



ADHD 360
MORE THAN YOUR DIAGNOSIS

ADHD-360 PATIENT SATISFACTION SURVEY Q4 2020

Abstract

This report outlines the results of the January satisfaction survey sent out to our patients. This survey was delayed and took place February 2021 due to staff changes and restrictions on working due to the Covid pandemic. The survey for Q1 2021 will take place in March 2021.

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The aim of the survey

The aim of this survey was to assess to what extent we are meeting our patients' expectations, both in clinic as well as throughout the patient journey. The key elements of the patient journey that triggered questions were; the assessment, titration follow up and the post optimisation reviews. By analysing respondents answers we were able to see the areas we are meeting expectations, and which areas may require recommendations to be put in place. By analysing these results we aim to demonstrate that we are providing patients with a high value service. We call this programme 'Survey week'.

Survey Content

We created our survey using the online platform 'Survey Monkey' for both ease of access for respondents and a more professional layout, that would automatically log all results removing the problem of user error and preventing tampering.

The Survey consisted of 10 questions, with the average time being taken to complete the survey being just over a minute. The survey was to encourage participants to fully complete the survey, rather than it taking up too much of their time, resulting in partially completed surveys.

Below is a list of the questions asked as part of our survey, we chose to not make it anonymous so that we could both determine who the patient's clinician was, where they were on their patient journey, and deal with any outlined problems individually.

1. What is your name if you are the registered patient or the registered patient's name?
2. How helpful was the service today?
3. How helpful was your clinician?
4. Overall, how satisfied are you with ADHD-360?
5. Were you treated with dignity and respect?
6. Did you feel involved enough in the decisions made about your treatment?
7. Did you receive timely information about your care and treatment?
8. Were you treated with kindness and compassion by the team looking after you?
9. How likely are you to recommend our service to friends and family if they needed similar care or treatment?
10. Do you have any other comments, questions, or concerns?

We chose an open-ended question as our final question to allow for free text information and to be able to develop any recommendations to help us improve, should we need to.

Survey responses

Survey week quarter 4 took place between the 25th January – 29th January 2021, with the surveys being individually emailed out each day to patients who had attended one of our clinics, which were 'virtual' due to Covid-19. In total we emailed out 94 invitations. We had chosen to limit the response period to within the clinical week. By the 1st February we had received 35 responses, a 38% response rate, 6% lower than the previous survey.

Of the 35 responses, there was 1 skipped question with all others filled out in full. The results for each question will now be shown, outlining any comments that were made alongside the answers.

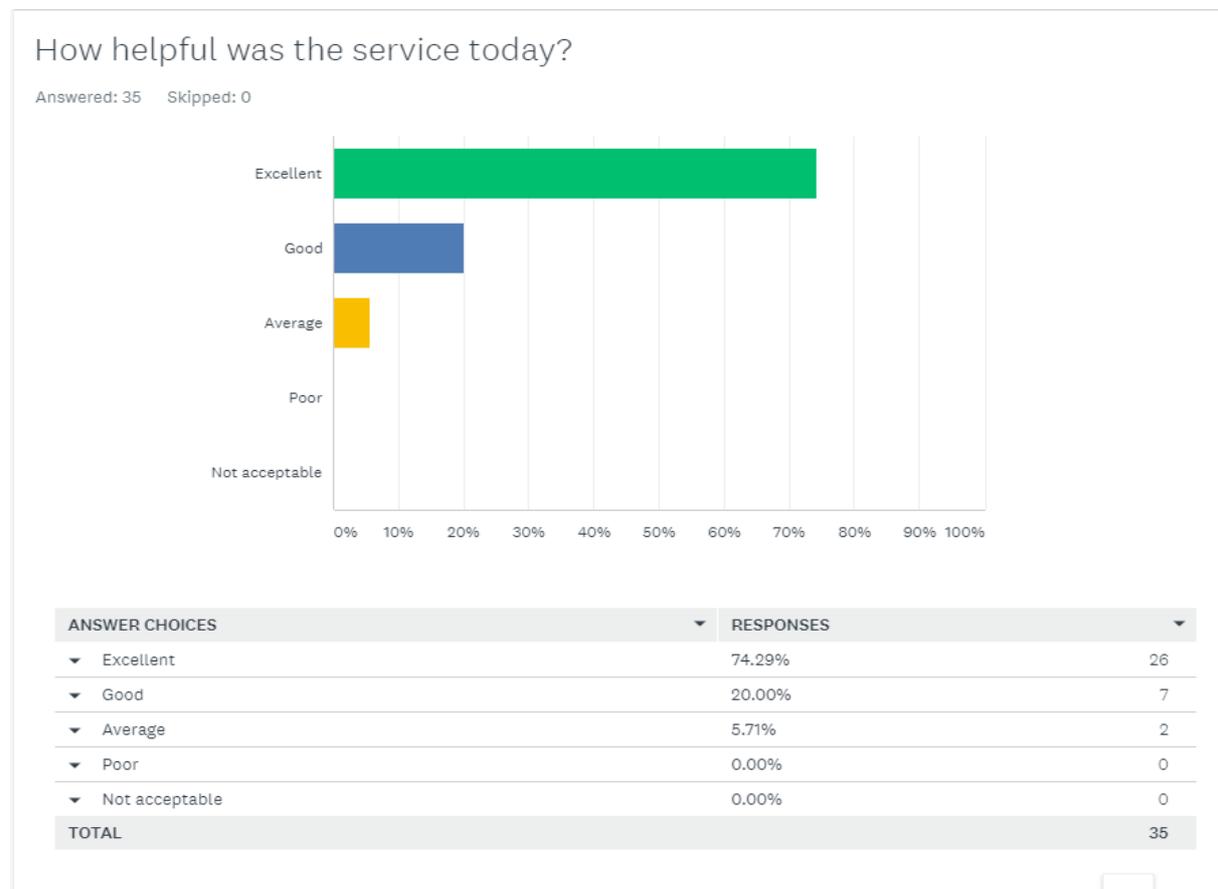
Survey results

Question 1

What is your name if you are the registered patient or the registered patient's name?

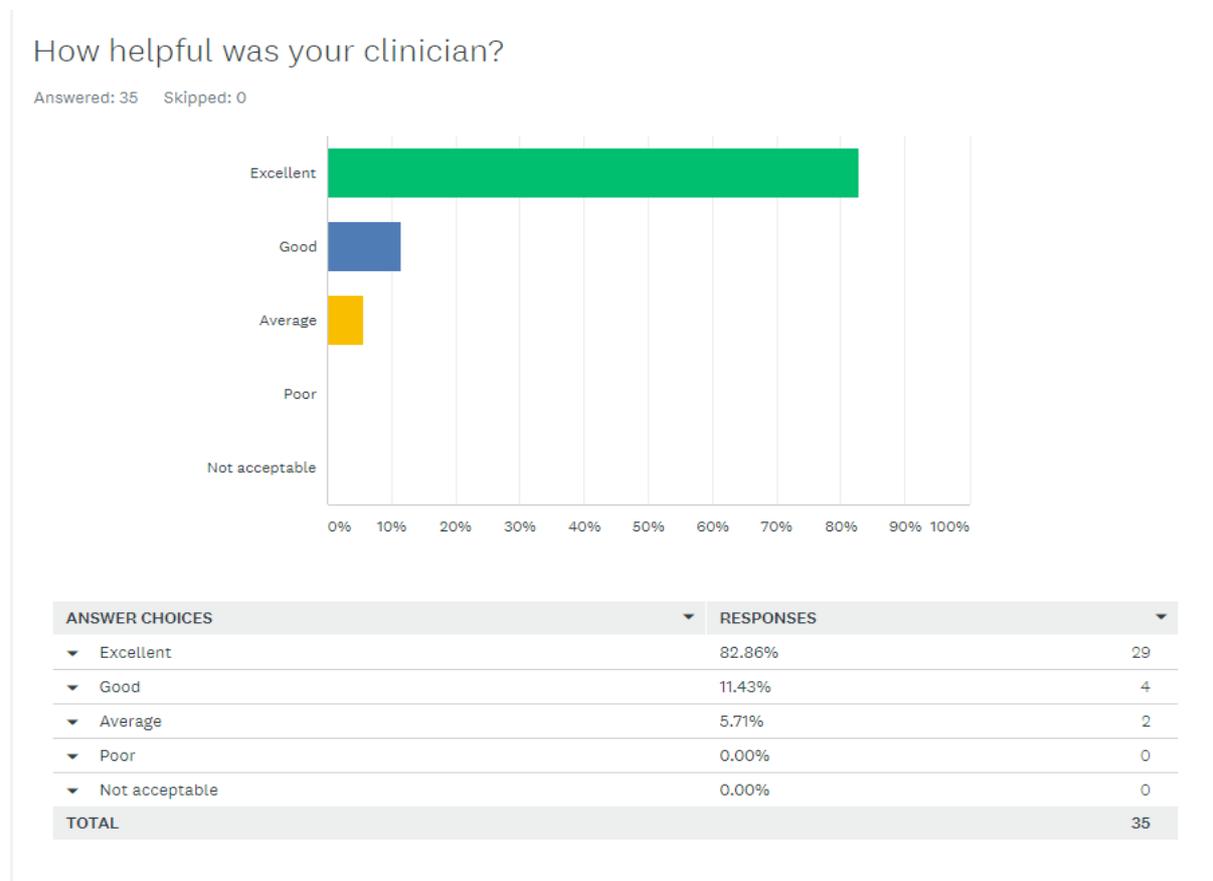
For question 1 we will refrain from listing names, however these are available.

Question 2



All patients completed this questionnaire out, with 94.29% of individuals stating the help they had received was either good or excellent. This is 5.71% lower than the previous survey. The 2 average responses shall be followed up to see if there is anything we can do to help improve their patient journey.

Question 3

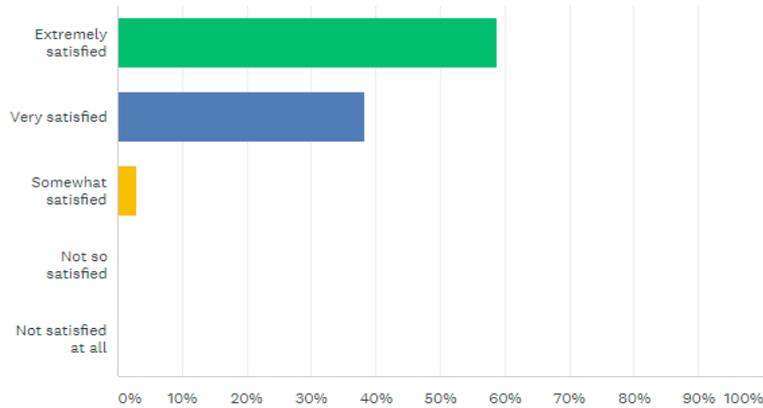


All patients answered this question, and 94.29% of those that responded stated our clinicians help was either excellent or good. We are continually striving to improve our service and take on patient feedback, with the goal now being to increase the percentage of excellent and good responses to 100%.

Question 4

Overall, how satisfied are you with ADHD-360?

Answered: 34 Skipped: 1



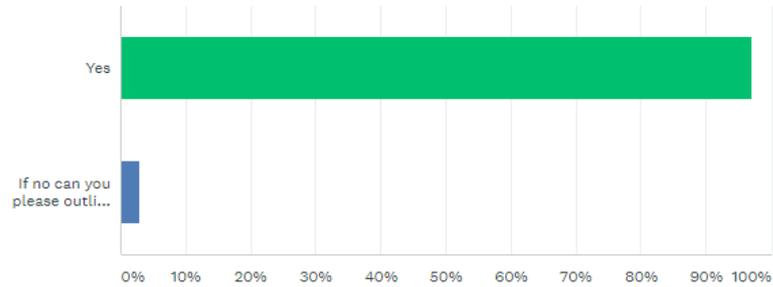
ANSWER CHOICES	RESPONSES
Extremely satisfied	58.82% 20
Very satisfied	38.24% 13
Somewhat satisfied	2.94% 1
Not so satisfied	0.00% 0
Not satisfied at all	0.00% 0
TOTAL	34

We had 99% response rate for this question with 1 skipped response. 97% of respondents stating they were either extremely satisfied or very satisfied which is a 5% increase from our previous survey. Our target set for this question was 100% for either 'extremely satisfied' or 'very satisfied', and we seem to be moving in the right direction towards this goal. We will still look into why some patients aren't feeling fully satisfied with ADHD 360 and so will follow up the 2 responses of 'somewhat satisfied'.

Question 5

Were you treated with dignity and respect?

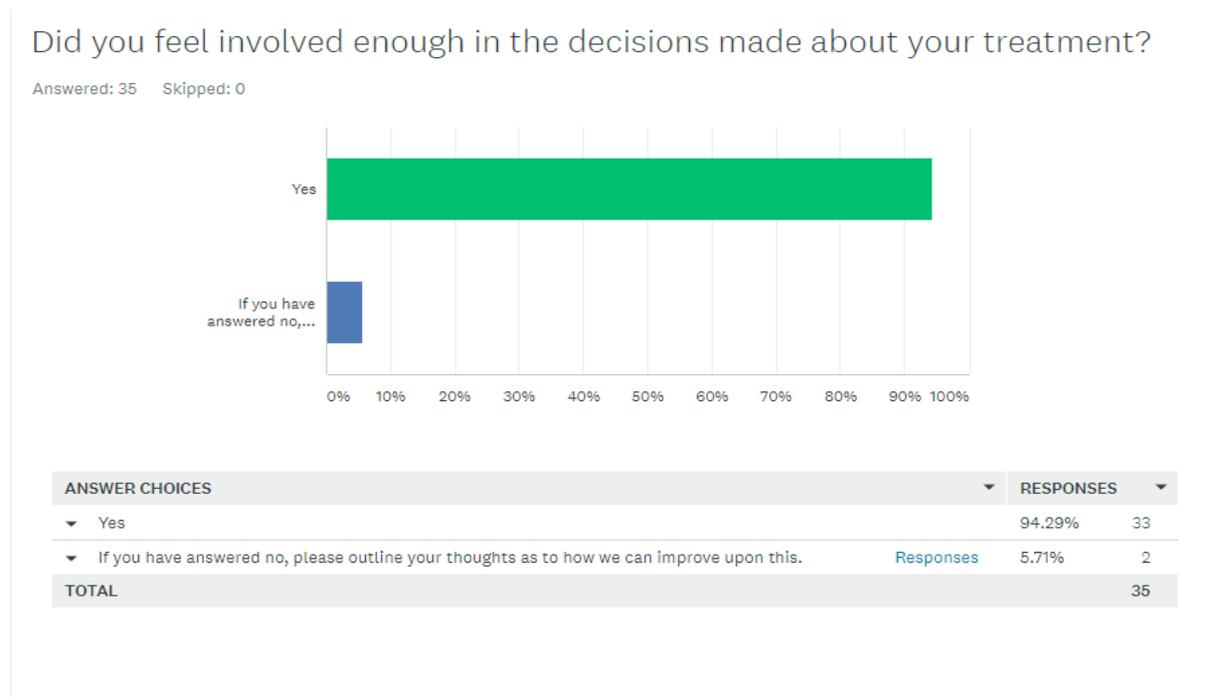
Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	97.14% 34
If no can you please outline what happened and how you would like us to improve.	2.86% 1
TOTAL	35

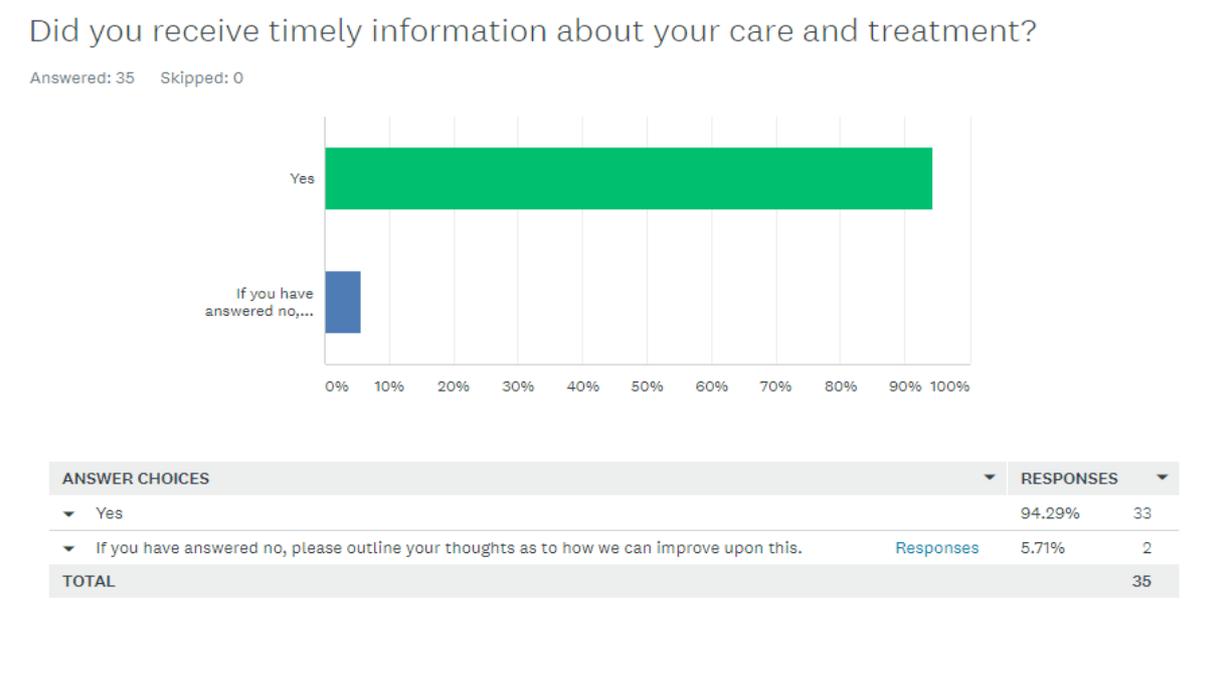
One of the key values that we aim to uphold as a healthcare provider, especially treating potentially vulnerable patients, is to ensure all patients are treated with dignity and respect. Any result below 100% for yes for this answer would not have been deemed as acceptable. Unfortunately, we have received 1 'no' response commented: "The clinician speaks to us with our daughter who has severe emotional problems and struggles to acknowledge this. For us it is difficult to speak in front of our daughter. This means we take a cautious approach when talking to the clinician. She misunderstood and prescribed the same medicine which we and our daughter didn't think was a good idea. I don't always feel we are given options. It's the clinician's decision and a take it or leave it approach." We shall take these comments and concerns on board and work to eliminate any misunderstandings in the future.

Question 6



Again 100% of patients answered this question regarding patient involvement in treatment decisions. During this survey, 94.29% of patients stated they had felt involved in decisions being made about their treatment, compared to 95% last quarter. One of the 'no' responses stated "Speak to the parent more instead" and so we shall educate ourselves to the best of our ability to take this back up to 100%.

Question 7



For patients to feel they are being treated effectively and with personal attention, it is important for us to make sure that patient's feel like they receive information in a timely

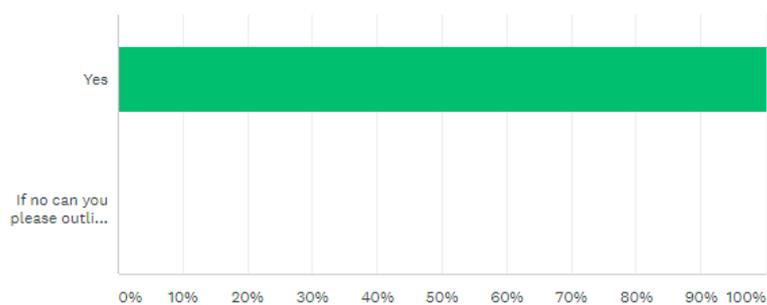
manner. We always strive for a 100% 'yes' response to this question and unfortunately, we have not quite managed that this survey with 94.26%. One of the 'no' responses remain incomplete and so we are unable to comment on and the second states "There is no long term plan and the plan does not include therapy. It includes medication only."

Unfortunately, we are unable to provide therapy, but we can advise on some non-medical partners which can be found on our website.

Question 8

Were you treated with kindness and compassion by the team looking after you?

Answered: 35 Skipped: 0



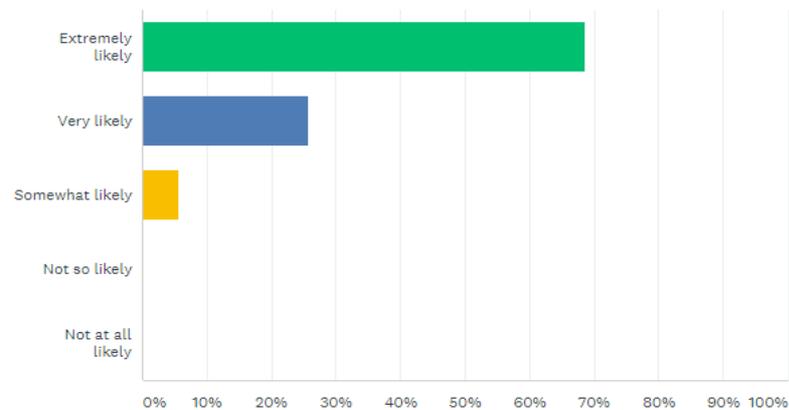
ANSWER CHOICES	RESPONSES
Yes	100.00% 35
If no can you please outline what happened and how you would like us to improve.	Responses 0.00% 0
TOTAL	35

Alongside dignity and respect, kindness and compassion are also at the core of our values, why it again stands that anything less than 100% satisfaction is not acceptable. We have been working hard to ensure all patients are treated with kindness and compassion and the 100% yes response rate to the questions shows we are succeeding.

Question 9

How likely are you to recommend our service to friends and family if they needed similar care or treatment?

Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely likely	68.57% 24
Very likely	25.71% 9
Somewhat likely	5.71% 2
Not so likely	0.00% 0
Not at all likely	0.00% 0
TOTAL	35

One of the key ways to measure the extent that we are satisfying our customers, is to assess the likelihood of our patients recommending us to a family member or friend. Given ADHD also runs in families, it's important that patients feel happy enough with our service to refer us, which is why we are pleased with the 94.28% of respondents who said they were either extremely likely or very likely to refer us. This is up 4.28% from the previous survey. The two individuals who said they were somewhat likely may need to be reviewed to ensure they are satisfied with our service whilst demonstrating they would recommend us

Question 10

Question 10 gave respondents the option to provide us with anymore feedback or suggestions that we action as part of our continuous development. Of the 35 complete surveys, 7 included additional comments.

The comments were:

- Thank you very much for your compassion and professionalism. As a family have much more fun together, far less confrontation and a happy child who is lovely to be around. Things have been really difficult for a lot of the last 10 years with confrontational behaviour, anger and finding schoolwork really challenging but having the diagnosis of ADHD and medication has made a remarkable difference to my son and us as a family. Thank you, Lisa and the

team, your input and that from ADHD solutions has been life changing for us. I wish we had found you sooner

- Lisa confirmed what i have known for years now
- Overall everyone has been so nice and helpful and I would recommend to anyone
- Getting the diagnosis and treatment plan has helped move things forward, we have been in limbo for so long, so thank you very much for showing us progress and a way forward
- I have been consistently impressed with the entire ADHD 360 group. When I didn't know who to contact I just reached out to the first email address I found and I was quickly helped, even though I'm sure I didn't explain my question well. Jen Lewis-Neill is always so helpful in explaining the medication doses and options. I've never felt rushed during my appointments and she takes the time to make sure she understands my questions and concerns and answers them completely. For someone traveling down the new and sometimes overwhelming ADHD diagnosis I couldn't ask for a better group to help me figure things out
- Would like a more rapid interaction between the clinician and patient instead of having to phone or email the main office
- Just that some of the emails have seemed a bit random. The no-reply email address feels a bit frustrating when it sends something that raises a query because it seems out of sync with what is going on. I think this is probably because this is the automated part of the experience and, of course, every persons engagement will be slightly different, so the emails seem to be at a disconnect with what is happening or what has been said. Our emails with an actual person (Sam, Phil) have been brilliant.

We are proud to have had such positive feedback. There were a few responses detailing how we could further improve our IT and interaction and we shall have a look into our options with regards to patient and clinician contact going forward. Although the positive feedback is what we aim to receive from the surveys, any 'no' responses and further comments with regards to improvement are vital to helping us continually better our services and support we can provide to our patients. This is why it is important to execute these surveys so that we can continue to improve and develop.

Recommendations

A key step is to continue to send out this survey in the future, continually assess our performance and ensure we are consistent with our goals and cultural aspirations.

Following this set of results, there are a couple of respondents that may require a follow up to ensure they are completely satisfied with our processes and support, but overall it is pleasing to see how positively most patients regard our services. It is now important to maintain these high standards which continues to be our goal.

Having unsuccessfully previously tried two different patient survey programmes, we are satisfied that the response rate and quality of the data from the responses in this programme meets our needs and is sustainable

We will follow up, as necessary, with any patient where we feel this will benefit our goals.

For full disclosure we will also distribute the results across our teams and to the responding patients, as well as aiming to run the survey again into a new year.