

**Stafford Skincare  
Patient Experience Survey  
Dr Anne Ward, Consultant Dermatologist  
28.09.2021**

**Introduction**

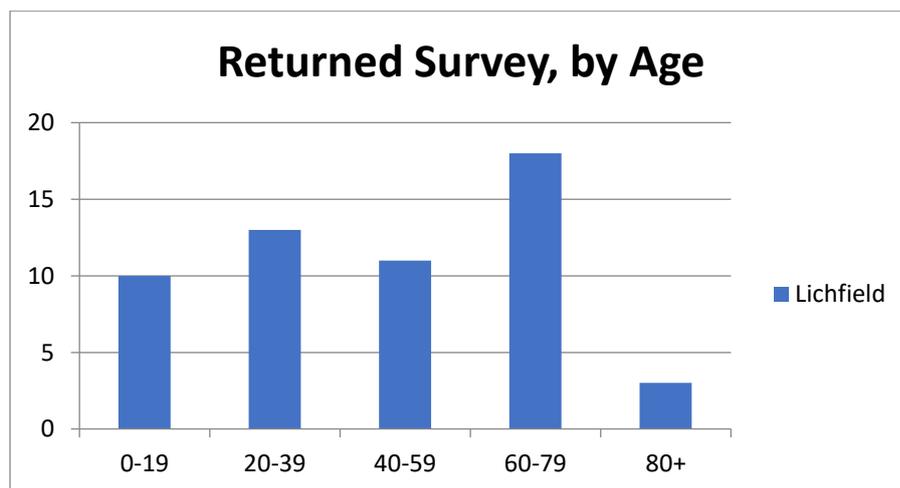
This year has been an unusual year for Stafford Skincare. The Covid pandemic has meant that services have been interrupted for periods of time, and have been delivered differently, with a mixture of on-line consultations and more face to face visits as restrictions lifted.

This year, 100 consecutive patients who had attended Stafford Skincare, on-line or in-person, between January 2021 and August 2021 inclusive, were asked to complete a Patient Experience Survey. The survey was posted at the beginning of September 2021. A total of 56 surveys were returned within 4 weeks.

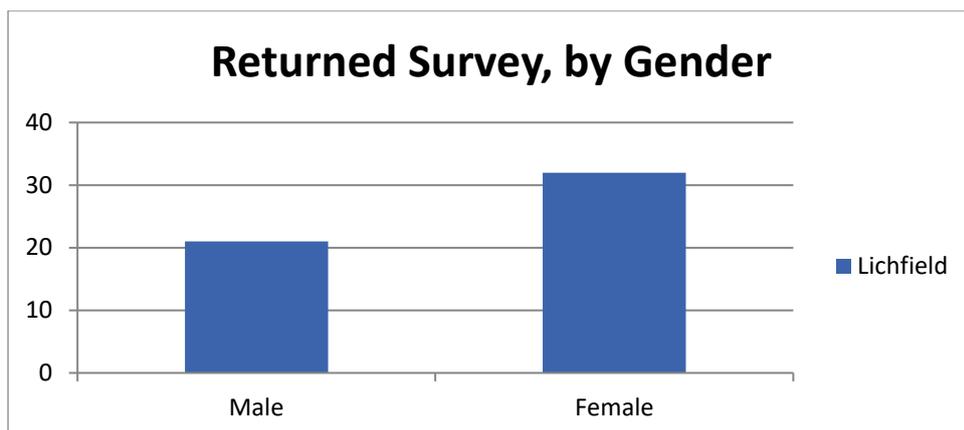
The Patient Experience Survey is based on the guidance published by NICE in February 2012 – “Patient Experience in adult NHS services: improving the experience of care for people using adult NHS services” (NICE CG138). The survey also looked at how easy it was to complete Forms electronically, how easy it was to use the on-line link to start the video consultation, and for those who attended in-person, how safe did they feel as regards Covid infection / transmission.

**Demographic Information**

Demographic data was completed by 55 out of 56 patients who returned the survey.



The charts show an even spread of returned surveys across the age ranges, with more females returning a survey



**Disability status:** All patients were able-bodied. No patients were registered as, or considered themselves, disabled.

**Ethnicity:** 51 out of 55 patients described themselves as “British or mixed British”; two as “Other White”; one as “White and Black African” and one as “Asian” Background. One did not answer the question.

### Completing Forms

At the start of 2021, the system for completing Forms was for the person to download an interactive word document, complete the boxes, and send back to clinic. A new system was introduced in April 2021, where patients had the option of completing Forms on-line. The Survey attempted to distinguish which option was the easiest for the person to complete. Overall, most people found it very easy to do either option (34 out of 40 who downloaded the document; and 37 out of 46 who completed the Forms on-line). The numbers add up to 86 (rather than 56) as many people ticked both sections.

### On-line Consultations

Most people found the on-line link to start the video consultation to be very easy – 31 out of 34 people who ticked this section.

### Face to Face Consultation / Covid-security

Most people felt that the Covid-secure measures (feeling safe) were very good – 30 out of 33 people who ticked this section.

## Patient Experience Survey

This Year's Survey looked at 3 areas:

1. Patient Experience (Standards as in NICE CG138)
2. Raising Concerns
3. Friends and Family Test

### 1. Patient Experience: NICE CG138

NICE guidance (2012) and the Francis Report (2013) emphasise the importance of the "Experience of Care", and patient involvement throughout the "Patient Care Pathway". This Patient Experience Survey specifically asks patients to comment on these aspects of patient care. To keep things brief – people are asked to score their experience using a tick box system.

<b>Patient Experience: NICE CG138</b>	Very Bad or Very Difficult	Bad or difficult	Neither difficult/ bad nor Good/easy	Good or Easy	Very Good or Very Easy
What do you think of the Staff attitude & their communications with you?	1*	-	-	1	54 (96%)
Were you treated with Privacy & Dignity?	1*	-	-	1	54 (96%)
Were you given the opportunity to discuss your skin problem & the treatment options? (1 not answered)	1*	-	-	-	54 (96%)
Did you feel your views were listened to?	1*	-	-	4	51 (91%)

\*The person who scored "very bad or very difficult" wrote a very positive free text box comment – see Free Text Comments

### 2. Raising Concerns

54 out of 56 patients (96%) stated that they had received information about what to do / who to contact if they had questions or concerns about their treatment. One person stated that they had not received information; one person did not answer.

### 3. Friends and Family Test

All patients (100%) would recommend Stafford Skincare to Friends and Family.

## Free Text Comments

Very thorough and explains everything in an easy to understand manner. Makes me feel relaxed and I am happy to ask questions. (\*scored "very bad or very difficult" on Patient Experience Survey)

I found my face to face consultation very helpful. My issue was sorted there and then. Also the advice that was given to me for my future skin care treatments was very appreciated. Thank you.

Nice, friendly, woman made me feel comfortable, also very informative.

Great service. Have already recommended to friends and family who are in a similar position. Thank you for your help.

Very professional, felt at ease during treatment. Treatment was explained very clearly, before and during procedure.

I always find a consultation with Dr Ward to be the height of professionalism, care and thoroughness.

Great service. Skin issue cleared up. Thank you.

I have visited other dermatologists over the years and have find Dr Anne Ward to be the best one I have seen. She is much more thorough with her examinations and far better skills in cryotherapy.

Entirely positive experience. My consultation was highly informative, professional and comprehensive in terms of likely sources and how best to avoid a repetition. The treatment room in her home was immaculate and private. The cryo- treatment I received was highly effective. Very highly recommended.

In my opinion Dr Ward provides a first class professional medical service. She takes time to listen to your concerns and addresses them as necessary she is very empathetic but also provides concise advice during consultation. She is an expert in her field and it is always a pleasure to be treated by her.

Excellent service. So pleased with the results.

I thought that Anne provided an excellent service, and I felt very happy with the way things were dealt with from the start of the process to the end. I would not hesitate contacting Anne again if I did need further treatment, or a procedure carrying out.

Everything concerning the has always been of the standard expected - extremely professional.

Dr Ward has always acted professionally and courteously. Her rooms are spotless and every possible action has been taken to protect against covid - I have always felt very safe. Time is always taken to discuss my treatment and the outcome. She is always honest about the likely results and I have always known what to expect.

Dr Ward was great. Put me at ease. Was Covid secure. Did a great job.

I have seen Dr Ward on several occasions now for issues with my skin. I have always been very pleased with the way Dr Ward has sorted out my problems and she would always be my first point of contact for skin issues. On the one occasion she was unable to assist (due to Covid) she referred me to a colleague. I would have no hesitation whatsoever in recommending Dr Ward to friends and family.

Dr Anne Ward was fantastic throughout my treatment. I would definitely return and recommend to others.

Anne was very helpful in explaining the acne treatments to me and addressing how I felt with the treatment. She is very experienced. She diagnosed the intensity of the acne very quickly and more precise than previous Doctor. She was very flexible and happy to arrange appointments where necessary and was very patient when in one instance, I was over an hour late. She was very knowledgeable and explained the treatment very well, correctly diagnose the acne and since I have been with her, my back acne has drastically improved. Very happy with her services.

She was very competent with my treatment and prescribed it, my condition is getting better because of the treatment.

My treatment has always been excellent. I am made to feel at ease and I am always treated with courtesy.

Professional and very good experience!

An excellent experience from start to finish!

I am recovering from having a problem removed from my neck. Excellent service.

And has been wonderful and I would absolutely recommend her to friends and family. She has listened patiently and taken my worries and concerns seriously. She is very friendly and helpful. In terms of treatment - my skin is 100 times better than when I first came to Anne and I couldn't be happier. Thank you to her!

Dr Ward is very professional and pleasant. I am very pleased with the results of my procedures and would definitely use the services of Dr Ward again if the need arose.

As this appointment followed on from a previous consultation there was good history held and useful next step options discussed.

Anne was amazing. She really listened to my concerns. After receiving bad advice in the past (different service) it felt such a relief after speaking with Anne. I would recommend Anne to all family and friends.

Great service and so knowledgeable.

Would highly recommend this consultant to everyone.

Very pleasant experience - was made comfortable and felt safe. Also clean and Covid conscious.

Dr Anne Ward was very friendly and made me feel at ease. I got all the information and help I needed and I am incredibly happy with the result.

I went to Dr Anne Ward for dermatology support for my teenage son. I have been treated excellently by Anne for my own skin problems two years earlier. It was comforting to know about Anne and her experience when my son needed support. The local GP practice was not the right place to seek support - I decided to contact and to get immediate help and support.

Very approachable and friendly consultation. Treatment prescribed has worked well. Thank you.

I had a very quick response and an excellent procedure.

Very helpful and caring professional service, would definitely recommend to others. Advice was reassuring and really eased my worries.

Most satisfied with service delivered. Treatment room very clean.

The whole process from first contact (email online) to conclusion went like clockwork. There were no problems and when the treatment was concluded I was entirely satisfied and at ease.

I have visited Anne, as a patient, requiring her dermatological services on several occasions over the last five years. She is highly professional clinically and her calm, and friendly, approach has put me at ease during my treatments. Her clinic is a calm and welcoming environment. I can highly recommend Anne as a consultant dermatologist.

Brilliant service. Everything was perfect. Thank you Dr Ward.

Dr Ward was very friendly and professional. I found it easy to discuss my problem with her. The treatment she recommended worked and I am very pleased with the results!

I have attended Dr Ward's clinic from many years and have always received the very highest level of care and treatment. Her approach is extremely friendly and always professional with the highest standards in regard to safety procedures and privacy.

Dr Anne Ward gave me excellent service and the treatment provided was first class.

We have been very pleased with the consultation and service provided. The doctor explains fully not just to me but to my 14-year-old son (who is the patient) very clearly so we/he can understand. Overall an excellent service.

Dr Ward provides a really friendly and efficient service. The online consultations were perfect for my condition and incredibly convenient. All queries were answered very

promptly and prescriptions arrived as expected. I would definitely recommend Dr Ward to my friends and would not hesitate to seek her help with any future dermatological conditions I have.

Dr Anne has been a very good dermatologist. I have already recommended the clinic to one of my friends who has got skin problems. She listened to me very carefully and discussed the treatment options for me. Thanks to Dr Anne my face looks a lot better now and I have gained my confidence back. It was very easy to book an appointment and the fee is very reasonable too. I have no words to thank Dr Anne for helping me to come out of my acne problem.

## **Summary**

This survey covers both on-line and face to face consultations, across all age groups and both sexes. There seems to be overall high satisfaction with the service, irrespective of the manner in which it was delivered.

## **Action Points**

If the service is still split between on-line and face to face consultations by next year – it would be interesting to find out if people preferred all on-line; all face to face consultations; or a hybrid of the 2 service models.

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