



Community Pharmacy Patient Questionnaire Survey 2019-2020

March 31, 2020

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Executive Summary

Customers were asked to participate in an anonymous survey as part of the NHS Clinical Governance requirements, to help the pharmacy and its staff evaluate the effectiveness of their services. The survey includes questions about the customer's most recent experience. It asked questions about their interaction with staff, staff response times; the customer rating of the general pharmacy environment and whether the customer was offered extra advice. The survey also asked respondents to give an overall summary of their experience. A total of 42 responses were received from a batch of surveys placed in customer's prescription bags.

An overwhelming 91% of customer replies rated the pharmacy **very good (43%)** or **excellent (48%)**, with the remaining 9% rating the pharmacy as good.

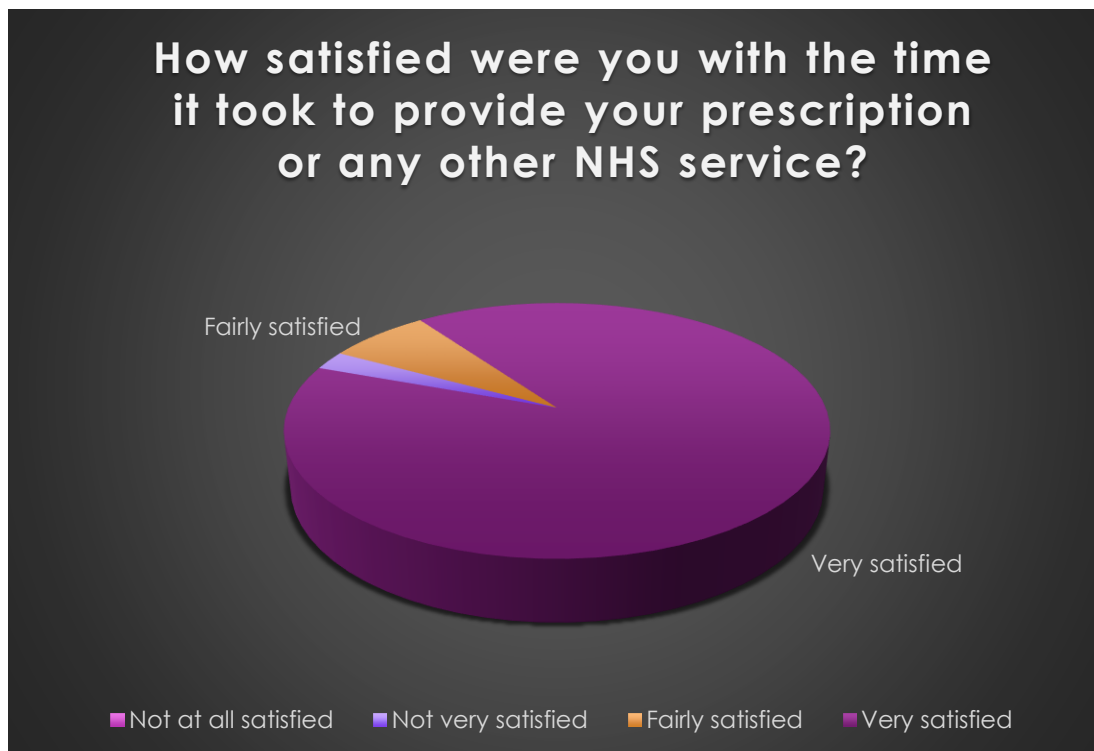


An overwhelming **98% of customer replies replied that they were Very Satisfied(91%) or Fairly Satisfied (7%)** with the time it took to provide the service, with only 2% of replies mentioning any unsatisfactory comments. It is fair to note that those customers who were unsatisfied with the time it took to get their NHS prescriptions, the cause was due to brand shortages of stock at wholesalers.

Given that we are an Internet based pharmacy, the results of the survey are biased to home delivery and some of the answers may be skewed in that respect. The questionnaire highlighted a higher percentage of 'Don't know' and 'Never used' answers than expected. This lies in the

areas within the control of the pharmacy, so for next year, we aim to improve our customers' awareness of the other services that we provide.

Overall the survey showed that our customers are happy with the service they receive.



Three such customer statements from the replies received are provided below:

“Very helpful and friendly service, always comes with a smile”

“Their home delivery service helped me just when I needed it”

“Don’t know what we would do without you”

Note: The complete survey questionnaire is included later in this document for reference.

Methodology

The survey forms were downloaded from the PSNC website provided by the NHS.

Data analysis was completed using Excel.

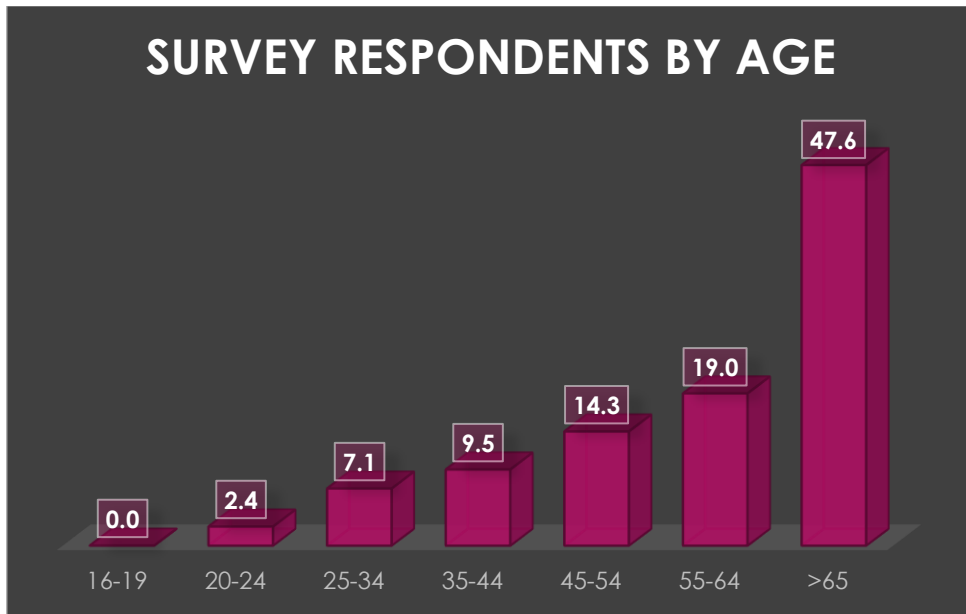
Note: The results reported can only be considered the opinions of the survey participants. They cannot be generalized to represent the entire client population as a whole.

Demographics

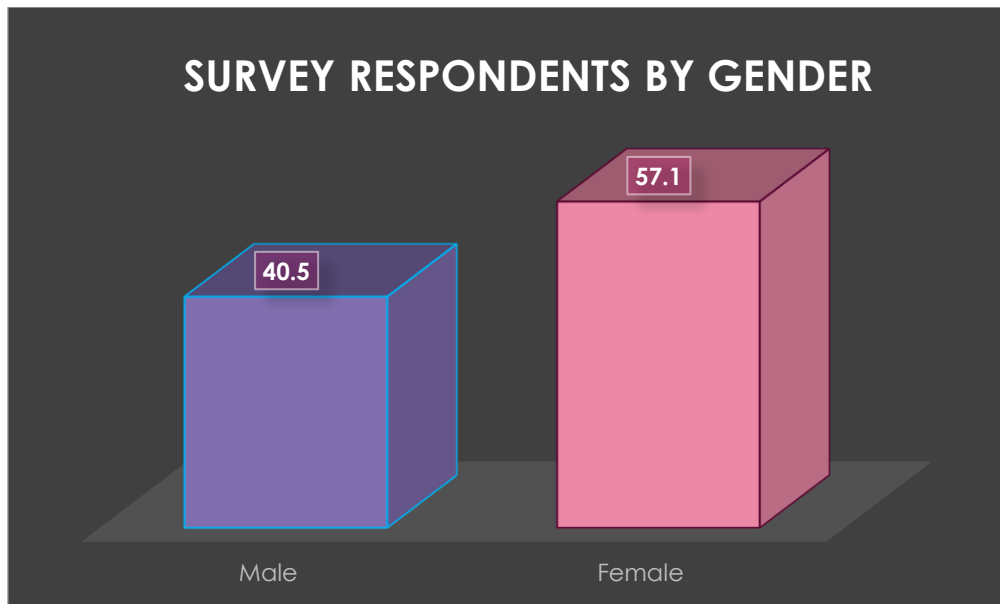
Survey responses are broken out by several demographic categories, as follows:

The percentage of respondents are broken out by:

- Ages-16-19
- Ages 20-24
- Ages 25-34
- Ages 35-44
- Ages 45-54
- Ages 55-64
- Ages 65 or above
- Gender
- Customer types according to whether they were responding for themselves or someone else



48% of the respondents were over 65 which is to be expected as the surveys were sent in prescription bags for home delivery patients, however there is a growing number of other age groups being represented due to the nature of the business.

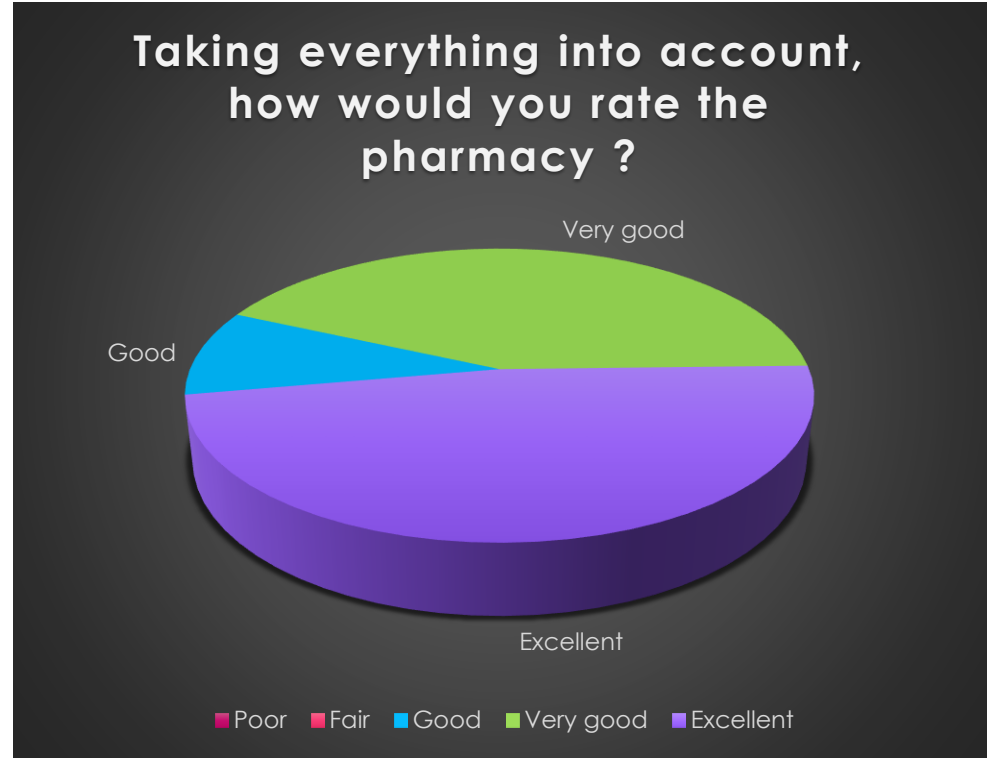


The majority of respondents were female, this was the case in the previous year too.



The majority of respondents were replying on their own behalf.

Overall Satisfaction

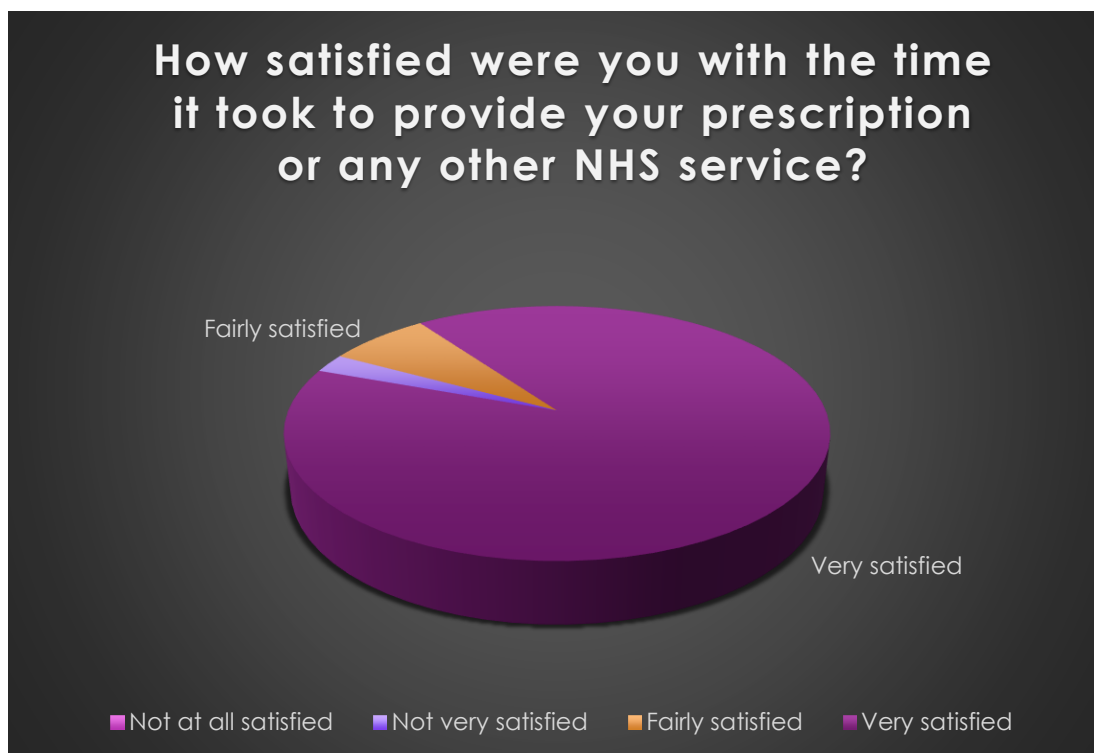


100% of respondents rated the pharmacy as good (10%), very good (42%) or excellent (48%), with no replies received which rated the pharmacy as fair or poor.

The Survey and Its Results

Community Pharmacy Patient Questionnaire Survey Results In Full 2019-20

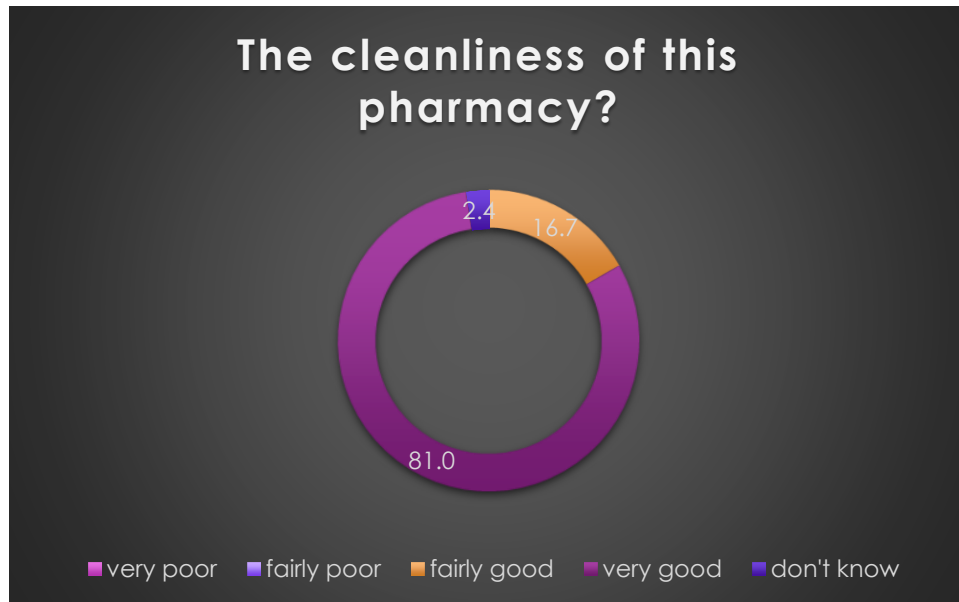
Q.3 How satisfied were you with the time it took to provide your prescription and/or any other NHS service you required?



Response	Percentage of Respondents
Not at all satisfied	0
Not very satisfied	2.4
Fairly satisfied	7.1
Very satisfied	90.5

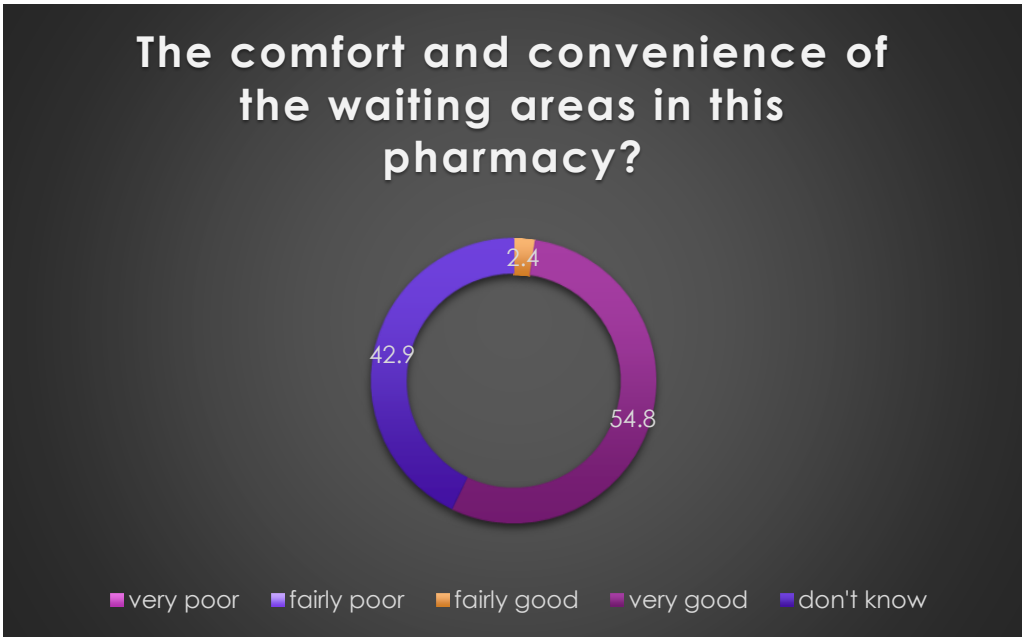
Q.4 Thinking about any previous visits as well as today's, how would you rate the pharmacy on the following factors?

a. The cleanliness of the pharmacy



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	16.7
Very good	81.0
Don't know	2.4

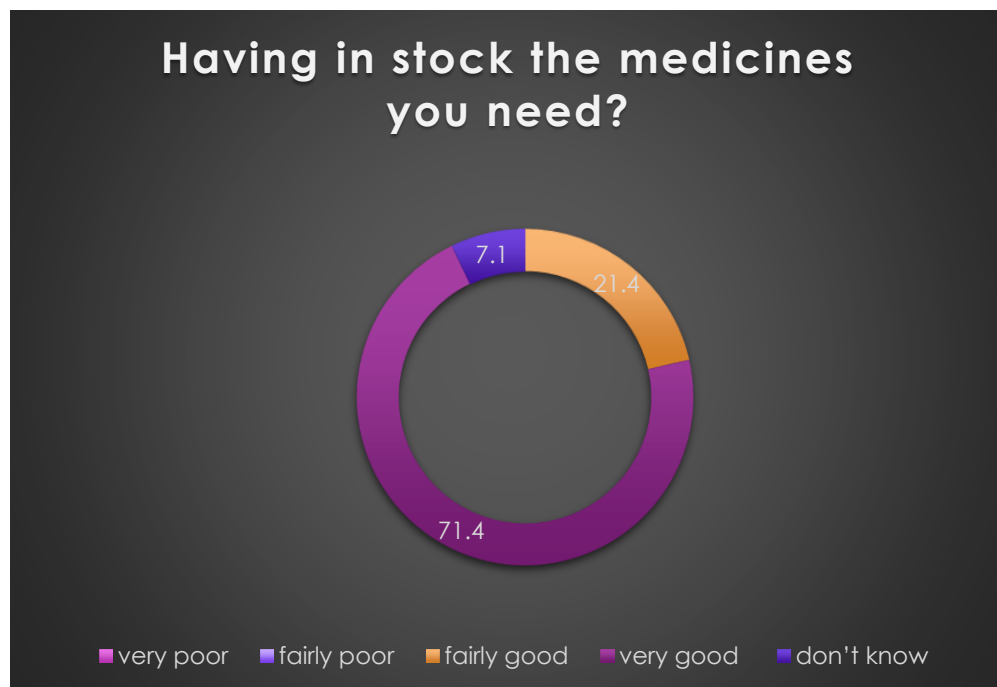
b. The comfort and convenience of the waiting areas (eg. Seating or standing room)



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	2.4
Very good	54.8
Don't know	42.9

The Don't Knows here reflect that the majority of patients are home delivery patients.

c. Having in stock the medicines/appliances you need?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	21.4
Very good	71.4
Don't know	7.1

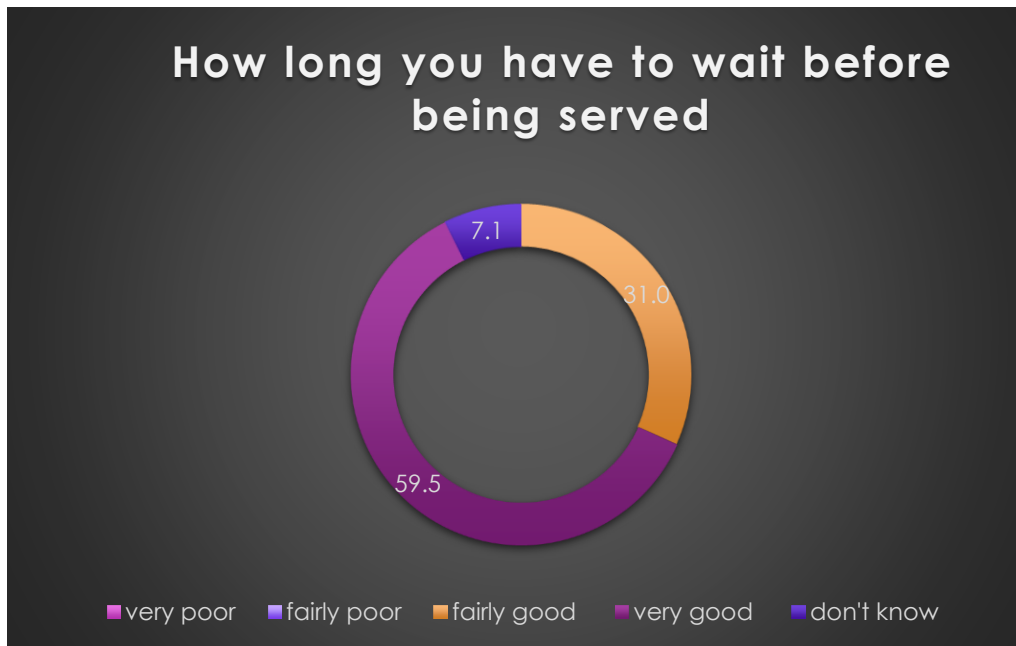
d. Offering a clear and well organised layout?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	7.1
Very good	52.4
Don't know	40.5

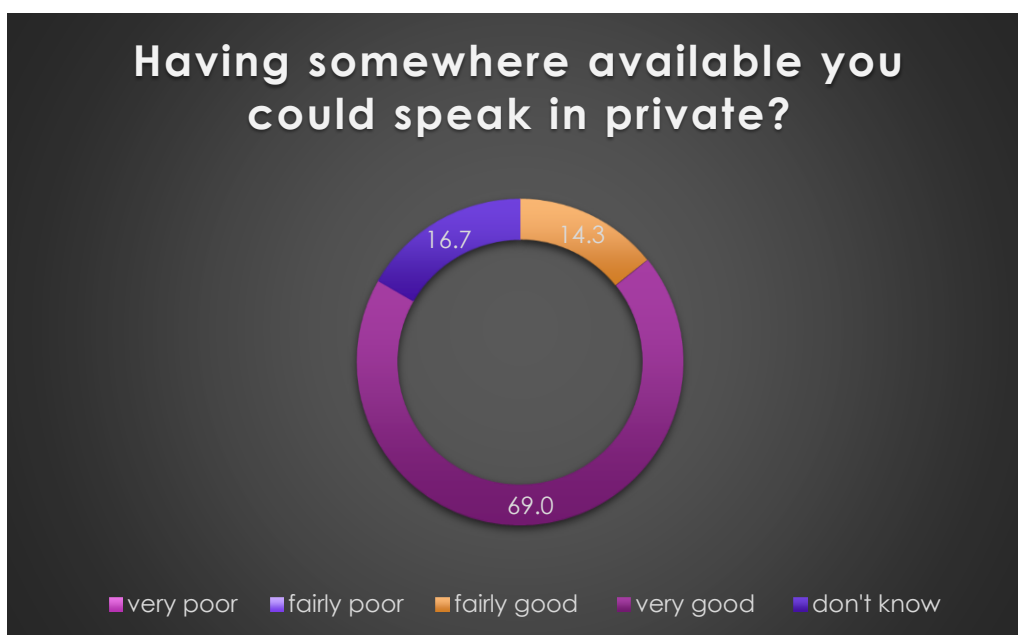
This reply was surprising as we expected more Don't Know replies due to the fact that we are an internet pharmacy and most customers would not know what the inside of the pharmacy looks like, but customers had previously responded on the basis of the organization of the website or they had been in before to purchase OTC ranges or private services.

e. How long did you have to wait to be served?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	31.0
Very good	59.5
Don't know	7.1

f. Having somewhere available where you could speak without being overheard ?

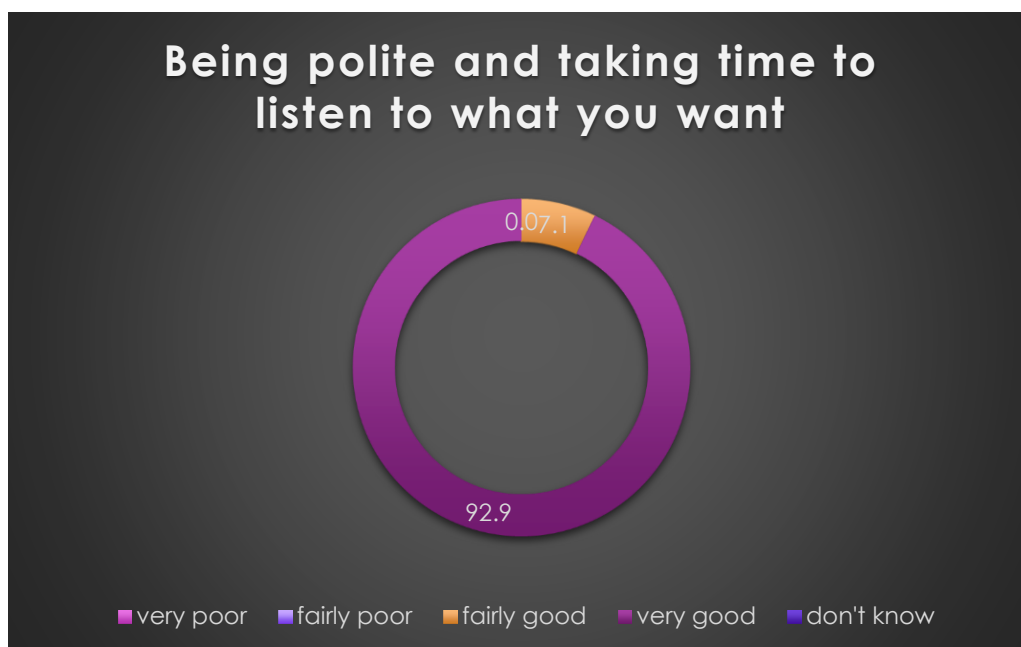


Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	14.3
Very good	69.0
Don't know	16.7

Again this response was surprising as we would have expected more 'Don't knows' but several customers call to speak to the pharmacist from the privacy of their homes so respondents may have answered with that in mind.

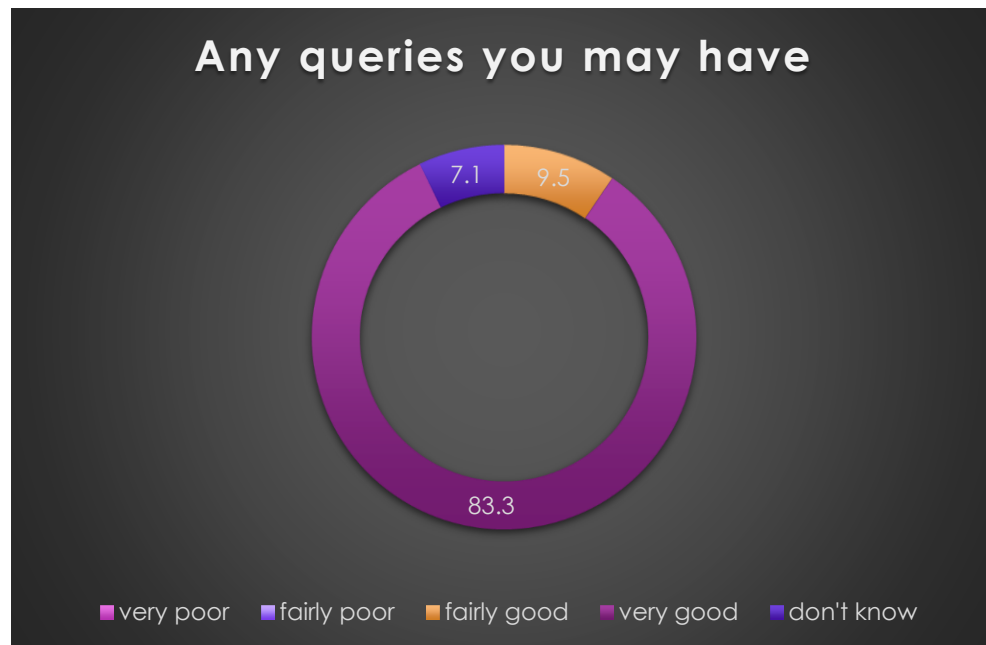
5. Again, including any previous visits to the pharmacy, how would you rate the pharmacist and the other staff who work there?...

a. Being polite and taking the time to listen to what you want?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	7.1
Very good	92.9
Don't know	0

b. Answering any queries you may have?



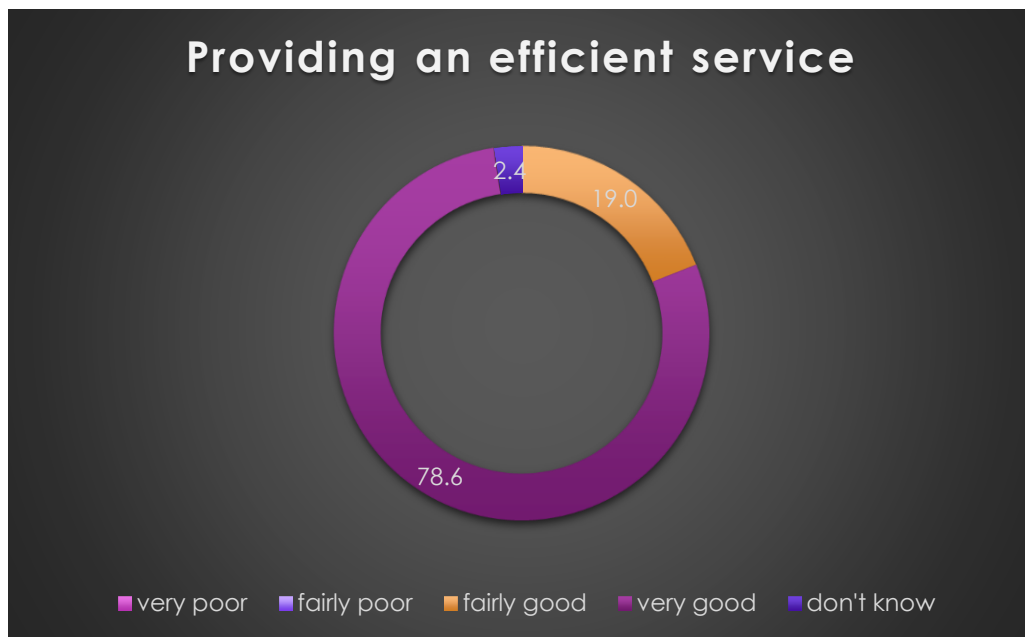
Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	9.5
Very good	83.3
Don't know	7.1

c. The service you received from the pharmacist?



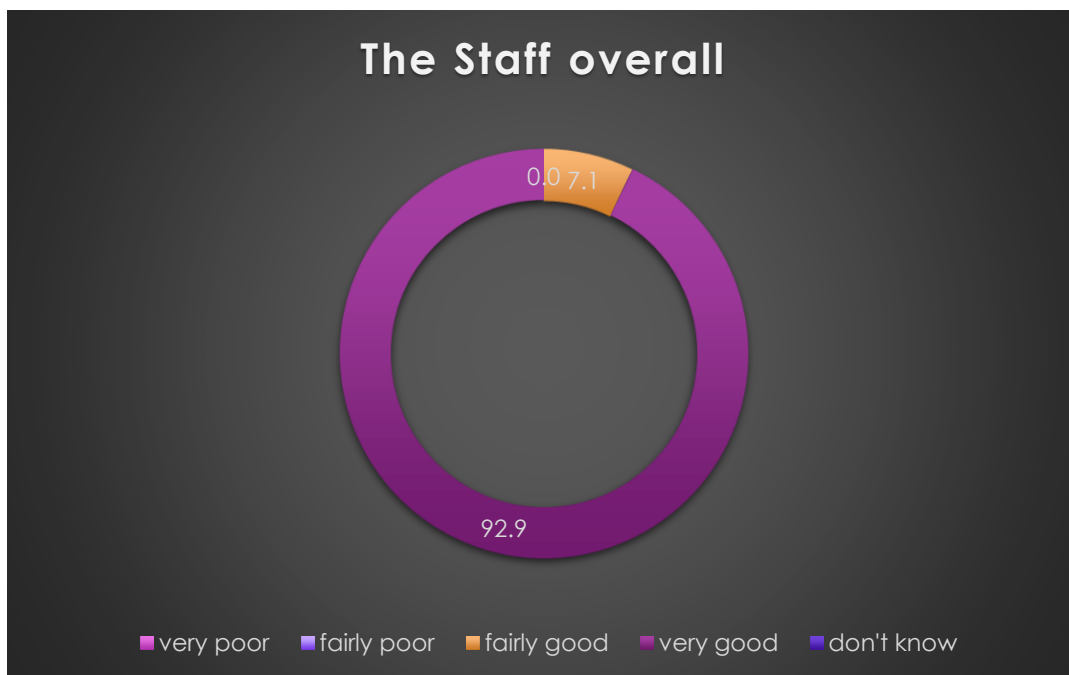
Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	14.3
Very good	83.3
Don't know	2.4

d. Providing an efficient service?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	19.0
Very good	78.6
Don't know	2.4

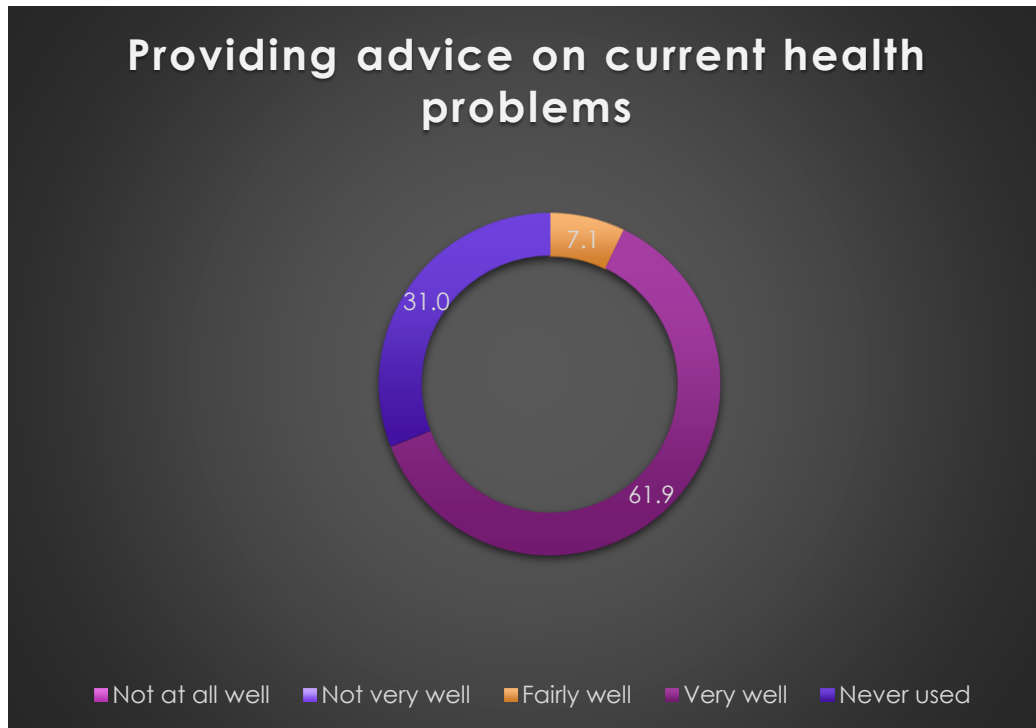
e. The staff overall?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	7.1
Very good	92.9
Don't know	0

Q.6 Thinking about all the times you have used this pharmacy, how well do you think it provides each of the following services...

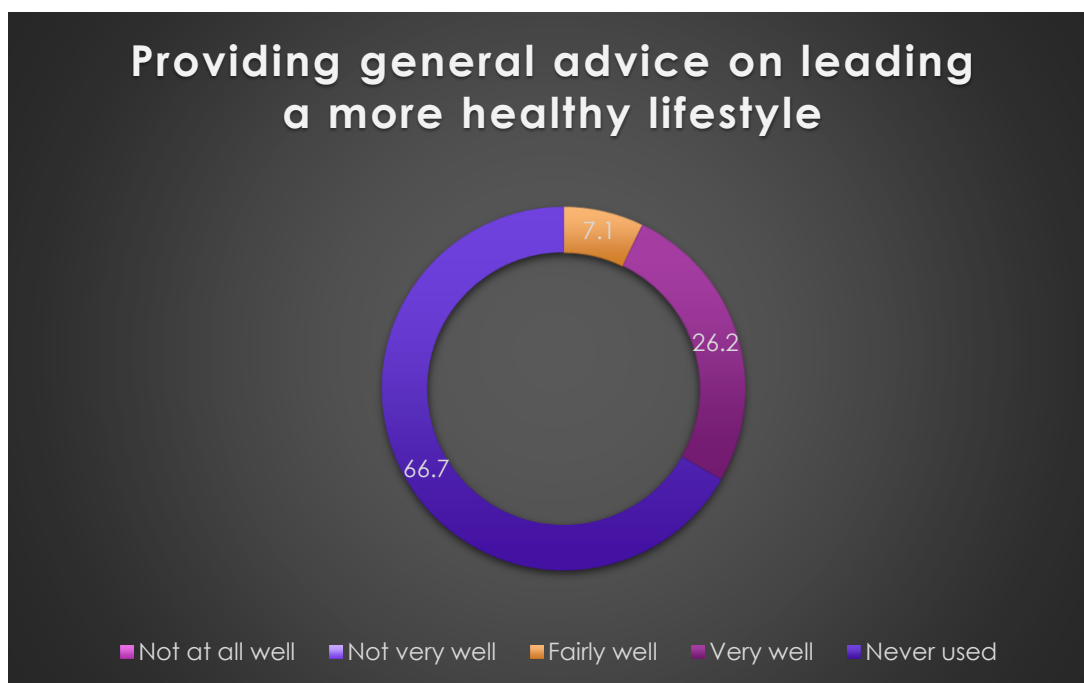
a. Providing advice on a current health problem or a longer term health condition?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	7.1
Very good	61.9
Don't know	31.0

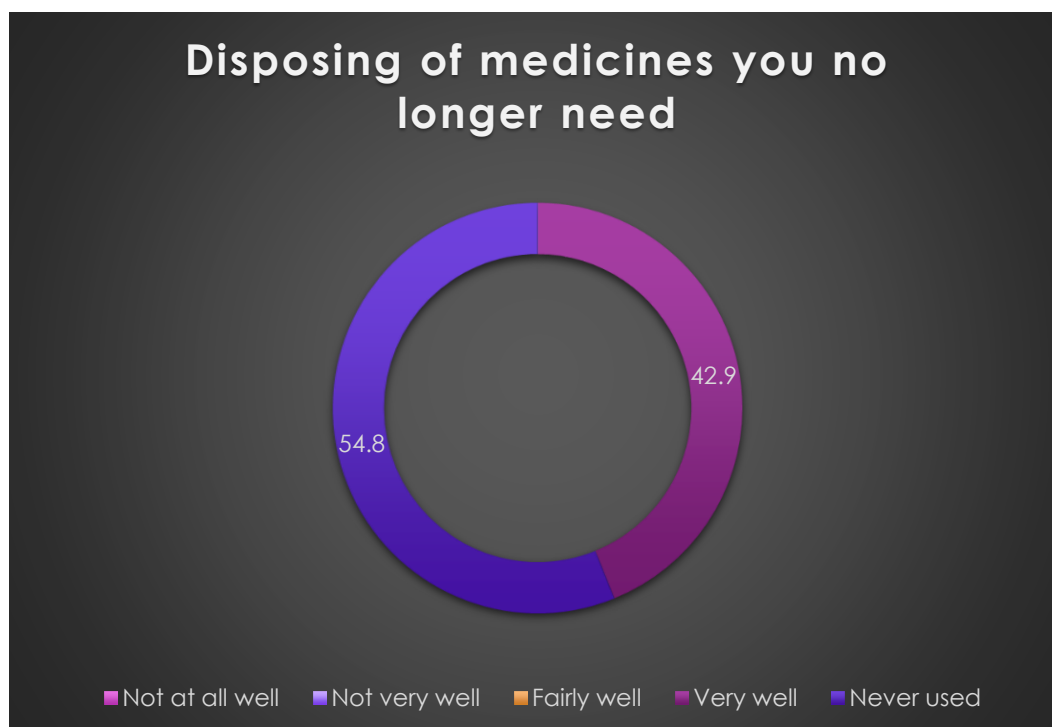
For replies to all parts of question 6. As we expected a larger percentage of respondents replied 'don't know' due to the fact that we are an internet pharmacy.

b. Providing general advice on leading a more healthy lifestyle



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	7.1
Very good	26.2
Never used the service	66.7

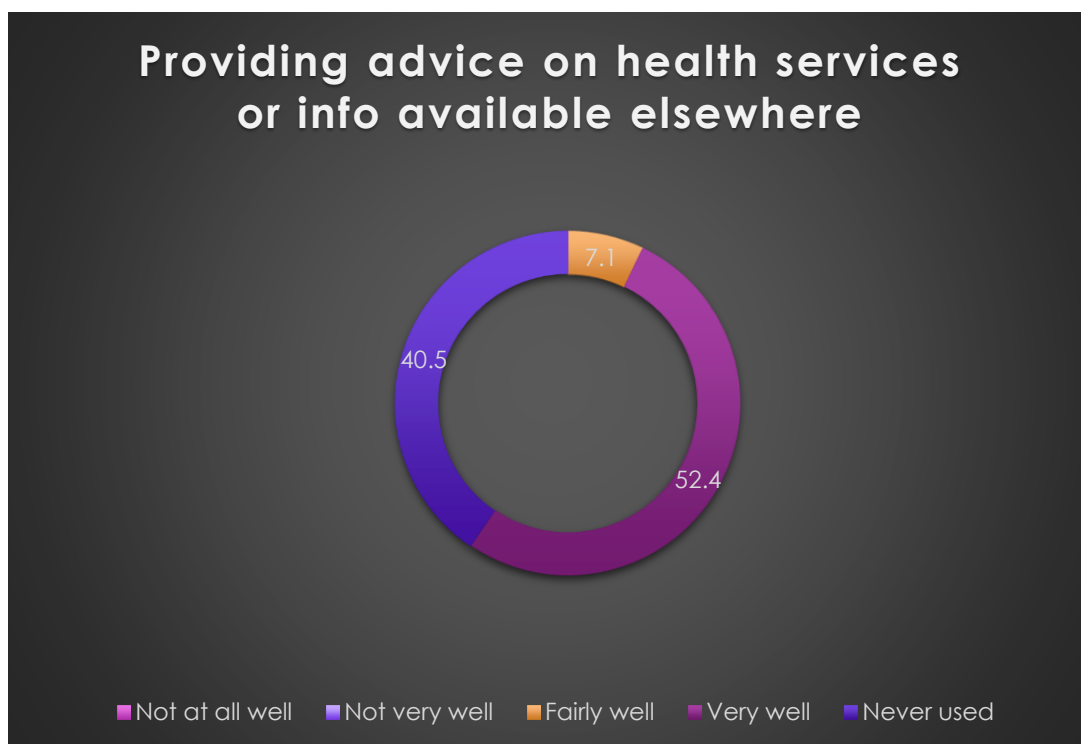
c. Disposing of medicines you no longer need?



Response	Percentage of Respondents
Very poor	0
Fairly poor	0
Fairly good	0
Very good	42.9
Never Used	54.8

This service has not been used by the majority of respondents, perhaps a good idea to make more patients aware of the service.

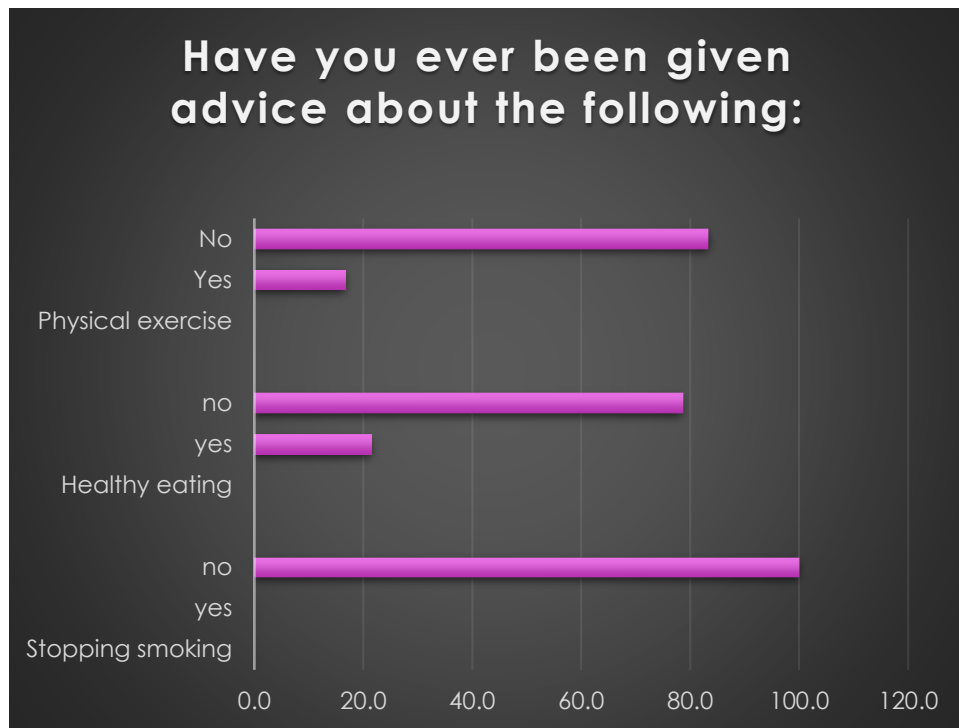
d. Providing advice on health services or information available elsewhere



Response	Percentage of Respondents
Not at all well	0
Not very well	0
Fairly well	7.1
Very well	52.4
Never used	40.5

There is also a very comprehensive Signposting section on the website and we are in the course of improving the site with more health information.

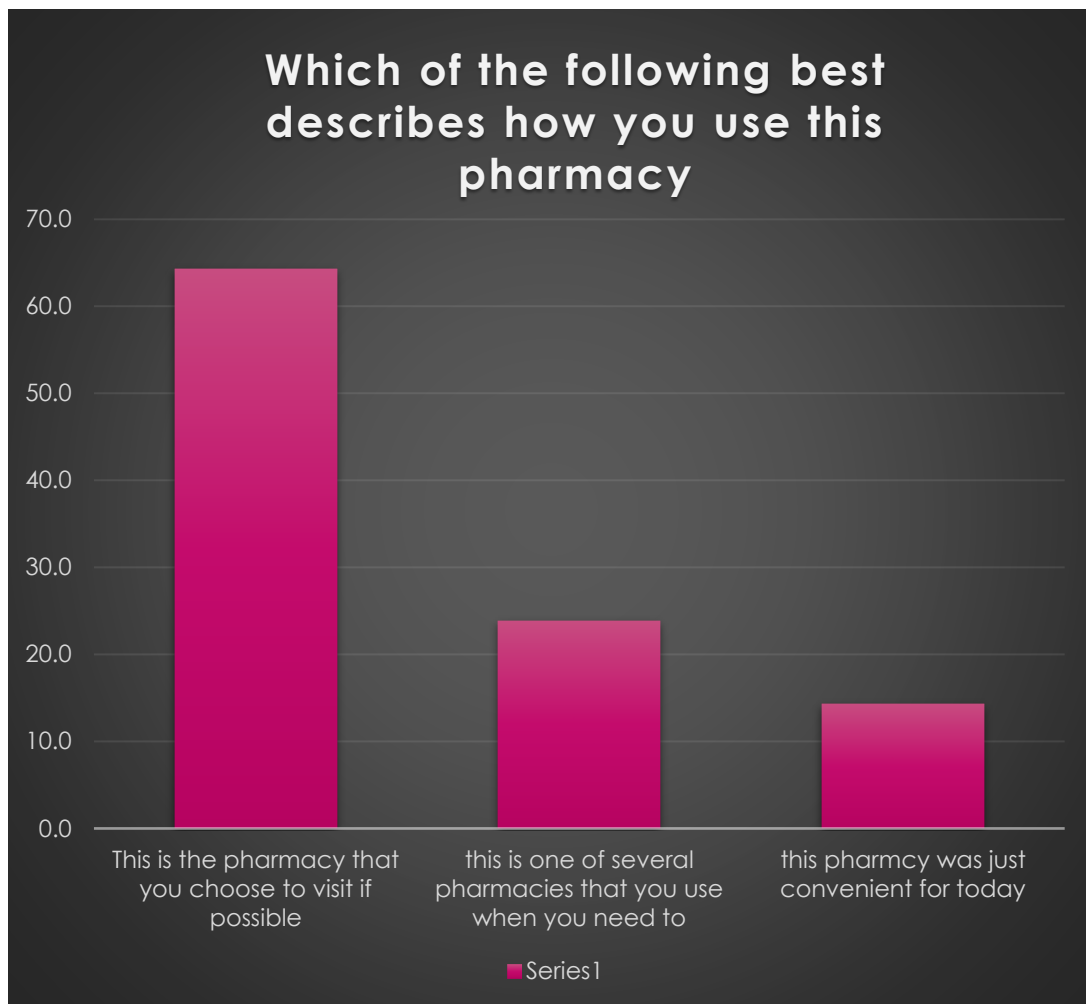
Q.7 Have you ever been given advice about any of the following by the pharmacist or pharmacy staff?



As we are an internet pharmacy, we provide personalized advice on a need to know basis.

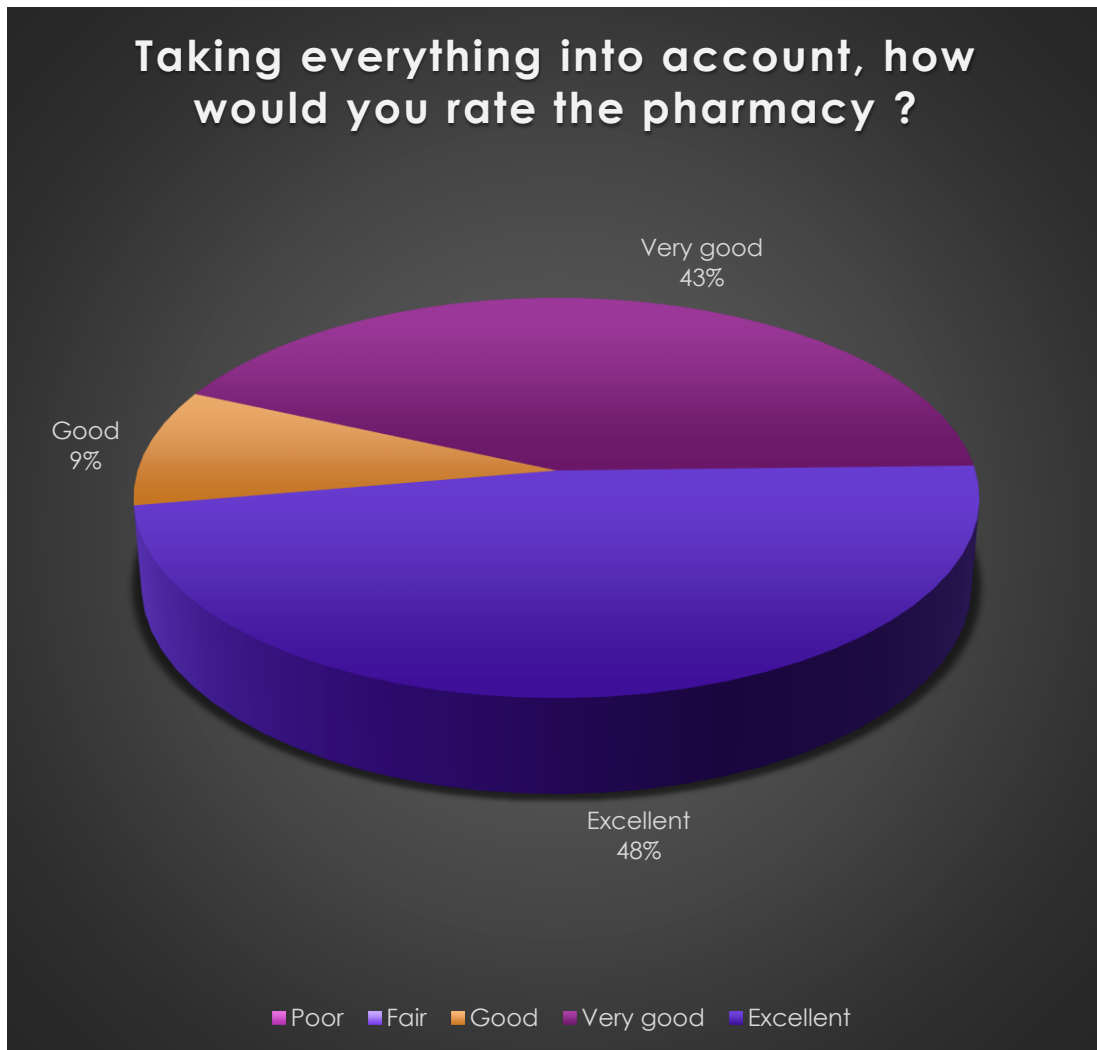
Patients call up for particular advice and these are reflected in the 20% or so that have responded positively in terms of getting advice on healthy eating or physical exercise. Due to the nature of the business, aside from purchasing items to stop smoking, we still don't offer extra advice to stop smoking as this is not funded in our area. We may consider adding more helpful blog articles in the upgrading of our website.

Q8 Which of the following best describes how you use this pharmacy?



We would have expected more to answer in the convenience category, but as most of the respondents were over 65, it may be that there were more local respondents than those from wider afield.

Q9 Finally taking everything into account – the staff, the shop and the service provided, how would you rate the pharmacy?



Response	Percentage of Respondents
Poor	0
Fair	0
Good	9
Very good	43
Excellent	48

100% of respondents rated the Doorstep Pharmacy as good, very good or excellent.

Conclusions

In conclusion, the survey showed us that overall customers have a good experience with Doorstep Pharmacy. Improvements could be made by increasing the amount of customer engagement with blog or article posts on website and social media. This would help inform customers of more services and also improve the general look and feel of the site. It is also helpful to note that the survey was in relation to NHS services provided and did not take into account the sale of other items from the site such as OTC products.