Our Patient Love Story

{my} dentist®
helping the nation smile

Surprisingly
Brilliant

"We are like a big family, we all work together"

We have to ask ourselves is our service good enough for the ones we love?

Are we responsive to people's needs

Are we effective?

Is our service well led?

A patient is not just a patient...

they are someone's mother, father, grandchild, son, daughter, lover or friend.

Is our service safe?

Do we care?

4 Chapters in our story today

Acting on Patient feedback

Making us accessible to patients

Upskilling our receptionists

Making our practices clinically compliant

Patient First

Need to make a course change to grow our affordable private.

The world is changing and so are we. Now we have myoptions and we need to offer an outstanding level of service.

We live our lives through social media – our online reputation is key.

Our course change towards private from 'NHS machine' requires us to step up our game dramatically on patient experience.

OHP's – that's great patient care!

We have an opportunity to reinvent ourselves; modern, digital, responsive, informative, caring & community oriented. To name but a few.

Offer choices to all our patients with regards to smile checkers.

Patient choice and service has been the foundation of creating myoptions.

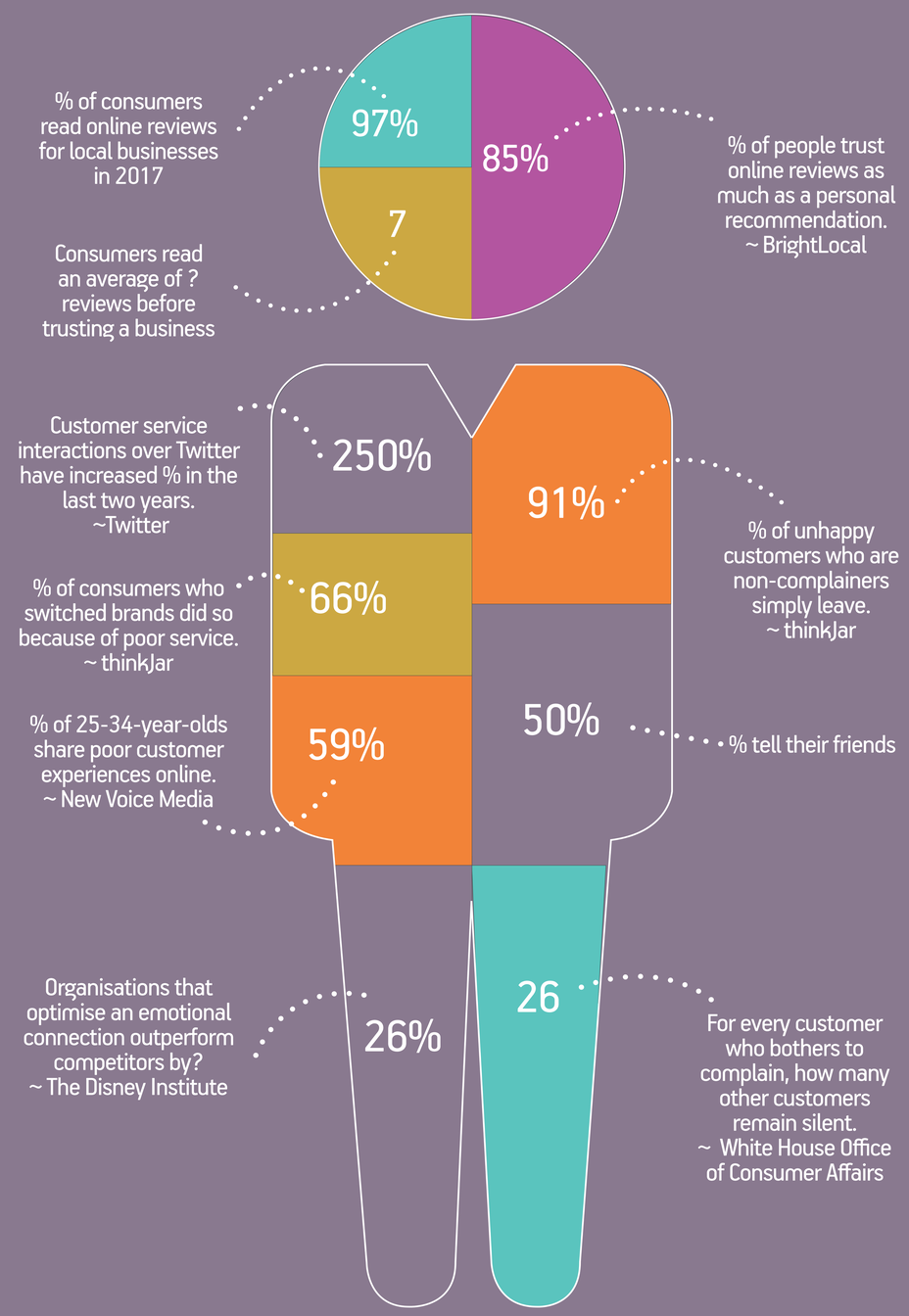
Excellent compliance drives amazing performance.

Patients must be at the heart of everything we do.

In our new world we can no longer take patients for granted, we have to win trust and convince patients that what we are offering is clearly different and better than 'essential' NHS or AMD services. We can no longer take it for granted that the patient has no choice but to come to us.

{my}options
affordable private treatments

How do people react to bad customer service?



Chapter 1

Acting on patient feedback

Below us an independent review of our online performance

Staff

24

-100 100

Sentiment

Volume
1,970 Reviews and Surveys

- Rude staff and poor treatment from the dentist.
- So you can imagine my dismay when I speak to receptionist after 30 mins who tells me that the dentist, not my dentist, is stuck in a complicated surgery.
- The receptionist I spoke to was rude and abrupt.
- I complained and was told my complaint would be investigated by the practice manager who I had the complaint about!
- Receptionist today was extremely rude and I heard another 2 people complaining about her, if she worked for me she would be fired.

Getting an Appointment

-62

-100 100

Sentiment

Volume
399 Reviews and Surveys

- They cancelled multiple appointments and then took me off the register after claiming that I'D cancelled them.
- I take time off to visit dentist and told oh the dentist cancelled your appointments.
- In each case we've just received a letter stating that the appointment has been cancelled and asking us to contact them to make a new appointment.
- Being pregnant, I have not been at my most clear, and am really disappointed that they have cancelled my place due to getting one appointment wrong recently.
- I agreed to a hygienist appointment but then couldn't get an appointment for another five months.

Affordability/Value

-52

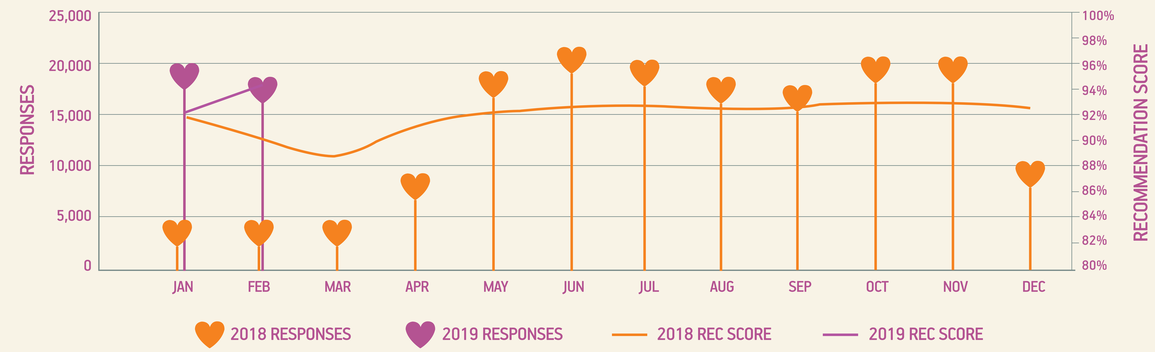
-100 100

Sentiment

Volume
240 Reviews and Surveys

- You're just a money paying inconvenience to them.
- Money for nothing...reception impolite...rude and unprofessional.
- I said I don't have that sort of money and the dentist then sighed!!!
- On a downhill tumble, avoid if you value your time and money.
- Only to be told that they can't post money and someone had been asked to contact the affected patients, apparently there were a few from that day!!

Friends & Family Scores



Our online scoring

4.6/5
Positive 90% | Neautral 3% | Negative 7%

1.5/5
Positive 11% | Neautral 1% | Negative 88%

2.96/5
Positive 51% | Neautral 4% | Negative 45%

3.4/5
Positive 58% | Neautral 3% | Negative 39%

Google Reviews

Summary	Sep-18	Dec-18	Feb-19	Feb vs Dec - increase
No of reviews	3,417	3,846	4,561	19%
Star rating (out of 5)	2.85	2.87	2.96	3%

NW - Central and NI	Sep-18	Dec-18	Feb-19	Feb vs Dec - increase
No of reviews	816	914	1,101	20%
Star rating (out of 5)	3.26	3.28	3.33	2%

NE and Scotland	Sep-18	Dec-18	Feb-19	Feb vs Dec increase
No of reviews	569	645	751	16%
Star rating (out of 5)	2.82	2.83	2.94	4%

South East	Sep-18	Dec-18	Feb-19	Feb vs Dec increase
No of reviews	1,112	1,230	1,460	19%
Star rating (out of 5)	2.79	2.77	2.85	3%

Wales and South West	Sep-18	Dec-18	Feb-19	Feb vs Dec increase
No of reviews	920	1,057	1,249	18%
Star rating (out of 5)	2.52	2.59	2.71	5%

We have 3 recurring themes of Complaints

1. Appointments
2. Phone Issues
3. Customer Service

Acting on patient feedback

How do we do?

NW - Central & NI — YTD 1,380 / 128 (Jan19)
2 GDC cases
129 complaints received Vs 195 in January 2018
39 Legal cases received Vs 17 received in January 2018
29 positive feedback received Vs 11 negative

NE & Scotland — YTD 1,081 / 72 (Jan19)
1 GDC cases
77 complaints received in Jan 19 compared to 193 in Jan 18
29 Legal cases in Jan 19 compared to 21 in Jan 18
17 Positive feedback received Vs 4 negative feedback

South East — YTD 1,590 / 141 (Jan19)
0 GDC cases in Jan 19 vs 3 in Jan 18
129 complaints received Vs 123 in Jan 18
52 Legal cases Vs 14 in Jan 18
19 positive Vs 22 negative feedback left

Wales & South West — YTD 1,666 / 144 (Jan19)
0 GDC cases in Jan 19 vs 4 in Jan 18
156 complaints received Vs 143 in Jan 18
33 Legal cases Vs 14 in Jan 18
32 positive Vs 25 negative feedback left

93 Appointments
0 GDC cases in Jan 19 vs 4 in Jan 18
156 complaints received Vs 143 in Jan 18

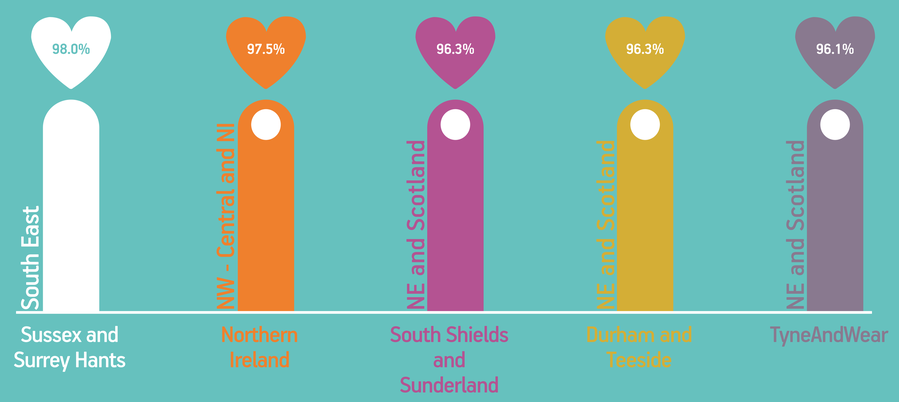
37 Dentist
1 GDC cases
77 complaints received in Jan 19

31 Fillings
2 GDC cases
129 complaints received

23 Treatment Plan
0 GDC cases in Jan 19 vs 3 in Jan 18
129 complaints received Vs 123 in Jan 18

21 Comms in Surgery
0 GDC cases in Jan 19 vs 3 in Jan 18
129 complaints received Vs 123 in Jan 18

Top 5 areas and what they did well



Time Keeping — South East

Good Patient Care — NW - Central and NI

Good Service — NE and Scotland

Friendly Staff — NE and Scotland

Great Dentist — NE and Scotland

Friendly staff, they talk through your treatment letting you know what work you need before they start

Clear explanation of treatment options

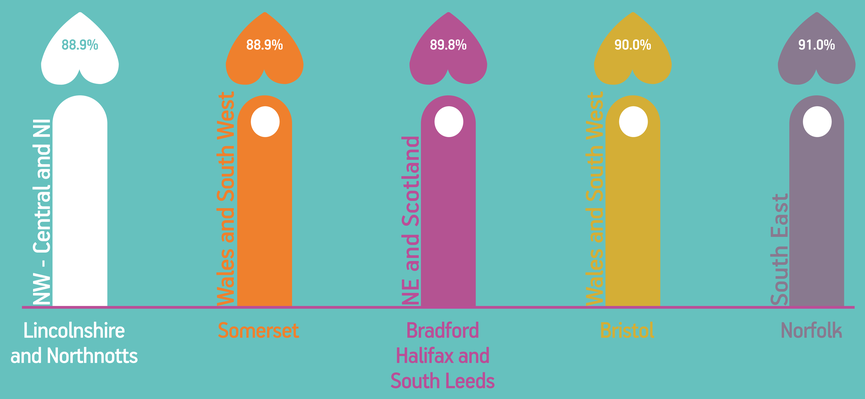
Examination of mouth and teeth excellent future treatment explained and price given

Friendly staff particularly the dentist herself

Taken on time and each procedure is explained

Appointment on time

Bottom 5 areas and what they need to improve



Less waiting time and dentist to be more clear and thorough providing advice and support.

Appointment on time

Felt rushed, need more time to talk with the dentist

Don't take payment before treatment.

Keeping to appointment times

More engaged reception staff
Happier staff on reception... no greeting no smiles

Reduce Waiting Time — NW - Central and NI

More Staff in Reception — Wales and South West

Reduced Treatment Prices — South East

Friendly Staff — Wales and South West

Welcoming Patients — NE and Scotland

Patient time

A period of time dedicated to exploring patient experience as a team.
A regular time to focus on our patients.

{my}dentist®
helping the nation smile

{my feedback}

Altogether Better

How well have we worked together to support each other and our patients?
Have we been a happy practice?
Have we treated our patients as one of the family?
Can we give any examples of a great patient experience?
Have we been as caring as we could be?
Have we had to change patients appointments?
Why did this happen could it have been avoided?
Did we let the patient know as soon as we could and work hard to create as little inconvenience as we could?
What could we do different next time?
How have we scored on {my}feedback?

Patients First

Our patients come first. It's as simple as that. Their oral health, the quality of care they receive, the experience they get when they're with us – nothing matters more. We treat our patients like they're one of the family. So, whatever they need and wherever they are, we're proud to always deliver high-quality, affordable, individual care.

Altogether better

We work as one team – both clinical and operational – to support our patients. With the largest network of local practices in the UK all working together, we can offer our teams everything they need: from marketing, HR, and referrals, to access to the right materials, equipment and clinical support.

{my huddle}

Calls received
Calls answered
Happy Patients
Sad Patients

This weeks actions...

NHS

Coming Soon...

{my}feedback

Live and up-to-date patient communications

Chapter 2

Making us accessible to patients

	NE and Scotland Total	NW - Central and NI Total	South East Total	Wales and South West Total
call answer rate	72.0%	67.3%	71.5%	69.5%
Answered Calls	1,879,705	2,198,835	2,147,725	2,417,333
Total Calls	2,612,085	3,269,042	3,003,129	3,479,079

Grand Total

Answered Calls	Total Calls	call answer rate
8,643,598	12,363,335	69.5%

Our current call statistics

Restless**ly Ambitious**

"Always looking forward to improve"

Altogether Better

"The support network has really helped me to progress and given me confidence"

Emails and standards

We currently only have 37% email addresses for our patients

All colleagues including PMs should be in uniform

Our practices standards are starting to slip

We spend over £600k on postage – if we could email recall reminders it would reduce to £9k

Homemade posters & dayglow stars are creeping back in! Need to declutter leaflets

Just think of all the trees we would save!

Online engagement

We live our lives through social media and our on line reputation is critical

Many clinicians are now taking charge of their own social media to promote their treatments, through videos and before & afters. As a result, they are getting full books, increasing their private revenue and making a name for themselves, digitally

Our AOHCs and Orthodontic practices are now using social media to bring their practice and treatment to life – showcasing before and afters, their followings are increasing by the day and have seen an increase in queries and appointments being booked as a result

The marketing team are currently training all of our AOHCs, Options, Focus and Orthodontics practices on how to properly use social media to increase private revenue..

Dr Affan Saghir, as an example has created his own luxury style Instagram page, which has resulted in over 30k followers, a diary booked up for months in advance and a direct increase in private revenue

Restlessly **Ambitious**

"Always looking forward to improve"

Chapter 3

Making compliance the norm

Every practice needs to achieve a 'Green' status of 75% or greater through the year.

Banbury 2

Specific Dental Days in the practice for people who are drug and alcohol dependent

Wallsend

The Practice Manager introduced a day for children to visit a "tooth fairy" on-site

Hull 2

CQC identified as a notable practice for working in partnership with audiologists in the community

- **Torquay Union Street**
- **Barnsley 7**
- **Bridlington**

Dental Health Education in schools

mycomply RAG Green FY19

ACTUAL	PRACTICES ALLOCATION	Q1 JUNE		Q2 SEPT		Q3 DEC		Q4 20TH MAR	
NE	131	14	10.7%	27	20.6%	39	29.8%	70	53.4%
NW	158	10	6.3%	56	35.4%	46	29.1%	113	71.5%
SE	135	37	27.4%	40	29.6%	69	51.1%	93	68.9%
SW	179	20	11.2%	19	10.6%	36	20.1%	118	65.9%
Company	603	81	13.4%	142	23.5%	190	31.5%	394	65.3%

Inspections outcomes 2018-19

	Area	Number of Inspection	Meeting key lines of Enquiry	Not meeting at least 1 Key Question	Notable Practice
	NORTH WEST	21	20	1	
	SOUTH EAST	10	10		
	SOUTH WEST	10	10		1
	NORTH EAST	12	11		1
YTD	TOTAL	52	51	1	2
CQC	TOTAL INSPECTIONS	52			

		Number of Inspections 2018-2019	Additional info		
	Wales inspections	4	No Immediate assurances		
	NI inspections	4	One with no recommendations		
	Scotland inspections	10			

Making our practices clinically compliant

Ensuring Quality and Safety is at the forefront of all our activities within our practices

Consistently demonstrate that our practices are safe, well-ran, with well-informed patients who are fully involved in their treatment decisions.

60% of our practice inspections still get regulatory recommendations

Compliance hurdle for bonus

- ✔ Grace period of April & May for practices to achieve green status
- ✔ 1st June to 31st March initiative monitored weekly
- ✔ Practices RAG green until a task becomes two weeks overdue
- ✔ MI will be available for region, area and practices to track progress
- ✔ mycomply will be validated quarterly
  - Initially one practice per area to ensure task completion and data input is accurate

Chapter 4

Upskilling our receptionists

Redefine the role of the receptionist to lead out our patient journey

Define the key tasks for the receptionist role

Focused receptionist training

Introduce area champions

Happy Endings

All voicemails responded to twice daily

85% of calls answered

Email capture from 37% to 75% by YE

On-line booking currently at 1.5% moving to 4% by YE

30% to 40% of appropriate patient communication digital by YE

Every practice needs to achieve a 'Green' status on mycomply for 75% or greater from June to year end

Efficient and engaged reception teams trained to deliver patient first experience.

Surprisingly Brilliant

The End