I have had has left me feeling confident about my "smile", and that my teeth and gums are being looked after. Problems are picked up straight away.
- EXCELLENT IN ALL RESPECTS.
- Friendly, accessible and calm.
- I was very nervous but Jo and Debbie helped me relax and not feel embarrassed about my teeth.

- Very good.
- Nice cat. Comfy sofas. Good coffee. Great treatment.
- Very accommodating and helpful. Feel safe in your hands
- Efficient, calm, friendly. Extra care taken with ALL patients regardless of age, situation and gender.
- Very efficient
- VERY GOOD TREATMENT
- EFFICIENT, FRIENDLY, HELPS ME WITH MY FEAR OF THE DENTIST!
- It's very skilled and up to date. I do believe that Jo - and the whole team – really try to deliver an excellent service – and succeed.
- Very efficient, well run and thorough
- A pleasure to attend!
- Only good things. I just wish I'd found Jo and her team sooner – but better late than never.
- It is very good from the waiting room to the treatment.
- First class.
- I love it here. Coming here has really changed my life. I had a really severe dental phobia and thought I'd never be able to get dental work done – but here I am three fillings later. I've felt really listened to and supported throughout my treatment here. Thank you!
- I've never experienced a more welcoming, thoughtful, kind, “human natured” practice. Thank you for what you do.
- Friendly & efficient & I'm guaranteed to meet old acquaintances in the waiting room
- Friendly, welcoming, helpful – emphasis where possible on preventative measures for healthy teeth / gums / mouth.
- Excellent, well run
- They are very caring. Jo has turned my teeth around 100%, from a terrible set of teeth to one now where I feel I can smile. Thank you, Jo. It was worth it! You always manage to accommodate me @ times that suit also.
- Yes.
- Jo is a dental wonder! Much best dentist I've had.
- 1st class – more than one expects in every way; care, courtesy, etc
- Jo and all her staff have released me from a lifetime of anxiety regarding dentists. A wonderful practice.
- Excellent
- It's very nice
- Everyone is lovely
- Very friendly + helpful.
- Very efficient, friendly and professional
- Very friendly
- Very friendly + a lovely atmosphere. Most professional
- Very caring. Always available in emergencies. Very happy.
- Very friendly.
- Nice & homely not too clinical friendly welcome, feels as if everyone is a friend
- A very relaxed and caring environment, with friendly and efficient staff, where nothing is too much trouble.
- Very comfortable environment
- I feel safe & cared for
- First impression, very good.
- I would never want to go anywhere else! Every member of the team contributes to the atmosphere & you are all a pleasure to see, especially Kernow of course.
- They are all lovely!
- VERY PROFESSIONAL, VERY GENTLE BUT TREATMENT COSTS DO MOUNT UP

- EVERYONE IS EXCELLENT AND FRIENDLY. LOUISE IS VERY EFFICIENT.
- Very good.
- Excellent. Thank you.
- This is a friendly practice. I have always been treated with care and consideration. When necessary I have been seen on short notice.
- Very good
- Very well organised. Lovely environment. Everyone is so nice.
- Very welcoming & helpful

Answers to question 6

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

- No.
- COST LESS!! REALISE THIS IS NOT POSSIBLE
- NO
- No
- I prefer speaking to Louise rather than the outsourced telephone service but understand why you use it.
- No.
- I can't think of anything I would change. The practice premises are lovely, music is soothing and all the staff are just lovely 😊
- NO.
- Cannot think of anything
- NO.
- More cats!
- Get another cat?
- When we get price would like it to include everything needed.
- I have on my "wish list" a magic formula to "regrow" missing teeth.
- The price!
- NO
- YES – TV ON CEILING
- No. Thank you – all of you.
- No - all good
- No.
- You can't change perfect! Thank you
- The music!
- No
- Nope!
- [Blank]
- No
- Well, it's expensive! But very highly skilled so probably can't ask for price decreases!
- Punctuality!
- No nothing
- No
- Sometimes agency telephone reception can be a bit dozy but I just ring again for permanent staff.
- NO

- Nothing at all. This dental practice has really changed my life for the better
- NO
- NO
- [Blank]
- NO
- No
- NO
- No
- NO
- No.
- Lower prices
- No nothing
- Occasionally waiting times are long but everything else is great.
- NO
- THE CAT WAS WELL BEHAVED THIS TIME!
- No. Please don't!
- No
- TREATMENT IS BRILLIANT BUT MORE INFORMATION ON WHICH TREATMENT CAN BE POSTPONED OR DELAYED TO KEEP COSTS MANAGEABLE WOULD BE HELPFUL – MANY THANKS
- NOT REALLY
- NO.
- No
- No.
- NO
- Can't think of anything.
- Sorry can't think of anything at short notice

Notes and observations

a) Overall number of responses

We carried out this survey between 7th November and 6th December 2018. We asked a random selection of patients visiting the practice for appointments during that period to complete a questionnaire. 57 patients agreed to participate. These 57 respondents provide enough questionnaires to form a representative sample and to draw useful conclusions from what they have told us.

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

All 57 respondents answered this question.

100% of respondents gave a positive answer, including: “Unfailingly”, “Definitely”, “Absolutely”, “Always”, etc.

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

All 57 respondents answered this question.

100% of respondents gave positive answers, including: “Yes”, “Completely”, “Always”, “Yes, everything is discussed with great detail and sensitivity”, “Yes, care is always taken to explain reasons for treatment.”, etc.

d) Do we make people feel calm and relaxed?

All 57 respondents answered this question.

100% gave positive responses; mostly a simple “yes”, but some were more emphatic, such as:

“Yes. In the past I have sometimes felt apprehensive about a dentist visit. Here at Hygeia I am never worried.”

“I can't say enough here in terms of praise and satisfaction. THANK YOU 😊”

“Yes, in the past I've found going to the dentist very difficult as I have a phobia, but Jo immediately put me at ease. I feel in safe hands.”

“Yes, having been an apprehensive patient it is refreshing to take dental appointments as a matter of course and not fear!”

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

All 57 respondents answered this question.

100% gave positive answers, including “Yes”, “Definitely”, “All the time”, “Absolutely without a doubt”, “Yes, without hesitation”, etc.

Two people remarked that they recommend us but that some people they'd recommend us to might find price to be an issue.

f) What do people think about the practice?

All 57 respondents answered this question.

The replies were all positive, including:

"I love it here. Coming here has really changed my life..."

"Efficient, calm, friendly. Extra care taken with ALL patients regardless of age, situation and gender."

"Jo is a dental wonder! Much best dentist I've had."

"1st class – more than one expects in every way..."

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. Two people fall into this group.

The 55 others wrote something definitive.

39 respondents said: "no" or wrote something that amounted to a "no" (eg "No. Please don't!" or "Nothing at all. This dental practice has really changed my life for the better" or "You can't change perfect! Thank you").

One further respondent remarked that they wanted a magic formula to regrow missing teeth, which I took as a humorous comment rather than a request for us to change anything!

One more made a remark about the cat being well behaved this time but didn't really ask for anything to be changed.

Taken together, this makes a total of 43 respondents (75%) who didn't want us to change anything.

4 people (7% of respondents) mentioned fees being high.

2 people (4% of respondents) said they prefer to speak with Louise rather than our virtual reception service.

2 people (4%) mentioned punctuality (I take this to mean that they want me to run on time).

2 people (4% of respondents) wanted us to get more cats!

One person said that when they get a price, they would like it to include everything needed; one said they'd like a TV on the ceiling; one mentioned changing the music and another said they'd like information on which treatments can be postponed to help manage the cost.

| | number of people | %age of respondents |
|--|---------------------|------------------------|
| Don't change anything | 43 | 75% |
| Cost | 4 | 7% |
| Prefer Louise to virtual reception service | 2 | 4% |
| Punctuality | 2 | 4% |
| Get more cats | 2 | 4% |
| Fixed prices including everything | 1 | 2% |

| | | |
|--|---|----|
| TV on ceiling | 1 | 2% |
| Music | 1 | 2% |
| Info on treatments that can be postponed | 1 | 2% |

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.

100% of respondents also felt we made them feel calm and relaxed (this was a new question).

I was gratified that 75% of respondents didn't want us to change anything.

NB: The totals for this section add up to more than 100% because of the effect of rounding up the percentages in each category.

4 respondents (7%) mentioned cost. One of them went on to say they think we're highly skilled and so they can't expect price reductions! A similar proportion of respondents mention cost each time I conduct a survey (it was 5% last time, 8% the year before 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. 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 prices. My prices are broadly in line with those for private work at other practices in our area (in some cases they are less) so I do not anticipate making reductions.

2 respondents (4%) indicated that they prefer talking to Louise than to our virtual reception service, though one of these people specifically said they understand why we use them. This really raises 2 questions: i) are the virtual reception team good enough? and ii) do we really need to use them?

In answer to the first question, we closely monitor how well the virtual reception team handle incoming calls and they appear to me to be doing an excellent job. They usually take over 80 calls for us each month and very rarely handle a call in a sub-optimal way. Whenever we speak to them ourselves the team are unfailingly courteous and very competent. I honestly feel they're very good and do as well as anybody could who doesn't work on the premises and have the chance to get to know all the patients personally.

As to the second question, I think the fact that the virtual reception team takes 80 or more calls a month answers that very clearly: yes, we do need to use them. The virtual reception team handle calls when we can't, namely: when we're not here, when Louise is taking another call and when Louise is engaged dealing with someone at the desk. Even if I were to hire a second receptionist to try to deal with all our calls in-house, it wouldn't be a solution since at peak times we wouldn't be able to deal with everyone simultaneously: I know of at least one occasion when Louise was helping someone at reception, Neil was taking an incoming call in the office and the virtual reception team were handling a further two incoming calls *all at the same time*. We couldn't hope to provide that level of service without the external team's help. Also, they provide a 24/7/365 service so that even an emergency caller who 'phones in the middle of the night can speak to a real human being who will notify us by email and text message and provide the caller with my personal mobile number so they can call me direct. I think that's worth a great deal.

2 respondents (4%) raised the issue of punctuality/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 three years ago and believe that we are running on time more often than ever. I will consider an audit of waiting times later in the year to see if we can identify any ways that we could improve.

2 respondents (4%) said they'd like us to get more cats. I'm not sure what Kernow would think about that! Still, I'm delighted that Kernow is so popular with everyone – I've never known a cat get more fuss and love it so much. She even got her own Christmas cards and presents from patients this year! Seriously, though – many people say

how much they like to see her and how much she helps them to relax while they are here; and if that isn't a great reason to have a practice cat then I don't know what is.

One other person said that they'd like fixed prices that include everything. I do give people estimates before treatment, but they are, of necessity, estimates: I can't be certain at the outset what will be required and sometimes what I do will be significantly different from what I thought I'd need to do. Where that happens, I always explain to patients and check they're OK with it before going ahead; but I honestly feel it's the best I can do.

One more person said they'd like a TV on the ceiling. I know who this is - they first asked for this in a survey over 10 years ago and it has been mentioned several times since! They're the only person who has ever asked for this. I've already explained my reasons for not wanting to install one on several occasions, so I shan't go over it all again here, but it's still a "no", I'm afraid!

Another respondent wanted us to change the music, but they didn't say any more than that, so I don't know if they meant in reception or in the surgeries, nor how exactly they'd like us to change it. Patients can already choose their own music while they're in the surgery (it's played for your benefit, after all, not ours) and many do. I know from surveys going back to the turn of the century that if you ask 50 people what music they'd like then you'll get at least 60 different answers! Interestingly, one of the other respondents in this survey specifically remarked on how soothing they find the music to be. So, the upshot is - people prefer hearing music to not hearing music, but no-one can agree on what it should be. What I can say is that our current set-up and music choice is the most popular we've found to date.

Last, but not least: one respondent said they'd like information on what treatments can be postponed in order to spread the cost. I was a bit perplexed by this because not only do I provide estimates prior to treatment but these days I devise and agree a care plan with each patient and frequently have detailed conversations with each person over how we ought to prioritise treatment and what could be deferred. All I can think is that in this person's case there wasn't really anything where I felt I could reasonably recommend delaying treatment. I'll keep doing my best to give as much advice as I can while not causing "information overload".

I'd like to thank everyone for participating in the survey. Some people wrote 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