

COUNCIL

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GOC stakeholder engagement activity

For information

Issue:

Attached is a paper providing an update on activity under the stakeholder engagement programme since April 2011.

Annexes:

The following annexes are attached to this paper:

Annex 1: Stakeholder engagement summary table – May 2011

Annex 2: Results from recent registrants' survey

Recommendation(s):

The paper is for information.

Further information:

If you would like further information about this paper please contact:

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Stakeholder engagement summary table: April-May 2011

GOC consultations

Topic	Dates	Mode/s	Responses	Key issues
Changes to FTP Rules	31/1/11-29/4/11	Potential changes have already been discussed by Stakeholder Reference Groups. Traditional consultation document now live on website, targeted at key stakeholder bodies.	17	Case examiners Anonymous complaints Fast-tracking convictions Notifying employers Interim Orders
2011 registrants' survey	20/4/11 – 6/5/11	Emailed to directly to registrants; linked from home page of GOC website	855	See annex 2

Third party consultations

Body/organisation	Topic	Dates	Key issues	Action
None replied to yet in this financial year				

Please note all consultation responses are available from http://www.optical.org/en/news_publications/consultations/our-responses-to-other-consultations.cfm

GOC stakeholder events

Name	Date	Number of attendees	Key issues
Public awareness – phase 3	February-May 2011		Distribution of 'Check your optician is registered' to 7,000 GP surgeries and 1,200 pharmacies UK-wide Mailing to ~500 UK PCTs and other key stakeholder organisations Plus online service to request hard copies of 'Check...' and 'What to expect from your optician'

Third party stakeholder engagement events

Name	Date	GOC attendees	Numbers engaged	Key issues
Optrafair 2011	April 2011	Liz Carr; Simon Grier; Linda Kennaugh; Laura Hytti Samantha Peters attended Optician Awards dinner and presented an award	~300	New CET Rules What are we doing about online sales?
Trading Standards Institute Conference	June 2011	Kiran Gill; Philip Hallam; Liz Carr; Simon Grier		Plano lenses
Vision 2020 UK – Vision Strategy 2011 conference	June 2011	Rob Hogan; Peter Douglas; Grahame Tinsley; Samantha Peters		Part of Eye Health Week Vision Strategy 2011
Citizens Advice Conference	September 2011	TBA		Raising awareness of who we are, what we do and how we can help patients and the public

Regular stakeholder meetings

Name	Frequency	GOC attendees	Groups attending	Purpose
Patient and public engagement learning circle	Quarterly – replacement for regulators' PPI Group abolished last year	Simon Grier	Staff from health and social care regulators	Promoting public and patient involvement in our work; sharing best practice; joint projects
Eye Health Alliance	Quarterly	Simon Grier	Optical bodies and some eye care charities	Plan the EHA's public affairs work to promote good eye health
APPG on Eye Health	Quarterly	Simon Grier; invites sent to SMT and Council	APPG members; interested stakeholders	Effect of welfare cuts on health

Third party ad hoc events

Name	Date	GOC attendees	Groups attending	Purpose
National Eye Health Week reception	15 June 2011	Samantha Peters	MPs, Lords, various optical stakeholders	Raising awareness of NEHW

Commentary

In the FY to date, we have elicited 1,172 pieces of engagement* with stakeholders on a variety of topics in different settings.

*Pieces of engagement refer to written and e-responses to consultations; surveys; specific SRG tasks and face to face encounters at events.

We are currently undertaking a three month public and patient project, merchandising 150,000 public-facing leaflets to GP surgeries and pharmacies. At the end of the period, we will receive a research report by which we can measure ROI and increased public awareness.

These activities represent a healthy level of engagement. For future planning, we must ensure we engage as widely as possible with appropriate audiences, developing measures of engagement and highlighting key issues and actions for the organisation.

2011 registrants' survey – report

Background

This was the third annual registrants' survey. It focused on customer service issues that registrants could answer quickly and easily in order to attract a high volume of responses. Specifically, it sought feedback primarily on the new online retention system (OLR).

We sent the survey to all fully qualified registrants for whom we have an email address. The survey did not close until 6 May, but in order to meet the Council papers deadline, this report only includes responses up to midday on 3 May. From past experience of email surveys, most people complete them in the first 48 hours, and we can expect very few responses in the final week.

We will survey students separately after their retention deadline.

Executive summary

- The majority of registrants reported paying their own retention fee rather than having their employer pay. 75% of optometrists and 66% of DOs reported paying their own fee.
- The survey results backed up feedback we had already received at Optrafair and through informal channels about the success of online retention. The headline figures show 81% of registrants found the system 'easy' or 'very easy' to use and 86% of those who completed online did so in under 10 minutes.
- There was no overriding theme to the qualitative suggestions as to how the system might be improved. We will analyse all feedback before next year's retention.
- Only 24% of respondents needed to contact our registration team. Of those, 82% said their query was handled courteously and efficiently. The qualitative feedback from the other 18% suggests that in many cases they were dissatisfied with our rules or the Opticians Act, rather than the actual customer service they received.
- 58% of registrants find our registration cards and certificates useful. 16% find one or the other useful, and 25% think they are not useful at all.

- 46% of registrants claim to read most or all of eBulletin; 86% claim to read at least some of it. There was a strong preference for the articles on statutory matters which directly affect registrants in their work (CET, OLR) as well as the article about us pursuing breaches of the Act.

Survey results

1) Profile of registrants responding

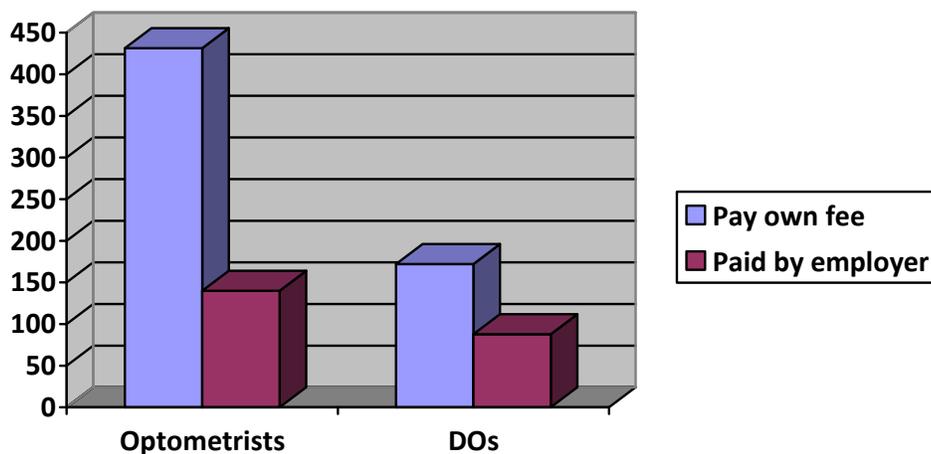
837 registrants responded to the survey.

- 572 optometrists, of whom 18 have a therapeutics speciality
- 262 dispensing opticians, of whom 67 have the contact lens speciality
- 3 registrants did not answer this question

2) Profile of fee payment

- 229 registrants had their fee paid by their employer (88 DOs, 140 OOs, 1 unknown)
- 604 registrants paid their own fee (172 DOs, 431 OOs, 1 unknown)
- 4 registrants did not answer this question
- 34% of DOs reported paying their own fee compared to 25% of optoms

Who pays our registrants' fees?



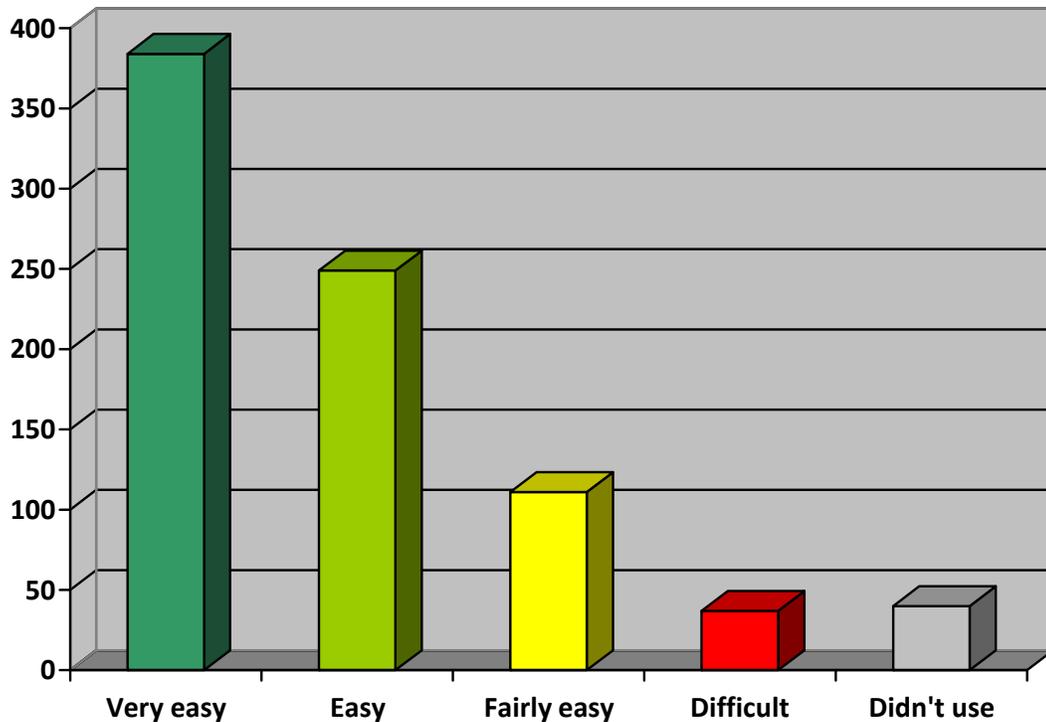
3) The notification we sent out in December

- 777 registrants (94%) thought this information was clear and easy to understand
- 51 thought it was not
- 9 did not answer
- There was no particularly recurring theme among those who did not find the information clear

4) How easy the system was to use

- 384 (49% who used OLR) found it very easy
- 249 (32%) found it easy
- 111 (14%) found it fairly easy
- 37 (5%) found it difficult
- 40 reported not using OLR and 16 declined to answer
- Of those who used OLR, 81% found it easy or very easy. Of those who found it difficult there was no specific overriding theme. The registration team will consider the qualitative feedback in trying to improve the system next year.

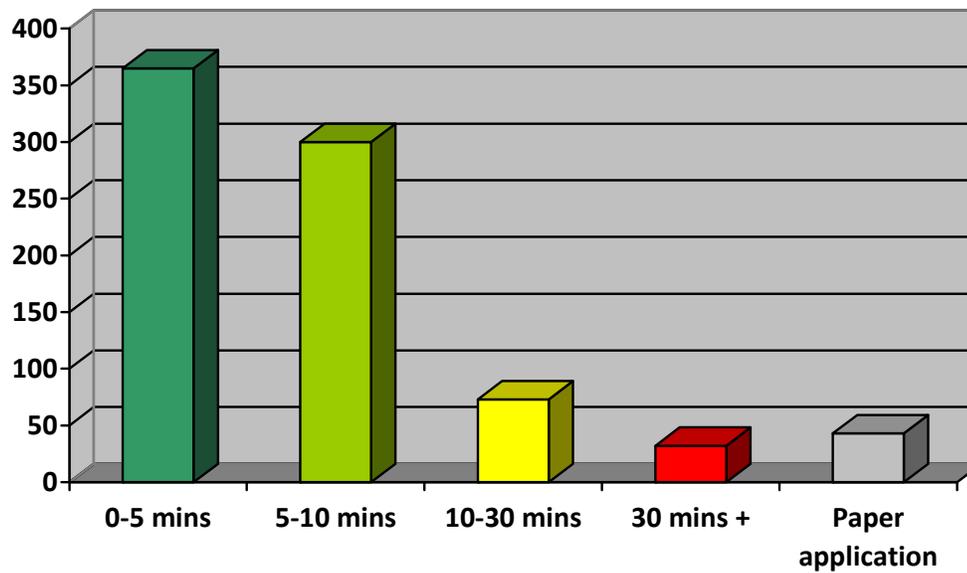
How easy did our registrants find the online system to use?



5) How long retention took to complete

- 365 (47%) completed it in 0-5 minutes
- 300 (39%) in 5-10 minutes
- 73 (9%) in 10-30 minutes
- 32 (4%) took 30 minutes or more
- 43 reported not using OLR and 25 declined to answer.
- Of those who used OLR, 86% completed in ten minutes or less. Of those who found it difficult there was no specific over-riding theme. The registration team will consider the qualitative feedback in trying to improve the system next year.

How long did our registrants take to complete online retention?



6) Does OLR give you more control over your retention?

- 620 (76%) said yes
- 192 (24%) said no
- 25 did not answer

7) Qualitative question asking how we can improve OLR

There was no dominant theme of responses and much of the feedback was positive. A few employers raised concerns about not being able to pay their employees' fees for them. The registration team will consider all suggested improvements before next year's retention period.

8) Number of registrants needing to contact the registration team during retention

- 631 (76%) did not
- 195 (24%) did
- 11 did not answer

9) By what method did the registrants contact the team?

Of the 195 who contacted the registration team:

- 159 used the telephone
- 31 used email
- 1 sent a fax
- 4 declined to say

10) Were their queries dealt with courteously and efficiently?

Of the 195:

- 155 (82%) said they were
- 33 (18%) said they were not
- 7 declined to answer
- It is worth noting from the qualitative responses that some of those who selected 'no' brought up issues concerning the registration rules, or the retention process, rather than saying that the team were not courteous and efficient as individuals. There were a few comments about being more flexible to individual circumstances, but it is not always within our powers under the Act to do this.

11) Qualitative question asking those who had a bad experience how we can improve our customer service.

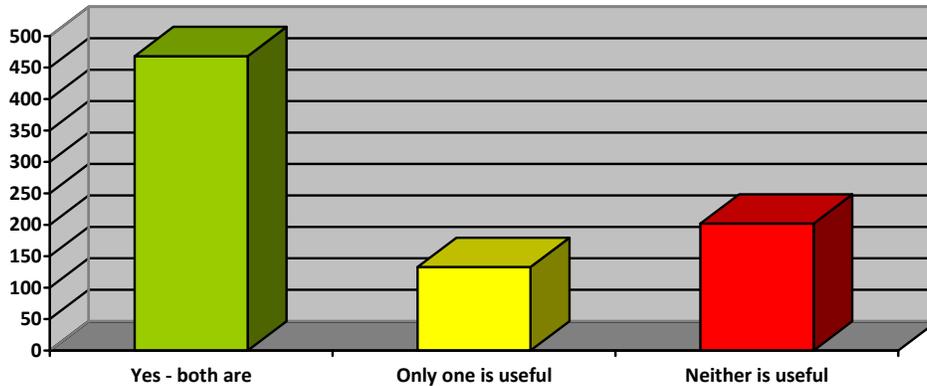
The registration team will consider all replies. There was no dominant theme to the responses.

12) Are our registration cards and certificates useful?

- 468 (58%) said that both are useful
- 81 (10%) said only the card is useful
- 52 (6%) said only the certificate is useful
- 202 (25%) said neither is useful

- 34 declined to answer

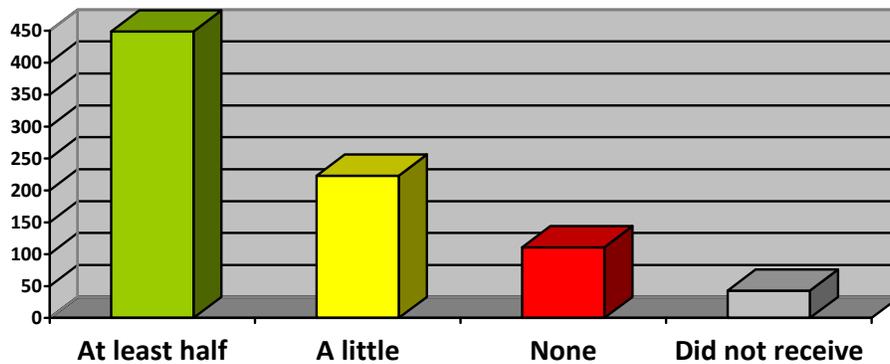
Are our registration cards and certificates useful?



13) Numbers of registrants reading the most recent eBulletin

- 86 (11%) read all of it
- 271 (35%) read most of it
- 92 (12%) read half of it
- 223 (29%) read a little of it
- 111 (14%) read none of it
- 43 said they did not receive it and 11 declined to answer.

Do our registrants read eBulletin?

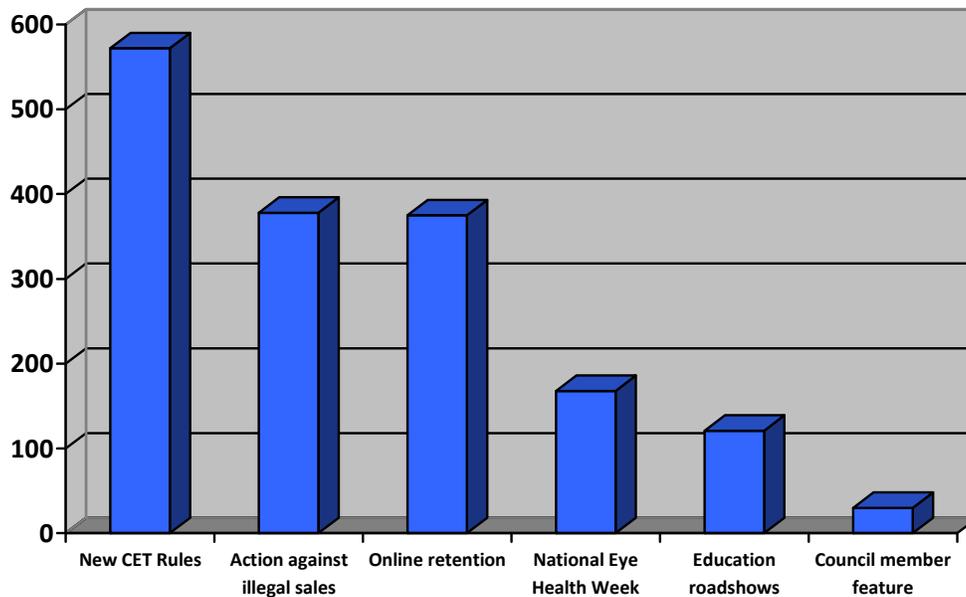


14) Readers' favourite articles (you could select as many or as few as you like)

- 572 (85% of those who claimed to read at least some) found the new CET Rules article interesting
- 378 (56%) liked the action against illegal sellers article

- 375 (56%) found the OLR article interesting
- 168 (25%) chose the National Eye Health Week article
- 121 (18%) liked the education roadshows article
- 30 (4%) found the Council member feature interesting

Most popular articles in April 2011 eBulletin



15) What would you like to see in eBulletin?

As the final question, some registrants used this space to say what they would like to see the GOC do, rather than what they want from eBulletin per se. This was dominated by action against online/illegal sales and keeping the fee down.

Some of the most recurring features for the newsletter included best practice tips, what we are doing to protect/promote the profession and general current news/activity. Some registrants noted that they preferred receiving the paper version.

Next steps

578 of the registrants left their email address. We will contact those registrants with overall feedback from the survey. We will reply individually to questions sent in the qualitative feedback.