



Customer Satisfaction Survey *Results*

June 2024

Number of responses

We carried out this survey in June 2024. We asked a random selection of patients visiting the practice for appointments during that period to complete a questionnaire. 50 patients participated.

Answers to question 1

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

- Yes!
- I do
- Yes
- Yes
- Yes, definitely
- YES.
- Definitely
- YES
- Yes
- Yes
- YES
- Yes, very much!
- Yes 100%
- Absolutely
- Yes, always.
- Yes
- Yes
- Yes very much so. The whole team are respectful and very friendly.
- YES
- Yes
- Every time.
- Absolutely
- Yes
- Yes
- Yes, absolutely.
- Yes
- Yes.
- Absolutely throughout
- Yes, definitely!
- YES DEFINITELY.
- YES
- Absolutely.
- Yes
- Yes.
- Yes

- 100%. There's a calm atmosphere in the entire place, and you feel listened to, so able to truly bring up your concerns & needs.
- Yes
- YES ALWAYS
- YES. ABSOLUTELY.
- Yes.
- Yes
- Always.
- Yes
- Yes!
- Yes
- Absolutely
- Yes
- EXCELLENT SERVICE WITH A SMILE ✓
- Yes, all the members of the practice appear happy and cheerful when speaking to me at distance or when at the practice.
- Yes.

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.
- Yes
- YES
- Yes
- Yes
- YES.
- Yes I do.
- Yes 100%
- YES
- Fully informed.
- Yes, fully
- Yes
- Yes. Jo talked me through all that was needed and what I wanted on a more cosmetic level.
- YES
- Yes. In fact today I was asked for my preference in order of treatment and also given advice to help prioritise which was great.
- Always.
- Totally

- Yes
- Yes
- Yes.
- Yes
- Yes.
- Yes always clearly explained verbally & backed up in writing
- Yes.
- YES ALL THE WAY THROUGH.
- YES
- I do.
- Yes
- Yes
- Yes
- 100%. Always talking through the treatment plan, which of course is often having to be flexible.
- Yes
- YES. THIS IS ALWAYS DISCUSSED AND OPTIONS IF AVAILABLE SET OUT WITH PROS & CONS.
- YES.
- It is always discussed with me. If I am not the leader in the planning, this is only down to my limited knowledge.
- Yes
- Yes.
- Yes
- Yes
- Yes
- Yes
- Yes
- YES (WITH ADVICE FROM STAFF) ✓
- Yes, everything is always fully explained and estimates given.
- Yes.

Answers to question 3

We asked everyone: "Would you like us to install electric vehicle chargers?" Their replies appear below, verbatim:

- I don't have an electric car but I suppose this would be a good thing going forward.
- No.
- Sure, why not!
- No
- N/A
- NO
- No
- NO
- No
- Could do
- NOT FOR ME. TRY TO WALK WHENEVER I CAN

- Yes.
- N/A
- People have not researched Green agenda sufficiently and are ignorant of many issues relating to this
- Yes, that would be great
- Not particularly
- Yes
- Neither of us has electric cars at the moment N/A
- NOT SURE.
- Not at the moment.
- Not really any good for me.
- Not yet applicable to me.
- No
- Not really
- Not bothered!
- Possibly. I don't have an EV yet.
- Not at the moment!
- No
- Not at present.
- N/A
- PROBABLY A GOOD IDEA
- Doesn't apply to me but seems sensible.
- Doesn't affect me
- No.
- Not for me
- N/A
- No
- NOT FOR ME BUT MAYBE OTHERS WHO NEED THE FACILITY – SO LONG AS THIS COST IS NOT PAID FOR BY THOSE WHO WON'T USE IT.
- IT IS A LOVELY THOUGHT BUT IS IT REALLY AN ADDED VALUE AND COULD IT TURN OUT TO BE AN UNNECESSARY FAFF.
- Not relevant to me. I live in a rural area and travel long distances often. I cannot imagine owning an electric vehicle for many years.
- I don't drive!
- N/A – only drive petrol & diesel cars!
- N/A
- N.A.
- No. Not sure if this would make parking difficult.
- No I walk here
- Yes, I expect so
- YES ONE WILL BE USEFUL FOR SOME CUSTOMERS ✓
- I am not likely to own an electric vehicle, but it is going to be the way forward.
- I would not use them but it sounds like a good idea. Would it put up the cost of dental treatment? Gulp!!

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
- YES.
- Yes
- Yes
- Yes
- Yes
- YES + HAVE DONE SO
- Yes, definitely!
- YES
- Absolutely.
- Yes.
- Only been once, would need to have a longer period to make a recommendation, but very good 1st session
- Yes
- Yes and already have done so. 3 friends are now regular patients.
- YES
- Yes.
- I always recommend Jo to everyone I know, some say they can't afford to come here, but I say they can't afford not to.
- Undoubtedly!
- Yes.
- Yes
- I do, always.
- YES
- Yes.
- 100%
- Yes!
- YES I WOULD
- YES
- Have done.
- Yes
- Yes.
- Yes
- 100%. Have done several times already in fact.
- Yes
- YES. ALREADY HAVE. MY WIFE USES THIS PRACTICE.
- YES. WITHOUT HESITATION.
- Yes, and have done.
- I have done so, yes.
- Yes.
- Yes

- Yes
- Yes
- Yes. I do, but they can't afford it. They wish they could – it's not easy to find a good dentist.
- Yes
- YES ✓
- Yes, I have but the distance is far greater than what I travel.
- I do tell people I like the dentist and receptionist and whole set up.

Answers to question 5

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

- Sympathetic, clean, professional and understanding.
- The practice has treated me very well. I have no complaints, only praise.
- Homely, clean, friendly
- Fine
- Very supportive and professional
- CALM. RELAXED. GOOD SERVICE.
- Very professional – feels very safe and respectful
- Excellent
- Professional and considerate, excellent all round
- I am not a fan of dentists, and Jo & Co are very patient with me which I greatly appreciate
- FRIENDLY, PROFESSIONAL, CONSIDERATE & CALMING!
- Excellent.
- QUICK, FRIENDLY AND NO FAFFING!
- A very pleasant experience where I feel I can trust the practitioners + staff.
- I always have a friendly reception. Every care is taken to explain the treatments. Treated like an individual.
- It seems very well organised and patient focussed. The examination was thorough & everything clearly explained. Jo had a professional & friendly manner with me as a new patient.
- Helpful & friendly
- Welcoming, friendly, professional and caring.
- EXCELLENT
- Always welcoming and helpful.
- Brilliant! Absolutely Brilliant. I wouldn't go anywhere else.
- Very welcoming. Jo is so understanding regarding my history and problems and clearly explained what was essential and what was desirable.
- Friendly.
- Friendly.
- Wonderful.
- Excellent dental care.
- I trust Jo.
- Until I came here I was v. nervous of dental treatment. Not anymore. Clean, friendly, respectful – professional, efficient & kind.
- Everything is bright, cheerful, friendly & engaging. And Jo tells me that modern dentistry should not cause pain! So far, it's true!
- I THINK IT IS THE BEST PRACTICE I HAVE EVER BEEN TO.

- FRIENDLY, KIND, EFFICIENT, PROFESSIONAL
- Caring & experienced & friendly.
- -
- I intensely dislike going to the dentist. The practice enables me to come when I need to.
- Efficient & caring.
- Feels more like going to a friend's house, having your teeth checked / treated at the same time! Never worried about coming, in fact I kind of look forward to it and enjoy coming.
- I am very happy with the treatment but hoping I will not need so much in the future.
- VERY PROFESSIONAL, FRIENDLY, CLEAN, TIDY & WELCOMING.
- PERFECT – YOU ARE ALL VERY FRIENDLY & CONSIDERATE AND IT'S A GREAT PLACE TO COME FOR COFFEE. YOUR LIBRARY IS HARD TO BEAT.
- Friendly, efficient, clean and welcoming with a high standard of care.
- Excellent treatment though seems a bit pricey...
- Staff always helpful & approachable. Premises clean & tidy.
- Clean, tidy, nice location & atmosphere, etc.
- Caring in every respect
- I think Jo is a very good dentist + gives me confidence that any issues with my teeth can be sorted. The atmosphere is very relaxed + reassuring.
- I've always been very happy about my treatment here. It is really too expensive for me, but where there is a will there is a way.
- Outstanding
- GOOD & FRIENDLY + FAIR PRICE ✓
- It is a happy, relaxed place, clean and tidy
- It is the nicest practice I've ever been to.

Answers to question 6

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

- No
- Lower the charges.
- Feels a little rushed sometimes
- No.
- No
- NOT YET.
- No
- NO
- Bring back the pussy cat
- Cannot think of anything
- NOTHING COMES TO MIND.
- Nothing.
- No.
- No can't think of anything
- A cat back!
- No.
- No

- Nothing comes to mind.
- ALLOW APPTS TO BE SENT DIRECTLY TO MY GOOGLE CALENDAR.
- Bring our cat back although fantastic to see on the film in reception that she is beautifully cared for and happy at Jo's house ☺
- Can't think of anything.
- Nothing at all – but this was only me first visit!
- -
- No
- The cost!
- This form! Asking people to write in black on a grey form is very difficult for people with visual impairment or dyslexia.
- I need to be reminded to come for check ups.
- Not a thing! Continuity is already 100%.
- No.
- NO.
- NO - ALL GOOD.
- Appointments a little longer. Sometimes feel Jo is a bit rushed, although work always excellent.
- No
- I found it difficult to speak to Best Reception because I did not have contact with them. I very much prefer to speak to [the receptionist] who is excellent.
- No
- Ask patients to send or bring back a holiday postcard and stick them on the ceiling above the treatment chairs! Replacement for Kernow! *[The practice cat.]*
- [Blank]
- NOT THAT I CAN THINK OF.
- JUST KEEP DOING WHAT YOU DO SO WELL.
- A coffee machine that fills the cups fully.
- Can't think of anything.
- Happy with practice at present – possibly better visibility on exit to right when entering road.
- Not that I am aware of.
- The music sometimes?
- Cannot think of anything.
- Only the price, but I expect it's not possible
- No
- ALL FINE ✓
- No.
- [Blank]

Notes and observations

a) Overall number of responses

We carried out this survey in June 2024. We asked a random selection of patients visiting the practice for appointments during that period to complete a questionnaire. 50 patients participated. These 50 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 50 respondents answered this question.

100% of respondents gave a positive answer. Most were a simple "yes" but other comments included:

"Yes, definitely"

"Absolutely"

"Yes very much so. The whole team are respectful and very friendly."

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

All 50 respondents answered this question.

100% of respondents gave positive answers. Most simply said "yes" but others gave more detail, such as:

"Yes. In fact today I was asked for my preference in order of treatment and also given advice to help prioritise which was great."

"Yes always clearly explained verbally & backed up in writing"

"Yes, everything is always fully explained and estimates given."

"Yes. Jo talked me through all that was needed and what I wanted on a more cosmetic level."

"Yes all the way through"

d) Do people want us to install electric vehicle chargers?

All 50 respondents answered this question.

23 said that it wasn't applicable to them – in other words, that they don't drive or don't own an electric car.

12 said "No".

10 said "Yes".

5 were equivocal.

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

All 50 respondents answered this question.

100% gave positive answers, including:

"Yes."

"Yes, definitely!"

"Absolutely"

"I do, always."

"Undoubtedly!"

"100%. Have done several times already in fact."

Two people remarked that they *do* recommend us but that price might be an issue for the people they've recommended.

f) What do people think about the practice?

49 of the 50 respondents answered this question.

The replies were all positive, including:

"It is the nicest practice I've ever been to."

"Brilliant! Absolutely Brilliant. I wouldn't go anywhere else."

"Friendly, efficient, clean and welcoming with a high standard of care."

"Feels more like going to a friend's house, having your teeth checked / treated at the same time! Never worried about coming, in fact I kind of look forward to it and enjoy coming."

"I THINK IT IS THE BEST PRACTICE I HAVE EVER BEEN TO."

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

Where people leave this section blank, I interpret this as: "no"; IE that they don't want us to change anything. Two people left the section blank.

Another person wrote a dash ("-"), which I also took to mean: "no".

The 47 others wrote something definitive.

31 respondents said: "no" or wrote something that amounted to a "no". This means that 62% of respondents didn't want us to change anything.

3 people (6% of respondents) mentioned fees being high (a big drop on the 20% who mentioned this last time.)

3 people (6% of respondents) wanted us to get a cat again.

2 people (4% of respondents) said they had felt "a little rushed".

One person said they'd like us to improve visibility at the exit; another said they prefer to speak to the receptionist rather than to Best Reception (our virtual reception service); someone didn't like the music; another wanted a coffee machine that completely filled the cups; one didn't like the form itself as it could be a problem for people with visual impairment, etc; someone else suggested we put postcards on the ceiling above the treatment chairs for people to look at; one patient said they wanted check-up reminders and one final respondent wanted appointments to be forwarded to their Google calendar.

	number of people	%age of respondents
Don't change anything	31	62%
Cost	3	6%
Get another cat	3	6%
"A little rushed"	2	4%
Improve visibility at exit	1	2%
Prefer to speak to receptionist (not virtual reception)	1	2%
Change the music	1	2%
Coffee machine to fill cups to the top	1	2%
Redesign the survey form itself	1	2%
Put postcards on the ceiling	1	2%
More check-up reminders	1	2%
Appointments forwarded to Google calendar	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.

I was also very pleased that 62% of respondents didn't want us to change anything.

3 respondents (6%) mentioned cost. This is a big decrease on the figure of 20% on the last survey. This is surprising as there has been so much talk of the cost of living crisis in recent times. We continue to help people to spread the cost of treatment with interest-free instalment payments. My prices remain 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.

3 people (6%) want us to have a cat again. We are intending to get another cat or cats just as soon as the practice refit is finished. We don't think it would be safe or fair on them to be here while we're pulling down walls, etc.

2 respondents (4%) said they'd felt "a little rushed". I already allow more time for each procedure than in the past and so I was a bit surprised by this. I will consider how I might do better on this.

One respondent wanted a coffee machine that fills the cups up more. Now, if the coffee weren't free, they might have a point... also, please note that we don't limit you to just one cup – you're welcome to have two if you like!

Another person said they prefer to speak to our own receptionist rather than Best Reception (who provide our "virtual reception" service). I've heard this comment several times now, and while I understand that people prefer to speak directly to someone at the practice, in my experience Best Reception's team handle calls well and it's much preferable to speak to a human than an answering machine, or not to speak to anyone at all (which is what would otherwise happen if our receptionist were tied up on a long call or dealing with someone at the desk).

One respondent suggested we improve visibility at the exit, which I found a bit perplexing since we've already installed a convex mirror across the road to improve the view up the hill. It works really well.

Someone else said that they sometimes didn't like the music but didn't say why or what they would prefer, so it's hard to know what to do about this. Also, please remember that you can have whatever music you like when you're in the surgery – all you have to do is ask. It's for the patients' benefit, after all, not ours.

There was a suggestion that we ask patients to send holiday postcards and stick them to the ceiling above the treatment chairs for patients to look at when reclined. We're considering putting some artwork up there as part of the refit – we'll see if it works well in the first new surgery.

There was also a request for more reminders to book check-ups. We do already do this, but we prefer to do it in a personal way by speaking to people on the 'phone rather than relying too much on emails and text messages, so patients may not be aware of how many attempts we make to reach them.

One patient asked for appointments to be forwarded to their Google calendar. This has already been implemented – now, when we send emails confirming appointments, the patient has the option to add it to their electronic calendar immediately.

Finally, one respondent pointed out that the design of the form might make it difficult to read for people with visual impairments. I have already re-designed the form and a re-styled draft is saved and ready for next time.

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