



# What matters to patients in general practice, for satisfaction and support of change?

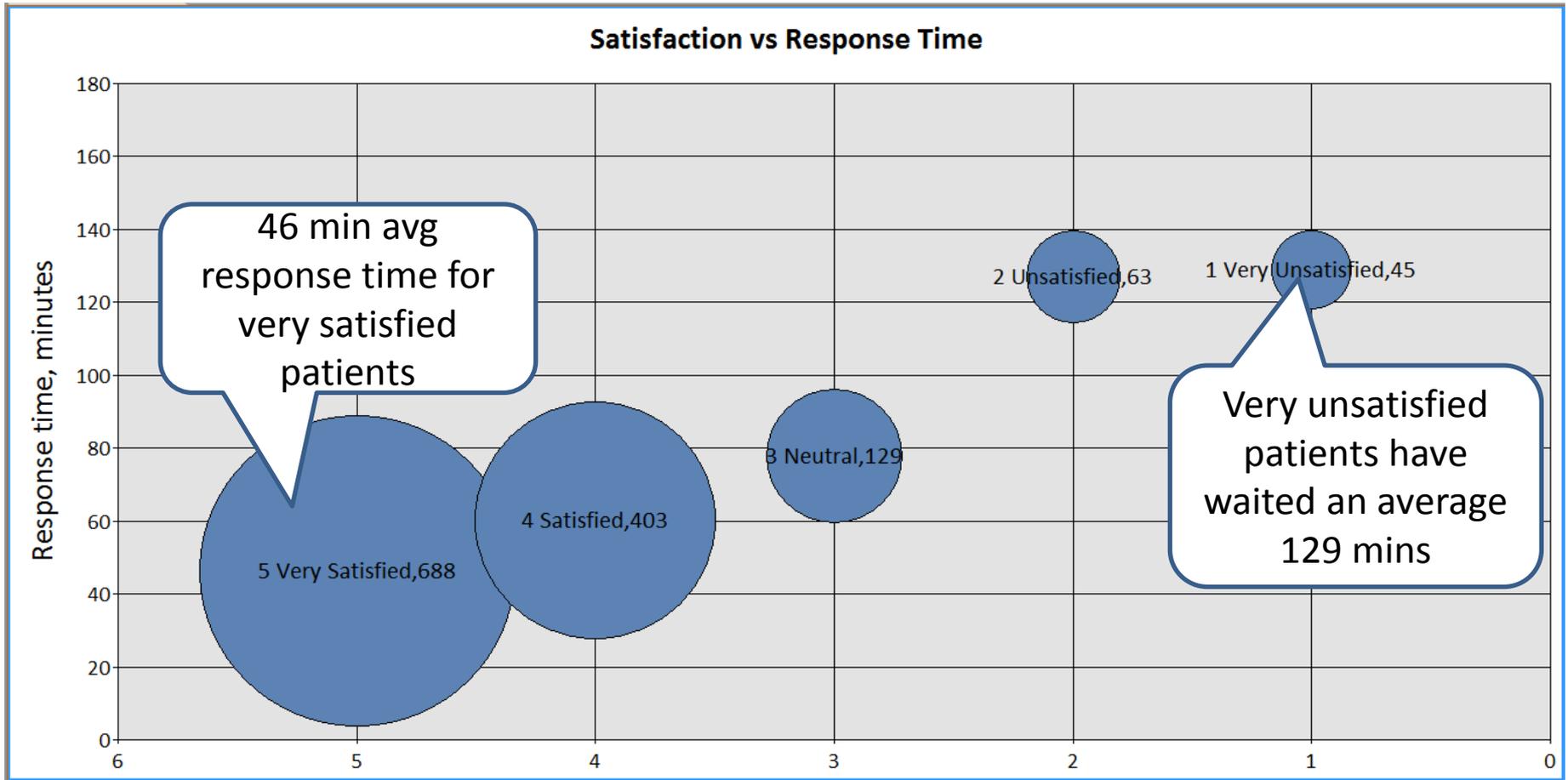
A study of 1328 patient responses from 15 practices.  
The survey was by telephone to patients who had recently  
(mostly same day) spoken to and/or seen a GP.

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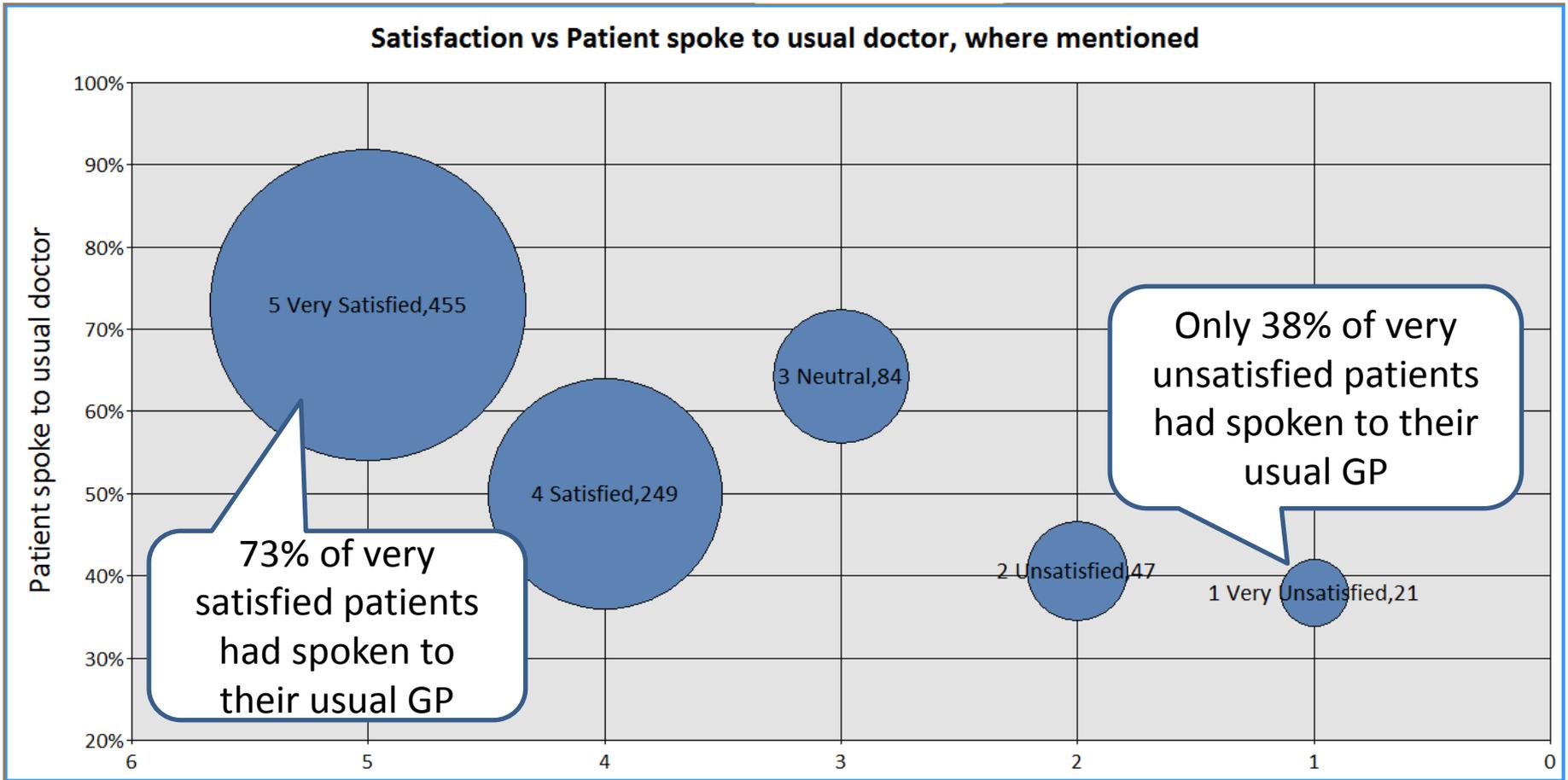
January 2013

Faster response is linked with higher satisfaction.  
Area of bubble represents number of responses.



Patients polled shortly after receiving a call from a GP.  
15 practices, n=1328 responses

Speaking to the usual GP is linked with higher satisfaction.  
Area of bubble represents number of responses.

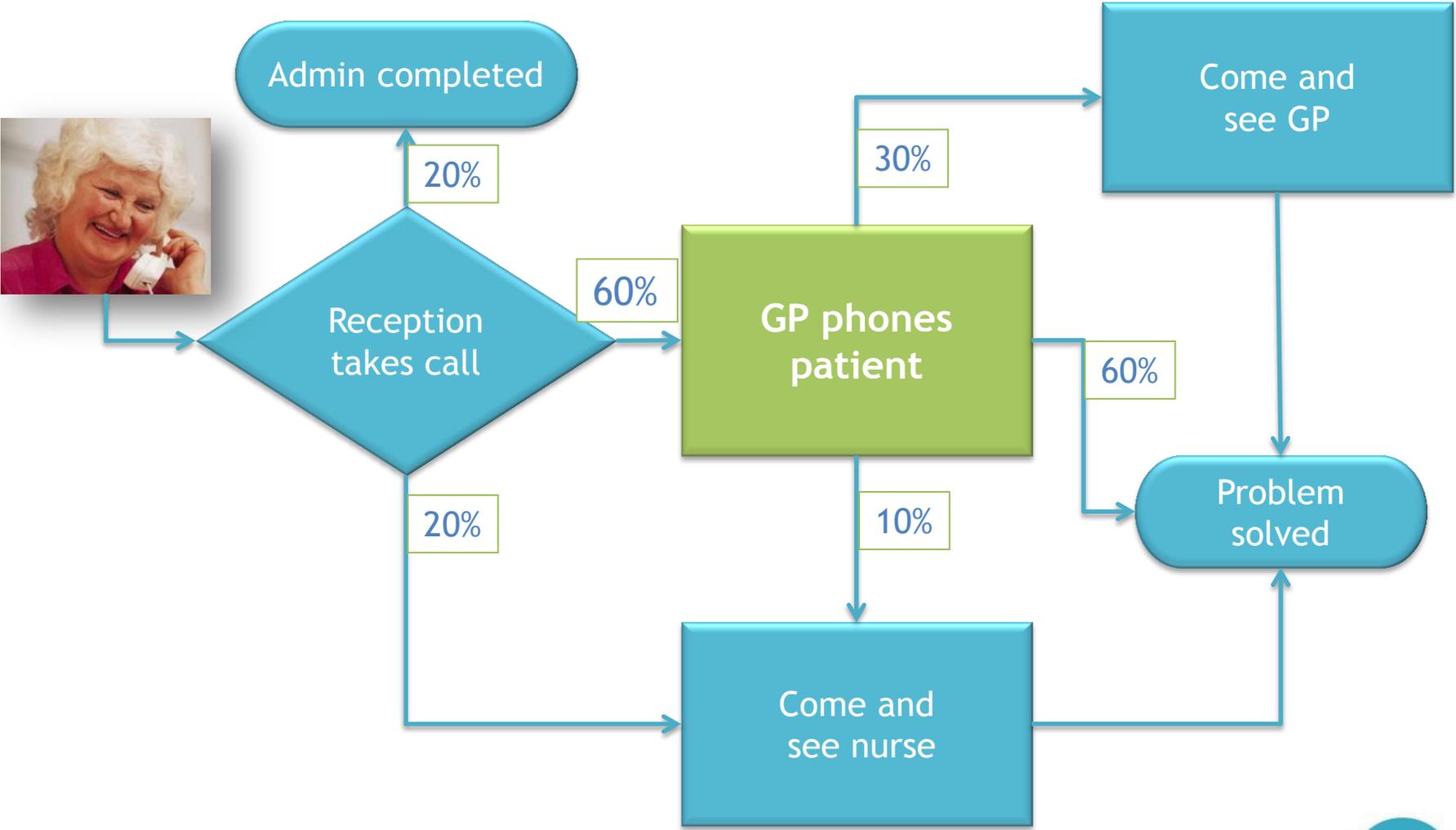


Patients polled shortly after receiving a call from a GP.

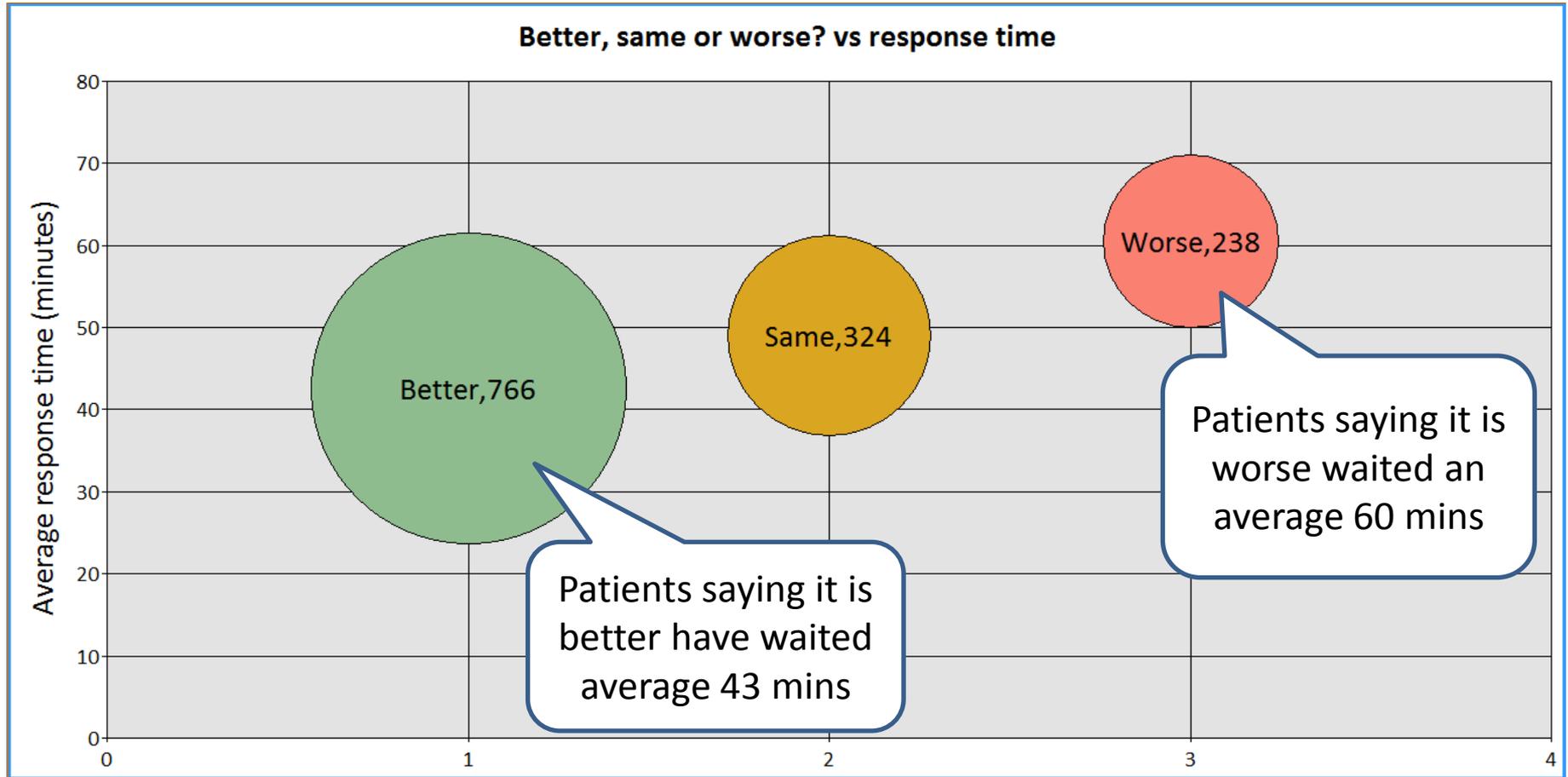
15 practices, n=1328 responses total, 441 excluded, no preference for usual GP



All 15 practices have recently launched the GP Access system, where a GP phone call is the first response.

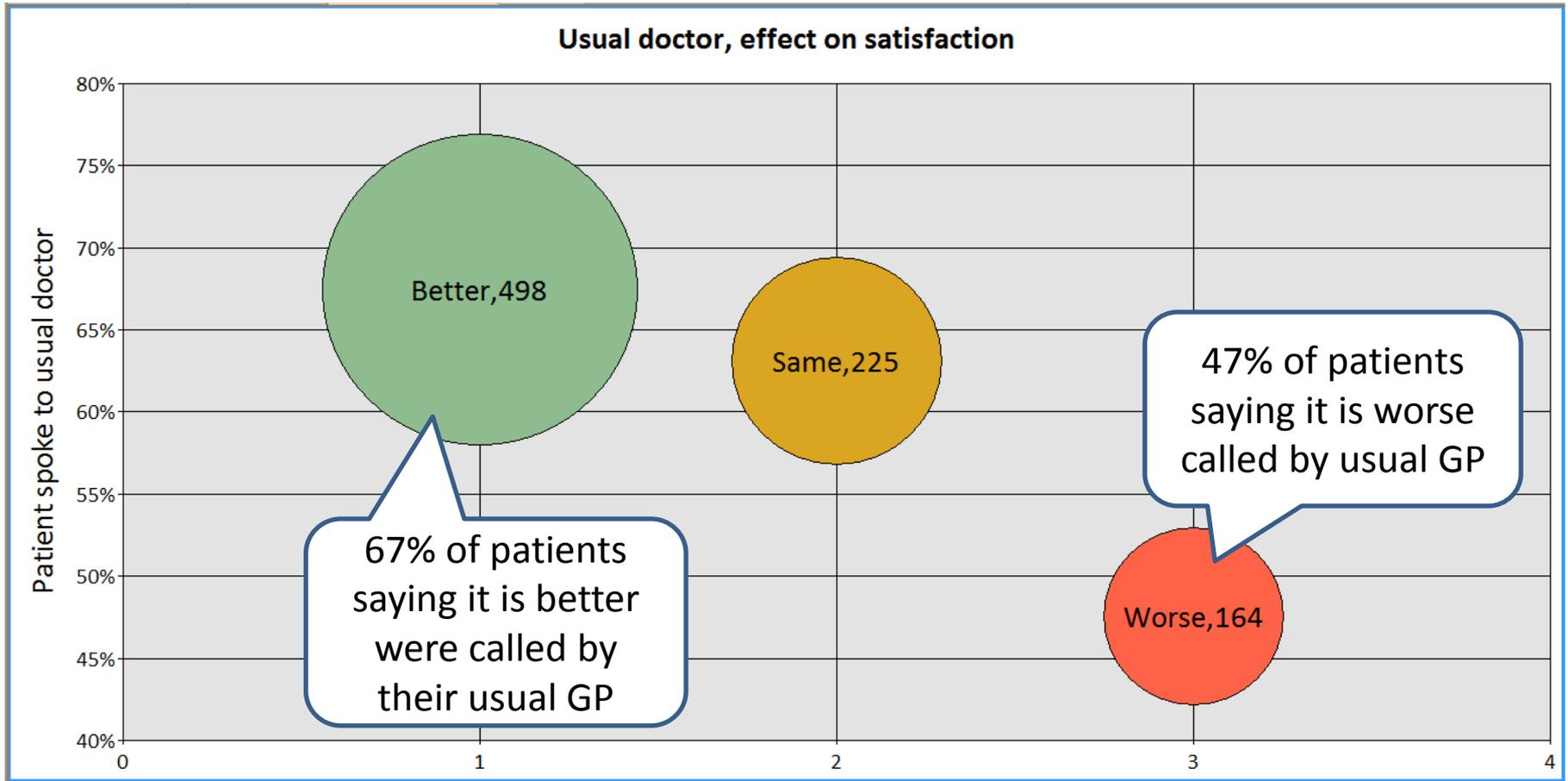


Patients' view of the new system is clearly influenced by the experience of response time, as perceived by them



Patients polled shortly after receiving a call from a GP.  
15 practices, n=1328 responses

# Being called by my own or usual GP also makes an important difference to patients' approval of the new system



Patients polled shortly after receiving a call from a GP.

15 practices, n=1328 responses total, 441 excluded, no preference for usual GP

# Speed + Continuity >>> Satisfaction

- Speed:
  - Patients don't call in to ask again for a call, saving time and stress on reception
  - GPs feel more in control of the workload
  - Less time is wasted on failed callbacks
  - GP satisfaction is higher
- Continuity
  - GP job satisfaction is higher through familiarity with the patient and history
  - Patients are less likely to call again, reducing demand and workload
  - Evidence links higher continuity with lower referrals (Baker et al 2012)

# Is there a trade-off between speed and continuity?

- The intervention has resulted in much faster access, typically 80% reduction in days waiting to see a GP, and over 80% being seen same day.
- Response time by a GP to the initial call is typically in a median under 60 minutes, and as low as 15.
- Continuity, statistically measured (UPC usual provider continuity) has risen in most at the same time, by 7-24%, though in the fastest it fell 6%.
- Suggests that if there is a trade-off, it is at a much faster response speed than traditional models allow, measured in minutes.
- In general, taking the lid off restrictions to access has allowed continuity to improve at the same time.



# Note on method

- Responses were collected by practice staff April 2012 – Jan 2013 using GP Access Datalog, and recorded in real time.
- The majority were done by telephone interview, a small number on paper.
- The questionnaire and script are pictured right.

**Patient Survey - after the change.** "I'm calling from your surgery, as I understand the doctor called you today. May I ask a couple of questions to help us improve our service?"

**How soon did the doctor call?  
(NB MINUTES not hours)**

**Was it your usual doctor?**

Usual doctor? \*  
Yes No I don't mind

**What will happen after the doctor's call?**

Outcome \*  
Completed See doctor  
See nurse Home visit

**How satisfied are you with the service today?**

Satisfaction \*  
5 Very Satisfied  
4 Satisfied  
3 Neutral  
2 Unsatisfied  
1 Very Unsatisfied

**We have recently changed our system, so the doctors call you and then make appointments if needed. Is the new system**

Change \*  
Better Same Worse

Comment

Age  
Copy from clinical system

Sex Male Female  
Copy from clinical system

# We help practices make the change

- 60+ diverse practices
- 500,000 patients
- 230 years experience
- 6 million patient calls
- Growing research base
- Vision: **“To transform access to medical care.”**
- The launch programme takes 8-12 weeks

