

Patient Experience Survey

Stafford Skincare – Lichfield

Dr Anne Ward

Consultant Dermatologist

25.04.2024

Introduction

The annual Patient Experience Survey took place in Spring 2024. Twenty-five consecutive patients were sent an email with a link to the patient survey, inviting them to participate. Responses are anonymous and collected by the website provider before being sent on to Dr Anne Ward.

One of the questions (Q2) was amended part way through the survey collection period to remove any possible ambiguity as regards the question.

The original question asked: During your consultation – how safe did you feel as regards Covid? With responses ranging through Very unsafe, Unsafe, Neither safe nor unsafe, Safe and Very safe.

The question was amended to: During your consultation – how safe did you feel as regards the Covid infection control measures? With responses ranging through Very unsafe, Unsafe, Neither safe nor unsafe, Safe and Very safe – good infection control measures, clean premises.

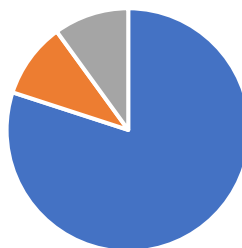
A copy of the Survey questions can be found in Appendix 1.

Results

20 people responded within 3 days. The full responses are shown in Appendix 2.

Eighteen people contacted the Clinic online using the Contact form and later filled out a Registration Form online. Sixteen people (89%) found it “Very Easy” to make contact and fill out the forms online. Two people found it “Easy”. Two patients were returning patients so simply sent an email in to book a second appointment.

Q1. How easy was it to complete the Contact and/or Registration Form on the website?



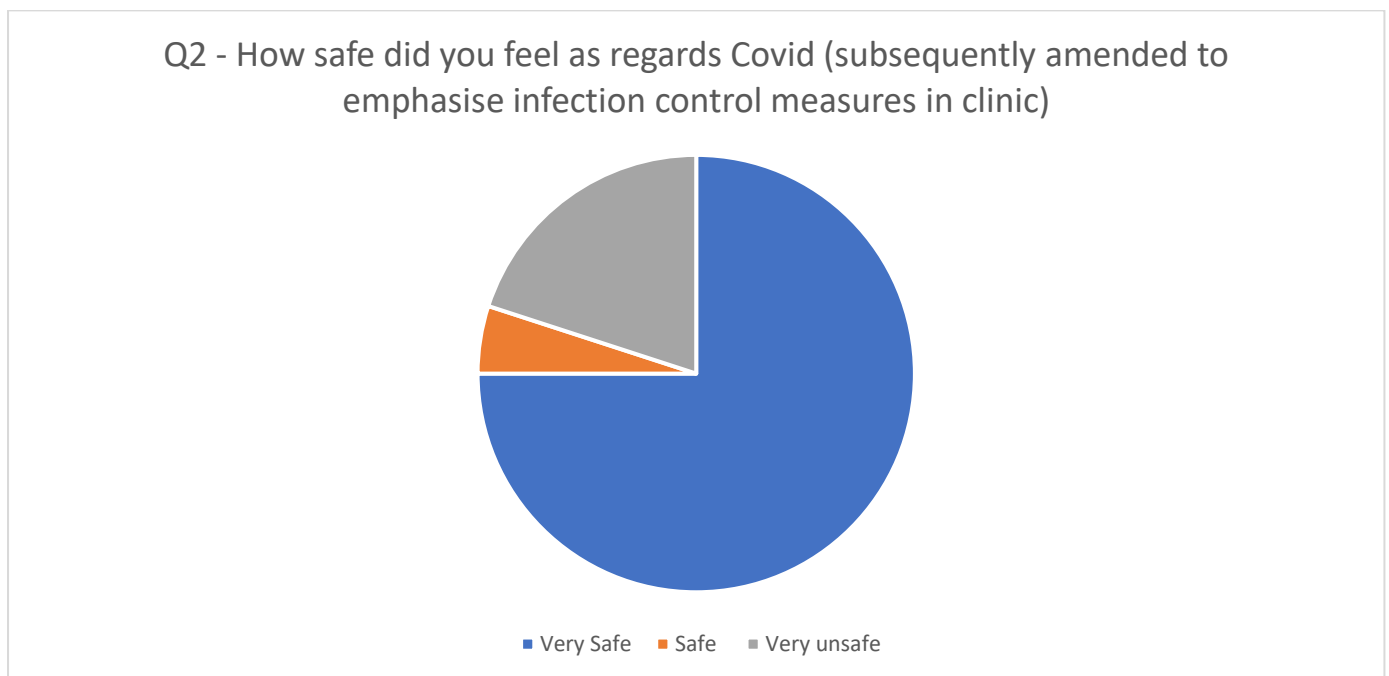
■ Very Easy ■ Easy ■ Not applicable

The second question aimed to look at the Covid infection controls measures in place in the Lichfield Clinic, and how safe people felt consequently. The second question was amended part way through the Survey collection to remove any ambiguity in the question. The reason for this was that four people responded saying that they felt “Very unsafe” as regards Covid, and yet in 2 cases, wrote a complimentary Free Text response. All 4 said that they would recommend the clinic to Friends and Family. I’m not sure if they meant that in general, they felt Very unsafe as regards Covid – or if it was something that I was doing in Clinic! The Survey will be repeated next year, with the amended question only, to see the response.

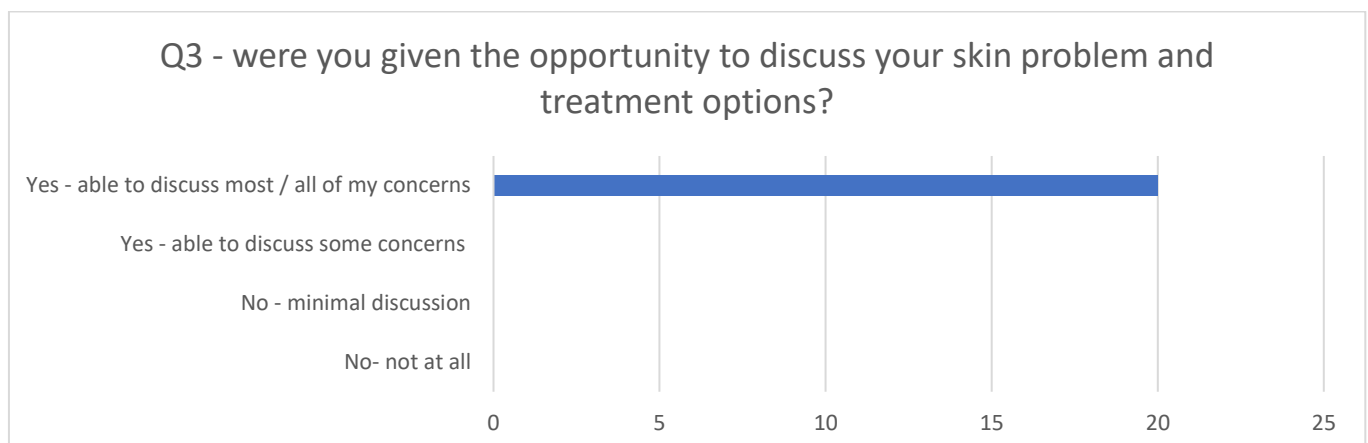
Responses from 2 people who felt “Very unsafe” as regards Covid:

“Thank you. I felt particularly reassured because Dr Ward wrote to my GP explaining her diagnosis, my treatment and the prescription she issued and what she recommends my GP to consider prescribing and for how long.”

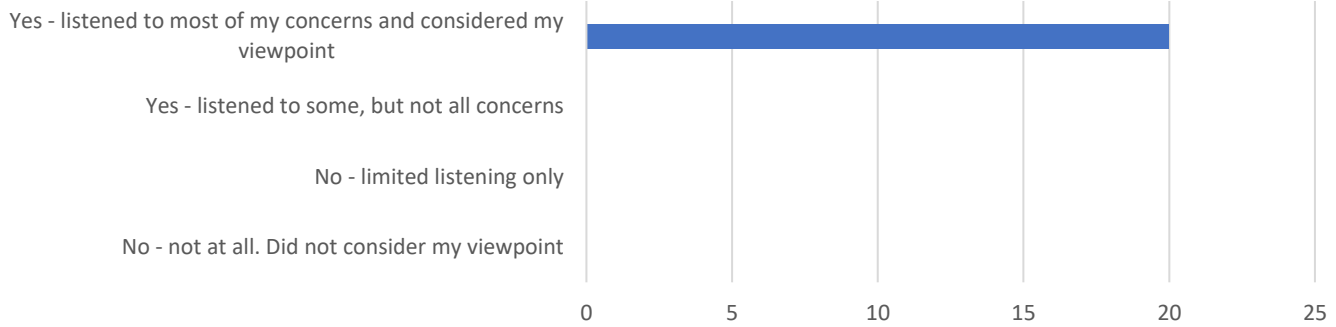
“Thank you. A very professional and experienced consultant and wasn’t overpriced at all.”



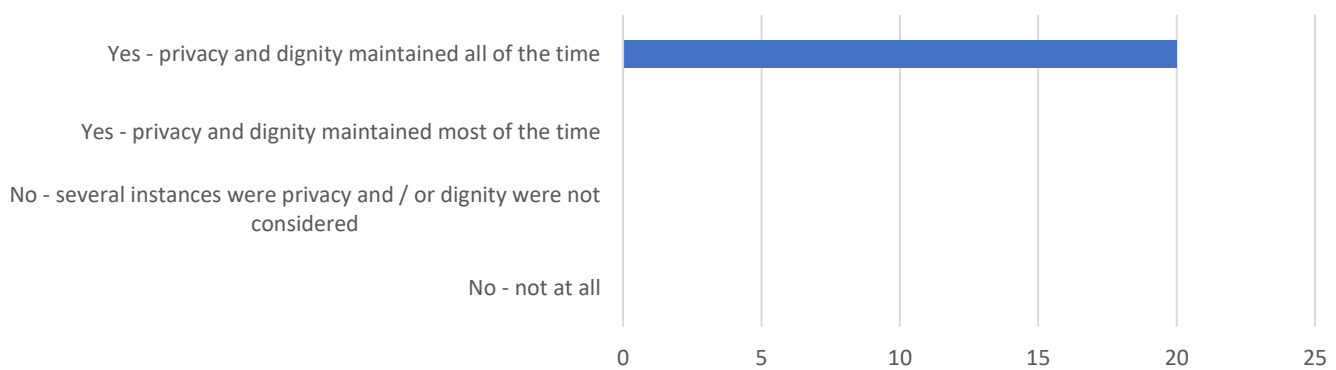
Questions 3, 4 and 5 all scored top marks.



Q4 - did you feel that your views were listened to?



Q5 - were you treated with Privacy and Dignity during the consultation?



All twenty patients stated that they would recommend the clinic to Friends and Family.

Discussion

This year's Patient Experience Survey has found high levels of satisfaction in all the areas explored. However, there is one area of concern, namely that 4 out of 20 people felt "Very unsafe" as regards Covid. It's not clear whether this response was a general worry about Covid, or whether it was due to a perceived lacking in the clinic's infection control measures. As the results are anonymous, it's not possible to contact the 4 patients in question to ask for clarification. There is some reassurance that it may be a general worry about Covid as 2 out of the 4 people who felt "Very unsafe" wrote a complimentary Free Text, and all 4 stated that they would recommend the clinic to Friends and Family.

The question was amended to try to remove all ambiguity part way through the collection period. The survey will be repeated to see if the further clarification in the question affects the response.

Thank you to everyone who responded this year to the Survey.

Appendix 1

Patient Experience Survey

Stafford Skincare - Lichfield

Dr. Anne Ward
Consultant Dermatologist

Thank you for completing this short survey following your recent attendance with Dr Anne Ward. For each of the questions, please tick the box that most closely reflects your experience. Please answer all 6 questions then click on the submit button. All responses are anonymous. The Survey goes directly to WIX, who then sends a copy of the response to the Clinic. Click here if you would like to see an example of the anonymous Survey Results that are sent by WIX to the Clinic. The Survey Results will be published on this website.

Q1. For people attending the Lichfield Clinic - If you completed the Contact Form and / or Registration Form on the website - how easy was this to do?

- Very Easy
- Easy
- Neither easy nor difficult
- Difficult
- Very Difficult
- Not applicable

Q2. During your Consultation - how safe did you feel as regards the Covid infection control measures?

- Very unsafe
- Unsafe
- Neither safe nor unsafe
- Safe
- Very Safe - good infection control measures, clean premises

Q3. Were you given the opportunity to discuss your skin problem and treatment options?

- No - not at all
- No - minimal discussion
- Yes - able to discuss some concerns
- Yes - able to discuss most / all of my concerns

Q4. Did you feel that your views were listened to?

- No - not at all. Did not consider my viewpoint
- No - limited listening only
- Yes - listened to some, but not all concerns
- Yes - listened to most of my concerns and considered my viewpoint

Q5. Were you treated with Privacy and Dignity during the Consultation?

- No - not at all
- No - several instances where privacy and / or dignity were not considered
- Yes - privacy and / or dignity maintained most of the time
- Yes - privacy and / or dignity maintained all of the time

Q6. Would you recommend this Clinic to your Friends or Family?

- Yes
- No

Free Text Box

Appendix 2 Survey Results

Question	Response Options	Out of 20 responses, except for Q2
Q1. For people attending the Lichfield Clinic - If you completed the Contact Form and / or Registration Form on the website - how easy was this to do?	<ul style="list-style-type: none"> • Very Easy • Easy • Neither easy nor difficult • Difficult • Very Difficult • Not applicable 	Very Easy 16 Easy 2 Not applicable 2
Q2. During your Consultation - how safe did you feel as regards Covid? (15 respondents)	<ul style="list-style-type: none"> • Very unsafe • Unsafe • Neither safe nor unsafe • Safe • Very Safe 	Very unsafe 4 Safe 1 Very Safe 10
<i>Q2 was amended during the survey collection period to remove any ambiguity as regards the question. 15 people responded to the original question, and 5 to the amended question.</i>		
Q2. During your Consultation - how safe did you feel as regards the Covid infection control measures? (5 respondents)	<ul style="list-style-type: none"> • Very unsafe • Unsafe • Neither safe nor unsafe • Safe • Very Safe - good infection control measures, clean premises 	Very Safe 5
Q3. Were you given the opportunity to discuss your skin problem and treatment options?	<ul style="list-style-type: none"> • No - not at all • No - minimal discussion • Yes - able to discuss some concerns • Yes - able to discuss most / all of my concerns 	Yes - able to discuss most / all of my concerns 20
Q4. Did you feel that your views were listened to?	<ul style="list-style-type: none"> • No - not at all. Did not consider my viewpoint • No - limited listening only • Yes - listened to some, but not all concerns • Yes - listened to most of my concerns and considered my viewpoint 	Yes - listened to most of my concerns and considered my viewpoint 20
Q5. Were you treated with Privacy and Dignity during the Consultation?	<ul style="list-style-type: none"> • No - not at all • No - several instances where privacy and / or dignity were not considered • Yes - privacy and / or dignity maintained most of the time • Yes - privacy and / or dignity maintained all of the time 	Yes - privacy and / or dignity maintained all of the time 20

Q6. Would you recommend this Clinic to your Friends or Family?	<ul style="list-style-type: none"> • Yes • No 	<p>Yes</p> <p style="text-align: right;">20</p>
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Free Text Box responses

1. Thank you. I felt very comfortable and if need be I would seek Dr Ward's help again – if I live long enough!
2. Thank you. This was my second time visiting Dr Anne Ward, and I couldn't recommend her enough! She made me feel very safe, heard and cared for – Fantastic work.
3. Thank you. I felt particularly reassured because Dr Ward wrote to my GP explaining her diagnosis, my treatment and the prescription she issued and what she recommends my GP to consider prescribing and for how long.
4. Thank you. Extremely efficient and professional
5. Thank you. Dr Ward runs a very well run clinic and provides excellent skin care through a range of treatments and gives very good advice freely.
6. Thank you. Dr Ward was extremely approachable and very thorough. She identified an area on my skin which needed some observation. This was in addition to the problem with which I attended the clinic initially. I felt that the consultation was good value for the fee asked.
7. Thank you. Dr A Ward was so easy to talk to. She had a wealth of knowledge and immediately put me at ease, explaining expectations and possible outcomes. She also suggested skin creams and serums which, because I trusted her implicitly, I went ahead and bought. She was also very approachable genuine.
8. Thank you. A very professional and experienced consultant and wasn't overpriced at all.

In addition:

12 responses – Thank you.