



CUSTOMER Expectations and Satisfaction REPORT

November 2022

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Customer Expectations & Satisfaction Report

1 Background

In accordance with the established Quality Management System of ISO 9001:2015, we 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.”

Following the recommendations of previous satisfaction report of March 2022, to review the data collection instrument, this edition consist of the determination of patient expectations in the survey instrument (Appendix A).

Even though we continue to encounter the various and dynamic nature of our patients' requirements and expectations, as predicted, we are thrilled to announce astounding advancements across the board and grateful to our patients for assisting us in understanding how to meet their expectations.

2 Summary of Findings

Thirty (30) patients participated in this survey and provided us with responses that we have carefully put together as a tool for guiding our strategic plan towards enhancing our patient’s satisfaction and exceeding their expectations.

- A. Before arrival, patients imagine successful pregnancy and birth, also, they expect adequate communication, and information of their appointments and treatment plan
- B. About 60% expect warm reception that is encouraging, courteous amongst others
- C. Attention and courtesy are the most sought for attributes of our front-desk
- D. Nurses are mostly expected to demonstrate professionalism and caring for patients
- E. Majority of our patients expect professional and compassionate doctors
- F. Friendly and flexible billing and accounts services were most expected by patients from this department
- G. An excellent overall average satisfaction rate (75%) was recorded in this survey, although it was 10% less than the set benchmark of 85%, making room for improvement
- H. We also received significant comments as suggestions, negative, and positive feedbacks through the survey instrument, and we are glad to begin the implementation of ideas/corrective actions through a short-to long-term plan.

3 Expectations before arrival

Most of our patients get to know about us through word-of-mouth testimonies of successful treatment outcomes, from friends, colleagues, relatives, or other facilities.

Prospective patients start to visualize achieving their lifelong dream of having children and growing their family. This expectation usually gets positively modified upon interactions with us.

Returning patients would expect more, especially from other aspects of our services, and many of which are not clinical in nature but are crucial to enhancing overall satisfaction.

We are delighted to receive expression of expectations from both new and old patients:



- ▶ Babies! Babies!! Babies!!!
- ▶ Hoping to have a child.
- ▶ God will use you to fulfil my dream of becoming a mother.
- ▶ To get pregnant; with twins a boy and a girl
- ▶ Accomplish my purpose of coming
- ▶ **Result: successful, beautiful, positive, good**
- ▶ The clinic was highly recommended by standard hospital.
- ▶ To be called and confirm date/time of appointment.
- ▶ Confidentiality

We are committed to resourceful investments to improve on our overall patient experience management strategies and programs to ensure that we continually meet and exceed the expectations of our patients at all times!

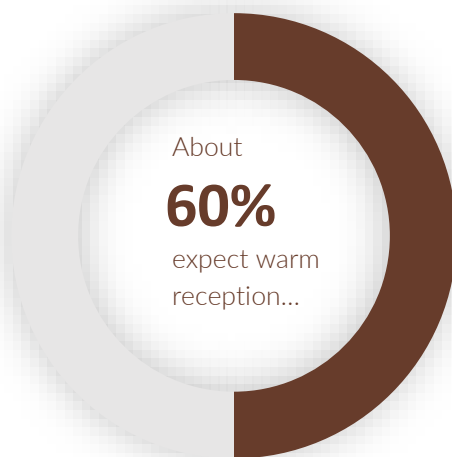


4 Expectations of Reception

Reception is more than just the place, lounge or waiting area where new, prospective, or old, returning patients are received and their inquiries, appointments, and transitions about where to go or what next to do, are dealt with. The simplest way to describe a good reception is to sit back, relax, and feel as though you are in your living room.

We have received the following interesting expectations from our patients:

- ▶ Good ambiance, receptive and friendly staff.
- ▶ Less noise from the staff and professionalism
- ▶ Prompt and accurate response and appointments.
- ▶ Not playing while on duty like my last visit.
- ▶ Water to drink
- ▶ Good reception at all times
- ▶ Acceptance and hopeful smiles
- ▶ Cheerfulness and courteous receptionist.
- ▶ **Warm: encouraging, welcoming, courteous**
- ▶ A comfortable home like environment



Primecare is continually evolving actions, processes, and the ambiance of warm reception, so that every visit is a memorable occasion for our patients and visitors.

5 Expectations for Front Desk

In addition to answering questions and directing callers, speaking to patients and visitors face-to-face or over the phone, our front desk organizes, schedule and help with planning patients' appointments. They are Primecare's face of quality fertility services; marketing and communicating what we do and building trusting relationships while putting the needs of the patient first.

The following noteworthy expectations for the front desk were received:



- ▶ Welcoming and smiling faces
- ▶ They should maintain their warm reception
- ▶ Efficient and keep schedules going
- ▶ Cheerfulness
- ▶ Receptive
- ▶ **Courtesy**
- ▶ Professionalism and orderliness
- ▶ Willingness to assist
- ▶ Keep up being polite
- ▶ Proper direction
- ▶ Recognition and attendance
- ▶ Excellence and experience
- ▶ Friendly and good mannered
- ▶ **Attention: maximum, prompt, adequate**

Attention and courtesy are crucial body languages that our front-line staff will continually deploy to demonstrate our commitment of placing the needs of the patient first.



6 Expectations for Nurses

The fertility nurse is not only concerned with the sterility of the tools and equipment used during embryo transfer; additionally, they make sure patients are mentally and physically prepared for the treatment through gentle counselling, courteous medication administration, a stress-free theatre procedure and offers tons of follow-up support.

Patients expressed positive comments with expectations:

- ▶ Accessible and swift response.
- ▶ Prompt and thorough information
- ▶ **Caring**
- ▶ Good medical knowledge
- ▶ Willingness to assist
- ▶ Excellent discharge of duty with humility and compassion
- ▶ Friendly
- ▶ I wish all of them are warm
- ▶ **Professional**
- ▶ The nurses should be welcoming
- ▶ They should improve their standard of service
- ▶ Tolerance



Primecare's core value is to provide fertility care with innovation that gives our patients confidence. This is further grounded in the professional and caring attitude of our nurses.

7 Expectations for Doctors

The team of fertility doctors at Primecare is led by the Clinical Director, Dr. Ese Omonigho-Williams. Doctors are in charge of reproductive endocrinology and infertility work-up, which typically entails taking the couple's medical history, performing physical examination, recommending tests, and determining the best course of treatment for them.

Many positive comments were received as well as expectations of doctors by patients:

- ▶ The doctors should explain every procedure in details and answer questions that clients may have
 - ▶ Up to date in medical practice and IVF protocols
 - ▶ **Professional and compassionate**
 - ▶ Show empathy and calm patients with diagnosis
 - ▶ Good communication; willing to assist
 - ▶ Humility
 - ▶ Knowledgeable
 - ▶ Experience, competence, and skill
 - ▶ Openness
 - ▶ Friendly
 - ▶ Caring
 - ▶ Dedication and attention
 - ▶ To be there whenever they are needed
 - ▶ To give me the best.



We are happy to provide our services with the professional and compassionate care that our patients require because these qualities are fundamental ethical principles in infertility treatment.



8 Expectations of the ART Laboratory

The Assisted Reproductive Technology (ART) laboratory is regarded as the ‘engine room’ of infertility treatments in Primecare, and is responsible for the collection of samples (e.g., blood, urine, semen/egg, etc.), perform diagnostic tests and invitro fertilization procedures.

Our patients have expressed the following crucial expectations for the ART laboratory:

- ▶ Soft touch in collecting sample
- ▶ Ensure they do not mix up patient’s sample
- ▶ Properly guide patients during sample collection
- ▶ Accuracy
- ▶ Diligently
- ▶ Orderliness
- ▶ Dedication
- ▶ Cleanliness and decency
- ▶ Courtesy and kindness.
- ▶ Swift and timely
- ▶ Efficient
- ▶ **Professional and carefulness**
- ▶ Friendly and job knowledge
- ▶ Truth clearly stated



Our commitment to competency testing of laboratory staff, adherence to standard operating procedures and quality documentation to ensure professional carefulness will continue to be top priority

9 Expectations of Billing and Accounts

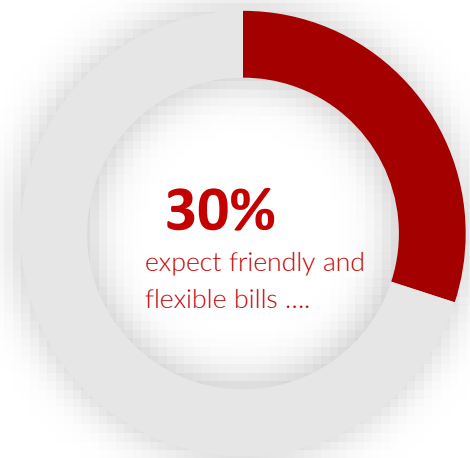
Beyond the preparation of bills and receipts of payments, the accounts department is also responsible for planning suitable payment strategy and discount packages for patients.

We have noted with pleasure the following expectations of billing and accounts from our esteemed patients:



- ▶ Give full payment options upfront
- ▶ Issue receipt for every transaction no matter the amount
- ▶ Good record keeping
- ▶ Moderate and fairly considerate
- ▶ Honesty and realistic
- ▶ Affordable
- ▶ Accurate and proper accounting
- ▶ **Friendly and flexible .**
- ▶ Courtesy

We will be more friendly and flexible with billing by sustaining our vision of using “...affordable items at the best possible cost, whilst achieving comparable results as anywhere in the world.”

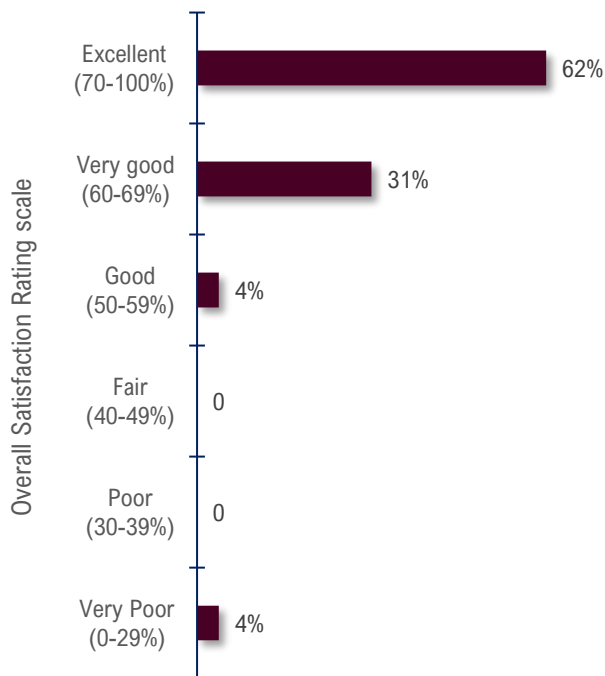


10 Overall satisfaction rating

Sixteen out of the 26 respondents (62%) rated 'Excellent (70-100%)' perception of overall satisfaction of our services.

One person each rated overall satisfaction as 'Very Poor (0-29%)' and 'Good (50-59%)' respectively.

The average overall satisfaction rating was 75%, although, less than the 85% set benchmark for the period under review.



The more interactions patients have with us and the experience of positive outcomes they have, the higher their satisfaction scores go.

11 Action points

11.1 Comments for our quality improvement

From suggestions and negative feedbacks

- ▶ Improve on patients' education on what they are about to embark on, the price and everything they need to know such as publicizing the patient handbook
- ▶ Improve on our reception area by changing and optimising space by reorganization furniture
- ▶ Reduce waiting time by strict implementation of appointment schedule and increasing consultation doctors
- ▶ Facilitate the implementation of the quality complaint and feedback App by the Quality Improvement Institute.
- ▶ Enhance smooth transition or referral of pregnant patients to Amana Medical Centre while we consider expansion by relocation to a bigger building and enable the setting up a of a gynae centre to monitor and take delivery of babies, so that after pregnancy patients will not have to worry about finding another good doctor and explaining the process over again
- ▶ Conduct focused trainings for patient care assistants on patients bill of rights, confidentiality, and privacy, maintaining serene ambience of recovery rooms as well as sanitation, safety, and hygiene.

Positive remarks

There were several positive remarks from patients to sustain the good works and ensure positive results

11.2 Outcomes of previous recommendations implemented

- a. The review of survey instrument to include expectations of patients was good action point leading to the deep insights gained through this report
- b. The introduction of intercom has greatly improved patient flow and enhanced patient experience management

11.3 Recommendations to be implemented

- a. Use this report as a training guide for all staff focusing on the respective expectations highlighted by patients for the various functions/processes
- b. Integrate the findings of this report into the strategic plan for 2023
- c. Use crucial items in this report to guide the development of the next survey instrument so as to evaluate performance of meeting expectations

APPENDIX 1: Survey Questionnaire

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Let Us Know Your Expectations, So We Can Serve You Better!

This is voluntary, and confidentiality of information collected is assured. Thank you for participating!



Before you come to our Clinic

What do you expect from us before you come to Primecare?

Reception

What do you expect at our clinic reception when you arrive Primecare?

Front Desk Staff

What do you expect from our front desk staff at Primecare?

Nurses

What do you expect from our nurses at Primecare?

Doctors

What do you expect from our doctors at Primecare?

Laboratory Staff

What do you expect from our laboratory staff at Primecare?

Billing and Accounts

What do you expect from our billing and accounts at Primecare?

Other general comments for our quality improvement

Please comment generally on any other aspect in need of improvement

Rate your overall SATISFACTION with Primecare Fertility Clinic's services

- Excellent (70-100%)
- Very good (60-69%)
- Good (50-59%)
- Fair (40-49%)

APPENDIX B: Survey Methodology

Survey Development

The expectation component of the survey was developed based on the idea of needs and expectations requirements and the understanding of the various roles played by the different levels, functions, and processes as described in the ISO 9001:2015 QMS Standards. This aided in breaking down expectations areas into the different departments in Primecare. In all, qualitative responses were collected and analysed.

The satisfaction rating was clustered on a scale to facilitate the ease of collection of data from respondents. See questionnaire (Appendix A).

Administration

It was originally developed for online administration <https://primecarefertility.com/satisfaction-survey/>. The link was shared via emails to 254 registered patients with about 100 patients registered within the period July to October 2022.

The questionnaire was also printed and administered to customers by hand during their visit to the clinic. Overall response rate is <20%, but physical administration constituted 68% of total responses received.

Analysis and Reporting

Each returned questionnaire was numbered consecutively and transcribed on Microsoft Excel spreadsheet and analysed. Voluntary participation and anonymity were maintained.

Qualitative data analysis consisting of thematic counts of words appearing under a theme was used to estimate proportions presented in percentages, while statements made by patients were either directly placed in the report as received or carefully rephrased for standard representation.

Each aspect rated on the satisfaction scale (see questionnaire) were counted and statistically determined as percentage proportion.

Limitations

Clustered satisfaction rating scale may have influenced the outcome of overall average

Many patients are usually not comfortable participating in fertility care surveys due to fear of stigmatization not to be associated with this weakness hence the low res

Glossary of Terms

Attention: notice taken of someone or something; the regarding of someone or something as interesting or important.

Carefulness: the quality of giving a lot of attention to what you are doing so that you do not have an accident, make a mistake, or damage something

Caring: displaying kindness and concern for others. looking after those unable to care for themselves, especially on account of age or illness.

Confidential: intended to be kept secret. entrusted with private or restricted information

Compassionate: feeling or showing sympathy and concern for others.

Courtesy: the showing of politeness in one's attitude and behaviour towards others.

Expectations: a strong belief that something will happen or be the case.

Flexible: able to be easily modified to respond to altered circumstances; eady and able to change so as to adapt to different circumstances.

Friendly: kind and pleasant.

Professional: relating to or belonging to a profession; following ethics of the practice. engaged in a specified activity as one's main paid occupation rather than as a pastime.

Warm: having or showing enthusiasm, affection, or kindness.