



# About PatientView

*and*

# Patient satisfaction surveys



## What is PatientView?

PatientView is a pioneering publishing and market-research organisation, whose main activity is to survey patients' opinions of their healthcare services.



## Three areas of interest—

- ***PV CARE:*** *assesses patients' satisfaction levels with healthcare delivery systems.*
- ***PV DISEASE:*** *assesses healthcare delivery systems for specific disease areas, via patients or doctors.*
- ***PV HEALTH MAPS:*** *can calculate all the postcodes for a given healthcare area: HA, PCG, GP practice etc.*

*PatientView is focusing first on the UK and Ireland. The intention is to develop reports across western Europe by 2003.*

## —and one Internet site

- ***Patient2020***



Welcome to the patient 2020 website  
a publication for patients *by patients*



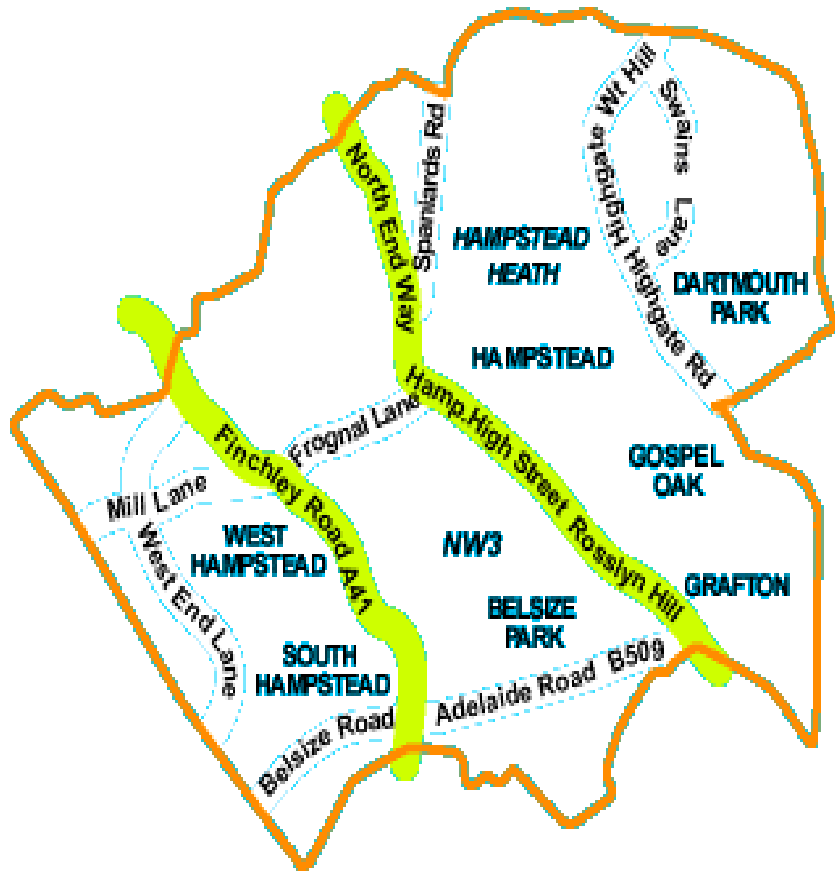
**PatientView's (PV CARE) *satisfaction* assessments:**

- Focused on PCGs.
- Responses obtained from 1% or more of the patient population.
- Only those people who are over 18 years of age and who have visited their GP practice twice or more in the past 12 months are included in the survey.
- In the case of GP practices, a different minimum number of valid responses is set per practice, which varies according to the number of patients registered.
- Conducted by independent accredited pollsters telephoning healthcare consumers in their own homes—outside the prejudicial clinical setting. All respondents give information anonymously.
- Aimed at major cities: London, Birmingham and Manchester.
- PatientView's simple numerical index makes comparisons between GP practices and their PCG (and between PCGs) easier.

## **How PatientView's (*PV CARE*) *satisfaction* assessments are conducted—and why**

□ In August-September 2000, PatientView conducted a poll among patients in the North Camden PCG to test out methodologies for assessing patient satisfaction.

## PatientView's test poll for North Camden (*figures are raw data*):



❑ 1,528 people polled.

❑ 1.4% of the 110,000 registered patients in the PCG.

❑ 58% women and 42% men.

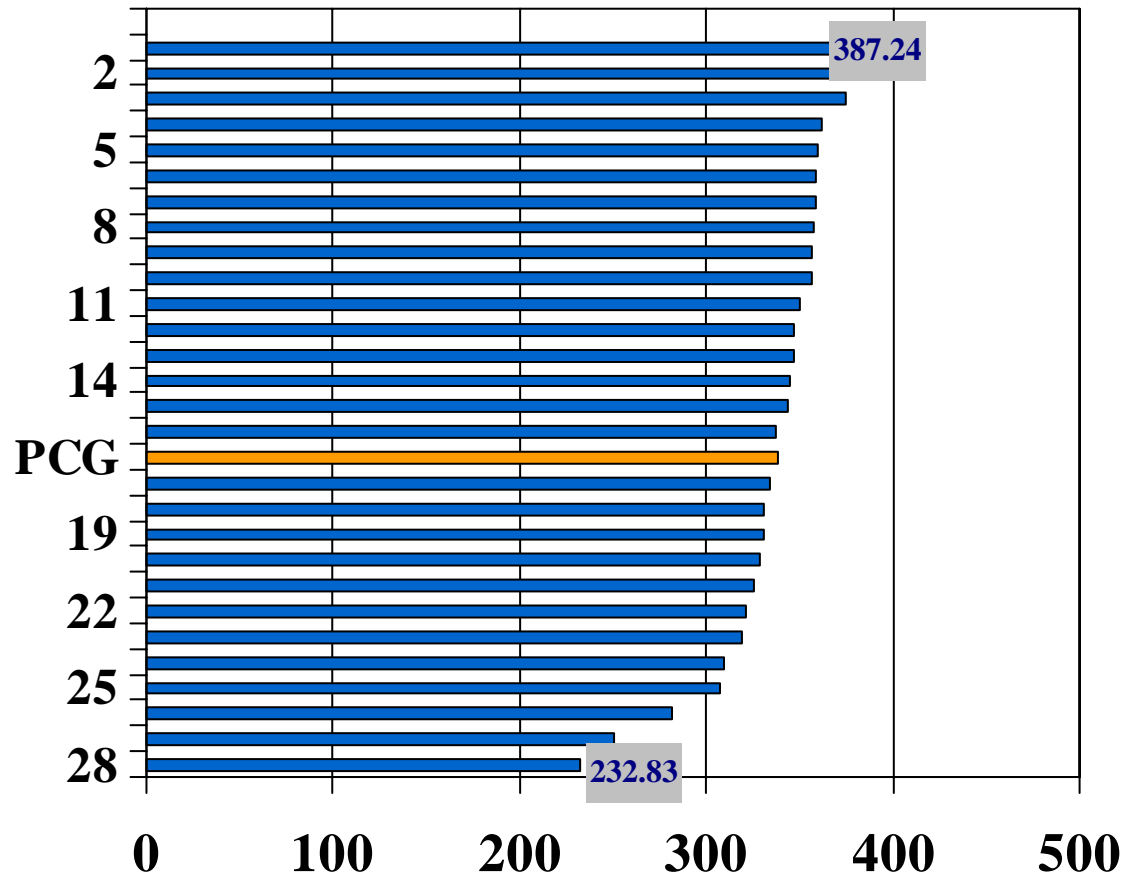
❑ 35% were aged 45-65; 24% 65-75; 23% 25-44. The remainder were aged between 18-24.

❑ Overall, respondents were very willing to take part, with 57% highly co-operative and only 12.6% a little reluctant. Just 5.6% were un-cooperative.

# Questioning patients about their *levels of satisfaction* with a GP practice generates some unreliable information

**PatientView's  
North Camden PCG  
test poll: rankings of  
the PCG's 28 GP practices  
according to their  
patients' levels of satisfaction**

*Maximum possible score = 400*



*Source: PatientView*

**Questions directed specifically to issues of *satisfaction* can only provide a rough idea of the nature of the GP practice and PCG:**

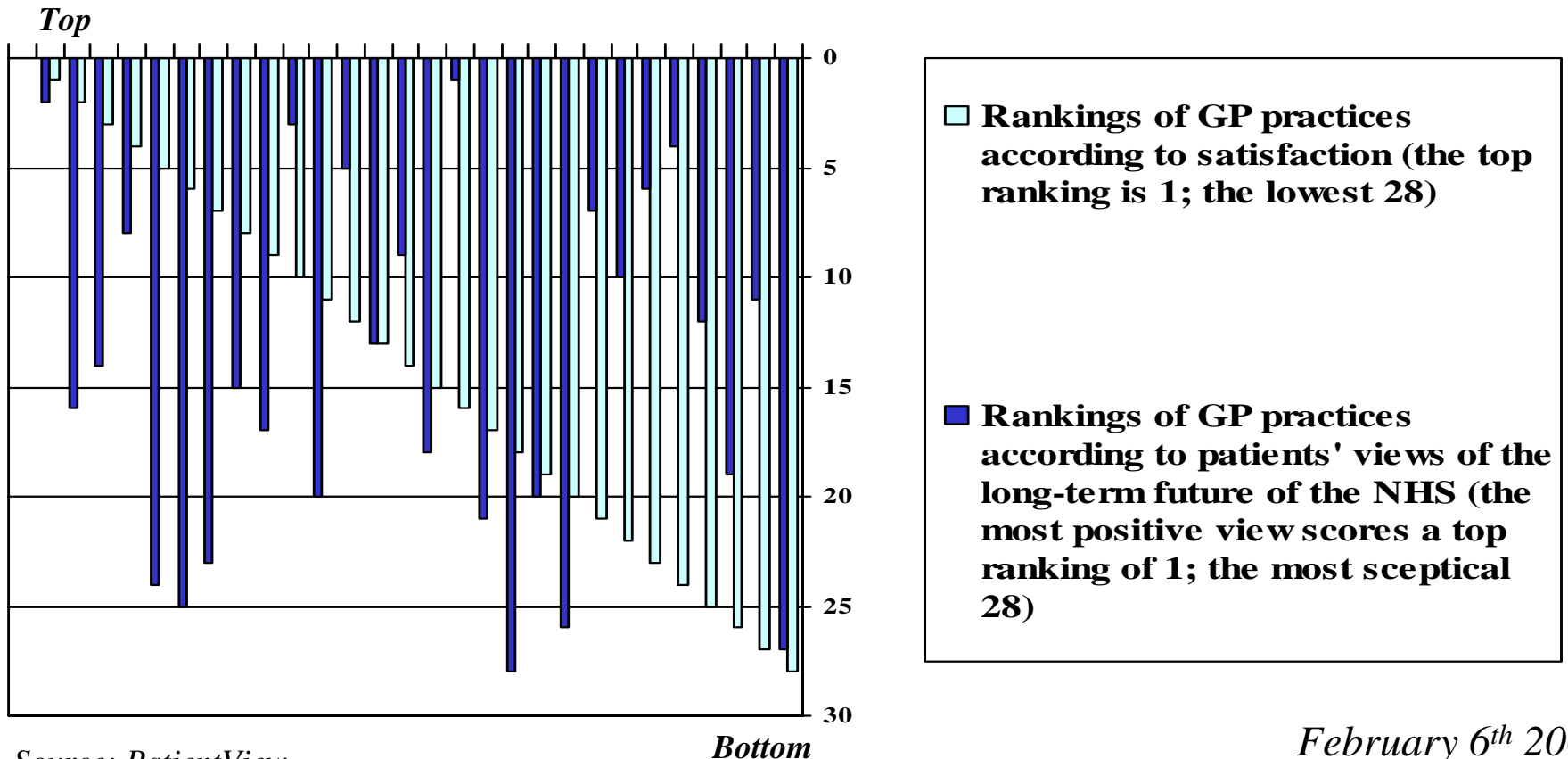
Patient satisfaction is, on average, high in the North Camden PCG.

- The highest scorer on PatientView's *patient satisfaction* index is a single-GP practice where the doctor appears to spend a long time in the consulting room with patients.
- The lowest scorer on PatientView's *patient satisfaction* index is a practice from which the single GP is on sick leave.

But the PatientView *satisfaction* findings do contain anomalies:

- The highest-ranked GP practice for *satisfaction* scores poorly for *efficiency*, ranking 24<sup>th</sup> on PatientView's *efficiency* index.
- The lowest-ranked GP practice for *satisfaction* scores 7<sup>th</sup> for *efficiency*.

**No correlation seems to exist between *patient satisfaction* with individual GP practices and patient opinions on the NHS**



**No correlation seems to exist between *patient satisfaction* with individual GP practices and patient opinions on the NHS**



The North Camden survey was conducted August-September 2000, while the Harold Shipman affair was fresh in the minds of the public. Despite press coverage of coroner's proceedings, patient confidence in the GP practices of North Camden remained high. Nearly 80% of respondents indicated that they would recommend their practice to a friend. However, only 30% of patients thought that the NHS would definitely be able to meet their needs over the next five years.

Source: PatientView

## A better assessment of patient satisfaction

To obtain a real idea of how patients feel about primary care, surveys need to address all aspects of the patient interaction with the GP. PatientView surveys cover the complete patient experience, from the moment a patient wants to make an appointment, to the after-care provided by the GP practice.

Key features of PatientView's satisfaction assessments:

- Patient access to primary-care services.*
- The patient relationship with the GP practice.*
- GP practices' usage of IT, including electronic prescribing.*
- Preventive medicine at the GP practice.*
- Referral rates and times.*
- Patient compliance and concordance.*
- Time taken for patients to receive repeat prescriptions.*
- Patient confidence in the GP practice/PCG.*
- Patient attitudes toward the NHS.*

**Public domain information**

**PatientView** collects information that is already in the public domain *via* its team of researchers. This information can also give some idea of the *efficiency* and *quality* of the GP practice.

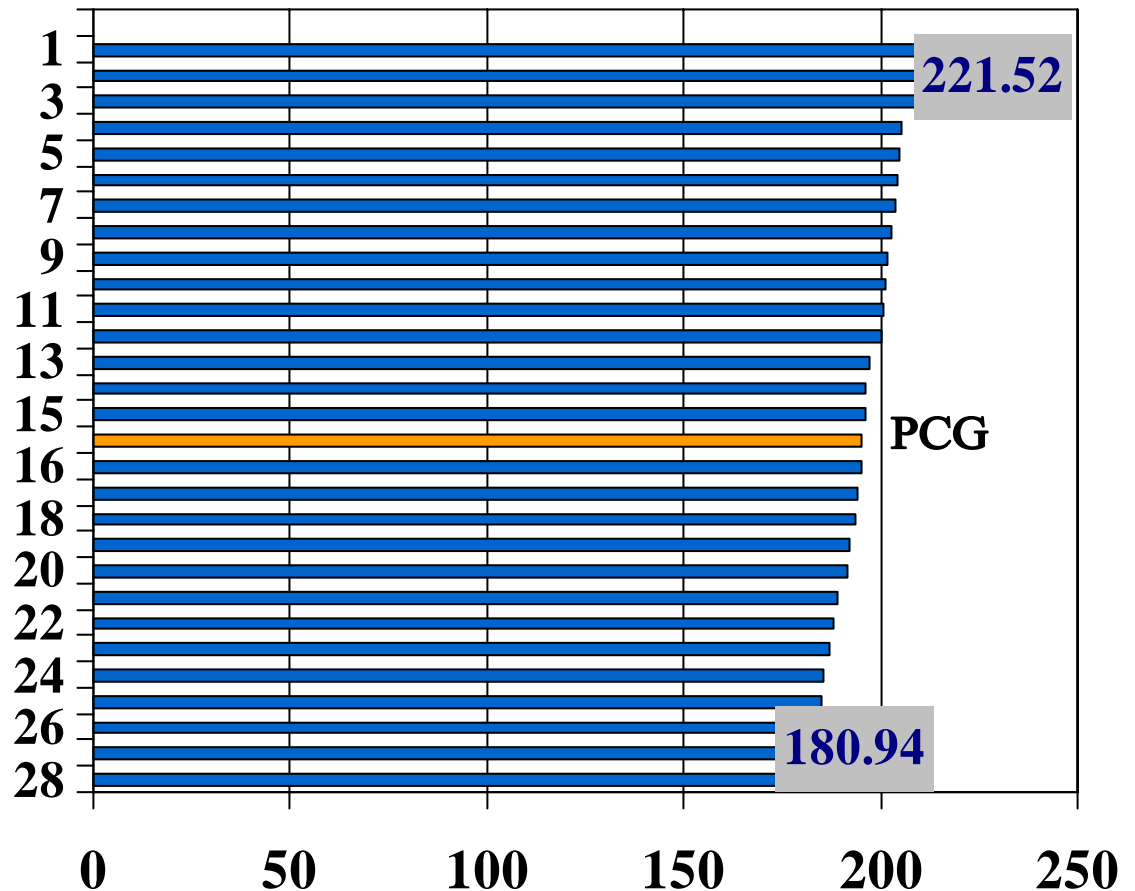
It includes:

- The number of doctors and the languages spoken at each practice.*
- The catchment area of each practice.*
- Registration levels and whether books are open or shut.*
- Surgery times; appointment systems; home visits; out-of-hours care; care in the home.*
- Special clinics.*
- Policy for repeat prescriptions and referrals.*
- What the GP practice does to assure quality of care.*
- What the practice thinks of NHS Direct.*
- How patients can complain.*

**PatientView measures *efficiency* using several criteria: access to the GP and speed of prescription refills (*figures use PatientView index*)**

**PatientView's  
North Camden PCG  
test poll: rankings of the  
PCG's 28 GP practices  
according to levels of  
efficiency as judged by  
their patients**

*Maximum possible score = 300*



**PatientView measures *efficiency* using several criteria: access to the GP and speed of prescription refills (*figures use PatientView index*)**

### **Some conclusions about North Camden:**

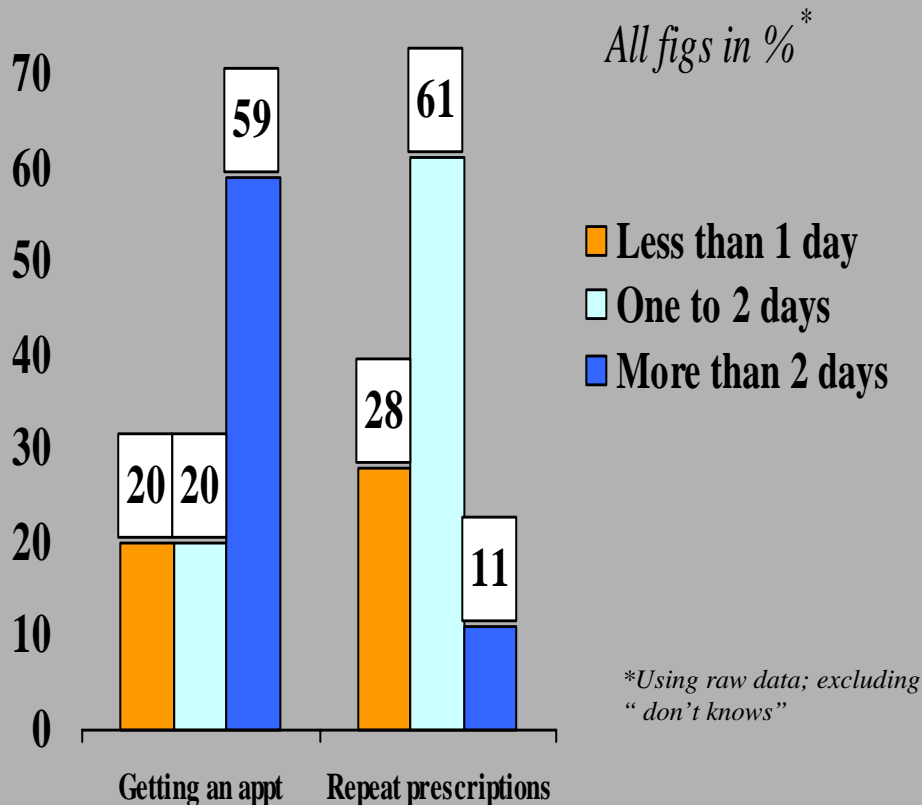
The best GP practice scores 22% better than the worst. Some GP practices epitomise *efficiency* in different ways:

- One practice registers a 27% better performance than the PCG for telephone access.
- For time spent in the waiting room beyond the scheduled appointment, the top-ranking GP practice only does 8% better than the than the PCG.
- Another practice does well in speed of prescription refills, performing 18% better than the PCG overall.

*All these high performers in efficiency tend to be single- or two-GP practices.  
Larger practices perform nearer the PCG norm.*

*February 6<sup>th</sup> 2001*

### Efficiency: access to primary care in North Camden:



- Around 40% of those polled could see the doctor within two days.
- Nearly 90% of respondents are able to get a repeat prescription within two days.

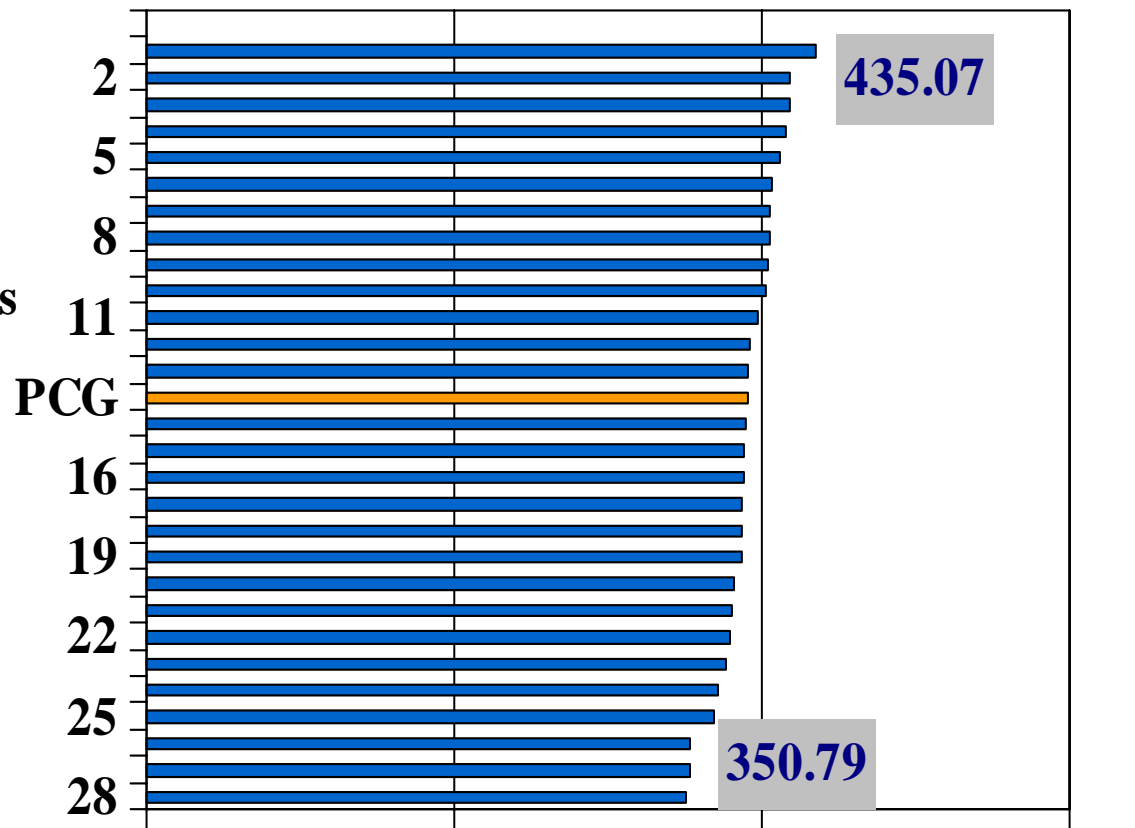
*but:*

- At one practice—40% can see the doctor on the same day; 70% within two days.
- At another practice—40% of patients get a repeat prescription in one day.

**PatientView measures *quality* using several criteria: time spent with the doctor, the opportunity to make choices, data on drugs, satisfaction with treatment, after care (*figures use PatientView index*)**

**PatientView's  
Norh Camden PCG  
test poll: rankings of  
the PCG's 28 GP practices  
according to levels of  
*quality* as judged  
by their patients**

*Maximum possible score = 600*



**PatientView measures *quality* using several criteria: time spent with the doctor, the opportunity to make choices, information on medications, satisfaction with treatment, after care (*figures use PatientView index*)**

### **Some conclusions about North Camden:**

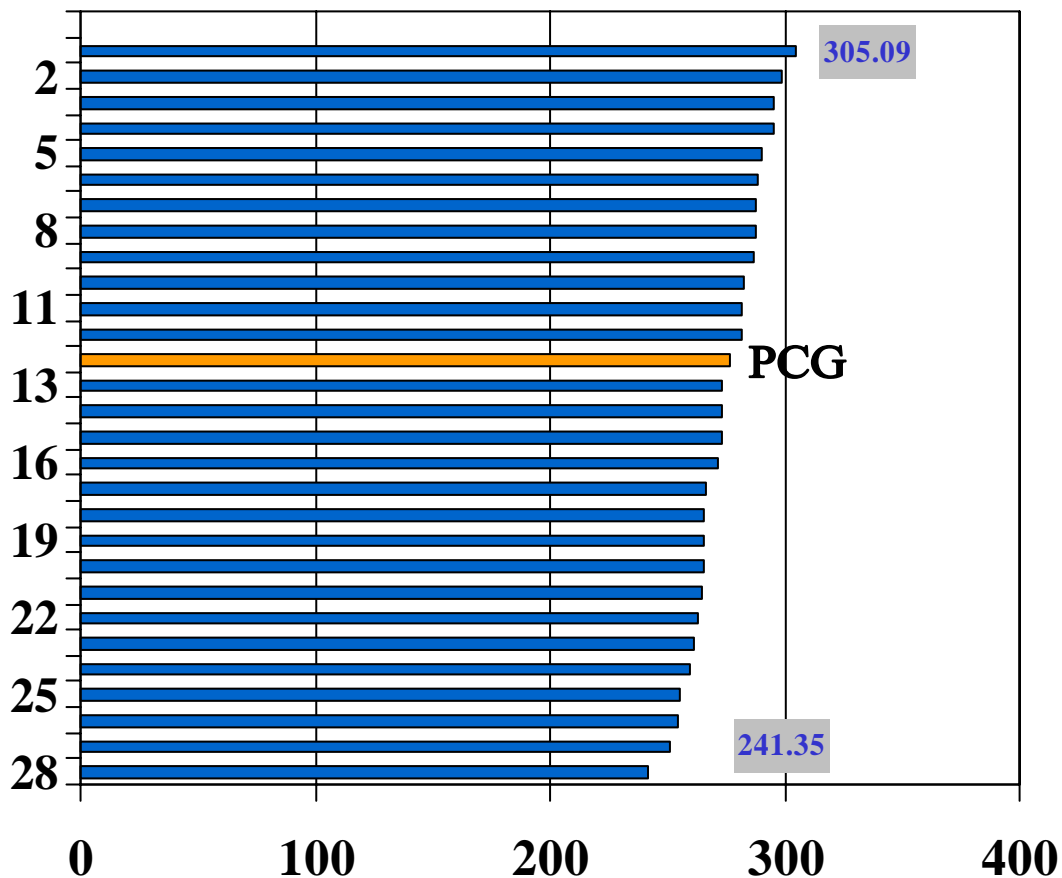
*Quality* is a very competitive category. GP practices that merely replicate the PCG average or fall a small amount behind it end up with lowly rankings. In individual criteria, certain practices stand out.

- ❑ Although nearly 91% of respondents in the PCG claimed to be satisfied with the time they spent with the doctor, at one practice the figure was as high as 98%.
- ❑ One practice outperformed the PCG by 16% when patients were asked whether they were offered a choice of drugs.
- ❑ Another practice, albeit with a small number of respondents (18), outperformed the PCG by 60% when patients were asked whether they were provided with data about their drugs.

**PatientView measures *compliance* using several criteria: sharing data, information about side-effects, contact outside the practice**  
*(figures use PatientView index)*

**PatientView's  
 North Camden PCG  
 test poll: rankings  
 of the PCG's 28 GP practices  
 according to levels of  
 compliance as  
 judged by their patients**

*Maximum possible score = 500*



**PatientView measures *compliance* using several criteria: sharing data, information about side-effects, contact outside the practice (figures use PatientView index)**

### **Some conclusions about North Camden:**

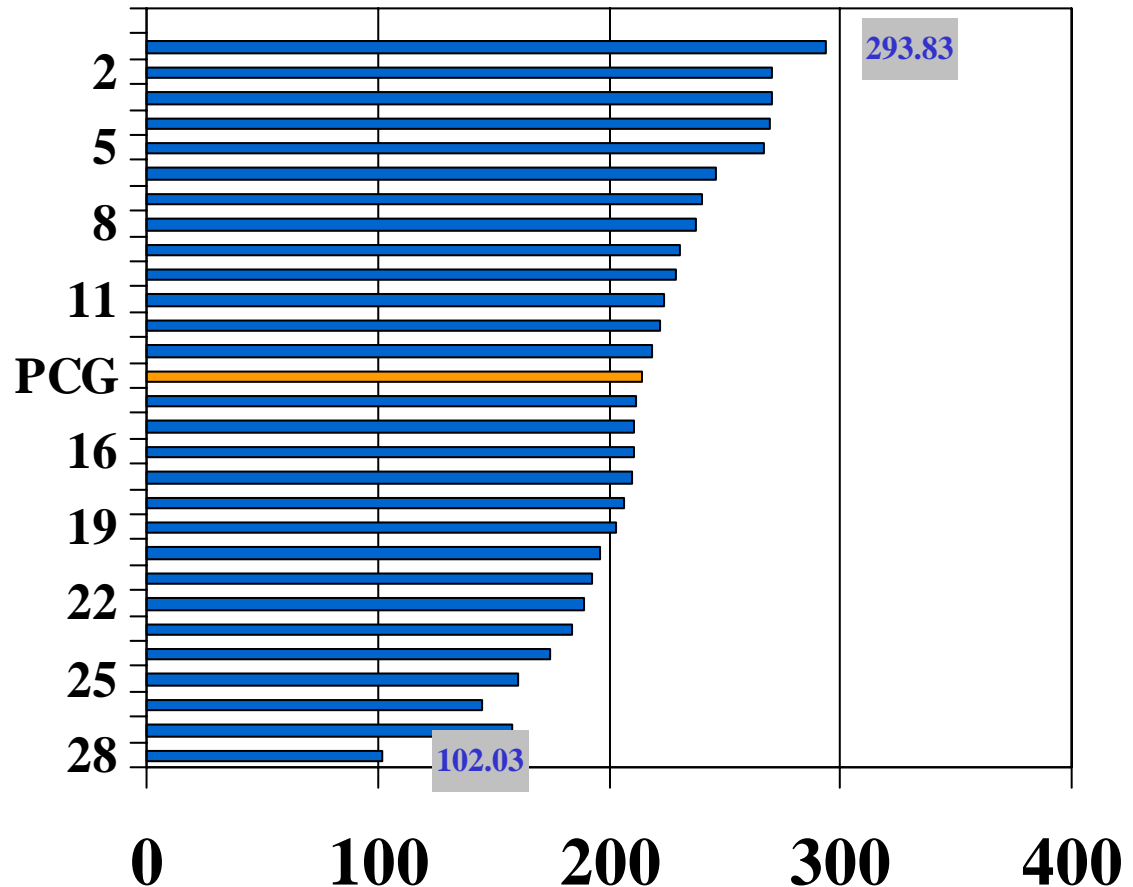
Scores for *compliance* are relatively low in the North Camden PCG. The price for higher patient *compliance* seems to be a drop in *efficiency* of GP practices—presumably because patients are sometimes spending longer with the doctor.

- ❑ Across the PCG, the score rate for *compliance* is low. Out of a maximum of 500 points, only one GP practice scored more than 300.
- ❑ The top practice for *compliance* also ranked 1<sup>st</sup> on *quality*, but 12<sup>th</sup> for *efficiency*.
- ❑ The lowest-scoring practice for *compliance* ranked 2<sup>nd</sup> for *efficiency*, but 26<sup>th</sup> for *quality*.

**PatientView scores on *preventive medicine* use several criteria: whether doctors ask about diet, exercise, smoking or alcohol (figures use PatientView index)**

**PatientView's North Camden PCG test poll: rankings of the PCG's 28 GP practices according to their intervention on preventive medical issues (as judged by their patients)**

*Maximum possible score = 400*



**PatientView scores on *preventive medicine* use several criteria: whether doctors ask about diet, exercise, smoking or alcohol (figures use PatientView index)**

### **Some conclusions about North Camden:**

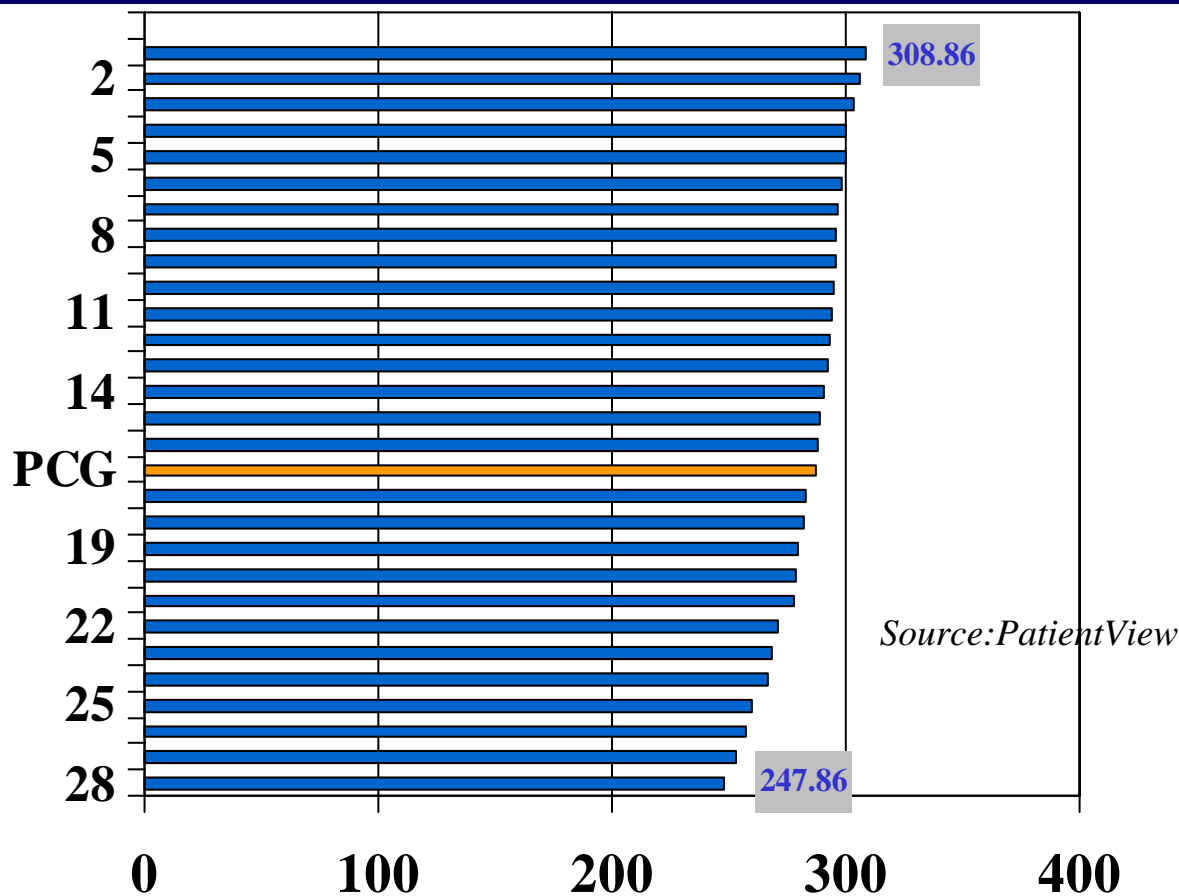
Again, making an effort on the *preventive* front seems to come with a hidden cost.

- ❑ The top-performing practice for *preventive medicine* only ranks 15<sup>th</sup> for *efficiency*, 14<sup>th</sup> for *quality*, 13<sup>th</sup> for *compliance* and 15<sup>th</sup> for *concordance*.
- ❑ The lowest performer for *preventive medicine* ranks 7<sup>th</sup> for *efficiency*.
- ❑ But perhaps most surprising was the performance of the third-ranking practice for *preventive medicine*, which was 19<sup>th</sup> for *efficiency*, 20<sup>th</sup> for *quality*, 24<sup>th</sup> for *compliance* and 20<sup>th</sup> for *concordance*.

PatientView scores on *computer usage* by several criteria: if doctors have a computer in the consulting room, and the various uses to which the computer is put (*figures use PatientView index*)

**PatientView's  
North Camden PCG  
test poll: rankings  
of the PCG's 28 GP  
practices according to  
whether they are  
IT literate,  
as judged by their patients**

*Maximum possible score = 400*



**PatientView scores on *computer usage* by several criteria: if doctors have a computer in the consulting room, and the various uses to which the computer is put (*figures use PatientView index*)**

### **Some conclusions about North Camden:**

- ❑ The highest scorer for *computer usage* also has the highest score for supplying patients with Internet information.
- ❑ At one practice, all the patients reported seeing computers in doctors' offices, which are used for printing off prescriptions. But the practice appears to give out no Internet information.
- ❑ Another practice is known to be manned by two old-fashioned doctors, who are very popular with patients. Despite their adversity to schemes dependent on new technology, such as NHS Direct, at least one of the doctors appears to be a regular supplier of Internet information to the practice's patients.

## Referral times in the twelve months to September 2000 in North Camden PCG -from the patients' perspective.

Of the people polled in North Camden, 36% sought a referral in the previous 12 months.

		<b>Private</b> (%)	<b>NHS</b> (%)
<b>Non life-threatening condition</b>		(108 responses)	(301 responses)
	<b>Less than a week</b>	<b>56</b>	<b>20</b>
	<b>Less than a month</b>	<b>32</b>	<b>25</b>
	<b>Less than 3 months</b>	<b>8</b>	<b>29</b>
	<b>Less than 6 months</b>	<b>1</b>	<b>13</b>
	<b>More than 6 months</b>	<b>1</b>	<b>10</b>
	<b>Don't know</b>		<b>3</b>
<b>Life-threatening condition</b>		(50 responses)	(133 responses)
	<b>One day or less</b>	<b>26</b>	<b>29</b>
	<b>Less than one week</b>	<b>36</b>	<b>17</b>
	<b>Less than 2 weeks</b>	<b>18</b>	<b>11</b>
Source: <i>PatientView</i>	<b>More than 2 weeks</b>	<b>12</b>	<b>33</b>
	<b>Don't know</b>	<b>8</b>	<b>10</b>

**Other highlights from the North Camden survey:**

❑ Most patients were happy with their GPs. Yet nearly a quarter reported that their doctor sometimes, rarely or never listened to their point of view.

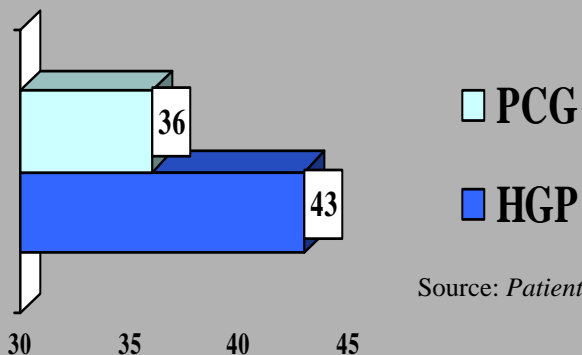
❑ Although 90% of patients (1,338 respondents) received information about their medication, only 31% (461) were given printed information about their drugs. A disturbing 17% of patients (241) said that the side-effects of the medicines they were taking were never explained to them. Translated to the whole of the PCG, that means as many as 22,000 people are never informed of the side-effects of treatment by their doctors.

❑ Only 8% (90) were given information about medical Internet sites.

## The largest GP practice in North Camden PCG: the Hampstead Group Practice (HGP):

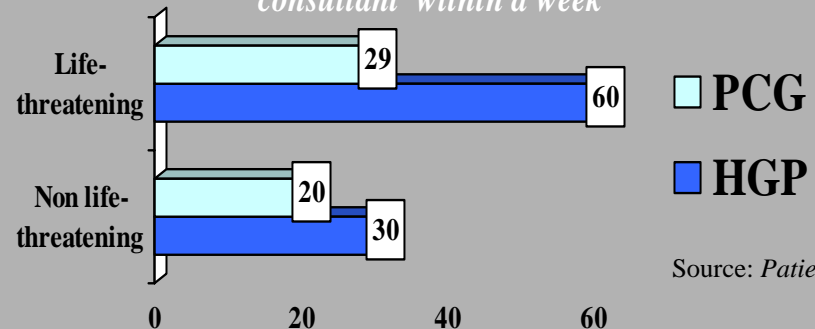
- ❑ Confidence was high, although 65% of patients said that the receptionists' phones were either 'almost always' or 'sometimes' engaged.
- ❑ The practice performance is mostly on-par with the rest of North Camden PCG, with one notable exception: **referrals**. 43% of respondents claimed to have required a referral versus 36% for the PCG. The practice is also quicker at getting an NHS referral appointment.

### Referral rates, %



Source: PatientView

### Waiting times, % seeing an NHS consultant within a week



Source: PatientView

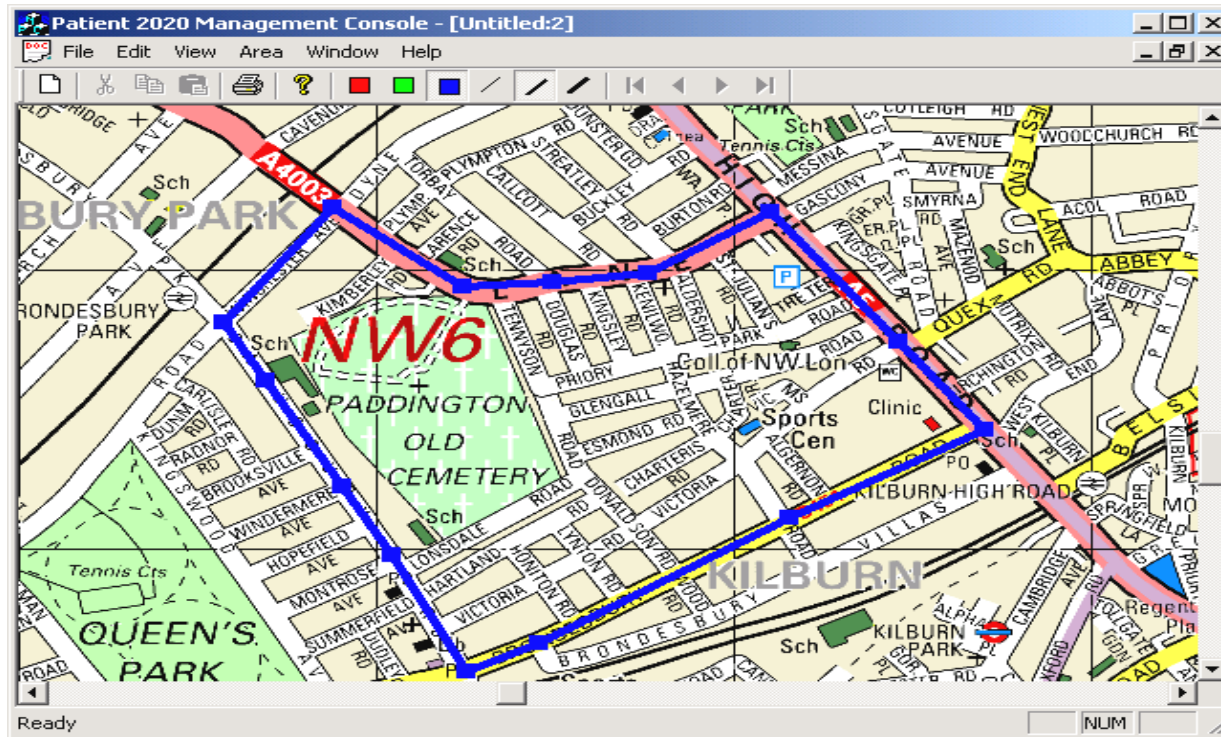
**Conclusion regarding North Camden survey:**

Polls: Few adaptations needed.

Only problems were:

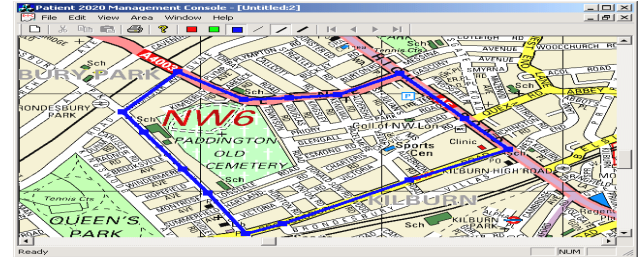
- Minimum targets not met for 2/3 practices.
- Where possible, need to determine beforehand the number of patients registered, in order to be able to set minimum targets.

*PV MAPS* is a unique and versatile tool which defines all the post-codes contained within a specified geographic area.



Source: PatientView

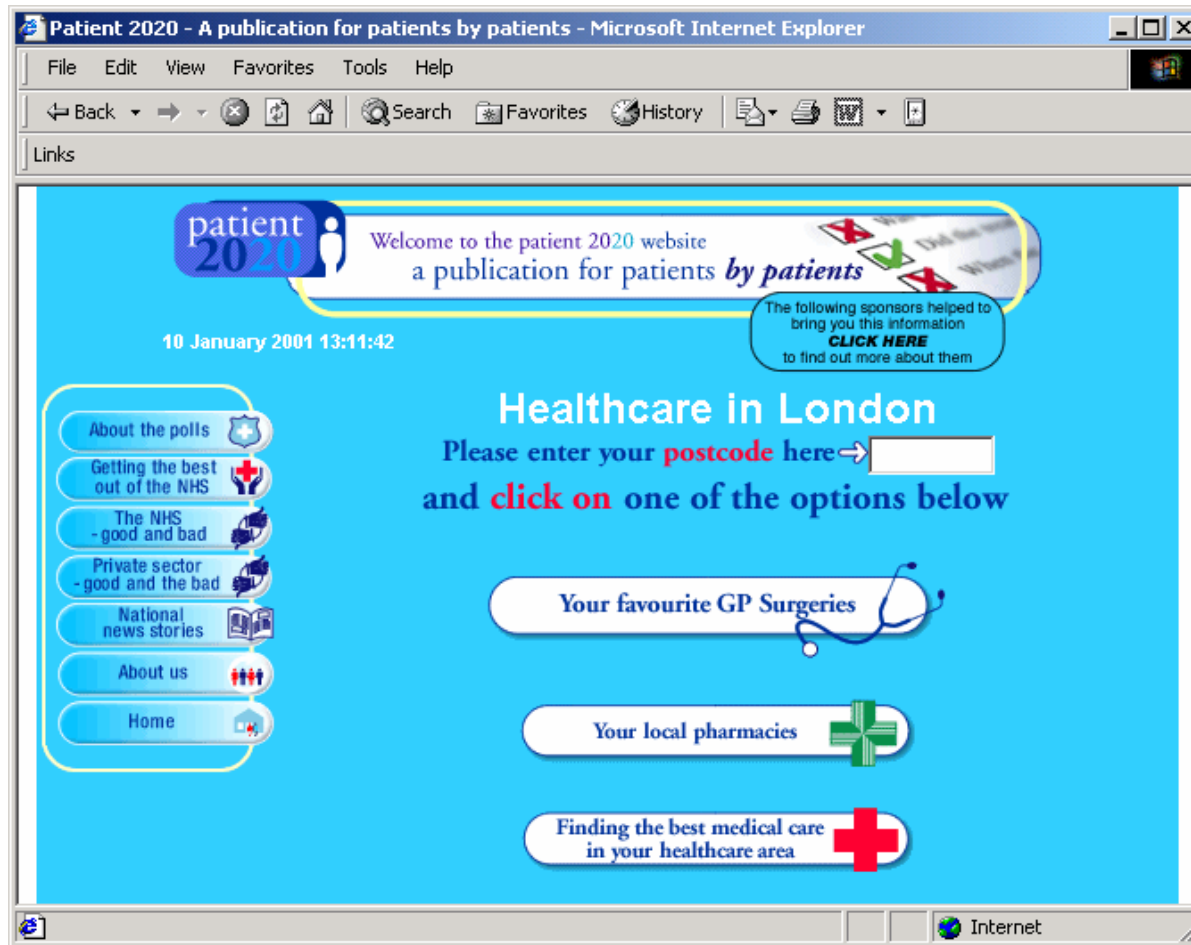
## The importance to healthcare:



Source: PatientView

❑ *PV MAPS* can calculate all the postcodes for a given healthcare area: HA, PCG, GP practice etc.

❑ Few members of the public know which healthcare area they inhabit. *PV MAPS* can determine the relevant healthcare areas (PCG/GP practice) for any given postcode.



Source: *PatientView*



## Some facts about PatientView:

- Founded June 2000.
- Initial round of financing completed August 2000.
- Premier management team: Alexandra Wyke (formerly of the Economist Group) and Andrew Tivenan (formerly HSBC and Rabobank).
- Advisory board:
  - Professor Richard Kitney, Imperial College.
  - Lisa Power, Terence Higgins/Lighthouse Group.
  - The Rt Hon Virginia Bottomley, MP for Surrey South West.
  - Dr Michael Coughlan, past president of the Irish College of General Practitioners.
  - Noel Staunton, health economist, Isle of Wight Health Authority.
- Clearance from the Data Protection Authority.
- Strategic partnership with com.Medica.