

Results



Month Year: Sep - 17
Results for: Distinctive Dentistry
Prepared for: Dr Geoffrey Sterland

Results

Practice code: P2603

Getting the most from your patient survey

The number of responses on which your results have been based is shown on the front page of your report. The higher the number of responses in total and by patient type, the more accurate your feedback. Any figures based on a respondent total of less than 50 should be viewed with some caution.

Your results cover the whole practice. They are not broken down by dentist. We believe that this encourages a true team approach to any developments identified.

At the heart of this survey are the first ten questions developed to assess your patients' perceptions on those issues, which evidence suggests, are most important to practice success.

Your results are shown benchmarked against the National Reference Sample (NRS). The NRS averages are calculated from the patient responses received from all the practices participating in the Denplan Excel Patient Survey in the previous calendar year.

Page 4 of your report presents the Patient Perception Index (PPI), the score for the percentage of 'ideal' responses received across all ten core questions.

The principal results on page 5 are presented as the percentage of 'ideal' responses achieved for each of the key ten questions.

The table on page 5 provides you with a breakdown of scores received for your practice. The full results of the NRS are also shown. The table highlights practice scores that are statistically significantly different* from the NRS; effectively indicating the key strengths and weaknesses of the practice from your patients' perspective.

We suggest that when any of your scores fall below the NRS that you consider how you might improve patient perceptions on the issue in question, in order to maintain your success. Highest priority should be given to those issues on where your score is significantly below the NRS.

*Results are statistically significant if the result is not caused randomly but is likely to be attributable to a specific cause, in this case, a real difference in opinion between your patients and the NRS. At a 90% level, the results are 90% likely to be accurate.

Getting the most from your patient survey

On pages 6, 7 and 8 the results for the 10 core questions are broken down by patient type, age and gender to help further analyse the data.

On page 9 you will also find your results for the overall service offering of the practice and the Net Promoter Score set against the NRS. The Net Promoter Score is a standard research question asked by many companies and gives the opportunity to benchmark results cross a range of companies and industries.

The verbatim comments submitted by your patients are listed. These can help you confirm important areas for development. The comments have been transcribed exactly as written by the patients. Please note that only obvious spelling and punctuation errors have been corrected.

Your Denplan consultant is available to help you interpret and action your results. We recommend that you share the key findings with your patients, thanking them for their feedback and indicating what you plan to do to act on the results. A practice newsletter is one way of doing this; your Denplan consultant can provide you with a template and work with you to produce this.

Please note that verbatim comments cannot be used as individual quotes: as the feedback is anonymous we cannot identify who made the comments and legally written permission is needed to use comments in this way in marketing. You can, however, use include a range of comments in a newsletter, as long as

- The comments are in context
- There is **no** identifiable information included
- They are introduced along the lines of 'this is some feedback from our patients...'

The background and rationale for the Denplan Excel patient survey is documented in the online presentation, *The 'Secret' of Success*. After log in, the presentation is located in the Training section of the Denplan website.

Patient Perception Index*

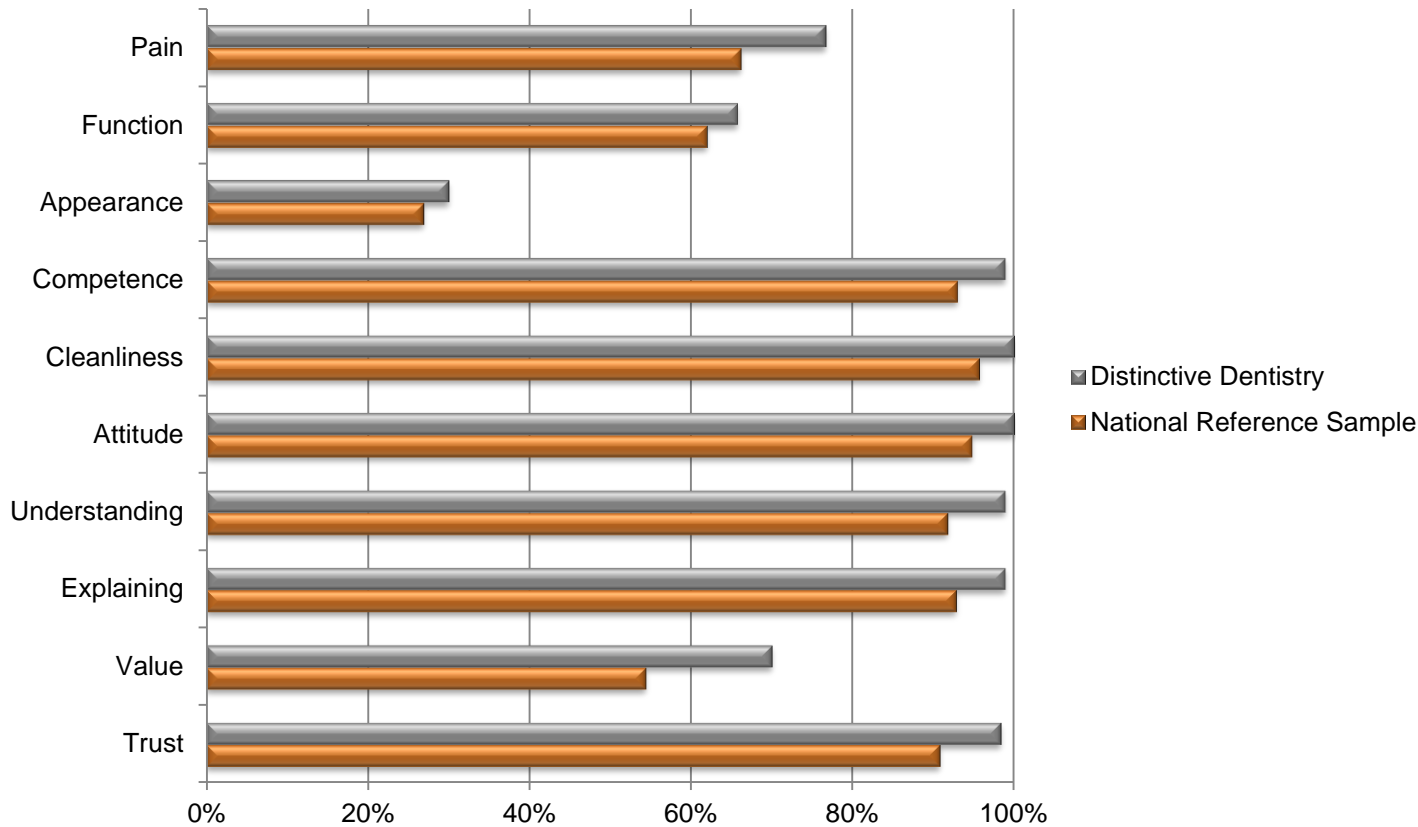
| | |
|-----------------------------|-----|
| Distinctive Dentistry | 84% |
| National Reference Sample** | 77% |
| Denplan patients | 84% |
| PFPI patients | 81% |
| NHS patients | 0% |

* The percentage of 'ideal' responses received across all questions

** The percentage of 'ideal' responses received across the ten core questions from all Denplan Excel patient surveys conducted in 2015

Base: National Reference Sample (19.385); Distinctive Dentistry (181)

Ideal Scores – All patients

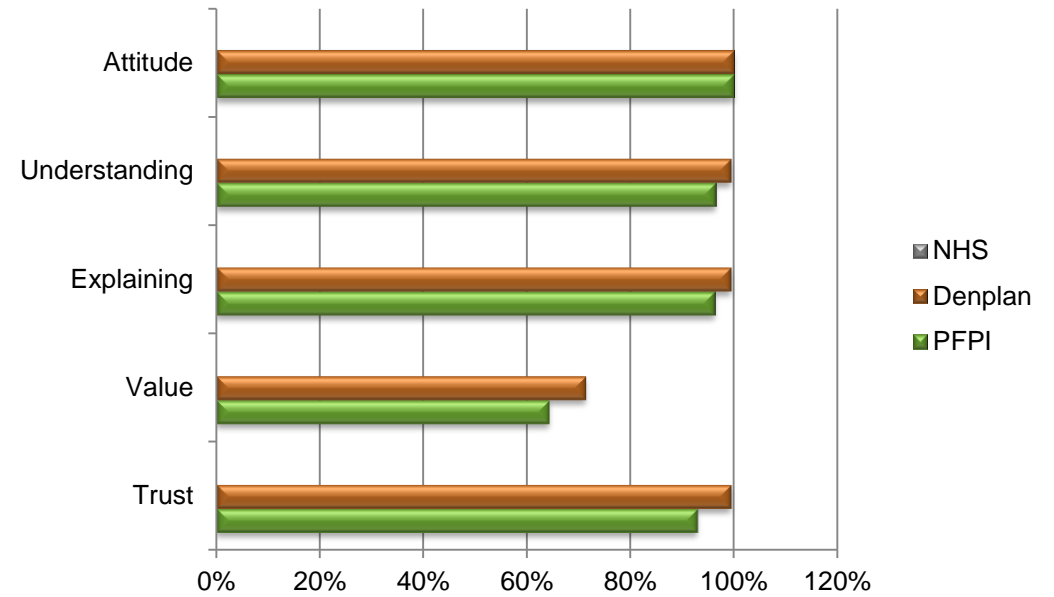
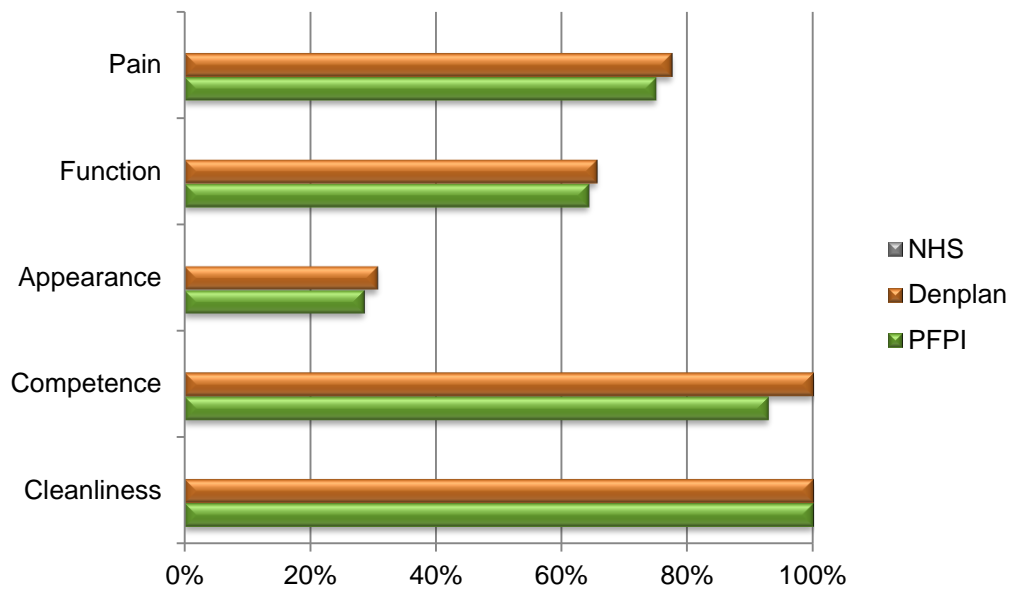


Base: National Reference Sample (19,385); Distinctive Dentistry (181)

| | Ideal | Acceptable | Unacceptable |
|--|-------|------------|--------------|
| | 77% | 23% | 1% |
| | 66% | 33% | 1% |
| | 66% | 33% | 1% |
| | 61% | 37% | 2% |
| | 30% | 67% | 3% |
| | 28% | 69% | 3% |
| | 99% | 1% | 0% |
| | 93% | 7% | 0% |
| | 100% | 0% | 0% |
| | 96% | 4% | 0% |
| | 100% | 0% | 0% |
| | 95% | 5% | 0% |
| | 99% | 1% | 0% |
| | 92% | 8% | 0% |
| | 99% | 1% | 0% |
| | 92% | 8% | 0% |
| | 70% | 30% | 0% |
| | 55% | 44% | 1% |
| | 98% | 2% | 0% |
| | 91% | 9% | 0% |

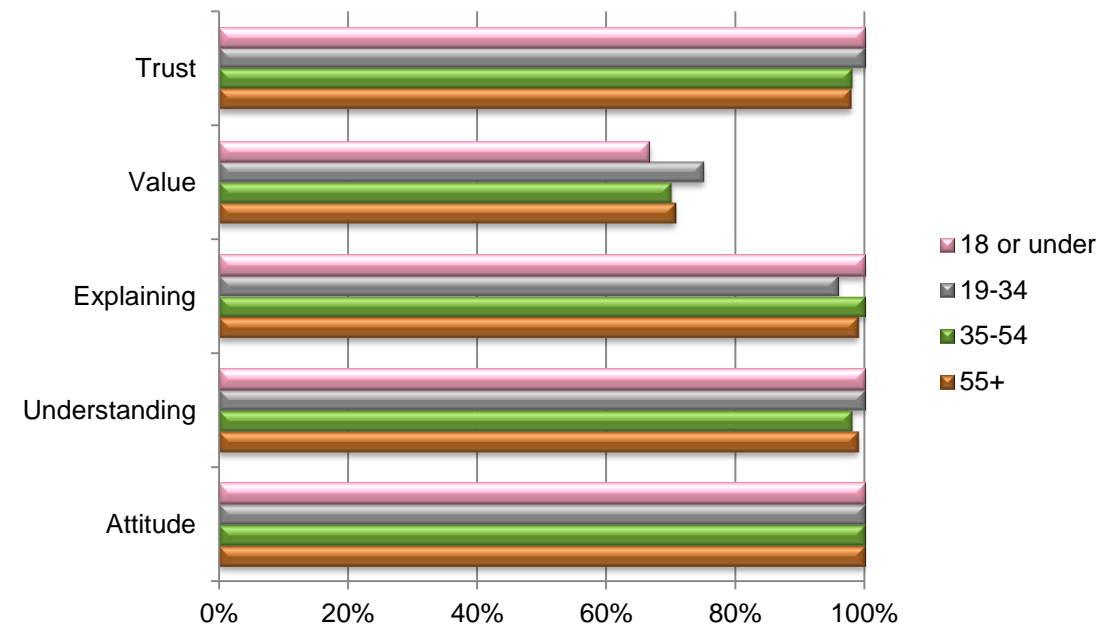
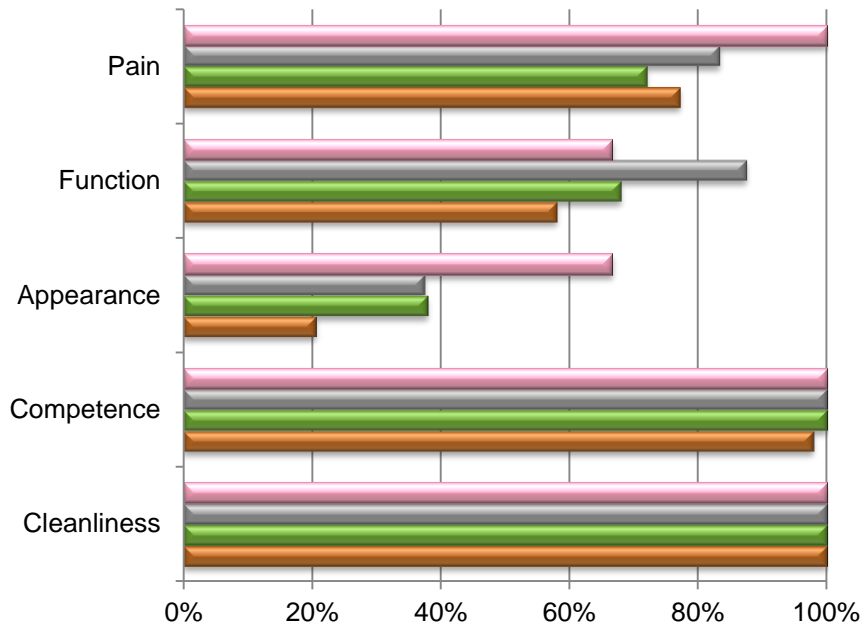
| | |
|-----|---|
| 66% | The practice score is statistically significantly higher than the NRS |
| 66% | The practice score is statistically significantly lower than the NRS |

Ideal Scores – By patient type



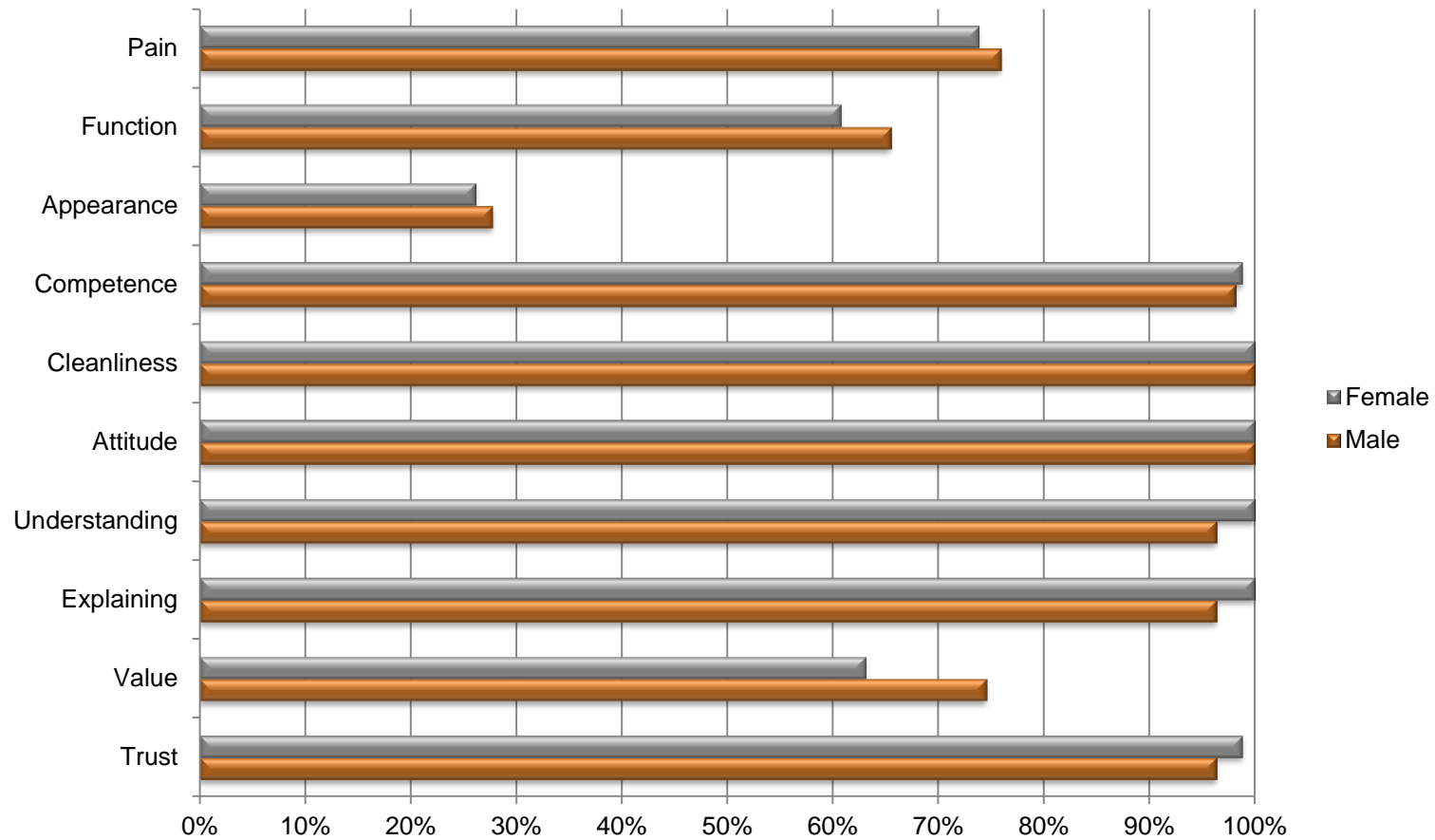
Base: Distinctive Dentistry (181) – Denplan (151), PFPI (28), NHS (0)

Ideal Scores – By age



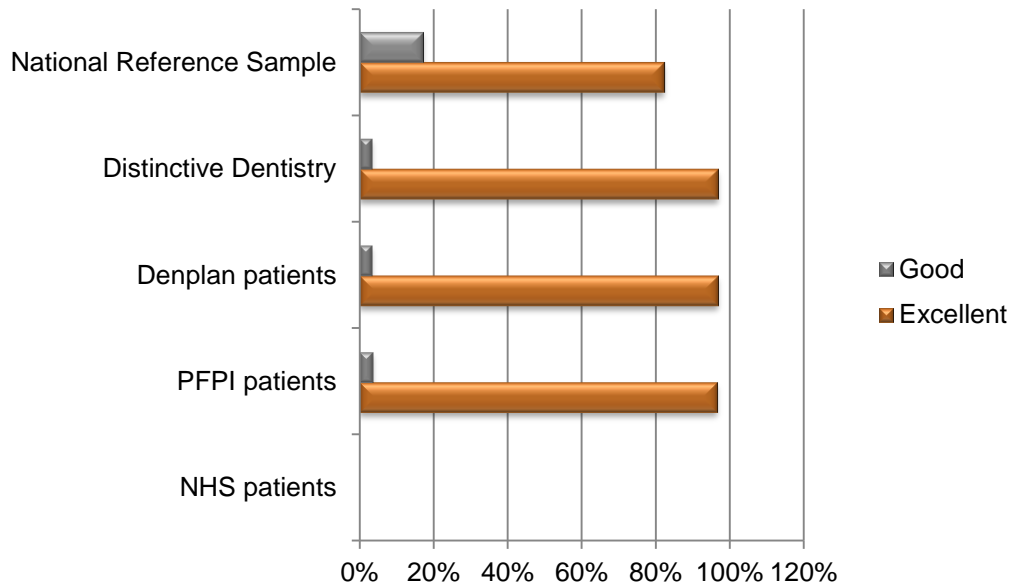
Base: Distinctive Dentistry (181) – 18 or under (6), 19-34 (24), 35-54 (50), 55+ (93)

Ideal Scores – By gender

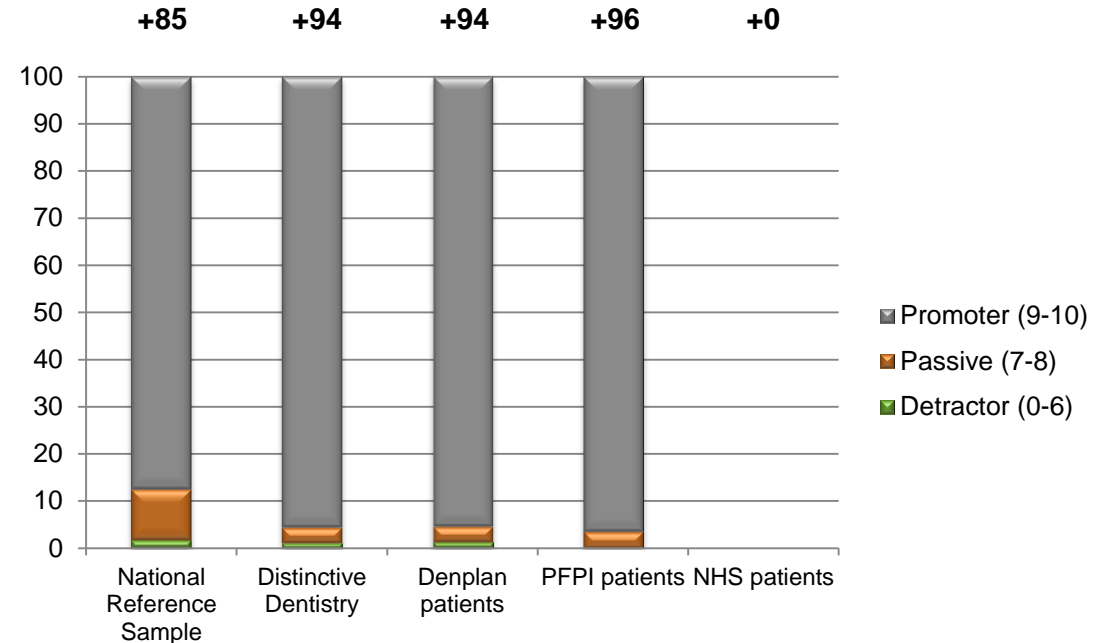


Base: Distinctive Dentistry (181) – Male (55), Female (84)

Services offered by the dental team



Likelihood of recommending the practice (Net Promoter Score)



Base: Distinctive Dentistry (181) – Denplan (151), PFPI (28), NHS (0)

What one thing could we improve about this practice?

- More availability.
- More flexibility with appointments - if running late or unable to attend should be more opportunity to rearrange.
- Availability of night appointments.
- Like any service having appointment dates available closer to the time of booking but of course this is always down to demand.
- Lower prices would be brilliant but I don't imagine they would be possible.
- The only drawback is cost, which is universal and not specific to this practice.
- No radio in the waiting room.
- Chair lift?
- Add a lift :) hard to carry carseat/pushchair up the stairs
- Location!
- Wifi?
- Lift/stairs for access to upper level for less able patients.
- Saturday appointments.
- Availability of appointments.
- Everything is how I would expect from a very professional practice.
- Shorter waiting times for non - urgent dentistry.
- Free Tea and Coffee.
- Opening hours to accommodate waiting hours (8.00 AM - 6.00PM).
- Waiting times for appointments.
- Later or weekend opening hours.
- Ground floor - steep stairs.

These comments have been transcribed exactly as written by the patients. Please note that only obvious spelling and punctuation errors have been corrected.

1/1

What do you like best about your dental practice?

- 'Very informative and knowledgeable staff - clean and comfortable environment.
- Friendly and caring attitude. Every step of treatment explained in detail/given options/choices.
- The staff are excellent across all services at the practice
- Friendly atmosphere and Geoff is a very welcoming and trustworthy dentist. (love the clock in the upstairs waiting room)
- All round and a great team.
- General concern and care for the patient.
- My confidence in any issues being reduced in a timely and efficient manner.
- All staff friendly, efficient and professional. Always easy to book an appointment. It was also this dental practice which eliminated my fear of dentists!
- Free apples.
- Totally professional - welcoming attitude great results.
- Comfortable environment and friendly staff.
- I always feel 'comfortable' when I attend.
- Reliable. Approachable. Very professional including dentists, receptionists and hygienists.
- Quality of service, availability of appointment, friendly and professional atmosphere.
- The understand me and cater for my needs perfectly.
- All procedures are fully explained and all concerns discussed regard less of how much than this takes.
- Good and efficient, trustworthy.
- Friendly, helpful staff and a caring dentist after years of awful, un - helpful, un - caring dentists.

These comments have been transcribed exactly as written by the patients. Please note that only obvious spelling and punctuation errors have been corrected.

1/2

What do you like best about your dental practice?

- Lovely friendly staff, informative and all procedures explained and lovely clean environment (toilets spotless!).
- The Hygiene, fresh water to drink, paper to read, friendly staff who explain everything to you.
- Care, explaining things through pain free treatment.
- Friendly staff who take time to treat you and will find extra appointments if needed. I've complete confidence in my dentist and find hem excellent.
- Friendly staff and excellent patient care. I travel 30 minutes to come for appointments and I do this due to the practice being so friendly and professional.
- Knowledge, professionalism and good customer care and service.
- Complete confidence in my dentist.
- Actual care from a dentist, which has never been achieved during my many years with NHS dentistry.
- Everyone friendly and extremely helpful. Dentist no longer a scary experience.
- It smells nice! Beautifully decorated and comfortable.
- The service is very good and the standard of care is first class especially Geoff.
- Friendly and informative which makes me feel looked after but remain in control.
- I feel safe in the hands of caring professionals.

These comments have been transcribed exactly as written by the patients. Please note that only obvious spelling and punctuation errors have been corrected.

2/2

Appendix 1: the survey questions

- Q1. How would you describe the general level of comfort and freedom from pain in your mouth?
- Q2. Generally, and as far as your teeth and mouth are concerned, how would you describe your ability to eat just about anything you like?
- Q3. Generally, how would you describe the appearance of your teeth (including any false teeth)?
- Q4. How would you rate the competence of your dental team?
- Q5. How would you rate the standard of cleanliness and hygiene at your dental practice?
- Q6. How would you describe the attitude of the dental team towards you?
- Q7. How would you rate the ability of your dental team to understand your needs?
- Q8. How would you rate the ability of your dental team to explain things to you?
- Q9. How would you describe the value for money given by your dental practice?
- Q10. How would you rate the level of trust that you feel in your dental team?

- Q11. How would you rate the service offered by the dental team?
- Q12. How likely is it that you would recommend your dental practice to a friend or colleague?

- Q13. Please tell us one thing which could be improved about your dental practice.
- Q14. What do you like best about your dental practice?

If you have any questions relating to your Denplan Excel results, please contact your Denplan Consultant or your Practice Support Advisor

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