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**Non- Clinical Audit:**

**Quality Assurance Audit**

**Zen Orthodontics, Newry**

**Completion Date: 1st October 2016 – 30th December 2016**

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**Title of audit:** Audit of patient satisfaction regarding their experience at Zen Orthodontics

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1. **Acknowledgements**

Our team would like to thank those who helped us to complete this audit. Our patient participants kindly donated their time to enable them to complete questionnaires, allowing us to all the date we required.

Confidentiality has been respected throughout this work and no names or people or places have been included.

1. **Executive Summary**

**2.1 Introduction**

Zen Orthodontics conducted a quality assurance audit to review our current patient satisfaction levels. The aim of this audit was to collect data from our patients to give an overview of how happy or unhappy their experience at Zen was.

* 1. **Objectives**
* Investigate the levels of patient satisfaction within key areas
* Identify positive and negative feedback
* Create an implementation plan to address any concerns
  1. **Data Collection**

Data for this audit was collected through various forms. A qualitative approach was taken in the form of questionnaires which were completed at random by patients attending the practice and also a suggestion box which was place in the reception area. We also engaged with patients through digital portals which included Google, Facebook and WhatClinic feedback.

* 1. **Ethnical Consideration**

This audit was produced on the principles of the Data Protection Act (1988) ensuring that confidentiality was effectively maintained. Information gained has been kept anonymous at all times.

* 1. **Results**

The data we analysed has shown very positive feedback towards the level of customer service which has resulted in a high level of patient satisfaction at Zen. Four issues where raised as areas of concern which Zen will has created an action plan for.

* 1. **Conclusion**

The results of the audit reflected a positive consensus with 91% of patients from our questionnaire data highlighting that they would rate their patient satisfaction experience with Zen as exceptional. 9% of patients in this group raised issues as they were dissatisfied with a service we provided. Feedback from review forms for this audit where all positive and no negative issues were addressed in these.

1. **Best Practice**

Zen Orthodontics prides itself on ensuring that every customer receives top level care whilst visiting and attending the practice. Exceptional customer service is required to ensure our patients feel comfortable and at ease throughout their visits. Zen Orthodontics strives to provide this across our business from reception to within surgeri*e*s, over the telephone and via social media and emails.

We feel that in order to maintain and achieve such high levels of customer care we must take the time to review our current positioning and thus be able to make improvements where necessary based on our findings.

For the purpose of this audit, different sources of patient feedback have been evaluated to engage with a wide audience. The sources we have used are as follows:

* Quality Assurance Questionnaire
* Suggestion box within the waiting area
* What Clinic
* Facebook reviews
* Google reviews
* Complaints

During the two month period that our audit was assessed over we received a mixture of feedback from our chosen sources as displaying in the table below.

|  |  |
| --- | --- |
| **Source** | **Number received** |
| Quality Assurance Questionnaires | 68 |
| Suggestion box entrants | 36 |
| WhatClinic Feedback | 20 |
| Facebook Reviews | 6 |
| Google Reviews | 5 |
| Complaints | 0 |

1. **Analysis**

Overall, the general consensus from the Quality Assurance Questionnaire’s was an extremely positive one again this year. 93% of patients who completed and submitted the questionnaires ticked ‘*exceptiona*l’ when it came to rating the quality of their experience while attending Zen Orthodontics. This was an increase of 2% from last year.

One thing which was brought to our attention again this uear while analysing the completed Quality Assurance Questionnaire’s was the speed in which we respond to calls. 3% of our customers stated that they were ‘*dissatisfied*’ with this service and thus we need to improve the speed at which we answer phone calls to the practice. This number has decreased by 1% from the previous year so is an improvement. Also the speed at which we reply to emails was also flagged with 3% of the questionnaires describing this statement as something they were “*dissatisfied*” with. Again this was flagged last year and has dropped by 2%.

We directed the patients who were completing the questionnaire to leave any further comments within a section highlighted. Interestingly, this resulted in two issues becoming apparent that concerned patients and impacted their overall experience at Zen. These issues were:

* Waiting too long when attending the practice for appointments
* Not knowing the WI-FI password

The What Clinic feedback that we have received has been excellent. The audit highlighted that we have been given 100% positive feedback from WhatClinic users. In order to achieve a positive feedback status all enquires must be responded to quickly and contain the relevant information that the patient has submitted to be answered. Overall, all 20 WhatClinic participants enjoyed the service that Zen provided and reported no issues at all.

We have received 6 new reviews from patients through our Facebook page, all of which have been very positive about the Customer Care and overall experience that they received during their treatment at Zen. Currently we have a score of 4.9 out of 5 stars on our Facebook page. No negative reviews were posted on our Facebook alike last year. Examples of some of the Facebook received are detailed below.



Another area which we included in the audit was our Google reviews. We received 5 of these, and they all outlined the excellent service that the patients felt this had encountered. Our Google reviews all resulted in a 5 star rating.

Within the time frame, we did not receive one complaint from a patient or their parent/guardian. Zen has maintained this from last year when we also received no complaints. However, if we go to previous years we did encounter complaints so Zen have ensured that this has not reoccurred.

**Action taken:**

The Customer Care Team have been trained to ensure that the phone line is always a priority and that our voicemail is always on at the correct times.

Zen has created new reception powerpoints that detail our WIFI Passwords. We also have a sign in our top floor suite with this information as well.

Our appointments have been rezoned to try and ensure that we do not fall behind at appointments and leave a patient waiting. All staff have been retrained to communicate effectively with any patients who are waiting for more that 10 minutes and explain the situation.

All staff who have emails have now been trained to always set an automatic reply stating that they are out of office to prevent patients from expecting a response which is probably happening when we are closed or on annual leave.

Again, as per last year, more training has been given to all clinicians to make sure that parents and patients receive enough information about each appointment they are attending. If further improvement needs to take place for the patients oral hygiene or they need to comply with removable appliances etc, this is all now explained to them fully so that both patient and parent are happy before they leave the practice.

**Conclusion:**

Based on the observations during the audit, suggested follow-up activities include further training for staff on the importance on the phone line and increasing communication when we can not respond to emails or while a patient is sitting in our waiting area. Ongoing training will also highlight the importance on ensuring that we are focused on our customer service goals We believe these initial changes in the working of the practice will ultimately help us get 100% positive feedback in all aspects of the evaluation process at the next review which will be in 6 months time as we are getting close to achieving 100% feedback and would like to reassess this mid year.

This audit is made available for patients to view and is placed in our bottom floor reception area for a 3 month period after the completed audit date.

**Review date:** June 2017