



### **PSI COSMETIC RESULTS**

# Patient Satisfaction Summary Report

May 2009



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## **Research Overview**

- Paper based surveys completed by patients in the practice waiting room after consultation
  - 430 Patients have provided answers across 4 clinics (program is still running)
- Measures patient satisfaction and clinic performance as well as collecting standardised demographic data
- Performance:
  - 1= Very Low, 3 = Average, 5= Very High

Colou	Colour		То
		4.15	5.00
		4.00	4.15
		3.50	4.00
		0.00	3.50

- Benchmarking comparisons
  - Patient satisfaction comparison data has been included (where applicable) from:
    - GP Clinics 1700+ patients
    - Victorian Public Hospitals 7100+ Patients



**GP** benchmark



### **Patient Profile**





# Age & Gender Distribution

What is your age?

#### N = 372

Des	Description					
	18 - 24 years	5%				
	25 - 34 years	14%				
	35 - 44 years	25%				
	45 - 54 years	28%				
	55 - 64 years	22%				
	65 - 74 years	6%				
	75 years or over	1%				

Male patients are more likely to be older than female patients





### What is your gender?

N = 370



### The overwhelming majority of patients are females







## **Residential Location**

Where do you live?

N = 364

Des	cription	%
	Capital city	74%
	Country or regional city	26%

Country or regional city



¾'s of patients reside in a city





## **Employment Status**

What best describes your situation?

N = 363

Des	cription	%
	Student	4%
	Employed, full time	54%
	Employed, part time/casual	19%
	Home/community duties	10%
	Retired	12%
	Unemployed	1%



Almost ¾'s of patients are employed in some capacity





### Income

Which best describes your income after normal living expenses?

#### N = 353

Desc	ription	%
	break even or fall behind	5%
	have a little spare money	25%
	have enough money for extras	46%
	have more than enough money	9%
	'd rather not say	14%



### 5% of patients are not in a financially secure position





## Private Health Insurance

Do you have private health insurance?

N = 371





Over ¾'s of patients have private health insurance





### **Patient Health Perceptions**

Overall, to what extent do you agree with the following statements?

N = 350	Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
	It is very important for me to be as healthy as possible	345	0.00	0.00	2.90	13.04	84.06	0.46	4.81
	I feel confident in my ability to be healthy	342	0.00	0.29	7.89	27.19	64.62	0.65	4.56
	I seek out health information that answers my health questions	341	0.00	0.29	4.99	25.51	69.21	0.59	4.64
	My social activities with family and friends are NOT limited by my physical health	339	0.59	1.77	6.49	17.11	74.04	0.74	4.62
	I try to do things that I believe are best for my health	342	0.00	0.00	6.73	28.65	64.62	0.62	4.58
	I have enough energy	342	2.05	5.26	16.08	33.92	42.69	0.99	4.10
	I really enjoy learning about health issues	336	0.30	1.19	10.71	28.57	59.23	0.76	4.45
	My ability to do vigorous physical activities (eg playing sport) is NOT limited by my health	336	2.08	5.65	11.31	24.70	56.25	1.01	4.27
	I have decided that I want to be healthy	331	0.00	0.00	4.83	22.96	72.21	0.56	4.67
	I feel calm and peaceful	339	0.59	2.36	19.47	35.40	42.18	0.86	4.16
	I feel confident in using information to make decisions about my health	336	0.00	0.00	6.55	29.76	63.69	0.61	4.57
	My ability to do normal physical activities (eg walking) is NOT limited by my health	337	1.19	2.08	5.04	15.73	75.96	0.78	4.63
	I actively try to prevent disease and illness	339	0.00	0.29	7.08	24.19	68.44	0.63	4.61
	I feel healthy	339	0.59	1.18	11.21	28.32	58.70	0.78	4.43
	I know how to use the health information I find to help me	336	0.00	0.00	7.14	30.06	62.80	0.63	4.56
	My work, school or other daily activities are NOT limited by my physical health	332	1.81	2.71	9.34	19.28	66.87	0.90	4.47
	My health is consistent with my life goals	336	1.49	2.98	9.82	28.87	56.85	0.89	4.37

Patients have very positive health perceptions





# Type of Procedure – Cosmetic Surgery

### What type of surgical procedure did you have?

#### N = 136

Des	cription	%
	Abdominoplasty (Tummy Tuck)	0%
	Blepharoplasty (Eyelid surgery)	6%
	Body Implant (Buttock, pectoral & calf)	0%
	Breast Augmentation (Breast implants/lifts)	7%
	Breast Reduction	0%
	Browlift	0%
	Dermatological Surgery	8%
	Face & Neck Lift	7%
	Facial Implants	4%
	Fat Transfer	1%
	Labiaplasty	0%
	Laser	39%
	Liposuction	16%
	Otoplasty (Ear surgery)	1%
	Phalloplasty	0%
	Rhinoplasty (Nose reshaping)	1%
	Other (please specify)	16%

Laser and liposuction are the most common surgical procedures performed

Other (please specify)

- Aereola Reduction
- Fraxel Laser
- Liposculpture
- Liposculpture
- Liposculpture
   Liposculpture
- Liposculpture
   Liposculpture
- Liposculpture
- Liposculpture
- Liposculpture
- lips
- medical tattoo
- scelotherapy
- sclerotherapy
- veins
- veins injected
- Veins on nose



NOTE: Percentages do not sum to 100% as patients may have selected more than one procedure



### Type of Procedure – Cosmetic Medicine

### What type of medical procedure did you have?

N = 269

Description	%		Laser, i	ni
Acne Management	1%		treatm	
Areola/Nipple Tattoo	2%		proced	u
Chemical Peels	1%		•	
Dermatological procedure	4%			
Facial Rejuvenation	6%			
Fat Transfer	0%			
Hair Transplant	0%			
Injectable Dermal Fillers	32%			
Laser & other light based cutaneous treatments	36%	j		
Microdermabrasion	3%			
Scar Treatment	2%		ease specify	1)
Sclerotherapy	8%	<ul> <li>Lipo D</li> <li>Lipolys</li> </ul>	issolve sis	
Skin Cancer	3%	<ul><li>liposcu</li><li>Therm</li></ul>		
Skin Care	4%	Therm	age	
Wrinkle Treatment	31%	Vein In	age on face ijection	
Other (please specify)	4%	<ul> <li>veins</li> <li>veins i</li> </ul>	njections	

aser, injectable fillers and wrinkle creatments are the most common surgical procedures performed



NOTE: Percentages do not sum to 100% as patients may have selected more than one procedure



### Patient Outlook

At the moment, how satisfied are you with ...?

N = 405 1=Very Low, 3=Average, 5=Very High

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
Life in general	394	0.25	1.02	20.56	43.40	34.77	0.78	4.11
Your current state of health in general	393	0.51	1.53	23.66	39.95	34.35	0.83	4.06
The results of your procedure	387	4.65	2.84	17.83	35.66	39.02	1.05	4.02

### 8% of patients held low or very low satisfaction with the results of their procedure

### GP benchmark

Description	Avg now
Life in general	3.87
Your current state of health in general	3.55

Satisfaction with life and health is significantly higher in cosmetic clinic patients than GP patients





### Patient Outlook Cont...

Overall, compared to before your procedure...

N = 401 1=Worse,3=Same,5=Better

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
Do you think your appearance at present is	393	1.53	3.82	15.01	33.33	46.31	0.93	4.19

80% of patients feel their appearance is better now than before having a procedure

Thinking about the next 6 months...

N = 402

1=Worse,3=Same,5=Better

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
Do you expect your appearance to be	395	1.01	4.30	29.87	23.54	41.27	0.99	4.00

65% of patients expect their appearance to be the same or better in 6 months time





### Satisfaction with Procedure

Procedure	"How satisfied are you with the results of your procedure?" (1=very low, 3=average, 5=very high)	Number of respondents
Otoplasty	5.00	2
Fat Transfer (medical)	5.00	1
Facial Implant	4.5	6
Skin Cancer	4.38	8
Acne Management	4.33	3
Breast Augmentation	4.33	9
Chemical Peels	4.33	3
Liposuction	4.30	20
Wrinkle Treatment	4.30	81
Dermatological Surgery	4.18	11
Dermatological Procedure	4.17	12
Skin Care	4.17	12
Injectable Dermal Fillers	4.13	86
Blepharoplasty	4.00	8
Face & Neck Lift	4.00	9
Fat Transfer	4.00	2
Rhrioplasty	4.00	1
Medical Laser	3.96	120
Scar Treatment	3.80	5
Microdermabrasion	3.75	8
Sclerotherapy	3.63	19
Surgical Laser	3.58	53
Facial Rejuvenation	3.56	16
Areola/Nipple Tattoo	3.50	6

NOTE: Many procedures have small numbers of respondents (<10), read results with caution



Thinking back to the original decision to attend the clinic for your procedure, which ONE of the following describes how the decision was made?

## **Decision to Attend**

N = 396

Descri	iption	%
M	y GP recommended the clinic I accepted the recommendation	14%
l c	chose the clinic based on the recommendation of family & friends	26%
<b>I</b> l a	chose the clinic based on my own research	32%
	chose the clinic based on the reputation of the doctor	12%
lt	was a joint decision following discussion with my GP	3%
l h	nave been to the clinic before, they are familiar with me	12%

1/3 of patients choose a clinic based on their own research

12% of patients are return clients



### **Clinic Services**





Overall, to what extent do you agree with the following statements?

# Visiting the Clinic

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now	
It was easy to make an initial appointment over the phone	394	0.25	1.27	4.31	19.80	74.37	0.64	4.67	
The time until the appointment was acceptable	391	2.81	3.84	14.07	22.76	56.52	1.02	4.26	
Administrative processes were quick and easy	396	0.25	0.51	3.03	22.73	73.48	0.58	4.69	
The initial consultation was useful	372	1.08	1.34	4.30	20.16	73.12	0.73	4.63	
I saw the doctor at the initial consultation	377	1.59	0.53	1.86	14.85	81.17	0.68	4.73	All aspects received very
The receptionists are friendly and helpful	394	0.25	1.02	3.55	19.80	75.38	0.61	4.69	high scores
I have been treated respectfully by everyone	392	0.77	0.51	1.79	16.07	80.87	0.59	4.76	lingh scores
The waiting area is comfortable and well set up	394	0.00	0.76	3.30	18.02	77.92	0.56	4.73	
Everything runs on time and I don't have to wait long	394	1.52	2.79	5.84	21.32	68.53	0.85	4.53	
The clinic appears up to date with the latest technology	387	0.26	0.26	2.07	17.05	80.36	0.52	4.77	$\mathbb{Z}$
My records seemed to be well maintained	369	0.81	0.27	2.98	18.16	77.78	0.61	4.72	戸
My privacy was respected and well provided for	392	0.26	0.51	2.30	16.58	80.36	0.54	4.76	UltraFeedback
I was given all the information I needed	392	1.53	1.28	4.85	19.39	72.96	0.77	4.61	PSI ~



### Satisfaction with Clinic Service

Satisfaction with service:

#### N = 393







88% of patients hold high or very high satisfaction with clinic service





Average: 4.63 SD: 0.71

### Time Spent with the Doctor





Overall, to what extent do you agree with the following statements?

N = 392

10% of patients felt their doctor did not ask about their other health problems

# The Doctor

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
My doctor was friendly and welcoming	390	0.26	0.26	5.13	21.28	73.08	0.61	4.67
My doctor took an interest in me, not just my procedure	387	1.29	3.88	8.53	24.29	62.02	0.90	4.42
My doctor listened to me	389	0.77	1.54	6.68	24.42	66.58	0.75	4.54
My doctor spent enough time with me	390	1.28	1.54	5.64	24.87	66.67	0.78	4.54
My doctor examined me carefully	384	1.30	1.30	6.51	24.22	66.67	0.78	4.54
My doctor explained what they were doing	383	1.04	1.31	5.22	21.93	70.50	0.74	4.60
My doctor wanted to know about my expectations	380	2.37	3.42	11.58	26.05	56.58	0.97	4.31
My doctor asked about my other health problems	363	3.86	5.79	14.88	27.55	47.93	1.10	4.10
My doctor warned me about possible complications	374	1.60	3.48	9.89	26.47	58.56	0.91	4.37
My doctor took my opinions into account	373	1.88	1.34	10.19	25.20	61.39	0.87	4.43
My doctor explained their decisions	369	2.17	0.81	7.32	25.47	64.23	0.84	4.49
My doctor fairly presented options for me to consider	358	1.96	3.07	7.82	26.26	60.89	0.91	4.41
My doctor relieved my anxiety and fears about the procedure	358	1.12	1.68	7.82	26.26	63.13	0.80	4.49
My doctor encouraged me to ask questions	377	2.65	2.12	11.67	23.87	59.68	0.95	4.36
My doctor informed me of all costs	381	4.99	1.57	6.04	22.05	65.35	1.03	4.41
My doctor included me in all decisions	372	1.88	1.34	6.99	25.00	64.78	0.84	4.49
My doctor made sure that I had realistic expectations about the results of procedure	384	1.82	2.34	8.85	24.74	62.24	0.89	4.43
I completely trust my doctor	385	1.30	2.08	9.09	23.64	63.90	0.84	4.47
My doctor cared as much as I did about the results of the procedure	379	2.90	2.11	13.19	25.86	55.94	0.97	4.30
Follow up consultations addressed all my concerns	310	4.19	2.90	9.68	25.16	58.06	1.04	4.30
I am satisfied with the outcome of this procedure	376	5.05	3.72	9.57	27.13	54.52	1.09	4.22



Satisfaction with the Doctor

Who conducted your actual procedure?

N = 344



NOTE: Percentages do not sum to 100% as patients may have selected more than one option



### GP benchmark

1.30

Description	Avg now
The consultation with your GP	4.70



## Day of the Procedure





# About the Clinic or Hospital

Overall, to what extent do you agree with the following statements?

N = 376 (1=Strongly Disagree, 3=Neutral, 5=Strongly Agree)

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
I didn't have to wait long for my stay to be booked	269	2.60	4.09	9.29	24.54	59.48	0.99	4.34
The clinic or hospital provided me with enough information	316	1.27	2.53	9.81	22.15	64.24	0.87	4.46
The admission process was quick and easy	263	0.38	0.38	4.18	23.95	71.10	0.62	4.65
The admission staff were friendly and helpful	271	0.00	1.11	4.80	19.93	74.17	0.62	4.67
The clinic or hospital staff treated me respectfully	323	0.00	0.31	3.72	18.27	77.71	0.54	4.73
The clinic or hospital was clean and tidy	329	0.30	0.00	1.82	14.29	83.59	0.48	4.81
Everything seemed to run on time	326	0.61	1.84	5.52	18.10	73.93	0.73	4.63
My recovery room was peaceful and restful	198	0.00	1.52	5.05	17.68	75.76	0.64	4.68
My recovery room was bright and cheerful	186	0.54	1.61	8.06	17.74	72.04	0.75	4.59
My recovery room allowed me to have privacy when I wanted	188	1.06	2.13	5.85	17.55	73.40	0.78	4.60

UltraFeedback

All areas received very high scores



Overall, to what extent do you agree with the following statements about the staff who cared for you during your stay at the clinic or hospital?

# **Clinic or Hospital Staff**

N = 373 (1=Stongly Disagree, 3=Neutral, 5=Strongly Agree)

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now	
The staff were responsive to my needs	286	0.35	0.70	6.99	20.63	71.33	0.68	4.62	
The staff seemed to communicate between themselves well	279	0.36	1.08	7.53	20.79	70.25	0.71	4.59	All areas received very high scores
I felt safe and secure	288	0.35	0.35	5.56	20.14	73.61	0.63	4.66	
My pain was well managed	246	0.81	1.63	7.32	19.51	70.73	0.77	4.58	

Where was your procedure conducted?

N = 348

Description %
In clinic or day surgery (eg outpatient) 99%
In hospital (eg inpatient, overnight stay) 4%

NOTE: Percentages do not sum to 100% as patients may have selected more than one option





### **Clinic or Hospital Satisfaction**

Satisfaction with hospital or clinic :

### N = 356









### After the Procedure





## Leaving the Clinic

Overall, to what extent do you agree with the following statements?

N = 375 (1=Strongly Disagree, 3=Average, 5=Strongly Agree)

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
I was given enough instruction to manage my recovery at home	292	1.37	1.37	5.82	19.52	71.92	0.78	4.59
I was given clear instructions about what medications to take and when to take them	215	1.86	1.40	5.12	17.67	73.95	0.81	4.60
I was given enough time to plan for my return home	200	1.00	0.00	6.50	16.50	76.00	0.69	4.67

All areas received high scores

### Hospital benchmark

Description	Avg now
The written information you were given about how to manage your condition and recovery at home	3.78
The explanation (by hospital staff) of the medicines you had to take after you left hospital	3.90
The time given to planning your return home	3.69

Performance in these areas is significantly higher for cosmetic clinics than public hospitals





# Information

Thinking back, to what extent do you agree with the following statements?

N = 373 (1=Strongly Agree, 3=Neutral, 5=Strongly Agree)

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
I was told enough about the costs I would incur	351	4.56	1.71	7.12	17.66	68.95	1.02	4.45
I was told enough about the procedure	355	0.85	1.41	5.63	20.85	71.27	0.73	4.60
I was told enough about the sedation or anaesthetic	225	0.89	0.00	5.78	17.33	76.00	0.67	4.68
I was told enough about the time the procedure would take and how long I would stay	268	1.12	1.12	4.85	18.28	74.63	0.73	4.64
I was told enough about the time it would take to fully recover from the procedure	290	1.72	1.38	6.55	22.41	67.93	0.82	4.53
I was told enough about the amount of pain that I would experience	307	1.30	2.28	7.49	21.50	67.43	0.83	4.51

All areas received high scores





## Recommendations

Thinking back, to what extent do you agree with the following statements?

N = 373 (1=Strongly Disagree, 3=Neutral, 5=Strongly Agree)

Description	N	% 1	% 2	% 3	% 4	% 5	SD	Avg now
I would recommend the clinic to others	370	2.16	1.89	5.41	14.59	75.95	0.85	4.60
I would recommend this procedure to others	357	4.76	2.52	9.24	16.25	67.23	1.07	4.39
I would recommend this doctor or nurse to others	364	2.20	2.47	4.40	15.11	75.82	0.86	4.60
I would recommend the hospital where I had the procedure to others	160	3.13	1.25	6.25	18.13	71.25	0.91	4.53
I would recommend cosmetic surgery to others	282	3.19	3.19	13.12	13.83	66.67	1.04	4.38

91% of patients would recommend their clinic to others

91% of patients would recommend their doctor or nurse to others

GP benchmark

Description	Avg now
I would recommend this practice to family and friends	4.75



### **Voice of Patient Analysis**





# Voice of Patient Analysis

### **Glossary - Global Activity Analysis**

	The average of all the Activities in the survey. Minimum poor rating of 1 and maximum good of 5. (For Indices, the minimum poor rating is 20 and maximum good is 100).	
	Performance rating made by respondents with minimum poor rating of 1 and maximum good of 5.	
	Satisfaction rating made by respondent to overview their reaction to one overall satisfaction question. The average satisfaction is calculated from each respondent's satisfaction rating once they also answer the activity question. Maximum is also 5.	
	The difference between the Satisfaction average and the Activity Performance average for each Activity. A high or positive figure, generally 0.3 or more, indicates a Performance Gap that places an Activity below the expectations of the respondent. A lower or negative figure generally means that the Activity is being performed better than expectations.	
	A measure of how widely values are dispersed from the average value. Values should generally be about 1.	
Impact	The degree of correlation between the performance rating of an Activity and the satisfaction rating. A high Impact means the Activity is highly correlated with satisfaction. Figures above 0.23 show significant correlation.	
	The product of Performance Gap and Impact to produce a rank order suggested for improvement. The higher figures show those Activities that have greatest correlation with satisfaction and highest gap. eg the Activities that are drivers of satisfaction that are being least well performed.	F
	UltraFee	dback

PSI



# **Top High Performing Areas**

Description		N	Average Activity Performance		Average Performance Gap		Priority to improve
	Service - The clinic or hospital was clean and tidy	329	4.81	0.48	-0.27	0.44	-1.19
	Visiting the clinic - The clinic appears up to date with the latest technology	387	4.77	0.52	-0.23	0.44	-1.01
	Visiting the clinic - My privacy was respected and well provided for	392	4.76	0.54	-0.22	0.48	-1.06
	Visiting the clinic - I have been treated respectfully by everyone	392	4.76	0.59	-0.22	0.49	-1.08
	Visiting the clinic - I saw the doctor at the initial consultation	377	4.73	0.68	-0.20	0.32	-0.64
	Service - The clinic or hospital staff treated me respectfully	323	4.73	0.54	-0.19	0.50	-0.95
	Visiting the clinic - The waiting area is comfortable and well set up	394	4.73	0.56	-0.19	0.41	-0.78

Patients are very happy with the service at their initial consultation

Patients find the clinics well set up and up to date





## **Bottom 5 Performing Areas**

Description		N	Average Activity Performance		Average Performance Gap	Impact	Priority to improve	
	About your doctor at the clinic - Follow up consultations addressed all my concerns	310	4.3	1.04	0.24	0.63	1.51	
	About your doctor at the clinic - My doctor cared as much as I did about the results of the procedure	379	4.3	0.97	0.24	0.64	1.54	
	Visiting the clinic - The time until the appointment was acceptable	391	4.26	1.02	0.28	0.25	0.70	
	About your doctor at the clinic - I am satisfied with the outcome of this procedure	376	4.22	1.09	0.32	0.54	1.73	
	About your doctor at the clinic - My doctor asked about my other health problems	363	4.1	1.10	0.44	0.45	1.98	

Some patients are concerned they were not asked about their other health problems

Some patients felt the waiting time between the initial consult and the procedure appointment was unacceptable





### **Priorities to Improve**

Description		N	Average Activity Performance		Average Performance Gap	Impact	Priority to improve
	About your doctor at the clinic - My doctor asked about my other health problems	363	4.1	1.10	0.44	0.45	1.98
	About your doctor at the clinic - I am satisfied with the outcome of this procedure	376	4.22	1.09	0.32	0.54	1.73
	About your doctor at the clinic - My doctor cared as much as I did about the results of the procedure	379	4.3	0.97	0.24	0.64	1.54
	About your doctor at the clinic - Follow up consultations addressed all my concerns	310	4.3	1.04	0.24	0.63	1.51
	About your doctor at the clinic - My doctor wanted to know about my expectations	380	4.31	0.97	0.23	0.60	1.38

Doctors need to engage with the patient more to address patient concerns and expectations



# **Online Report**





### **Online Report**



PSI Cosmetic

Home | Select Report | Privacy Policy |

#### Download Report

Deidentified - PSI Cosmetic Report

This is a dynamic report that shows information relating to the most recent survey submission.

The following colour coding is used in this report:



### www.ultrafeedback.com/survey/605



430 respondents have provided answers.

- First 21 May 2008 at 16:21 AEST
- Last 22 April 2009 at 16:35 AEST

#### Report contents

- Report Home Page How satisfied are you at the moment
- ----- Deciding to attend the clinic
- Wisiting the clinic
- .....<u>About your doctor at the clinic</u>
- ·····<u>Service</u>
- About the clinic or hospital on the procedure day
- ····· About your procedure
- ·····<u>On leaving after the procedure</u>
- ....<u>Information</u>
- mecommendations to family and friends
- ···· <u>About you</u>
- Global Activity Analysis



For any enquiries, please contact <u>Catherine Linklater</u>, Research Executive on (03) 9439 7789 All site contents © UltraFeedback 1999-2009 <u>Conditions of Use</u>

Any Questions Regarding This Report:

# Thank You!

Catherine Linklater catherine.linklater@ultrafeedback.com (03) 9439 7789

