

# Automated Health Care Professional User Survey

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## Introduction

UK Medicines Information (UKMi) recently developed a new Key Performance Indicator (KPI) tool. On review of the new KPIs it was noted it included Patient User Surveys as a core KPI but Health Care Professional (HCP) user survey was an expanded or suggested KPI. The 4 local MI centres in the Northern Ireland (NI) Health & Social Care (HSC) Trusts (fifth centre being regional) provided a MI service to HCPs only handling direct patient enquiries by exception, this resulted in an agreed core KPI not being fully evaluated.

It was hypothesised that a standardised electronic HCP user survey with each emailed MI response could provide a better way to evaluate services provided by all local MI centres in NI. The Western HSC Trust carried out a pilot study on behalf of the local MI network.

## Aims of the pilot:

- Develop and agree an electronic HCP user survey as a core KPI.
- Determine the HCP survey acceptability via response rates.
- Establish if HCP survey responses could be a valid KPI for MI centre reporting in Northern Ireland.

## Design

WHSC Medicine Information HCP User Survey (V2: 30.06.2024)

Feedback to this survey helps to improve the Medicines Information Advisory Service

1. Were you able to contact MI easily?

Yes

No

2. Did you receive the answer to your enquiry within the agreed time?

Yes

No

3. Did the MI response, answer your enquiry?

Yes

No

Maybe

4. Was the right amount of detail given in answering your enquiry?

correct amount

too much detail

not enough detail

5. How confident were you in the MI answer? (1 star not very confident - 5 stars very confident)

☆☆☆☆☆

6. Did the MI answer contribute to patient care?

Yes

No

N/A

7. Would you use the MI service again?

Yes

No

8. How would you rate the MI Advisory service (1 very poor, 2 poor, 3 average, 4 good, 5 excellent)

1 2 3 4 5

9. Please give feedback as this helps us to improve the MI service. (please leave your email if you would like MI to contact you)

Set up regular meeting with the 4 local MI centres

Agree HCP survey as a core KPI

Design HCP survey using Microsoft Forms, Questions adapted from UKMi resources user satisfaction survey

Get Digital Services to setup a Microsoft forms account

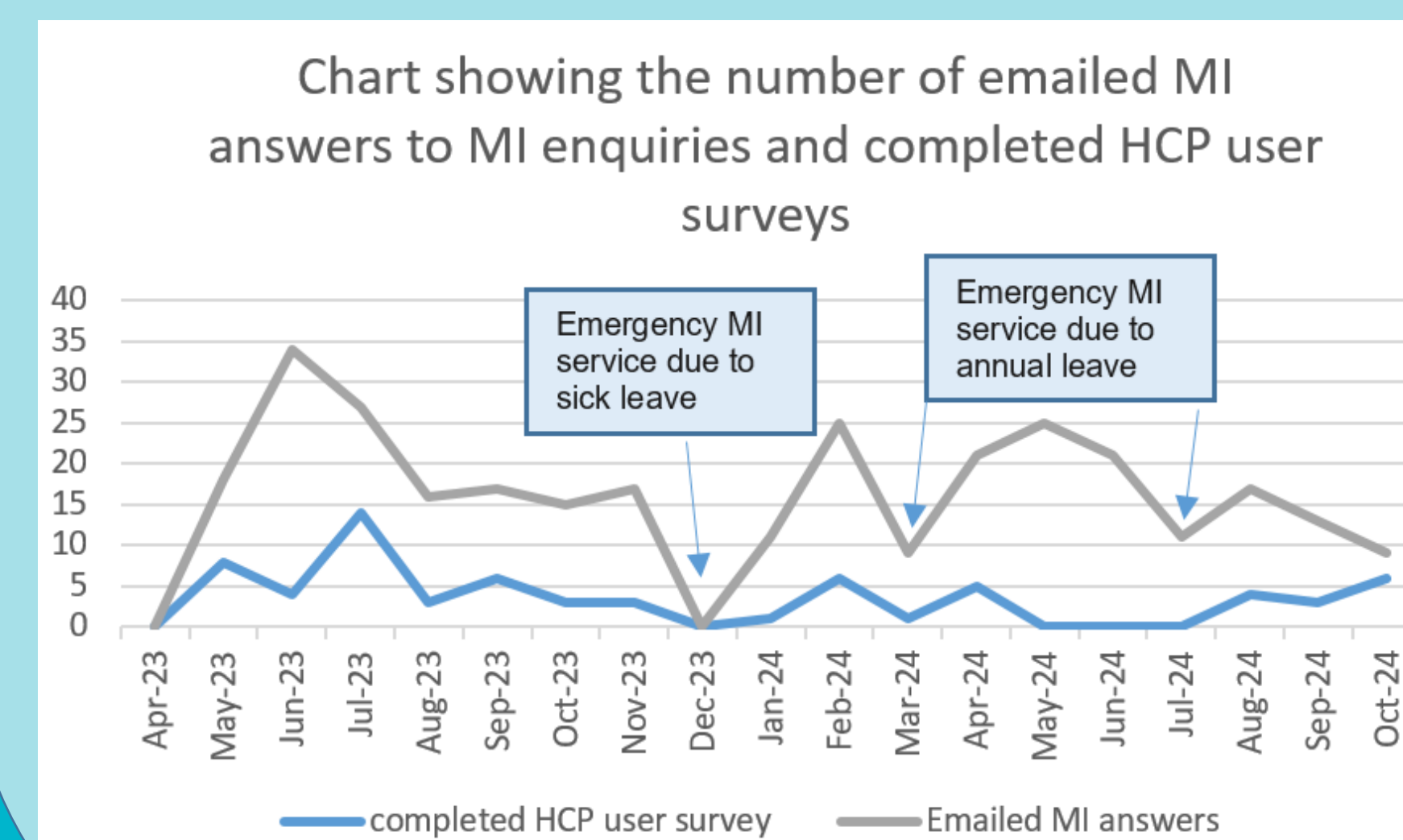
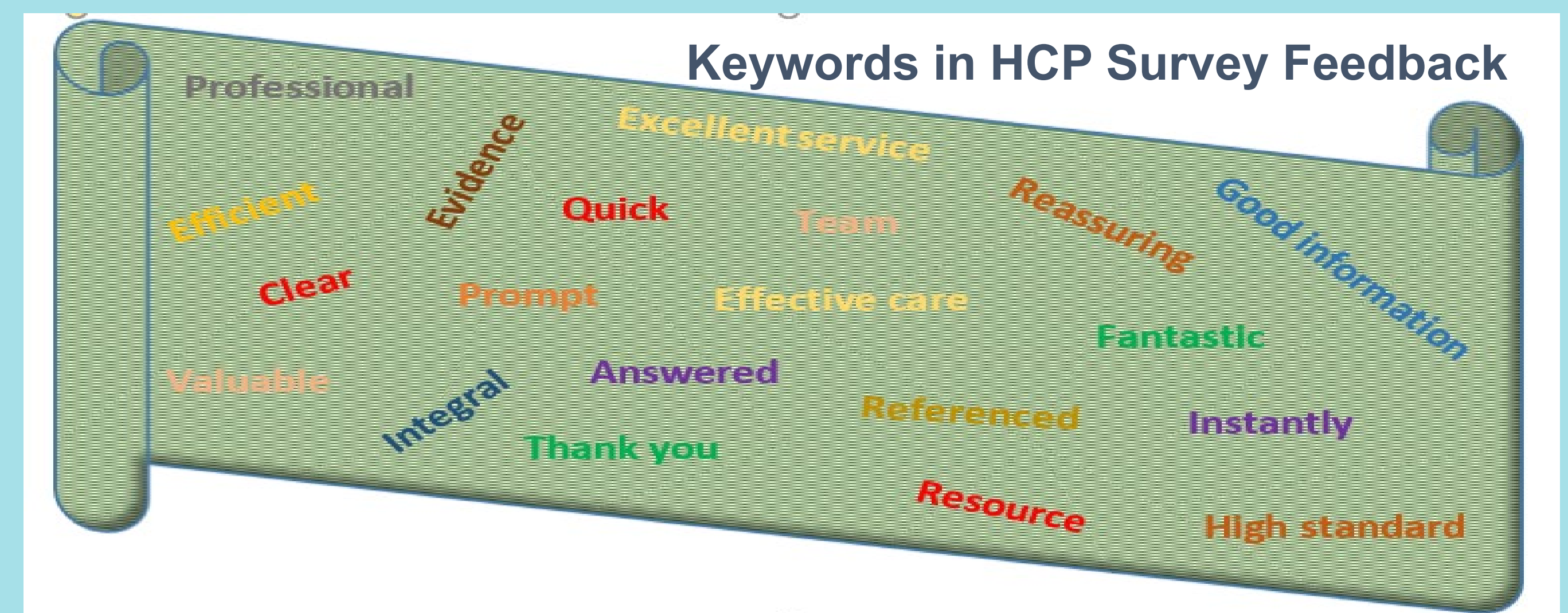
Add a link to the HCP User Survey to MI Pharmacist email signature.

Review HCP user survey feedback

*I would be grateful if you would complete a 1-minute survey to evaluate our service*  
<https://forms.office.com/e/df8LaDR3UB?origin=iprLink>

## Results

WHSC Medicine Information HCP User Survey and Results					
There were 355 Emailed MI enquiry answers with the link to HCP user survey from May 2023 to October 2024 of which 68 (19%) HCP user surveys were completed by the enquirer.					
	Question response			Results	Percentage
Q1. Where you able to contact MI easily?	Y	N		68 Y	100%
Q2. Did you receive the answer to your enquiry within the agreed time?	Y	N		68 Y	100%
Q3. Did the MI response answer your enquiry	Y	N	Partly	67 Y 1 Partly	99%
Q4. Was the right amount of detail given in answering your enquiry?	Correct amount	Too much detail	Not enough detail	67 correct amount of detail 1 too much detail	99%
Q5. How confident were you in the MI answer? (1 star not very confident 5 stars very confident)	☆☆☆☆☆			65 x 5 stars 3 x 4 stars	100% ≥ Confident to very confident
Q6. Did the MI answer contribute to patient care	Y	N	N/A	67 Y 1 N/A	99%
Q7. Would you use the MI service again?	Y	N		68 Y	100%
Q8. How would you rate the MI advisory service (1 very poor, 2 poor, 3 average, 4 good, 5 very good)	1 2 3 4 5			6 x 4 rating 62 x 5 rating	100% ≥ Good to very good
Q9. Please give feedback as this helps us to improve the MI service (please leave an email if you would like MI to contact you)	Enter your answer here:			25 replies	37%



Using the automated link attached to the MI pharmacist signature resulted in 20 HCP user surveys being issued per month with an average of 4 being returned completed. This is on target for the UKMi suggestion of 1 to 5 questionnaires per 100 enquiries.

## Conclusion

The pilot was a success. The feedback from the HCP user survey was excellent with 100% of respondents confident or very confident in the MI answer received. Content and electronic format of HCP user survey was agreed as suitable for use by all MI centres in NI HSC trusts, including the regional centre. HCP user survey was found to be an untapped resource for evaluating MI services in NI.

## Limitations and learning

- The HCP user survey does not capture MI enquiries answered by phone or in person.
- The placement position of the survey within the emailed MI response had an impact on the number of responses received

## Going forward

The HCP user survey has been included in the MI core annual KPI reporting for all Trusts in NI in 2025/2026.