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**Non- Clinical Audit**

 **Quality Assurance Audit**

***Zen Orthodontics and Facial Rejuvenation Clinic***

**2 Downshire Close**

 **Newry**

**County Down**

**BT34 1FD**

**Completion Date: Monday 3rd September 2018 – Friday 30th November 2018 (3months)**

**CONTENTS PAGE**

# Acknowledgments

# Executive Summary

# 2.1 Introduction

# 2.2 Objectives

# 2.3 Data Collection

# 2.4 Ethnical Consideration

# 2.5 Results

# 2.6 Conclusion

# Best Practice

# Analysis

# Action Taken

# Overall Conclusion

# Review Date Scheduled

**Title:**  Audit of patient satisfaction regarding their personal experience at Zen Orthodontics and Facial Rejuvenation Clinic.

**Date of Audit:** Monday 3rd September 2018 – Friday 30th November 2018

**Duration of Audit:** 3 months

1. **Acknowledgements**

Zen would like to thank the patients who helped us to complete this non-clinical audit. Our patient participants kindly donated their own time to enable them to complete questionnaires, allowing us to obtain all the data we required.

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

1. **Executive Summary**

**2.1 Introduction**

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

**2.2 Objectives**

* Investigate the levels of patient satisfaction within key areas of the practice
* Identify positive and negative feedback so that the practice can grow
* Create an implementation plan to address any concerns

**2.3 Data Collection**

Data for this audit was collected through various forms. A qualitative approach was taken in the form of questionnaires via feedback forms, which were completed at random by patients attending the practice. A suggestion box was also placed in all 3 reception areas to gain as much possible feedback. Additionally, we also engaged with patients through digital portals which included Google, Facebook and What Clinic feedback.

**2.4 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.

**2.5 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. Two issues were raised as areas of concern which Zen has now created an action plan for.

**2.6** **Conclusion**

The results of the audit reflected a positive consensus with 98% of patients from our feedback form data highlighting that they would rate their patient satisfaction experience with Zen as exceptional. 2% of patients in this group raised issues which resulted in them being dissatisfied with a particular part of the 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 and Facial Rejuvenation prides itself on ensuring that every customer receives top level care while 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 surgeries, 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 Feedback Forms
* Suggestion box within the three waiting areas
* What Clinic reviews
* Facebook reviews
* Google reviews
* Complaints

During the 3 month period that our audit was completed, we received a mixture of feedback from our chosen sources as displaying in the table below.

|  |  |
| --- | --- |
| **Source**  | **Number received** |
| Quality Assurance Questionnaires | 62 |
| Suggestion box entrants | 41 |
| What Clinic Review | 8 |
| Facebook Reviews | 4 |
| Google Reviews | 1 |
| Complaints | 1 |

1. **Analysis**

Overall, the general consensus from the Quality Assurance Questionnaire’s was an extremely positive one again this year. 98% 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 4% from last year (94%)

One thing which was brought to our attention last year while analysing the completed Quality Assurance Questionnaire’s was the speed in which we respond to calls. Since the last audit, we have completely overhauled our telephone system, allowing patients to be answered more promptly and efficiently via our in-house staff. This improvement seems to have worked as only 2% stated they were ‘*dissatisfied*’ with this area of our service. This number has decreased by 50% from 2017 so is a huge improvement for the practice.

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:

* Not knowing the WI-FI password

This issue was raised the previous year, and Zen did make this more available to patients via updated PowerPoints within the waiting area, and signage. However these obviously went unnoticed by the two patients, so this has been brought to the attention to our Marketing Team so that this can be rectified going forward.

The What Clinic feedback that we have received has been excellent. The audit highlighted that we have been given 100% positive feedback from What Clinic 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 8 What Clinic participants enjoyed the service that Zen provided and reported no issues.

We have received 4 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 1 of these, and this outlined poor customer service that they felt they encountered. We have managed this issue with the patient involved and have rectified the situation with a positive outcome. As a result however, our Google reviews stand at 4.7 star rating.

Within the audit-time frame, we did not receive one complaint from a patient or their parent/guardian. However, if we look at the whole year inclusive, we did receive one complaint which was the named ‘Google Review’. This was rectified and the party is happy completing their treatment at Zen.

**Action taken:**

The Customer Care Team have been trained in the new phone-line system to ensure that external phone calls are always a priority and that any calls missed, are rang back with immediate effect.

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. Further to this, the Marketing department have said they are going to produce social media posts so that people can be aware of the password and utilise the facility better.

Further training has been provided to in-house admin staff to help cater more sensitively to patient financial data. This training was carried out by the Practice Manager and new T&C’s have been inducted through our in-house payment plans. So far the feedback on the front desk has been positive and the running of this has become smoother. This will be a major area to look into for the following audit next year.

**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 financial training. 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 1 years’ time.

**Review date:** Sept – Nov 2019