

Dental Patient Experience Survey Report

Absolute Dental



Report date: 01/12/15

Showing results for: All Respondents

EXECUTIVE SUMMARY

This report contains results for the Dental Patient Experience Survey carried out by Absolute Dental and completed by 142 patients.

The survey questionnaire and report were created by Snap Surveys in association with Sheila Scott, dental business consultant. They will help dental practices understand their patients better by obtaining patients' views on the service they receive and interpreting the results in order to identify key issues. This information gives practices a better understanding of patient experience, enabling them to focus on what really matters to patients, make targeted improvements to the service they provide and ultimately improve patient satisfaction.

In England, this will help practices achieve Outcome 1 from the Care Quality Commission guidance, entitled "Respecting and involving people who use services", which states that service users should be able to express their views and have their views and experiences taken into account in the way the service is provided and delivered.

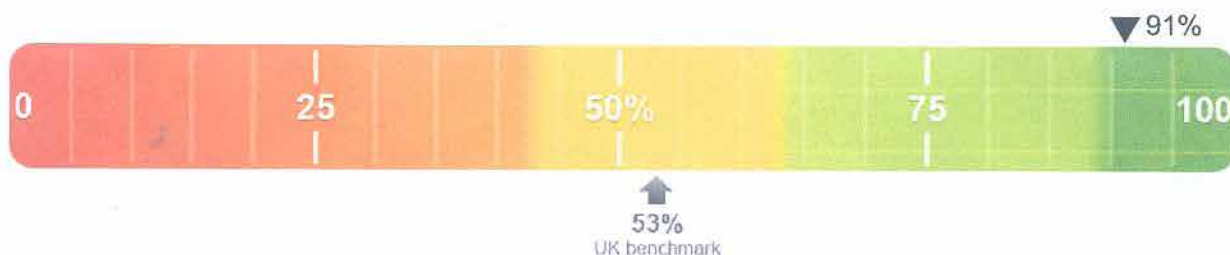
This report includes benchmarking data to enable practices to compare their own results against the UK average. The benchmarking data is drawn from an online survey of 1000 UK dental patients, and is a nationally representative sample in terms of region, gender and age. The benchmarking survey was conducted by Snap Surveys in February 2011.

Snap Dental Patient Satisfaction Index

This index measures the proportion of patients who were "very satisfied" with the practice overall. Practices should aim to make their patients as satisfied as possible in order to increase patient loyalty and attract new customers through recommendations. **91% of patients at Absolute Dental rated themselves as "very satisfied"**.

Snap Dental Patient Satisfaction Index

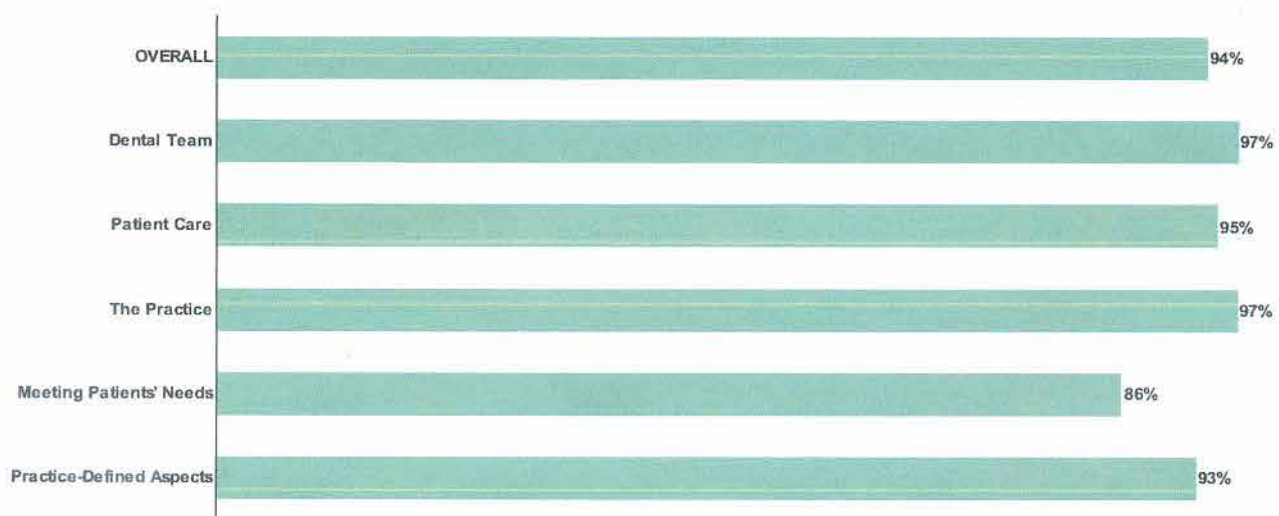
Very High - Your result is well above the UK benchmark of 53%, and is considered a very high score. Use this report to identify the practice's low and high performing areas so that you can address any areas of comparative weakness and build on your strengths in order to maintain current high levels of patient satisfaction.






99% were satisfied with this practice overall (91% very satisfied).

99% of patients said they would recommend this practice to a friend.




The chart below shows how Absolute Dental performed in each of the main service areas. Once again, figures shown represent the proportion of patients giving the highest rating of "very satisfied".






Your areas of highest satisfaction:

-  Treatments to ensure teeth and gums stay healthy (99% very satisfied)
-  General cleanliness of the premises (98% very satisfied)
-  Technical skills of the dentist (98% very satisfied)




Your areas of lowest satisfaction:

-  Being seen on time (84% very satisfied)
-  Explanation of costs (84% very satisfied)
-  Being seen quickly in an emergency (90% very satisfied)

The areas most important to your patients:

-  Technical skills of the dentist (100% very important)
-  Trusting the dentist (96% very important)
-  Sterilisation / infection control (95% very important)

Gap analysis - the biggest shortfalls in satisfaction compared with importance:

-  Technical skills of the dentist (2% gap)
-  Being seen quickly in an emergency (2% gap)
-  Sterilisation / infection control (0% gap)

For more detailed analysis, read the 'Survey Results' section of this report.

For advice on making targeted improvements to the service you provide, go to the 'Recommendations' section.

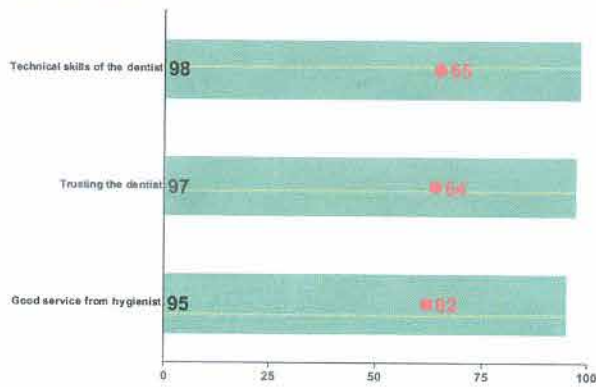
SURVEY RESULTS

The Dental Patient Experience Survey measures how well practices are performing in different service areas by asking patients to rate various aspects of the service they receive.

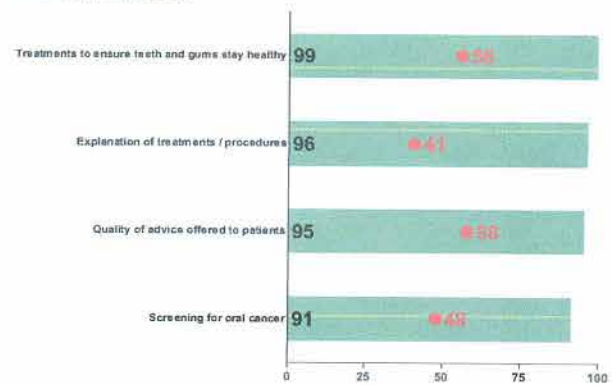
Satisfaction ratings

These charts show the proportion of patients who are "very satisfied" with each service aspect shown. You should pay particular attention to any areas where you have scored lower than the benchmark.

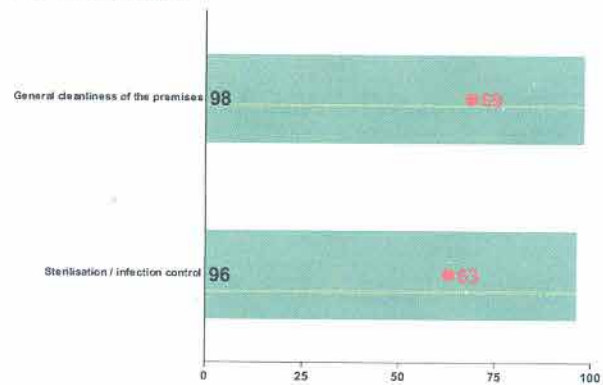
Dental Team (% very satisfied)



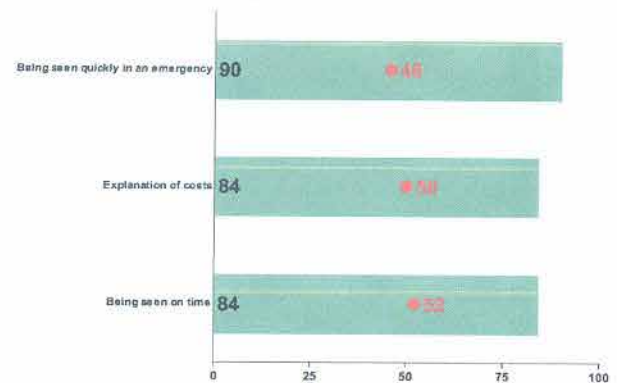
Patient Care (% very satisfied)



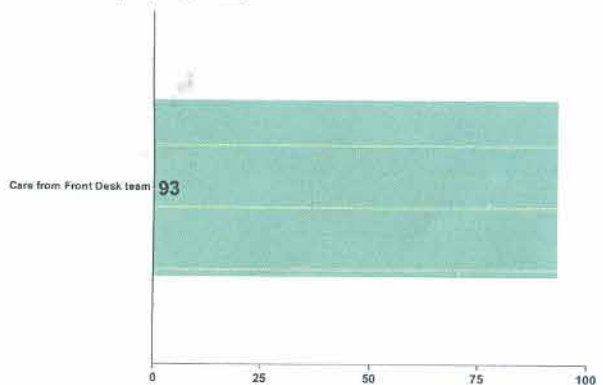
The Practice (% very satisfied)



Meeting Patients' Needs (% very satisfied)



Practice-Defined Aspects (% very satisfied)



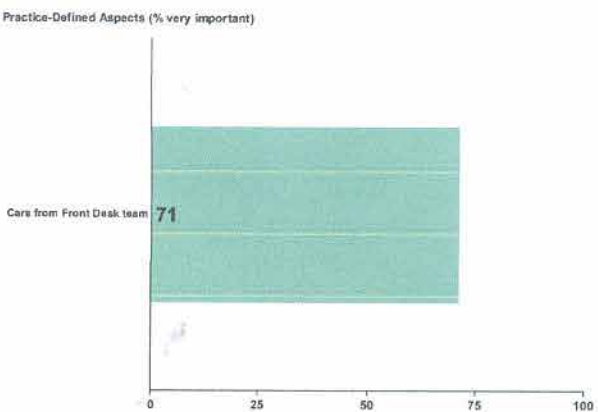
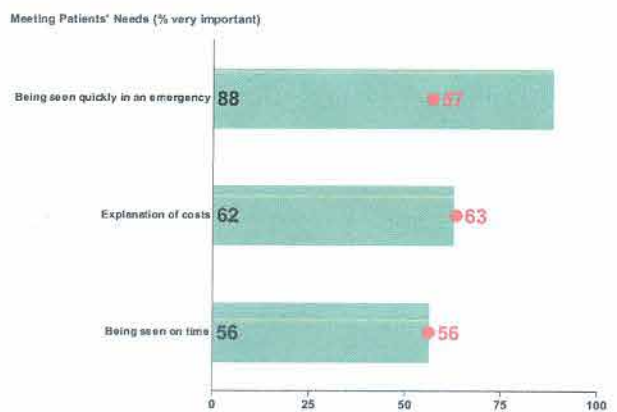
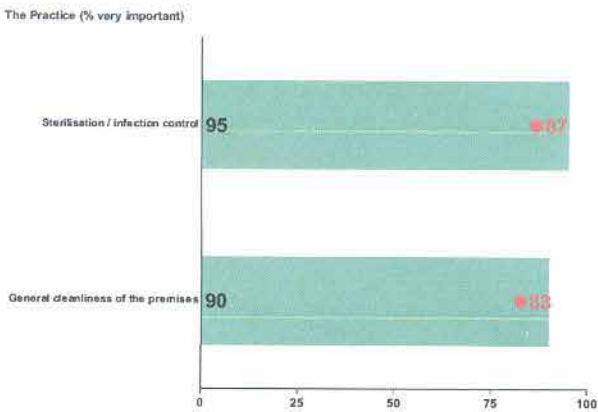
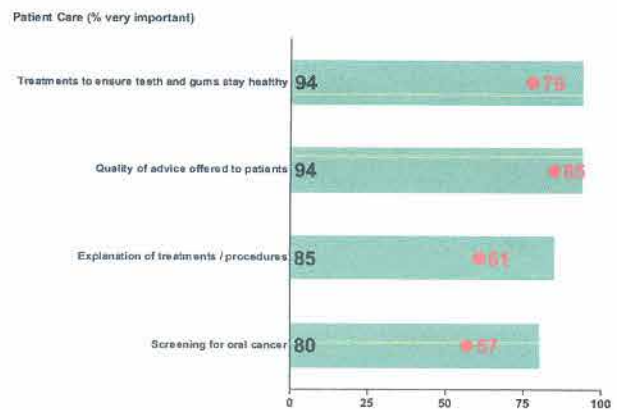
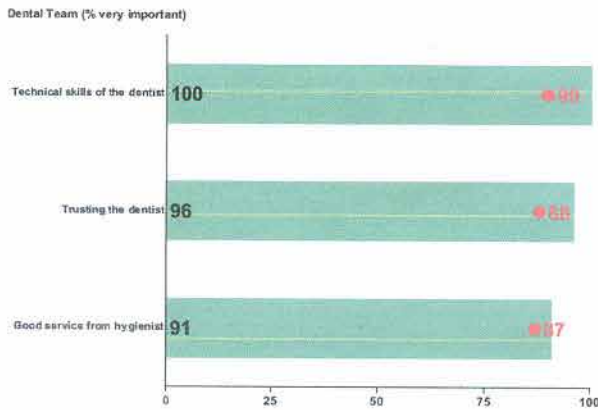
■ This practice ● UK benchmark

SURVEY RESULTS

"Treatments to ensure teeth and gums stay healthy" achieved the highest rating, with 99% of patients saying they were very satisfied. Patients were least likely to be very satisfied with "Being seen on time" (84%). Results exclude patients who answered "Don't know/Not applicable".

Importance ratings

Patients were also asked to rate the same list of service aspects in terms of importance. The charts below show the proportion of patients at this practice who rated each service aspect as "very important" to them.



■ This practice ● UK benchmark

SURVEY RESULTS

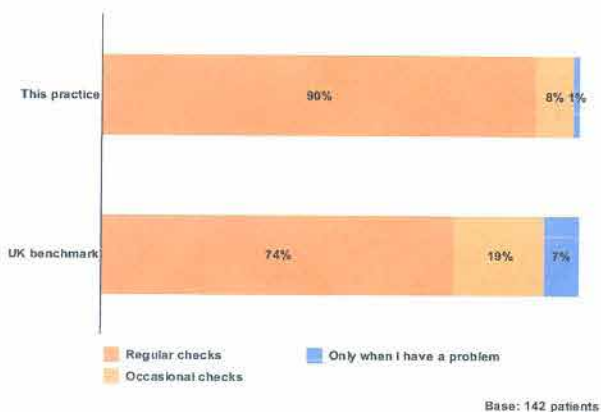
The most important factor was "Technical skills of the dentist" (100% very important), while "Being seen on time" was least important (56% very important).

Gap analysis (importance minus satisfaction)

Gap analysis calculates the difference between importance and satisfaction for each attribute, in order to identify priorities for improvement. The higher the score, the more work needs to be done to improve satisfaction in order to close the 'gap'. According to this analysis, the highest priority areas for improvement for this practice are "Technical skills of the dentist" (2% gap), "Being seen quickly in an emergency" (2% gap) and "Sterilisation / infection control" (0% gap). Please note: these calculations exclude patients rating satisfaction but not importance (or vice versa).

Reason for visiting

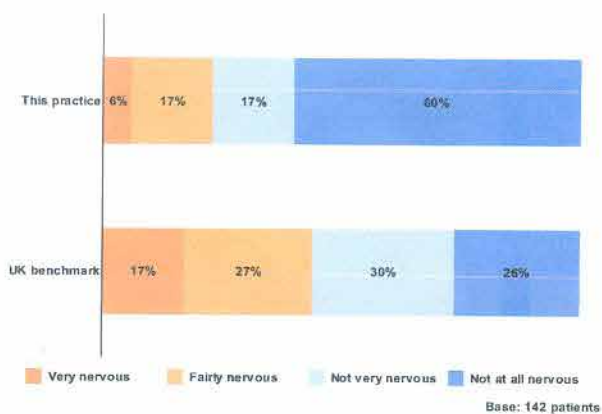
99% of patients at this practice visit the dentist for regular or occasional checks, compared with a UK benchmark of 93%.



Nervous patients

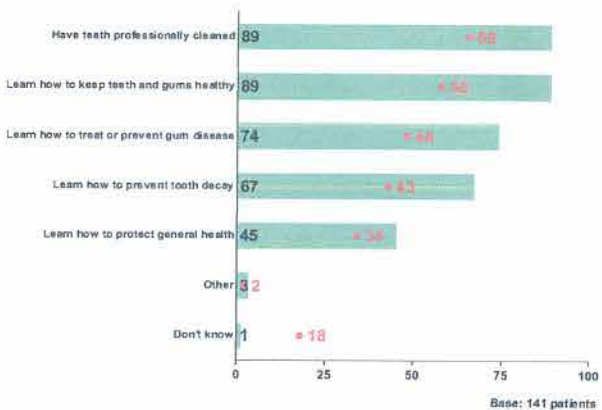
23% of patients describe themselves as very or fairly nervous, compared with a UK benchmark figure of 44%.

Nervous patients tend to give more negative ratings than others, so practices with a particularly high or low proportion of nervous patients may well see that reflected in their satisfaction scores.



Benefits of visiting the hygienist

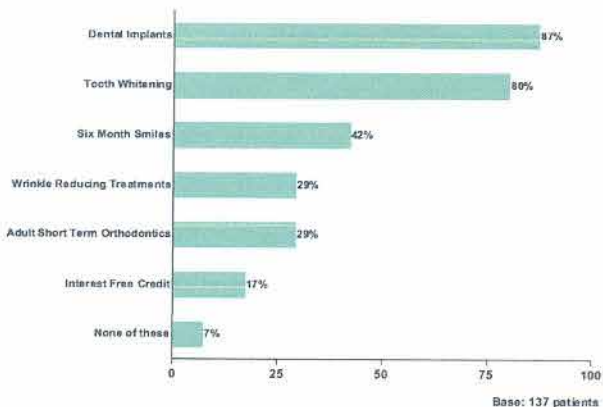
When asked what they felt patients gain from a visit to the hygienist, 89% mentioned having teeth professionally cleaned (UK benchmark 66%), while 91% mentioned any of the learning aspects (UK benchmark 65%).



Awareness of treatments/procedures

Respondents were asked whether they were aware that the practice offers the treatments/procedures shown. The highest level of awareness was for Dental Implants, mentioned by 87% of patients.

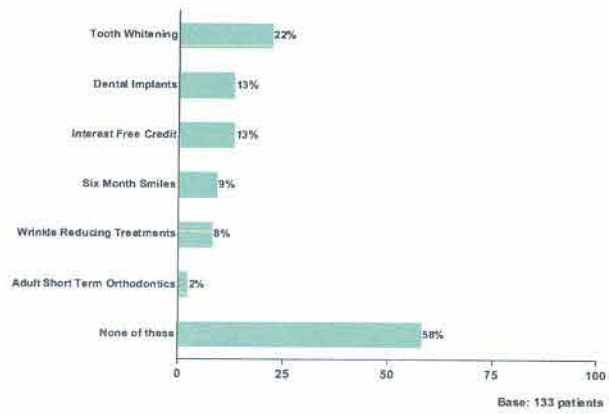
This question was customised by the practice, so no benchmarking data is available.



Interest in treatments/procedures

Respondents were then asked whether they would be interested in having, or finding out more about, the treatments/procedures shown. Tooth Whitening was the most popular, mentioned by 22% of patients.

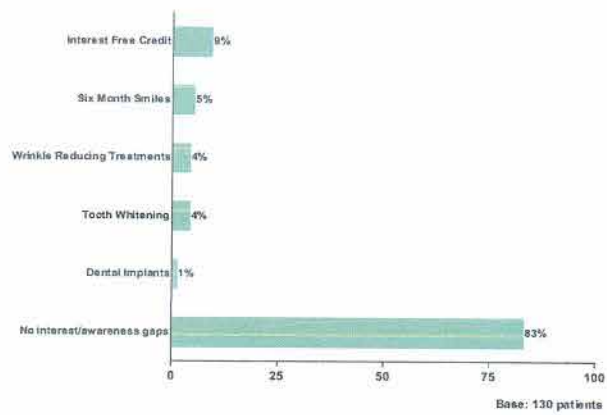
This question was customised by the practice, so no benchmarking data is available.



Interest/awareness gap

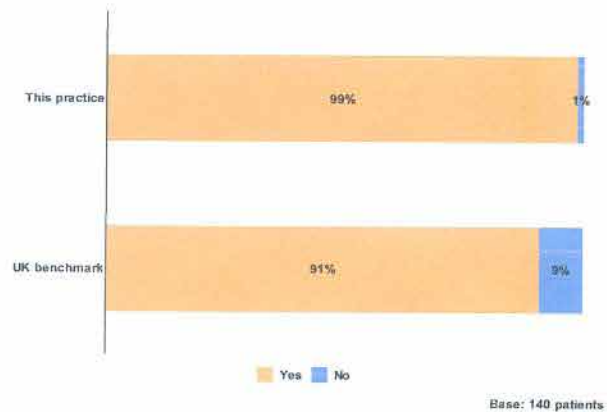
This chart combines results from the last two questions to show the proportion of patients who are interested in treatments but were not aware they were offered at this practice. These 'gaps' represent possible missed opportunities, where increased awareness of services offered might result in increased take-up by patients.

The biggest gap between awareness and interest was seen for Interest Free Credit, with 9% of patients interested but not aware it is offered by this practice.



Likelihood to recommend

99% of patients said they would recommend this practice to a friend, compared with a UK benchmark of 91%.



Overall satisfaction

99% of patients are satisfied with this practice overall (UK benchmark 92%), with 91% giving the top rating of "very satisfied" (UK benchmark 53%).

