



Customer Satisfaction **REPORT**

July 2023

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Customer Satisfaction Report

1 Background

In our latest edition of the report, we are delighted to unveil the successful integration of the mobile complaint and feedback applications (QCApp) into our operational framework at Primecare Fertility Clinic. This strategic integration enhances our ability to efficiently receive and address our patients' needs and expectations, marking a significant step forward.

Our unwavering dedication to continuous improvement remains steadfast as we persist in the meticulous assessment of "customers' perceptions regarding the extent to which their needs and expectations have been met. This unwavering commitment aligns seamlessly with the standards set forth in our ISO 9001:2015-compliant Quality Management System.

Within this report, we undertake an extensive evaluation of the outcomes stemming from various interventions introduced since our preceding review in November 2022. Due to the integration of the QCApp, our former survey methodology was suspended, and the report now has a 3-dimension framework consisting of complaints, feedback, and satisfaction ratings.

2 Summary of findings

2.1 Complaints

Within the period under review, three major complaints were attended to. The complaints received from patients encompassed various aspects of their experiences. One individual highlighted a delay in a food order, while another sought improved communication during a medical procedure and expressed a desire for prompt receipt of scan results. Additionally, a concern regarding a child's complexion was raised, along with feedback about a past medical experience involving postpartum bleeding and the aftermath of an IVF procedure.

In response to the complaints received, immediate actions were taken to address the issues. For Complaint 1, steps were swiftly taken to resolve the food delay, and the affected patient was personally offered an apology for any inconvenience caused. Regarding Complaint 2, efforts were focused on emphasizing transparent communication during medical procedures, ensuring timely scan result communication via email, and extending a direct apology to clarify any confusion with the patient. In relation to Complaint 3, the challenges faced by the patient were acknowledged, leading to a

thorough review by the medical team. Communication and follow-up procedures after IVF and childbirth improved, especially with regards to our referrals to post-pregnancy service providers. An investigation was undertaken to address concerns about the child's development and complexion, with ongoing updates provided.

2.2 Feedback

Both written (1) and online (14) feedback was received and processed within the reporting period, which we have classified as positive remarks and suggestions for improvement.

A. Positive Remarks:

The feedback received from patients reflects a high level of satisfaction and appreciation for the services provided by the clinic. Several patients expressed their gratitude for the welcoming environment that the staff had created, praising the friendliness and competence of both medical and non-medical staff. The clinic's cleanliness, the knowledgeable of the clinical director, and the competence of doctors and nurses were particularly lauded. Patients also emphasized the welcoming nature of the reception staff, which made them feel comfortable and relaxed throughout their visits. The success stories of successful treatments were shared, contributing to the positive reputation of Primecare. The supportive and accommodating environment, along with the exceptional care provided, left patients feeling well-cared for and willing to recommend Primecare to others.

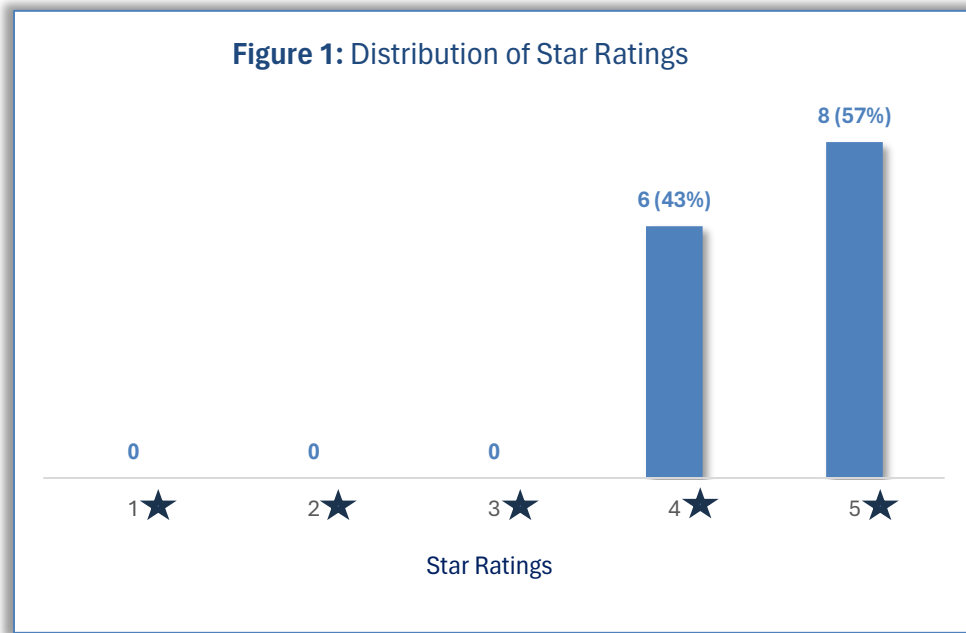
B. Suggestions for Improvement:

While the majority of feedback was positive, one patient expressed dissatisfaction with the clinic's post-treatment follow-up practices. This patient pointed out the absence of follow-up after a failed cycle, suggesting an area for improvement. This observation underscores the importance of providing emotional support and ongoing communication to patients, especially in cases where treatments do not yield the desired outcomes.

2.3 Satisfaction ratings

The star ratings received alongside the 14 feedbacks were analyzed to obtain an overall satisfaction rate of 4.7, about 5 stars, or 91% satisfaction equivalent to an excellent rating, as illustrated in Figure 1 below.

More than 50% of the patients rated our service as 5 stars, so the 80% benchmark set for the period was exceeded.



3 Action points

3.1 Outcomes of previous recommendations implemented

- a. Findings from previous reports have been utilised in the development of well-articulated training on patient's experience, complaints and feedback management course including a blog post such as ["When IVF Cycle Fails: How We Come Together For Our Patients."](#)
- b. We have carefully converted actionable recommendations into key targets in our [strategic plan for 2023](#), which is being reviewed at our periodic management meetings
- c. We are glad to have integrated the QCApp (Appendix 1) into our business processes:
 - Learning through institutional research to overcome the attendant barriers of its utilization;
 - Broadening the horizon our satisfaction reporting frameworks with deeper insights
- d. Continue to publicize the opportunity for [patients to view their embryos](#) on a screen before transfer.

3.2 Recommendations to be implemented

- a. **Enhance team skills:**
 - Conduct regular training for the kitchen and service teams.
 - Provide ongoing communication training for medical staff, ensuring clear interactions during procedures, and continually discuss the same at clinical meetings.
 - Strengthen effective communication systems for prompt medical result updates, enhancing patient confidence.
- b. **Improve patient care:** strengthen post-IVF and childbirth follow-up procedures to offer comprehensive patient support, especially with our referrals.
- c. **Enhance Emotional Support and Follow-Up:**
 - Strengthen the established counseling unit to offer emotional support and consistent follow-up for patients facing negative outcomes after embryo transfer.
 - Improve overall follow-up practices, ensuring continuous communication regardless of treatment results.
- d. **Optimize Patient Experience:** strengthen timely injection timing and precise communication, especially for medications like progesterone.
- e. **Drive continuous improvement:**
 - Foster an environment of continuous improvement by actively learning from patient feedback.
 - Consider reintroducing an online survey with certain critical items to understand the level of improvement impacted by the interventions implemented.

4 Conclusion

We never get tired of expressing sincere regret for any dissatisfaction our patients may have experienced! Also, we would not relent in our efforts to make complaint and feedback channels available and accessible to our customers at all times, reflecting Primecare's commitment to continuous improvement and patient care.

These insights provide valuable opportunities for enhancing our patient-centered approach and refining our services for improved satisfaction and care.

We are always appreciative of all our patients for expending their valuable resources to provide us with objective feedback for our continuous improvement efforts.

5 How we prepare the report

The QCApp provides an interface for complaints and feedback entries by our patients. Data collected for this report were extracted from the QCApp covering the reporting period of January to June 2023.

Nevertheless, it is important to highlight that while prompt actions are taken to address and rectify issues raised in all received responses, this report holds significance as it serves as a repository of organizational knowledge, contributes to documentation purposes, and ensures accountability to our valued stakeholders, including our esteemed patients.

Complaints are treated outright as dissatisfaction in need of urgent redress!

The qualitative inputs from feedback are analyzed by collating thematic features and categorizing them into positive remarks and suggestions for improvements:

Positive Remarks: encompass feedback expressing satisfaction, appreciation, and commendation for various aspects of the clinic's services, highlighting instances where patients felt valued, supported, and well-cared for during interactions with staff and procedures. These remarks provide essential insights into Primecare's strengths and successful outcomes, reinforcing its patient-centered approach and serving as benchmarks for continuous excellence. Incorporating positive feedback in the analysis report boosts staff morale, enhances patient loyalty, and underscores our commitment to exceptional care.

Negative Feedback or Suggestions for Improvement: encompass patient feedback highlighting areas where the clinic's services may have fallen short of expectations or could be enhanced. These remarks provide valuable insights into opportunities for growth and refinement. By analyzing these comments, the clinic identifies potential weaknesses and challenges, enabling proactive measures to address issues and continuously improve service delivery. Addressing negative aspects and implementing suggested improvements underscores the clinic's dedication to quality enhancement, patient-centered care, and the responsiveness required to meet patient needs effectively.

Ratings are assigned using the following scale: excellent (5), good (4), moderate (3), fair (2), and poor (1). Each star rating provided by patients is translated into a corresponding numerical score, and these scores are totalled. The collective sum of scores from all received feedback is calculated as an average and approximated to correspond to the appropriate rating; for instance, 3.7 is rounded to 4, representing good." Alternatively, the average can be expressed as a percentage by dividing it by the maximum possible rating and multiplying by 100.

APPENDIX 1: The QCApp link on publicity flyer



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Primecare Fertility Clinic
is a member of the Quality Improvement Institute of Nigeria

We Use the QC App!



Download the QCApp
For Complaint & Feedback

- Exciting mobile feedback and complaint platform
- Fast response to your complaint and resolution process
- Confidentiality and anonymity ensured; at your convenience
- Sustaining International Standards and enhancing quality of service



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