

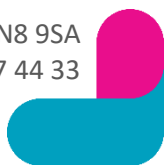


Patient Satisfaction Survey

1st April 2019 - 31st March 2020



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A word from our Pharmacists...



Figure 1 - Shamir Patel, GPhC: 2049338

Having worked as a pharmacist for the last two decades, including a chain of pharmacies in and around parts of Merseyside and Lancashire before moving my pharmacy online, it has always been my intention to provide the best possible service that suits patients.

Chemist4U has continued to grow over the last year, introducing new systems and processes to support this growth. Within this report, you will find feedback that we have received from patients that have used Chemist4U for a variety of services, from prescription fulfilment to the purchase of OTC medications, even just seeking out medical advice from myself or another member of the team. We are taking the findings on board to further improve our processes so that I can fulfil my goal of providing the best healthcare service possible to all members of the public.

I have worked for Chemist4U for the last several years. I immediately saw how distance selling pharmacies can benefit members of the public beyond the convenience of not having to potentially multiple trips to their own, local pharmacy. We at Chemist4U have always agreed that there would always be a room in the prescribing world for online and “traditional” pharmacies. As one of the pharmacists for Chemist4U, I have always been interested in finding the best improvements that we can make to provide the best healthcare service to patients of all ages.

I have always been open when discussing Chemist4U and have become proud of what it has achieved as a company, including awards that have been won for being an online business. I look forward to the future of Chemist4U and how we can continue to provide the healthcare service that everyone deserves.



Figure 2 - James O'Loan, GPhC: 2084549

Introduction

Chemist4U has been owned and operated by Innox Trading Limited since the company's inception on 21st May 2010. It is owned in partnership between Shamir Patel and James O'Loan, both are pharmacists by trade and experience. Chemist4U uses a combination of in-house and locum pharmacists for the role of Responsible Pharmacist, RP. Under GPhC regulations, it is a legal requirement for a Responsible Pharmacist Notice to be displayed in a publicly viewable area. This notice includes the name of the RP and their GPhC registration number. This notice is displayed on site in the dispensary, as well as on our website, as displayed below. This notice is updated whenever a change of RP is required for the business to continue running.

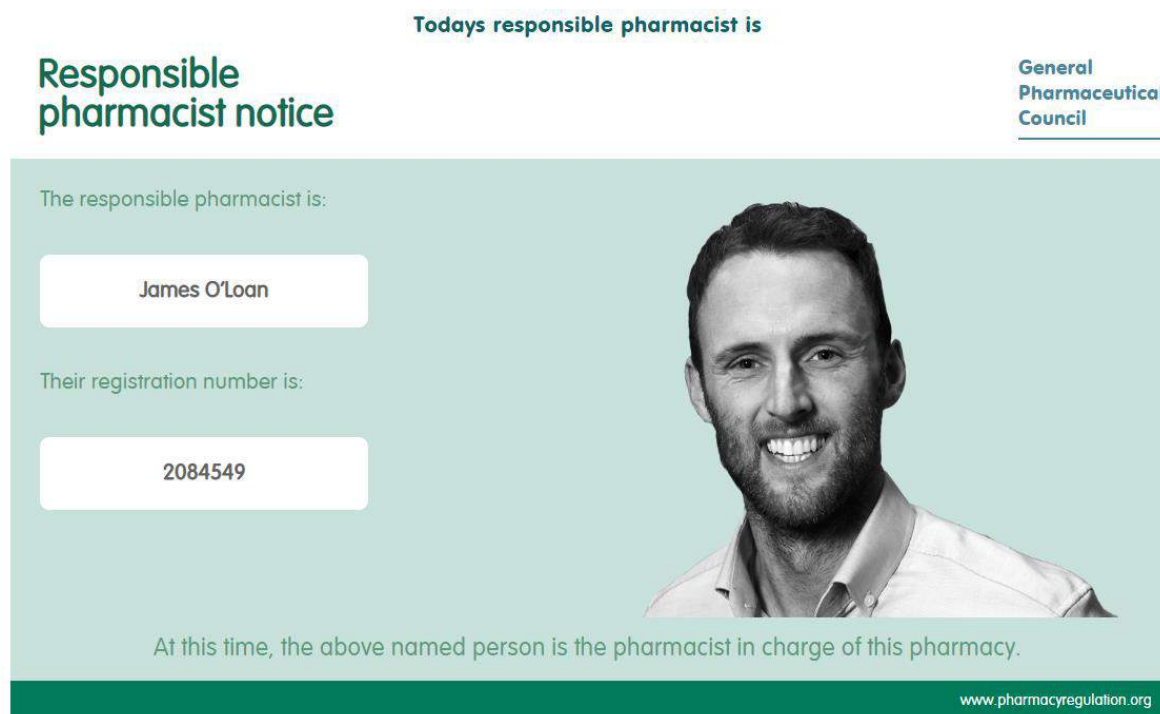


Figure 3 - Responsible Pharmacist Notice Image Taken from Chemist4U website

The Chemist4U Patient Satisfaction Questionnaire has been designed to gather information on the journey that a patient takes with us. The questionnaire contains 13 questions that we can collate enough data to come to logical conclusions about the level of our service and identify any and all areas that require improvement. The data can also be used to prioritise these improvements and whether or not poor scores on multiple questions are related.

The areas of service that we look to enhance through the results of this questionnaire are:

- Information provided to patients on our website
- The availability of our staff, including our pharmacists, to answer patient queries
- The quality and integrity of products and medications being sent out

We are also looking to get an understanding of our current patient demographic so we can identify ways to broaden our reach.

In this report, you will find:

- How patients have scored our services from 1st April 2019 until 31st March 2020 and how they compare to the previous year



- Comments that patients have made about our service for both years
- Our evaluation of the scores and comparisons
- Our thoughts on how we can improve for the next year
- A conclusion of findings from the answers provided and the goals that we will set ourselves on improving our service

Methodology

The results of this report have been produced using a Google Form that feeds the data into a spreadsheet. As there is no patient identifiable data being asked for, patients can feel comfortable to give honest feedback that will allow us to get an honest reflection of the level of our service.

The customer satisfaction questionnaire is set up online with the link to the website being sent out to patients via text messages and emails. Questionnaires were also sent out with patient deliveries with a freepost return envelope so that they could be completed this way. Upon return of these to our pharmacy, a member of the pharmacy team would then enter them manually into the system and the paper copy shredded in line with GDPR compliance. The questionnaire responses are then compiled together and become available for download. Responses can then be compared to responses from previous years.

Questions 4, 5 and 6 are worded to include multiple questions with a sliding scale from “Very Poor” to “Very Good”. “Don’t Know” is also included as an option for patients to select if they have not used part of the service. Question 7 is worded similarly but the results are either “Yes” or “No”.

All questions in the questionnaire can be skipped by individual patients completing them at any time by stating “This does not apply to me”. This is so the data can be accurate by not forcing a patient that hasn’t used part of our service to submit a false opinion so that the questionnaire can be submitted without demanding an entry be made as an answer.



Sample Information

The number of patients that have provided feedback is 394. This is an increase of 142 people from the previous survey conducted. This should be considered when developing conclusions as this is an increase of over 56%, which may make it difficult to do a direct comparison. However, as we can compare percentages and not the number of responses, this should make the new responses a fairer representation of the users of our services.

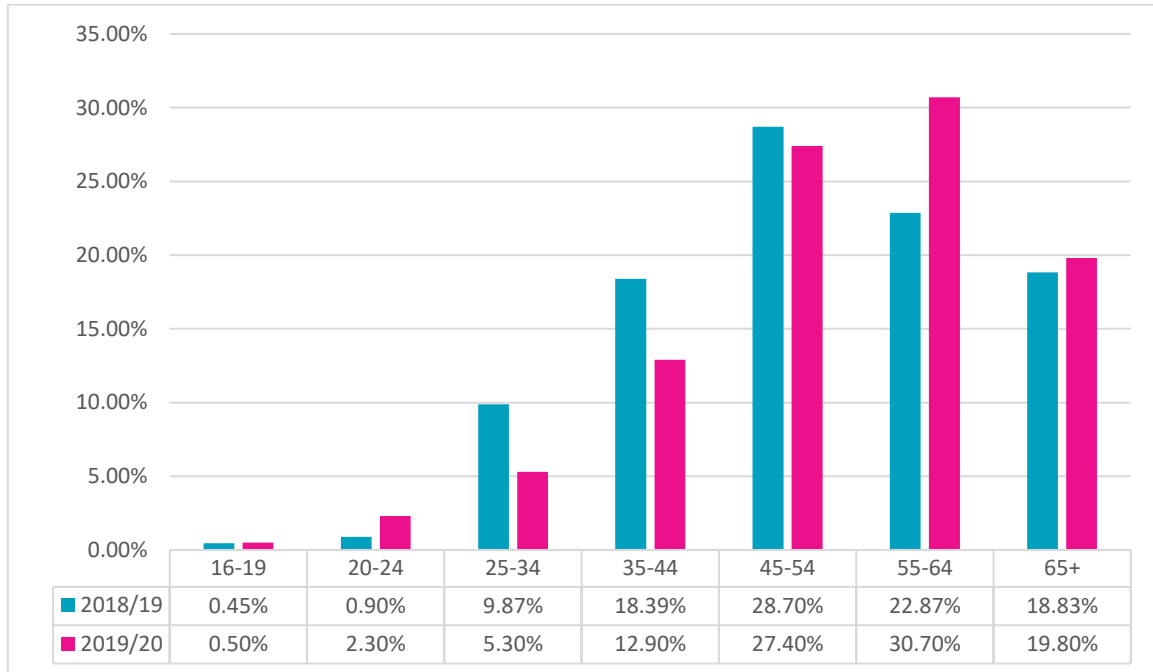


Figure 4 - Sample Age Ranges (Source: Question 11)

The above chart shows the age ranges of patients that have completed our questionnaire. The “Benchmark” are the results from the 2018/19 questionnaire and the “Score” are the results from the 2019/20 questionnaire.

Comparing the two, it suggests that we have had a large increase in patients using our service that fall into the 55-64 age category whilst those that are aged 35-44 has decreased by one third and those aged 25-34 decreasing by almost a half. The other changes are almost a negligible amount that can be explained away by the increased number of people responding to our questionnaire, but the change in the three identified categories is too much to be explained away by this.

One possible reason for the increase in the 55-64 age bracket is simply people growing older and aging out of the 45-54 bracket, which does show a minor decrease. Another reason could be the increased marketing that has been targeted at those of an older age. The final reason could be the adoption of technology by older generations that have previously been reluctant to adopt such technology or make use of services provided by Chemist4U. Closer examination of individual responses may provide an insight into the types of services that this age group is using and could warrant further investigation.



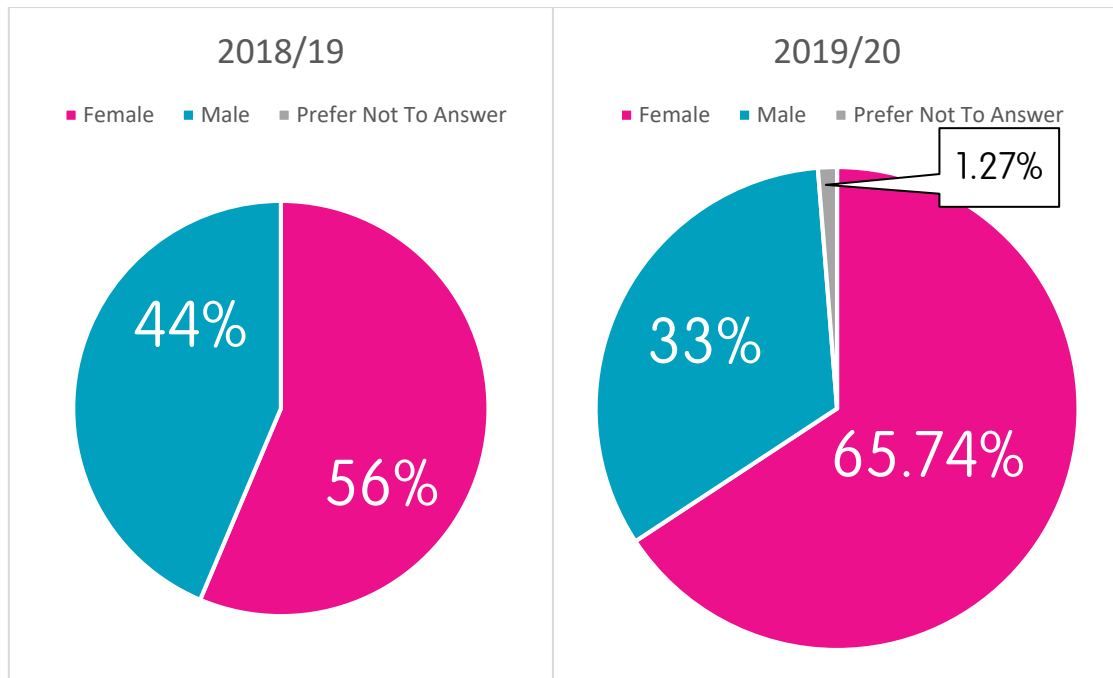


Figure 5 - Sample Genders (Source: Question 12)

Figure 2 shows the split between Male and Female patients of Chemist4U services. Following from our findings in the 2018/19 questionnaire, we decided to include “I would prefer not to answer this question” as a response to include those that either don’t identify as a specific gender, or those that maybe uncomfortable revealing this information. In our previous questionnaire, we had 32 people out of 252 skip the question.

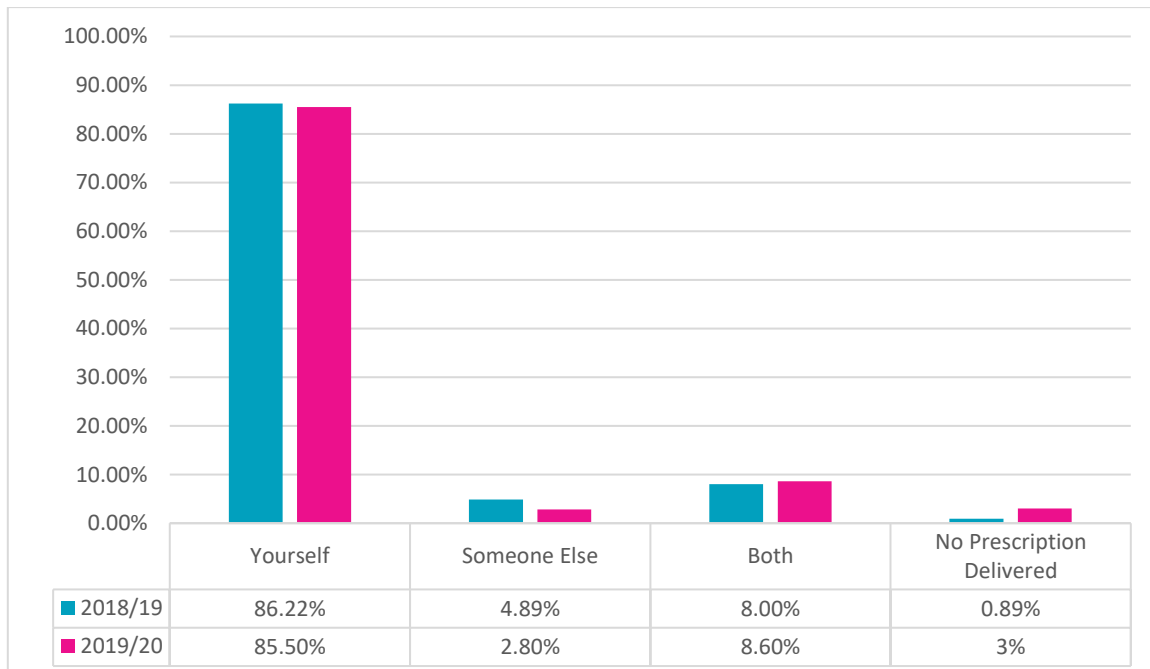


Figure 6 - Sample Service User (Source: Question 1)

Looking at the data in Figure 4, there is largely no difference between the figures for “Yourself” and “Both”. There is a drop in the number of patients using the Chemist4U prescription service for someone else, which could suggest that people are coming to us directly after being introduced to the

service by somebody else. There is an increase in people not using the prescription delivery service, meaning that they have probably signed up to us as their nominated pharmacy or purchased something through the Chemist4U website and not yet used us for a prescription delivery.

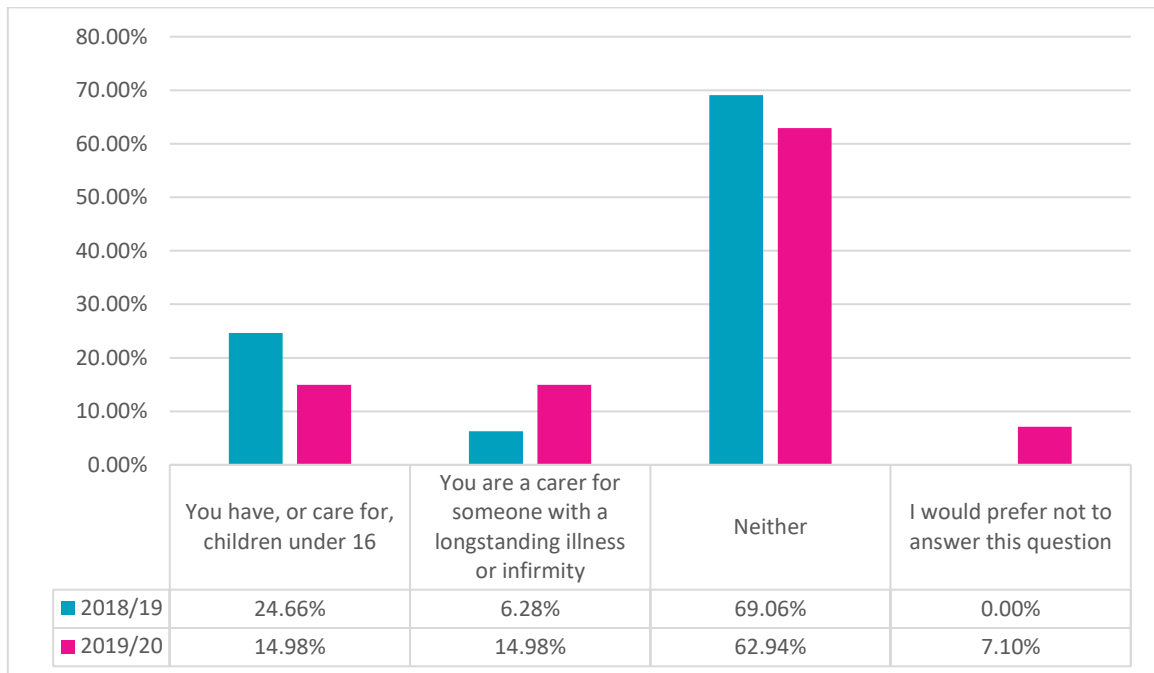


Figure 7 - Sample carers (Source: Question 13)

Figure 4 shows that there has been a noticeable percentage increase of people that are carers for someone with a longstanding illness. This could be down to people looking after loved ones, particularly if you also look at the data presented in figure 1 as it could be elderly patients taking care of their partners. However, this does not correlate with the data from figure 3, suggesting that the number of people not wanting to answer the question, an option introduced in the most recent questionnaire, could make up for the change in figures, considering the increased number of patients that have responded to this questionnaire.



Question Scores

The charts and tables on the following pages show our scores on each of the questions in the survey compared to how we were rated in our previous survey. The charts are calculated using the average score that a patient has given us, but the tables go into more information with the frequency that they have been selected and the percentage that gave this answer.

Question 1 – Why did you use this pharmacy service? To obtain a prescription for:

	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Yourself	194	86.22%	337	85.50%
Someone Else	11	4.89%	11	2.80%
Both	18	8.00%	34	8.60%
Did NOT have a prescription delivered	2	0.89%	12	3.00%

Table 1 - Sample Service User (Source: Question 1)

To answer this questions, patients were asked who they were obtaining a prescription for when using the services provided by Chemist4U. The vast majority of the patients completing the questionnaire used the service to obtain a prescription for themselves, with less than 3% of responders saying that they get a prescription for someone else. What is interesting to note is that the frequency of that option being chosen is identical to the 2018/19 response. Another part of the data that is interesting to note is that more people are using Chemist4U for non-prescription services. This could be down to them using our website to purchase non-prescription products, or simply using us for advice.

The responses for “Both” show how data can become skewed if not presented with context. Whilst the frequency of patients choosing that option has almost doubled, the percentage of people responding to the questionnaire has increased by a small amount. This is due to the number of people answering the questionnaire increasing by a large amount.

Question 2 – If you had a prescription delivered, how satisfied were you with the time it took to be delivered?

	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Satisfied	176	84.21%	316	80.2%
Fairly Satisfied	25	11.96%	33	8.4%
Not Very Satisfied	4	1.91%	9	2.3%
Not At All Satisfied	4	1.91%	14	3.6%
No Prescription Delivery	N/A	N/A	22	5.6%

Table 2 - Prescription Delivery Time Satisfaction (Source: Question 2)

The data produced in response to question 2 shows that whilst we have an extremely high level of satisfaction amongst the patients for our prescription delivery time, there are still a number of patients that are not satisfied with our service and a percentage increase tells us that this is something that we will need to look into it. The reasons for the dissatisfaction though could be down to one of the below reasons:

- A delay in the prescription being sent over to us, either through the Electronic Prescription Service, the EPS, or through the post
- A delay in the labelling/ordering process at Chemist4U
- A delay in the medication arriving into the dispensary from the supplier



- A delay in a postal delivery, either through it leaving Chemist4U or through the delivery service chosen.

If we had taken contact details for the questionnaire instead of anonymising it, we could have reached out to patients that answered negatively to this question and asked for exact reasons why they were unsatisfied. This way, we could then take actions to improve this.

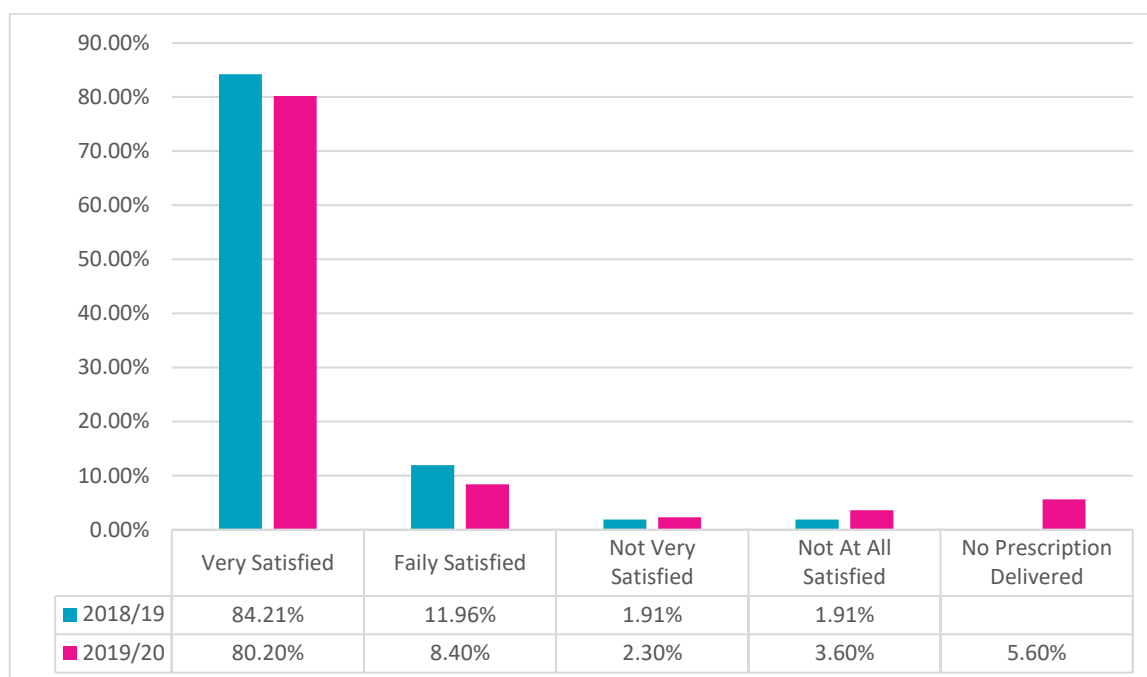


Figure 8 - Prescription Delivery Time Satisfaction (Source: Question 2)

Question 3 – If you used Chemist4U for another NHS service, how satisfied were you with the time it took to complete?

	2018/19		2019/20		
	Frequency	Percentage	Frequency	Percentage	Adjusted Percentage
Very Satisfied	111	78.72%	166	42.1%	81.77%
Fairly Satisfied	23	16.31%	24	6.1%	11.82%
Not Very Satisfied	2	1.42%	5	1.3%	2.46%
Not At All Satisfied	5	3.55%	8	2%	3.94%
This Does Not Apply To Me	N/A	N/A	191	48.5%	N/A

Table 3 – Time Satisfaction Data (Source: Question 3)

The data produced in response to question 3 shows that the majority of our patients are satisfied with the level of services received. Although the data on an initial glance suggests that only half are satisfied, 48.5% of the people taking part in the survey believe that the question is not applicable to them, possibly due to them not using us for an NHS service, other than prescription delivery. If we disregard the 191 patients and work from the data produced from the remaining 203, it shows that 93.59% of patients that have used Chemist4U for another NHS service, other than prescription delivery, have been left satisfied with the time taken to complete the service.

As we are a distance selling pharmacy and cannot offer certain NHS services, such as injections or weight monitoring, we are limited on what we can offer patients. What we can do is make them aware



of the services being available from other pharmacies. For services that we can offer, such as advice on smoking cessation, we can make the information on our website as clear as possible, as well as making staff members available to answer any queries, including the Responsible Pharmacist and Accuracy Checking Technicians.

We could even look into introducing a feature on our website and future smart phone applications that allows a patient to enter their height and weight and then periodically update the information with dramatic weight losses alerting the patient to potentially get in touch with the pharmacy team to seek out further advice. This could be done in partnership with a GP or online prescribing service to monitor the general health and wellbeing of a patient.

For the time being, we believe that the level of satisfaction is good, but there is room for some improvements that can be addressed either on the website or directly with the Responsible Pharmacist.

Question 4 – Thinking about any use of Chemist4U, how would you rate us on the following factors?

For the purposes of this question, the sub-questions have been split up into each table for the purposes of comparing this year to the previous year of data. The bar chart following the tables only shows a visualisation of the data from the 2019/20 questionnaire.

A) The ease of contacting Chemist4U	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	156	70.27%	292	74.11%
Fairly Good	40	18.02%	56	14.21%
Fairly Poor	6	2.70%	12	3.05%
Very Poor	4	1.80%	7	1.78%
Don't Know	16	7.21%	27	6.85%

Table 4 – Ease of contacting Chemist4U (Source: Question 4A)

B) The ease of being able to speak to a pharmacist	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	94	42.53%	231	58.63%
Fairly Good	33	14.93%	78	19.80%
Fairly Poor	7	3.17%	7	1.78%
Very Poor	3	1.36%	7	1.78%
Don't Know	84	38.01%	71	18.02%

Table 5 – Ease of being able to speak to a Pharmacist (Source: Question 4B)

C) Having in stock the medicines/appliances you need	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	158	71.49%	323	81.98%
Fairly Good	29	13.12%	42	10.66%
Fairly Poor	7	3.17%	7	1.78%
Very Poor	5	2.26%	8	2.03%
Don't Know	22	9.95%	14	3.55%

Table 6 – Stock Availability (Source: Question 4C)



D) The quality of the packaging used for the delivery of your prescription(s)	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	179	79.91%	324	82.24%
Fairly Good	28	12.50%	44	11.17%
Fairly Poor	7	3.13%	11	2.79%
Very Poor	6	2.68%	6	1.52%
Don't Know	4	1.79%	9	2.28%

Table 7 – Quality of Packaging (Source: Question 4D)

E) The condition in which you received your prescription(s)	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	193	79.91%	336	85.28%
Fairly Good	22	9.82%	39	9.90%
Fairly Poor	1	0.45%	5	1.27%
Very Poor	4	1.79%	3	0.76%
Don't Know	4	1.79%	11	2.79%

Table 8 – Condition of Prescription (Source: Question 4E)

F) Having someone available to deal with any problem with your prescription after it has been delivered	2017/18		2018/19	
	Frequency	Percentage	Frequency	Percentage
Very Good	109	68.55%	109	49.55%
Fairly Good	14	8.81%	25	11.36%
Fairly Poor	3	1.89%	7	3.18%
Very Poor	3	1.89%	2	0.91%
Don't Know	30	18.87%	77	35.00%

Table 9 – Staff Availability Post-Delivery (Source: Question 4F)

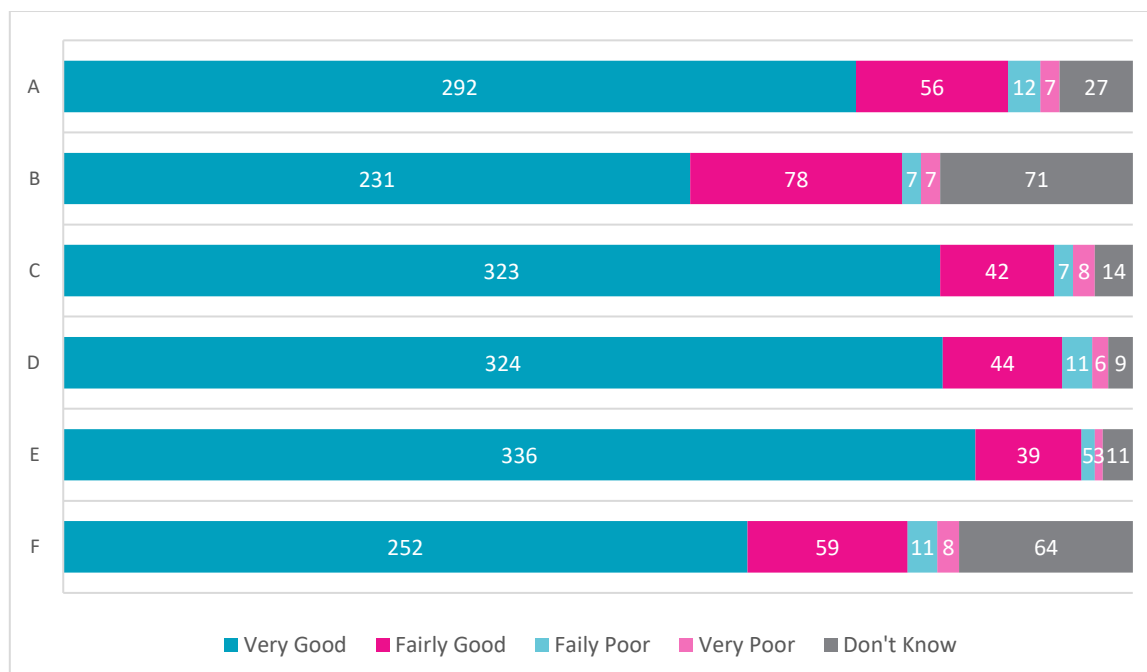


Figure 9 - Rating the Pharmacy (Source: Question 4)

The data sourced from question 4 and the sub-questions show that, generally speaking, Chemist4U is providing a satisfactory service, particularly the condition in which patients receive their prescription, as well as the quality of the packaging used for the delivery of the prescriptions. It is clear from the



bar chart that attention does need to be made in terms of making it easy for patients to speak with a pharmacist, something that we have already been working on in the months leading up to the questionnaire being sent out, as well as being able to get in contact with someone from Chemist4U.

Comparing the two years based on percentages, it does suggest improvement across the options, but it is always possible that the patient completing the questionnaire has simply chosen the same option for each sub-question for convenience. The differing frequency figures suggest that this isn't the case in general, but it is something that needs to be kept in mind when analysing the information.

Question 5 – Again, including any previous use of Chemist4U, how would you rate the pharmacist(s) and the staff who work there?

A) Being polite and taking the time to listen to what you want	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	146	66.06%	273	69.29%
Fairly Good	32	14.48%	52	13.20%
Fairly Poor	3	1.36%	9	2.28%
Very Poor	2	0.90%	4	1.02%
Don't Know	38	17.19%	56	14.21%

Table 10 – Staff Politeness Satisfaction (Source: Question 5A)

B) Answering any queries you may have	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	130	59.36%	274	69.54%
Fairly Good	26	11.87%	43	10.91%
Fairly Poor	4	1.83%	12	3.05%
Very Poor	4	1.83%	8	2.03%
Don't Know	55	25.11%	57	14.47%

Table 11 – Query Answering (Source: Question 5B)

C) The service you received from the pharmacist	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	149	67.73%	284	72.08%
Fairly Good	25	11.36%	38	9.65%
Fairly Poor	2	0.91%	8	2.03%
Very Poor	5	2.27%	8	2.03%
Don't Know	39	17.73%	56	14.21%

Table 12 – Pharmacist Service (Source: Question 5C)

D) The service you received from the other pharmacy staff	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	119	54.59%	260	65.99%
Fairly Good	31	14.22%	56	14.21%
Fairly Poor	4	1.83%	12	3.05%
Very Poor	5	2.29%	6	1.52%
Don't Know	59	27.06%	60	15.23%

Table 13 – Staff Service (Source: Question 5D)



E) Providing an efficient service	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	162	73.30%	306	77.66%
Fairly Good	35	15.84%	38	9.65%
Fairly Poor	8	3.62%	12	3.05%
Very Poor	6	2.71%	11	2.79%
Don't Know	10	4.52%	27	6.85%

Table 14 – Service Efficiency (Source: Question 5E)

F) The staff overall	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	157	71.36%	287	72.84%
Fairly Good	23	10.45%	48	12.18%
Fairly Poor	5	2.27%	10	2.54%
Very Poor	2	0.91%	5	1.27%
Don't Know	33	15.00%	44	11.17%

Table 15 – Staff Overall (Source: Question 5F)

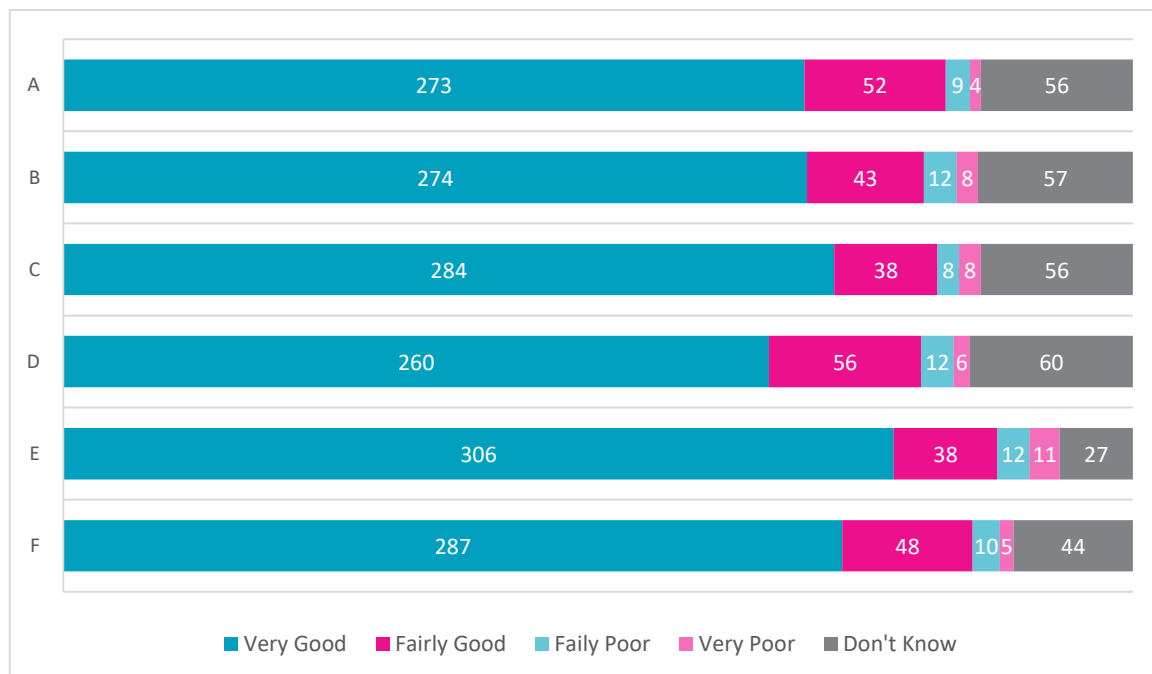


Figure 10 - Rating the Staff (Source: Question 5)

Looking at the comparison of the above data in Figure 7, the majority of patients that have used us find that the Chemist4U staff are good, with most saying that they are very good. The presence of “Very Poor” and “Fairly Poor” suggests that there is still some improvements to be made in terms of how some staff interact with patients. The small number compared to the amount of positive responses could be down to them interacting with a member of the team that doesn’t normally interact with patients, perhaps to cover a lunch/fresh air break. With this in mind, it may be worth expanding the communication training to include staff that don’t interact with patients on a day to day basis as they may be required to interact with visitors to the site.

Previously, it has been noticed that the similarities in choosing “Don’t Know” as a response has suggested that the patient completing the questionnaire has chosen this answer across all points for ease when answering. However, when looking at the results of the most recent survey, these appear



to be genuine answers due to the change in the answers across all points and that only 27 patients have said that they don't know about how efficient our service is. This could be down to them only using us for an acute prescription or for purchasing from our website. Another possibility is that they have never used another pharmacy so do not know whether we are efficient or if it is the norm across all pharmacies.

Question 6 – Thinking about all the times you have used Chemist4U, how well do you think it provides each of the following services?

A) Providing advice on a current health problem or a longer term health condition	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	86	38.91%	222	56.35%
Fairly Good	19	8.60%	61	15.48%
Fairly Poor	1	0.45%	6	1.52%
Very Poor	0	0.00%	7	1.78%
Don't Know	115	52.04%	98	24.87%

Table 16 – Advice on Current Health Problem/Long-Term Condition (Source: Question 6A)

B) Providing general advice on leading more healthy lifestyle	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	67	30.45%	210	53.30%
Fairly Good	22	10.00%	73	18.53%
Fairly Poor	2	0.91%	7	1.78%
Very Poor	0	0.00%	6	1.52%
Don't Know	129	58.64%	98	24.87%

Table 17 – Advice on Current Healthy Lifestyle (Source: Question 6B)

C) Disposing of medicines you no longer need	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	54	24.55%	206	52.28%
Fairly Good	11	5.00%	64	16.24%
Fairly Poor	1	0.45%	9	2.29%
Very Poor	0	0.00%	6	1.52%
Don't Know	154	70.00%	109	27.67%

Table 18 – Medicine Disposal (Source: Question 6C)

D) Providing advice on health services or information available from other organisations	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Very Good	51	23.29%	211	53.55%
Fairly Good	16	7.31%	63	15.98%
Fairly Poor	0	0.00%	9	2.29%
Very Poor	1	0.45%	9	2.29%
Don't Know	151	68.95%	102	25.89%

Table 19 – Advice on Health Services or Information from Other Organisations (Source: Question 6D)



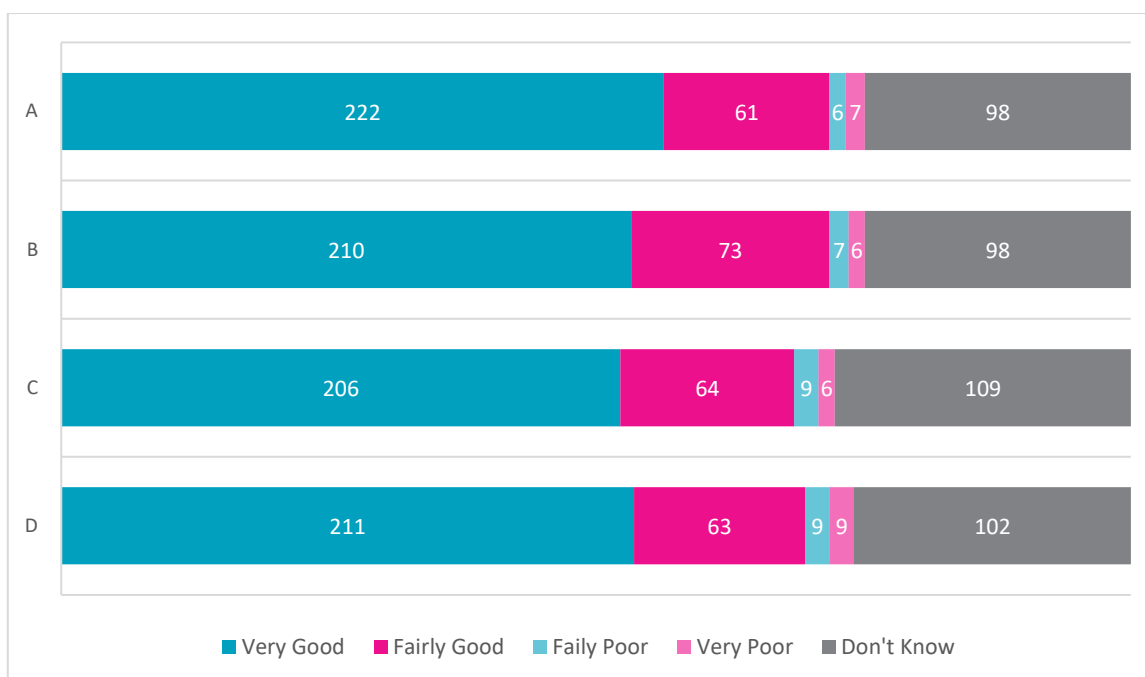


Figure 11 - Rating the Advice/Services (Source: Question 6)

A brief examination of the information presented for question 6 tells us that around 25% of patients that have used Chemist4U have potentially not used us for advice. This is a reduction on last year when the figure was over 50% and even reaching 70%. This indicates that the leaflets that we began to drop in have been received by patients. The amount still outstanding indicates that we still have some improvements to be made, so the next phase could be to suggest additional reading, particularly if we have a blog piece on our website, when checking out if using our website to order something.

Of those that have received advice from us, an extremely high percentage of those that received the advice/service have rated us positively. With regards to the small number of patients that rated us poorly, it shows that we can still improve, but this could be down to more how the advice was provided and less that it wasn't provided. We will always continue to explore new ways to offer advice and services in a digital world.

Question 7 – Have you ever been given advice about any of the following by the pharmacist or pharmacy staff?

Stopping Smoking	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Yes	21	9.55%	41	10.41%
No	199	90.45%	353	89.59%

Table 18 – Advice on Stopping Smoking (Source: Question 7A)

Healthy Eating	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Yes	19	8.68%	56	14.21%
No	200	91.32%	338	85.79%

Table 19 – Advice on Healthy Eating (Source: Question 7B)



Physical Exercise	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Yes	20	9.17%	49	12.44%
No	198	90.83%	345	87.56%

Table 20 – Advice on Physical Exercise (Source: Question 7C)

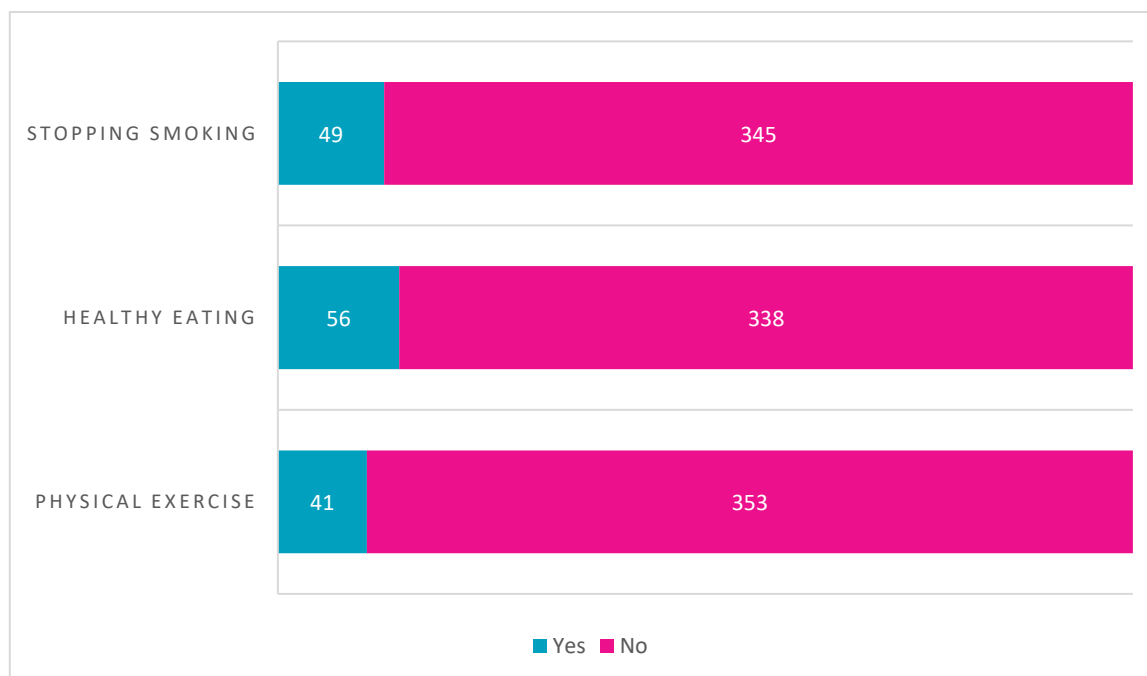


Figure 12 - Lifestyle Advice Provided (Source: Question 7)

Looking at the information sourced from question 7, the majority of patients haven't received advice directly from any of the staff at Chemist4U. This could be down to a number of reasons, including whether or not patients realise that they can get in touch with a member of the team to discuss these subjects, or that they have gone online to contact us but have been able to find this advice using the NHS website or other lifestyle websites. There is information regarding lifestyle advice on the Chemist4U website for people to read, as well as an "Ask the Pharmacist" feature that does give patients and other members of the public the ability to reach out about specific issues that may be concerning them. The Chemist4U team is always prepared to provide advice on healthy living, including the topics in question seven of this questionnaire.

It is possible that patients have managed to get advice from the Chemist4U website and have

Question 8 – Which of the following best describes how you use Chemist4U?

	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
You choose to use Chemist4U if possible	144	65.45%	260	65.99%
Chemist4U was just convenient for you this time	52	23.64%	61	15.48%
Chemist4U is one of several pharmacies that you use when you need to	24	10.91%	26	6.60%
I would prefer not to answer this question	N/A	N/A	47	11.93%

Table 21 – Chemist4U Use (Source: Question 8)

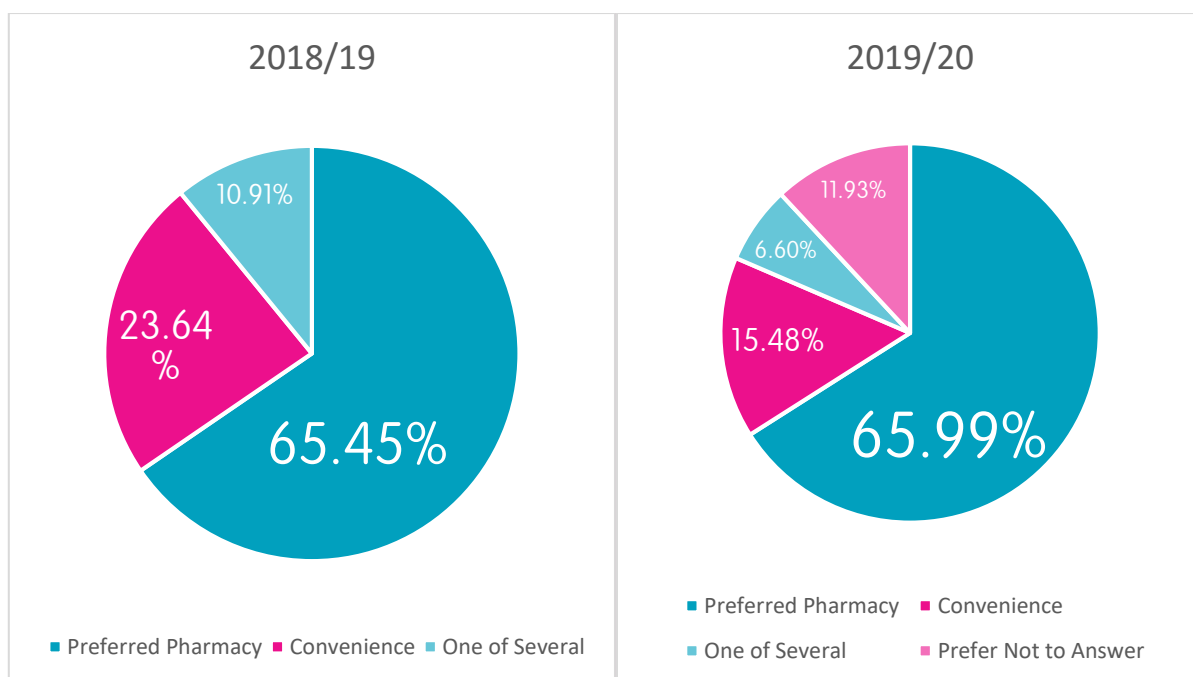


Figure 13 - Chemist4U Use Comparison (Source: Question 8)

Comparing the data for the two years, it looks like the percentage of patients using Chemist4U as their preferred service has maintained. However, the percentage of patients using us for convenience on this occasion or as one of several pharmacies has dropped. There was an additional option added to give the opportunity for a patient to effectively skip the question, which was a possibility in the 2018/19 survey as this question was skipped by 32 patients at the time.

Concerning those that have answered that Chemist4U is one of several pharmacies that they use, as theorised in the 2018/19 report, this could be down to patients using Chemist4U for repeat prescriptions and a local pharmacy for acute prescriptions. This is an understandable approach to personal prescription management, and we continue to return prescriptions to the SPINE when requested to by the patient so that it can be redeemed at a local pharmacy.

Question 9 – Finally, taking everything into account – the staff and the service provided – how would you rate Chemist4U?

	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Excellent	86	38.57%	262	66.49%
Very Good	89	39.91%	81	20.55%
Good	36	16.14%	23	5.83%
Fair	7	3.14%	17	4.34%
Poor	5	2.24%	11	2.79%

Table 22 – Chemist4U Overall (Source: Question 9)

The information sourced from question 9 suggests that the level of positive satisfaction has dropped from 94.62% to 92.87% but the percentage of patients rating us as “Excellent” has dramatically increased by almost double. This indicates that whilst we have had a small increase of patients rating us as “Fair” or lower, there are more patients rating us at a higher rate than previously. Comparing this to previous years when we had a drop in the 2018/19 survey, it’s reassuring to Chemist4U that the work done to increase this figure in the last twelve months has been worthwhile, but still with room for continued improvement.

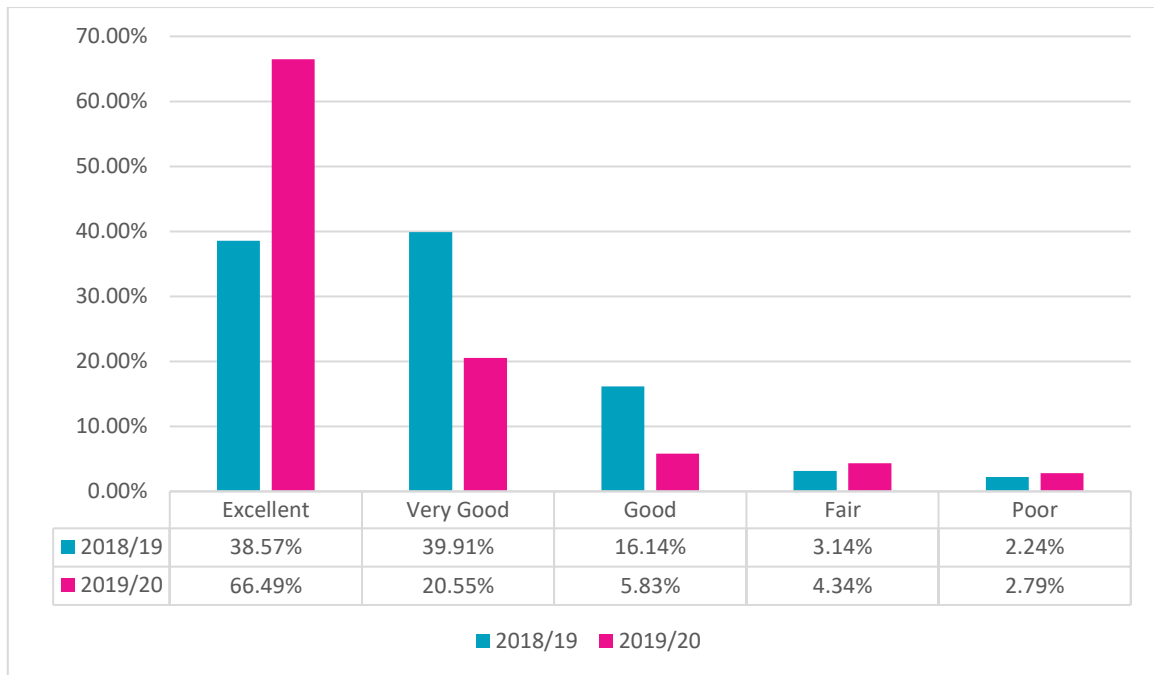


Figure 14 - Pharmacy Rating Comparison (Source: Question 9)

Looking at the data represented in Figure 14, the dramatic increase for “Excellent” ratings is clear, whereas the increase in “Fair” and “Poor” is minimal.

Question 10 – If you have any comments about how the service from this pharmacy could be improved, please write them in here:

The number of varied responses are too numerous to list in full in this report. These answers can be requested by getting in touch with Chemist4U, with personally identifiable data being redacted from them.

There are points that refer to our packaging, which we continue to review and decide whether our “Letterbox Friendly Delivery” is truly letterbox friendly or not. This becomes dependent on the width and height of the letterbox though, so we can only really work on the standard dimensions as a guide. Some prescriptions don’t permit letterbox friendly deliveries due to the physical size.

Most patients refer to communication from Chemist4U and how they would like to know when they can expect to receive their prescription. We are investigating ways so that patients will get notifications at each stage of their prescription process, including when it is being labelled, prepared, checked, packed and dispatched with an estimated delivery date and a tracking number, if appropriate.



Question 11 – How old are you?

This information is sourced so that we can begin to construct an idea of what our key demographic is. This is to help identify the type of patient that uses Chemist4U so that service improvements can be made and what we can introduce to benefit the most patients.

	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
16-19	1	0.45%	2	0.51%
20-24	2	0.90%	9	2.28%
25-34	22	9.87%	21	5.33%
35-44	41	18.39%	51	12.94%
45-54	64	28.70%	108	27.41%
55-64	51	22.87%	121	30.71%
65+	42	18.83%	78	19.80%
I would prefer not to answer this question	N/A	N/A	4	1.02%

Table 22 – Patient Age (Source: Question 11)

Examining the data sourced from question 11, and presented in the above table, as well as Figure 4¹, it's clear to see that the main users of Chemist4U in terms of age has not really changed with us serving those aged between 45 and 64 most. From this, we can assume that we need to increase marketing to younger generations, perhaps increasing our presence on emerging forms of social media, such as TikTok, whilst continuing to maintain our presence on previously established forms of social media, such as Facebook and Twitter.

Question 12 – Are you... (Male, Female or I would prefer not to answer this question)?

	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
Male	96	43.64%	130	33.00%
Female	124	56.36%	259	65.74%
I would prefer not to answer this question	N/A	N/A	4 (+1)	1.26%

Table 23 – Patient Gender (Source: Question 12)

This question was left blank by 1 patient during the 2019/20 survey. It has been decided that as this is the same response as "I would prefer not to answer this question", then this 1 shall be added to this option and the percentage calculated as if 5 patients have deliberately chosen this option. This question was skipped by 32 patients in the 2018/19 survey, when it was decided to include this as an option to answer for the 2019/20 survey.

The comparison chart for this is Figure 5² shows that there has been a drop in the percentage of patients using Chemist4U that identify as male, with an almost equal increase being seen in the percentage of patients identifying as female. This is interesting as we haven't purposely targeted females as patients using our social media and marketing channels, but it is noted that the results from the 2018/19 survey showed an increase of 6.93%, from 36.71% to 43.64%, suggesting that the drop in the 2019/20 survey is not a result of lack of marketing, but more a return to previous levels as seen in the 2018/19 survey.

¹ Figure 4 is on page 1

² Figure 5 is on page 2



Question 13 – Which of the following apply to you?

The data sourced from question 13 is used to get a better idea of the home life of patients using Chemist4U and whether there is a service that could be introduced that would benefit extended families and households through patients already using Chemist4U. Due to the anonymisation of the data, it is impossible to tell which families that these could help, however, we can make some of the information clear on the Chemist4U website.

	2018/19		2019/20	
	Frequency	Percentage	Frequency	Percentage
You have, or care for, children under 16	55	24.66%	59	14.98%
You are a carer for someone with a longstanding illness or infirmity	14	6.28%	59	14.98%
Neither	154	69.06%	248	62.94%
I would prefer not to answer this question	N/A	N/A	28	7.1%

Table 24 – Patient Caring (Source: Question 13)

The increase in percentage of patients that are a carer for someone with a longstanding illness or infirmity could suggest that there has been an increase in patients using Chemist4U to help manage medications for those that they are caring for, or for their own treatments so that caring does not lead to their own health diminishing. The percentage of patients with children under 16 has dropped by almost 10%, suggesting that these children have either aged over 16 or patients that did have children in their care under the age of 16 have moved on from using Chemist4U.



Conclusion

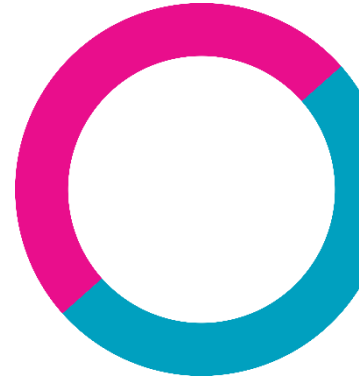
On the whole, it is suggested that the data procured in this survey indicates an improvement in service from Chemist4U. There is still a clear room for improvement on communication training for staff, whether that is over the phone or via email. It looks like Chemist4U has overcome issues that were brought to light in previous surveys and the systems introduced in the last twelve to twenty-four months has given Chemist4U the ability to become a better healthcare business.

As Chemist4U is an ACT lead pharmacy, the RP has more time to deal directly with patients when required, with advice and support being ready to be passed on to patients.

The survey has highlighted key areas that Chemist4U can continue to improve on. These are:

- Improving communication between Chemist4U and patients
- Improving communication between Chemist4U and surgeries
- Advertise how information can be accessed on the Chemist4U website so that a purchase isn't always necessary, but can include product recommendations.
- Include documentation on healthy living in prescriptions that are for life choice related medical conditions. These would only be included when specific medications or devices are prescribed that are only used for these health conditions so that any unintended offence caused by including such documentation is avoided.

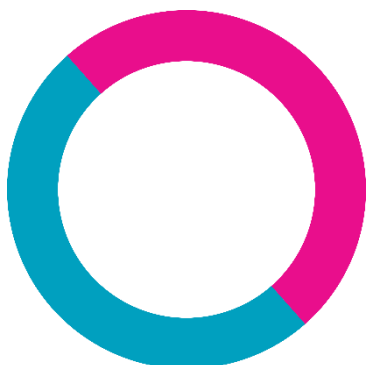




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