

**PATIENT**  
**DYNAMICS™**

*Listening to patients' views*

Your Guide To Running the 2007

## **COMMUNITY PHARMACY PATIENT SURVEY**

The Community Pharmacy Contract introduced the patient pharmacy survey as a Clinical Governance 'essential service' requirement. It provides a great opportunity to gain feedback on how your customers view the service you provide, and with the correct analysis, provides valuable information you can use to develop your business.



**NHS**



## Getting Started

1. The size of your pharmacy as determined by your average monthly script volume establishes the number of completed questionnaires you must achieve. For convenience, PatientDynamics has classified these into 3 bands, Small, Medium and Large

Average monthly script volume ----- (items)	Size of Pharmacy	Minimum number of returned questionnaires
0-2,000	Small	50
2,001-4,000	Medium	75
4,001-6,000	Medium	100
6,001-8,000	Large	125
8,001upwards	Large	150

2. To comply with sampling guidelines you must survey only patients who have received NHS services from your pharmacy and you must survey these patients evenly over your business week. Decide how long you want your survey to last and invite participants to take part evenly throughout each day your pharmacy is open. To see examples of even distributions and to use our toolkit to produce your own sample timetable, log onto [www.communitypharmacysurvey.co.uk](http://www.communitypharmacysurvey.co.uk)
3. Additionally, you must also take care to ensure that the distribution of questionnaires “reasonably reflects the pharmacy’s business profile” including surveying both patients who have received an MUR and also, if applicable, surveying those who have received an enhanced service and patients who have prescriptions delivered to their homes.
4. Decide whether you want your pharmacy to conduct an internet-based Online Survey only, or a mixed mode survey where patients have the option of whether to complete the questionnaire online or on paper.

Online	Questionnaire Pad
<ul style="list-style-type: none"> <li>• Easy “point and click” methodology</li> <li>• Customer completes at home, internet café, or library</li> <li>• Great if time and space are tight</li> <li>• Multi-language</li> <li>• Dispensing-bag stickers direct customers to the website</li> <li>• If have an internet-linked computer in your consulting room that could be used also</li> </ul>	<ul style="list-style-type: none"> <li>• Spiral bound pad, customised to your pharmacy</li> <li>• Can be filled in standing up</li> <li>• No counter space required</li> <li>• Keeps all questionnaires together</li> <li>• Freepost return envelope for when pad is completed</li> <li>• Option for home completion with postal return</li> </ul>

5. Log onto [www.communitypharmacysurvey.co.uk](http://www.communitypharmacysurvey.co.uk) to register your details and, if necessary, order extra survey materials.

## If you choose to conduct a mixed mode survey:

- Each pad contains 65 questionnaires, and we always send you more than you need in order to allow for spoiled or non-returns from postal forms.
- If you are a medium or large pharmacy (as defined by the table below) you will need additional free questionnaires and these will be sent to you when you register at our website: [www.communitypharmacysurvey.co.uk](http://www.communitypharmacysurvey.co.uk)

Average monthly script volume ----- (items)	Size of Pharmacy	Minimum number of returned questionnaires	Number of questionnaires PatientDynamics will send
0-2,000	Small	50	65
2,001-4,000	Medium	75	130
4,001-6,000	Medium	100	130
6,001-8,000	Large	125	195
8,001upwards	Large	150	195

- Display the PatientDynamics poster in your pharmacy to alert customers to the aims of the survey.
- When you invite patients to take part in the survey, give them three options:

<b>Option 1</b>	Complete the questionnaire on the questionnaire pad, and then return the pad to you
<b>Option 2</b>	Take a questionnaire from the pad with them to complete elsewhere and return to us in a freepost envelope
<b>Option 3</b>	Log onto <a href="http://www.CPPQ.co.uk">www.CPPQ.co.uk</a> and complete the questionnaire online. (see Online Survey over the page)

- PatientDynamics will keep you informed of how many completed questionnaires we have had sent back to us directly or submitted via our website.
- When you have completed your target number of questionnaires, send the pad back to PatientDynamics in the registered freepost envelope. Keep your proof of posting.
- PatientDynamics will then enter and analyse the survey data and produce two reports. One report will contain your survey figures and compare your results with the results of other pharmacies we have analysed nationally. The other report will analyse your strengths and weaknesses compared with other similar pharmacies, make improvement suggestions and highlight where your pharmacy is doing well.



## If you choose to conduct an Online Survey:

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- 13.** Patients are directed to the survey website [www.CPPQ.co.uk](http://www.CPPQ.co.uk) by stickers that you attach to their dispensing bag or other item you supply
- 14.** Patients need to have your pharmacy postcode and name to identify you on the website. There is space on the sticker for you to attach one of your own dispensing stickers or stamp that has this information.
- 15.** If you register on our website [www.communitypharmacysurvey.co.uk](http://www.communitypharmacysurvey.co.uk) to conduct an Online-Only survey, additional stickers will automatically be sent to you. Please do not use the paper questionnaires.
- 16.** If you registered to do a mixed mode survey, you can order additional stickers at any time on our website.
- 17.** Display the PatientDynamics poster in your pharmacy to alert customers to the aims of the survey.
- 18.** Invite participants to take part in the survey verbally, and attach a dispensing bag sticker. Customers can then access the website from the pharmacy (if possible), from home, or from any chosen location and complete the survey online.
- 19.** The survey for your pharmacy will remain open until we receive your target number of questionnaires or a minimum survey period of one week from the point at which we receive your first completed questionnaire online, whichever is the later. If your target number of completed surveys has been met, PatientDynamics will inform you. If we have not received your target number we will inform you and let patients from your survey submit additional questionnaires until that target has been met.
- 20.** PatientDynamics will then analyse the survey data and produce two reports. One report will contain your survey figures and compare your results with the results of other pharmacies we have analysed nationally. The other report will analyse your strengths and weaknesses compared with other similar pharmacies, make improvement suggestions and highlight where your pharmacy is doing well.

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