



Customer Satisfaction **REPORT**

March 2022

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Customer Satisfaction Report

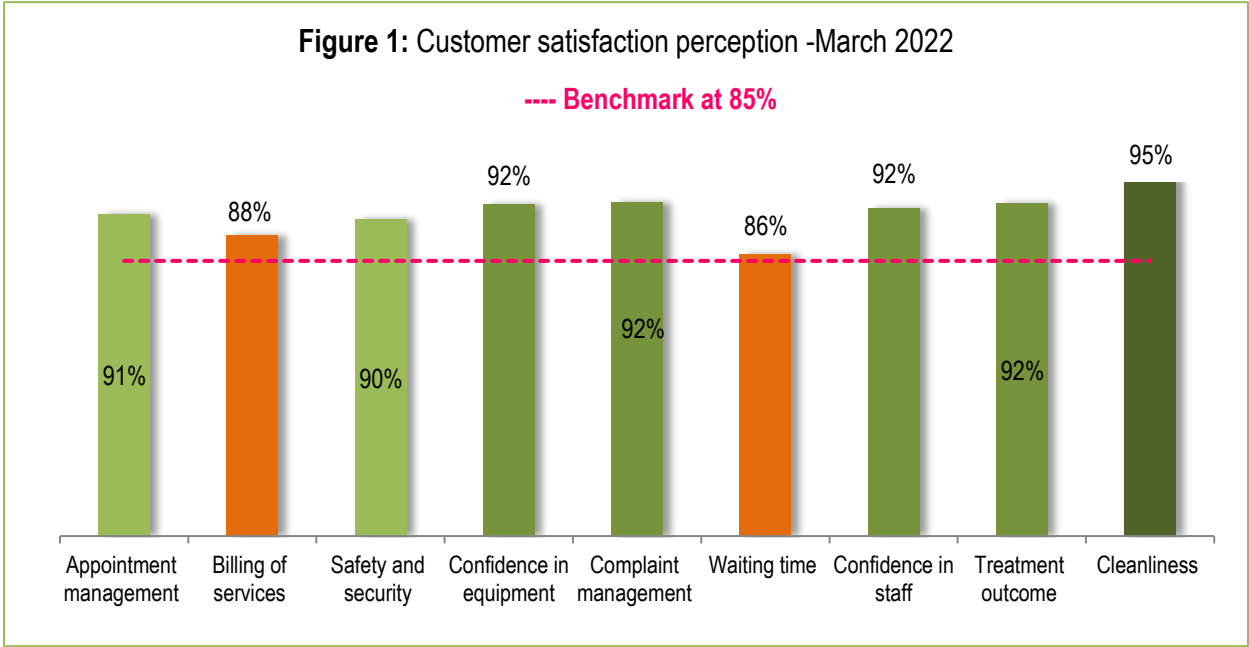
1 Background

We, at Primecare Fertility Clinic, continue to demonstrate our commitment to continuous improvement by monitoring and evaluating “customers’ perceptions of the degree to which their needs and expectations have been fulfilled”. This is in accordance with our established Quality Management System of ISO 9001:2015.

In this report, we attempt to review the performances of some of the interventions implemented since the review of our last report of July 2021. Although the last survey tool was retained, our performance benchmark was modified upwards to 85% across board. As expected, we continually experience the diverse and dynamic nature of our patients’ needs and expectations, but we excited to report spectacular improvements across board and to thank our patients for helping us know how to satisfy them.

2 Summary of findings

Forty-one patients provided us with responses from the survey and one qualitative feedback from the suggestion box were evaluated. Overall satisfaction rate was 91%, with a performance improvement of about 8% above previous record. All aspects of the survey tool met and exceeded our set benchmark of 85% as shown on Figure 1 below.



3 Action points

3.1 Outcomes of previous recommendations implemented

- a. The implementation of complaint policy greatly improved on our previous complaint management ratings.
- b. The introduction of a visiting surgeon for theatre procedures significantly reduced the waiting time for other patients consulting with the clinical director.
- c. Sustained feeling of patient safety by renovating the clinic settings and cosy ambience, ensured adherence of nose masks and hygiene protocol for all our patients and visitors
- d. The modified staff appraisals strategy helped us to understand and enhance our continuous in-house training and approaches to patient follow-ups.
- e. Sustained positive focus on highest possible treatment outcomes

3.2 Recommendations to be implemented

- a. Revise the aspects of the customer survey tool and exploit online platforms for the next survey and complaints management system
- b. Provide a handy educational and information handbook for staff and patients on services, bill of rights and other essentials
- c. Enhance confidentiality and privacy in practise and staff education
- d. Review appointment system and harness our website and electronic interfaces for ease of interactions with our clients and patients
- e. Improve internal communication systems for staff to enhance patients' flow

4 How we get the report prepared

This customer satisfaction report is based on responses received from the customer experience management survey using a questionnaire (Appendix 1). The WHO guideline¹ was used to select the aspects for which quality of care were assessed. The questionnaire was printed and administered to customers by hand during their visit to the clinic. Depending on their disposition some of the customers took it home and returned their response in the next visit. Response rate of 65% was recorded.

Each returned questionnaire was numbered consecutively and transcribed on Microsoft Excel spread sheet and analysed. Voluntary participation and anonymity were maintained. Each aspect rated on the Likert scale was assigned a score i.e., Good =4, Fair =3, Neutral =0, Poor =2; Very Poor =1. Therefore, each rated tick made by the customer was converted to a score and summed up. The overall sum for all customers by aspect was calculated as a percentage by dividing it over the maximum possible score. The average was approximated to represent the rating e.g., $3.7 = 4 = \text{"Good"}$.

¹ <https://www.who.int/management/quality/satisfaction/en/>



CUSTOMER EXPERIENCE MANAGEMENT SURVEY

Dear Esteemed Customer,
 We are positioned to continually improve on the quality of our service delivery that is why we would like you to take a few minutes and participate in this survey. Please note that this is voluntary and your answers will be treated with utmost confidentiality. Thank you for participating!



S/N	Your experience or perception of:	Rate (please tick (√) only one option below)					REMARK
		5	4	3	2	1	
1.	Appointment management						
2.	Billing of services						
3.	Safety and security						
4.	Confidence in our equipment						
5.	Complaint management						
6.	Waiting time before attention is given to you						
7.	Confidence in our staff						
8.	Treatment outcome						
9.	Cleanliness of environment/staff						
10.	Overall service delivery						
11.	Mention any other aspect of your experience with us that you like immediate improvement _____						

Service(s) received Consultation/Counseling Procedure Lab Test Admission Drug

(Tick as appropriate please):