

What our patients think of us in 2010-2011

The Prostate Centre is now in its sixth year of operation. We continue our efforts to provide patients with access to the best possible comprehensive care, offering a full range of diagnostic tests and consultations. Our surgeons, physicians and specialist nurses are all at the pinnacle of his or her profession, respected nationally and internationally as an authority on a specific area of medicine.

We are committed to providing a unique patient experience, and recognise the value of collecting patient feedback in order to assess and subsequently improve our service. The patient satisfaction survey forms a mandatory part of our overall responsibilities under the regulations of the Health and Social Care Act 2008. Nevertheless, we consider it an essential vehicle to achieving our goal to offer a premier service to our patients.

How do we obtain patient feedback?

Patient satisfaction surveys are kept in the waiting room for patients to complete as they wish. In order to maintain patient confidentiality, a posting box is provided for completed questionnaires.

We have also added this questionnaire to our website to allow patients to complete the survey online if they wish. The online survey can be found at:

http://www.theprostatecentre.com/caring_for_you/patient_satisfaction_survey.aspx

To gather as much feedback as possible, our receptionist continues to approach patients and their supporters suggesting they might like to fill in a paper questionnaire, and our marketing manager will email all our new patients after their first appointment with us to encourage patients to fill in the online questionnaire and give us any feedback about their first visit to the Centre.

Each question of the survey relates to different aspects of the “patient journey” at The Prostate Centre, with a section at the end allowing for general comments. A ranking scale ranging from ‘Very Satisfied’ to ‘Very Unsatisfied’ is used to rate each aspect.

Response rate

Due to the busy nature of our clinics, it has again been challenging to obtain a high number of completed surveys from patients whilst they are at the Centre. We have received 38 completed questionnaires in total this year, 21 of which were paper questionnaires, with the remaining 17 being completed online.

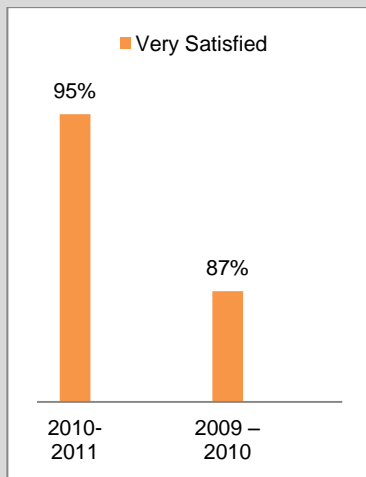
We have also received many, many letters which patients and their families have taken time to write, thanking us at the Centre for everything we have done for them and complimenting us on our friendly, welcoming and efficient service. These are kept on file and a number of excerpts from them are posted on our website.

Results

We have compared this year’s findings with the results from last year to see if we are improving (or not) on various aspects of our service:

First impressions

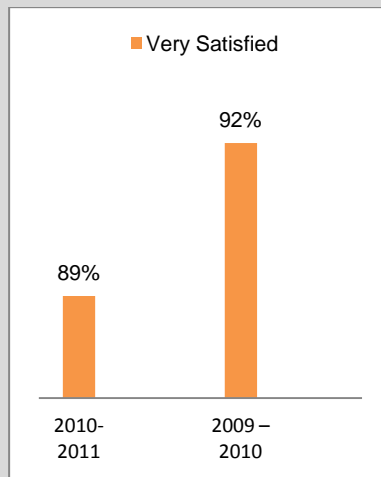
Response to your initial contact



Our survey results revealed that nearly half of our new patients will make their initial contact with us via the telephone. The automatic telephone system continues to direct callers to the most appropriate person in our team, and we have restructured the way in which our phone calls get answered, to minimise the amount of people that end up having to leave a voicemail, and to maximise patient/employee contact.

When a patient calls to arrange an appointment, our experienced Patient Liaison team asks about their symptoms, takes some basic details, explains the procedure for their visit and schedules an appointment with the most appropriate specialist.

Welcome at Centre



This rating has risen significantly.

We try to make full use of all waiting room areas which reduces crowding in the main reception.

The front door is left unlocked during opening hours allowing patients the freedom to walk in and out as they wish.

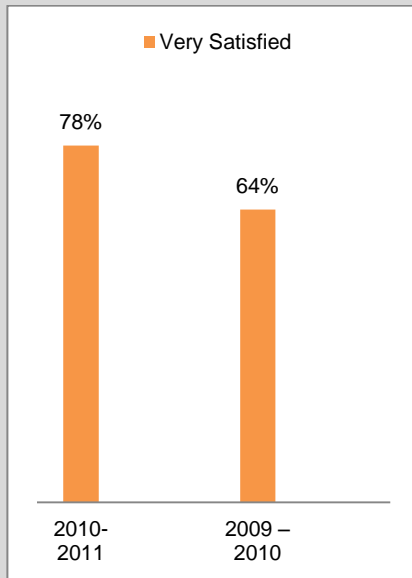
Patients are encouraged to spend time at the Centre reading information materials or watching one or more of our specially commissioned patient-focused DVDs in our resources room.

On the days when our massage therapist is available (Tuesdays and Fridays), we urge patients to relax and de-stress with a treatment.

Your appointment

The headline findings are these:

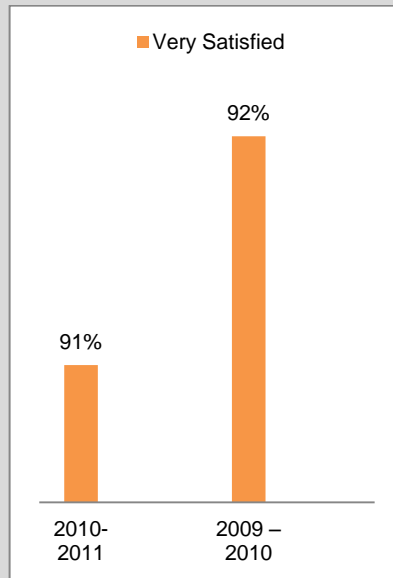
Promptness of appointment time



Again we have managed to achieve improvement in this area- our nurses and consultants always make an effort to see our patients on time, without impacting on the quality and safety of other patients' time with them.

We are constantly reviewing our bookings and diary processes, to ensure that we maximise the efficiency of our clinician's time, whilst still delivering a high standard of care.

Respect for your privacy and dignity



Our patients have scored us 1% lower than last year in this category.

Although this is only a slight decrease, we take our patient's sense of dignity and respect very seriously, and have made efforts to assess and change procedures where necessary to minimise any psychological and physical discomfort of our patients.

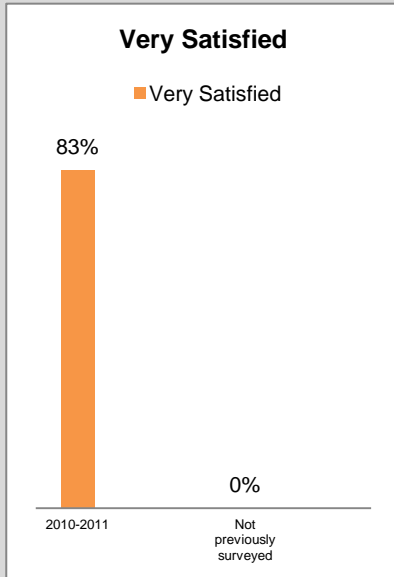
Quality of the information provided by the nurse



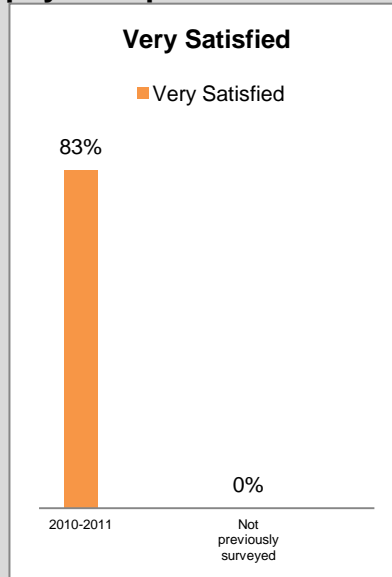
This was another area in which we saw a poorer results than the previous year.

To alleviate this, we have changed the way in which our patient's appointments are booked in with our nurses, and we now have a dedicated nurse to deal with our new patients, so we are hoping to see our results rise again in the coming year.

Efficiency and courtesy of our admin staff



Clarity of our fees and payment procedures



This year we introduced a question asking our patients about their opinion of our administrative staff, and we were happy to see that 91% of our patients were very satisfied with the service provided by our admin team here at the Prostate Centre.

We pride ourselves in good communication and team work, and we believe this comes through in the care and accuracy that our admin staff take with our patients and all S things concerning them.

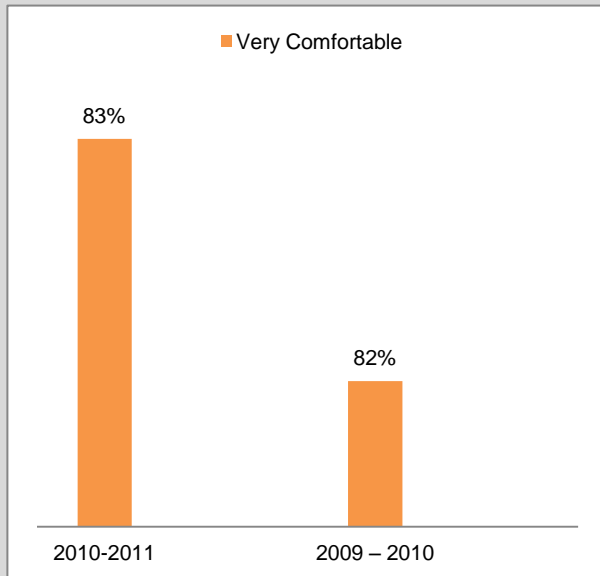
We hope to develop our administrative team's skills even more over the next year, in the hope that our patients will score us a resounding 100%!

This is another new category we have introduced into our survey, and one that we have seen some of our lowest scores in.

We appreciate that dealing with fees and medical costs is one of the less appealing aspects of healthcare, however we do strive to keep our patients as well informed as possible about what fees they can expect to pay, and give them a full breakdown of how these fees are allocated.

Our Centre

Comfort of our waiting rooms and consulting rooms

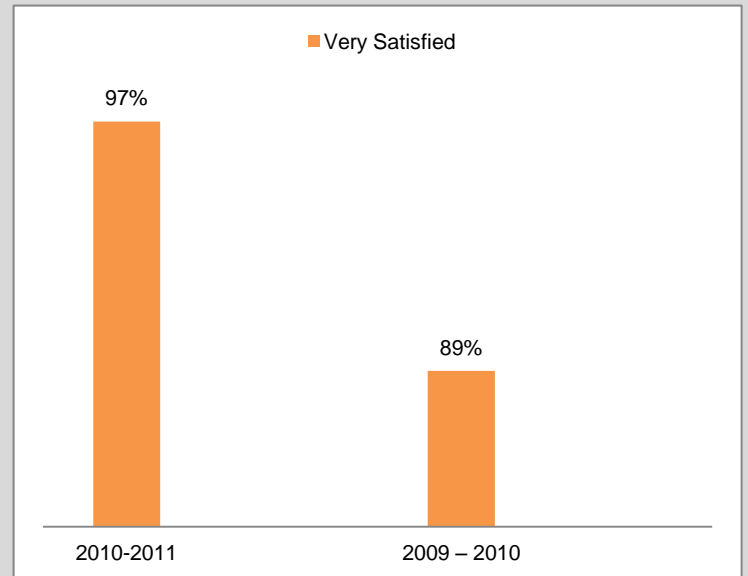


Another area of improvement in ratings is the comfort of our waiting rooms and consulting rooms.

We have increased our order of newspapers and magazines so the radiology waiting room is well stocked. Our receptionist ensures that the waiting rooms are kept tidy throughout the day.

We are still however looking into ways that we can further improve on the comfort and appearance of our waiting areas, to further enhance our patients' Prostate Centre experience.

Comfort and cleanliness of our clinical rooms



As a private health centre, it is no surprise that cleanliness and hygiene are high on our list of priorities. Again, we have succeeded in achieving high standards, and have noticed a marked improvement on last year's score.

Below the surface runs our scrupulous attention to infection control. For example, we routinely screen patients for MRSA infection prior to hospital admission, and we regularly carry out spot checks and building audits to identify any problem areas to our cleaning staff.

**Overall
satisfaction
with our
service**

We have achieved a perfect result of 100% in terms of your overall satisfaction with the service we provide here at the Prostate Centre.

This does not mean however that we will become passive in our efforts to maintain the high standards of care and service that we pride ourselves in. We will continue to encourage and listen to any feedback- positive or negative- that our patients provide to us.

A selection of the encouraging comments received can be found on our website.