



SCREENING SATISFACTION SURVEY 2004/2005

INTRODUCTION

1500 questionnaires were issued to women screened by Breast Test Wales from November 2004 to January 2005. The questionnaires were self completed anonymously and returned by post. The number of questionnaires returned to each Division were as follows:

Division	Surveys Sent Out	Surveys Returned	Response Rate	Sites
South East	500	324	64.8%	Cardiff, Chepstow, Pontypool, Caldicot, Llantrisant/Talbot Green
West	500	310	62.0%	Swansea, Ystradgynlais, Ammanford, Llanelli, Port Talbot
North	500	362	72.4%	Llandudno, Wrexham, Llangollen, Mold, Holywell, Amlwch
All Wales Total	1500	996	66.4%	

Nine of the responses were in Welsh - seven in North Wales and two in West.

The responses were analysed by Division. In general, they showed no significant differences between the Divisions so this report is "All Wales". Divisional data will be made available to local managers and staff.

Many of the survey questions were followed by an invitation to comment:
 "How could we improve?"

We received over 1,000 comments in these sections - we include some as illustrations. The vast majority were positive about the service. Where there were specific suggestions for improvement, we note these. The full lists are available on request.

We also asked:

"Would you be interested in coming to one of our meetings to discuss public information?
 If so, please send us your name and address – either below or under separate cover."

44 women volunteered their names and are already helping us with our written material.

Note:

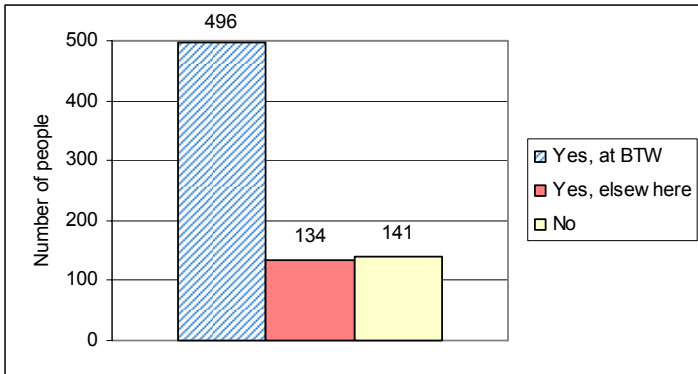
Some questions asked respondents to rate an aspect of our service:
 "On a scale of 1 to 5 (5 being the best) – please tick one box"

A disappointingly high number ticked "1" in these sections (i.e. the worst), but many "1"s were followed by a positive response to the question "How could we improve?". We present in this report the responses as they were given but add a note on any discrepancies between the "score" and the comments.

The survey team: Dinah Winstone, Margaret Jones, Jane Evans, Kate Gregory,
 Lisa Berry, Teri-Ann Prosser

RESULTS

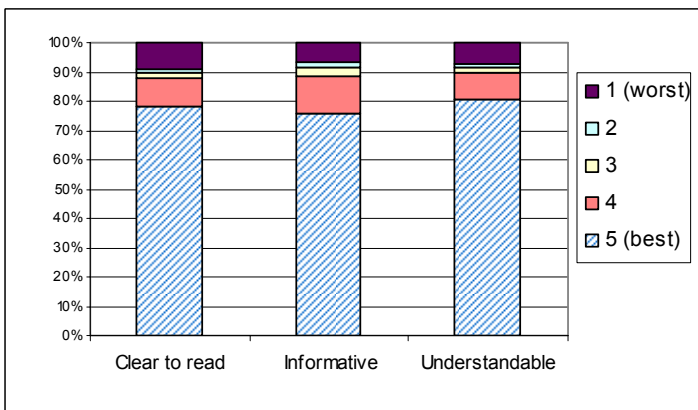
Q1. Have you ever had a breast X-ray (mammogram) before?



3 were "not sure"

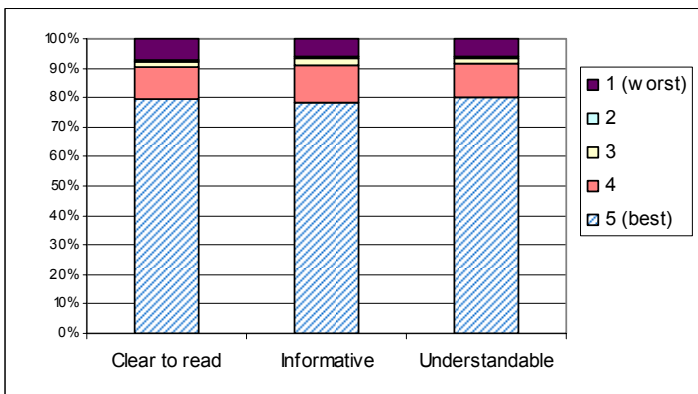
Q2. Which of the following describes what you thought about our invitation.....

a) letter?



7 "could not remember" 2 "did not read it"

b) leaflet?



10 "could not remember" 22 "did not read it"

How could we improve [the invitation]?

173 responses

Illustrative comments:

- Separate the English from the Welsh to make it clearer
- It is not bi-lingual
- Explain a little more about the test and why it should be done and what's happening
- By making it possible to arrange convenient time for appointment (had to miss several)
- I telephoned for an appointment and had no trouble at all and kindness and courteousness
- No telephone number or address on leaflet. Only directions on how to get there.
- Maybe the letter of invitation could give you much more notice as I had only one week to cancel as I was on holiday.
- I don't think you can, everything was 100%
- Letter notifying of change of venue did not arrive until after date of original appointment. Wasted journey, time off work, altered child care arrangements.
- I was very satisfied with all the information I had received
- You can't really as it's a first class service
- A map with the letter would be useful to anyone new to the area

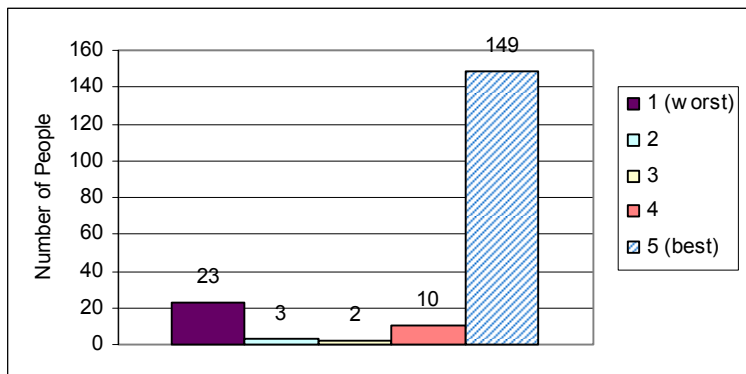
Most of the responses were positive. BTW is introducing a new invitation leaflet in early 2006 which incorporates much more information. This should address most issues raised.

Action:

- Review and audit our standard that "women receive at least 7 days notice of their appointment"

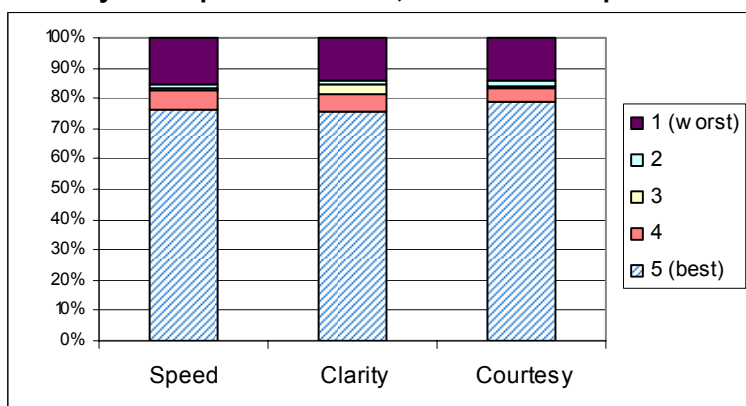
Q3. Did you change your appointment? 170 (17.1%) answered “yes”.

If you did change the appointment, were you happy with your new appointment?



187 answered this question

Q4. Did you telephone us? If so, how did we respond?



About 25% had telephoned.

269 answered for “speed”, 249 for “clarity” and 254 for “courtesy”

How could we improve [the appointment procedure]? 35 responses

Illustrative comments:

- OK as it is
- Offer more choice of times for change
- Confirmation of changed appointment would be appreciated
- You failed to confirm appointment either with letter to me or unit
- No improvement really
- Having phoned to say I’d forgotten my appointment, I was told a letter would be sent to me telling me to ring for another appointment! Why could I not have made an appointment there and then?
- You could not improve, it was excellent
- Please answer your phone
- Although I changed my appointment and had no problem doing this, when I arrived they had no record of the change even though I had written on my appointment letter. I was told that they had a record of my cancellation but I had not made another appointment! I had!!
- No need – very helpful

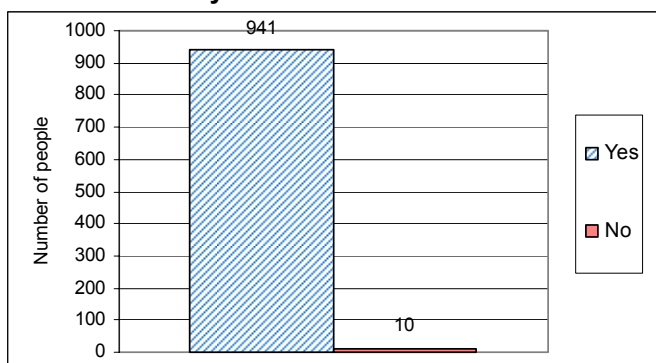
17 of the comments said there was no improvement necessary. However, the remainder identified that there are issues that should be addressed.

Action:

- **Continue customer care training**
- **Consider sending written confirmation of appointment changes**
- **Review procedures to improve flexibility in allocating appointments**

Q5. In which town were you screened? Responses used to analyse the following questions

Q6. Were we easy to find?



If no, how could we improve?

17 responses

Illustrative comments:

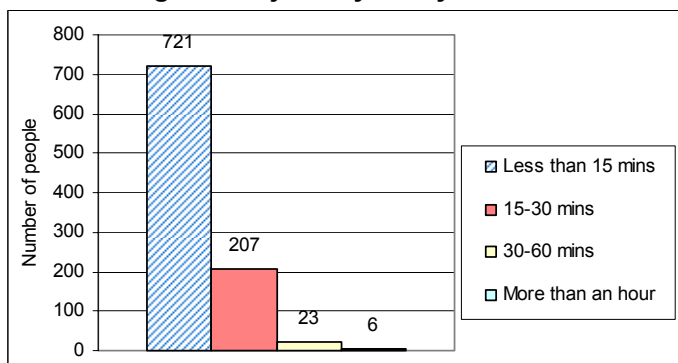
- Felt a little embarrassed about waiting outside van in Tesco car park, would have preferred hospital car park
- As some people, including myself, don't use or don't know where the Leisure Centre is, perhaps some information in our local paper on siting of your unit
- Provide directions with letter

12 suggested areas for improvement. The issues were mostly around where we park the mobiles.

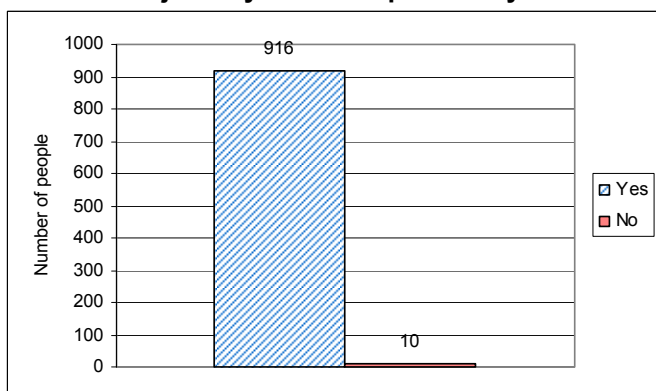
Action:

- Consider including a map with invitation letters (as well as any implications for automailers, postage and costs)

Q7. How long did the journey take you?



Was this journey time acceptable to you?



If not, why not? 9 comments

- 2 had recently moved so this was not their local site
- 1 had travelled from work (if from home only 10 minutes away)

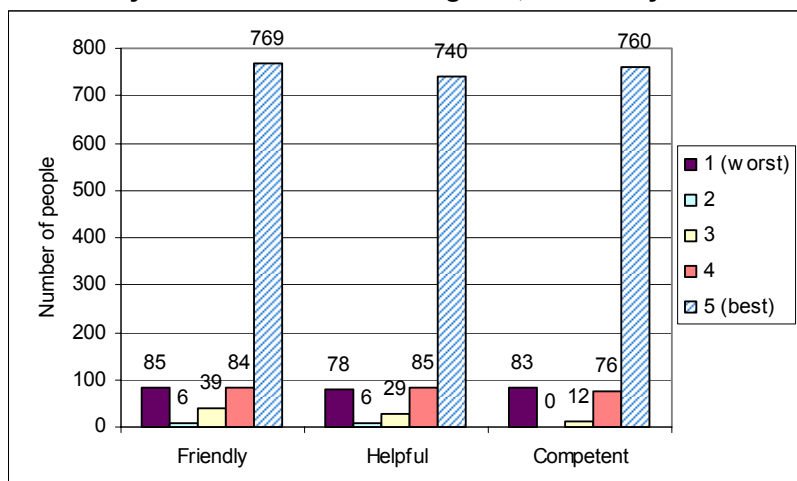
6 comments were critical:

- I had to wait 10 minutes for the unit to re-open after lunch. Had it been raining there would have been no where to shelter (Pontypool)
- Too far away from town and the public as I have no transport it was more difficult... (Pontypool)
- 3 buses, 1 taxi (Llandudno)
- OK for me this time but a long way and impossible without a car (Amlwch)
- Too long, round trip over 2 hours (Ammanford)
- Too far to travel (Swansea)

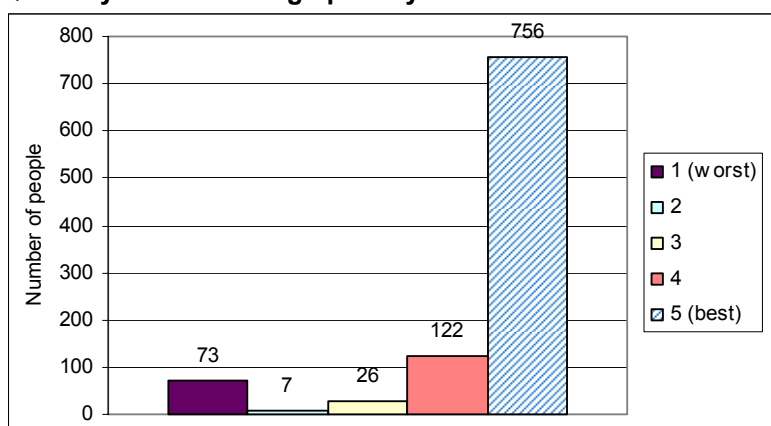
Action:

- None identified

Q8. When you entered the screening unit, what did you think of the reception staff?



Q9. Did you have enough privacy in the unit?



How could we improve [the privacy of the unit]?

47 responses

24 were not critical at all, saying “very good”, “fine”, “you cannot” etc.

2 comments were critical of the staff (both on mobile unit)

- A smile from the receptionist would help, not surly but no character at all
- A more caring attitude from staff

6 commented that they could overhear personal details.

Illustrative comments:

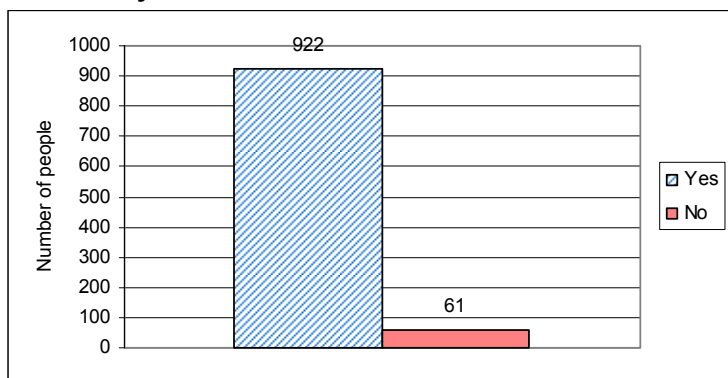
- It was pleasant being in the company of other equally nervous ladies. We supported each other
- Not much space for improvement
- Personal details could be heard which could cause embarrassment
- Considering the limited space there was enough privacy. As its all women a little lack of privacy shouldn't be a problem
- By providing a waiting room - I had a 20 min walk and because I was 8 minutes early I was told to come back later. Had to stay outside in the rain
- Suggest wearing a front opening top
- If someone enters the screening room perhaps they could knock before entering
- Stop staff opening the door
- Difficult in a mobile unit, but had little time to put blouse back on properly before door slid open for next lady

This is an encouraging response, given the limitations of the mobile units. However, the last three comments indicate that the radiographers can improve the service.

Action:

- **Avoid opening the door when a woman is undressed**

Q10. Were you seen on time?



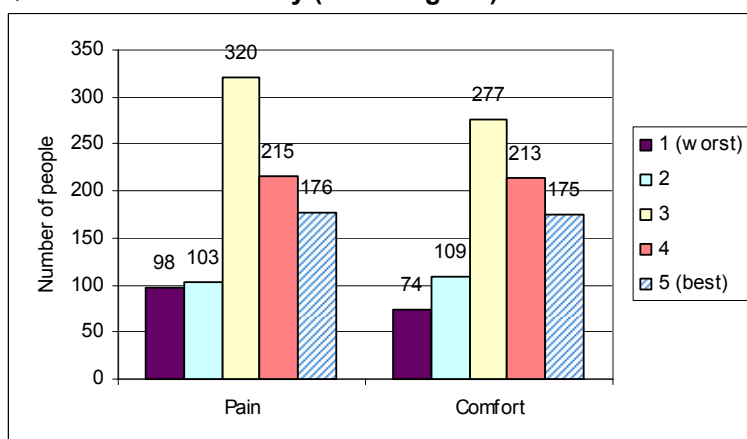
If no, were you told about any delays?

Out of the 61 who weren't seen on time, 42 weren't informed about any delays.

Action:

- Inform women about any delays

Q11. What was the x-ray (mammogram) like?



If it hurt please tell us exactly where. We welcome any comments that might help us understand.

409 responses

Illustrative comments:

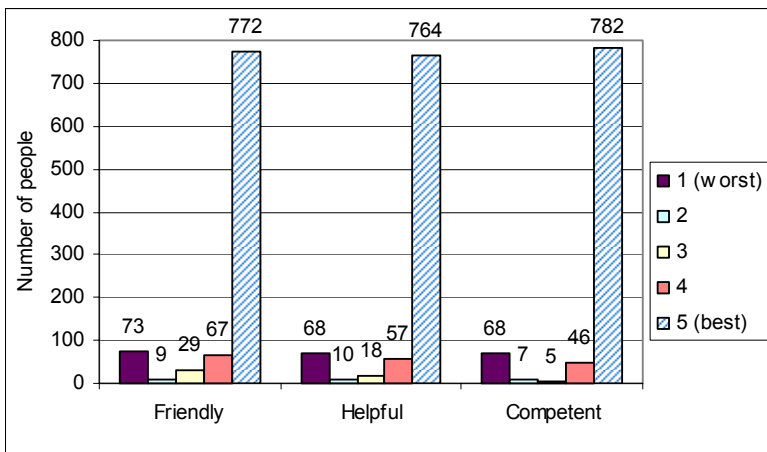
- It did not hurt, just a bit uncomfortable and not for long as your staff are great
- On my left side was very uncomfortable near my arm pit
- Hardly any discomfort
- Slightly above left breast over rib
- It is just unpleasant for a few minutes but the staff explained that prior to the x-ray so it wasn't unexpected
- I should imagine it hurts everyone when compressed. The worst one for me was the x-ray on the side
- Radiographer was most considerate and explained the procedure well, she took much care to minimize discomfort
- The pressure of the x-ray machine was painful, but was for a short time, well worth the pain for the results
- Breast when final pressure applied
- I felt my ribs were being squashed as well as my breasts on the second x-ray
- It hurt as I am slim and have a small bust
- It was more uncomfortable than hurtful. I have large breasts and the pressure was a little much at times
- More discomfort than pain
- Top of breast near shoulder. Its possible I was not standing correctly at machine but tried to following instructions as best I could
- I have spinal problems and the lady was aware I had pain and tried to be careful, however, the procedure is uncomfortable and my back pain exacerbates this

These views demonstrate that each woman's experience is very different. They do not expect the procedure to be comfortable and virtually all find it acceptable.

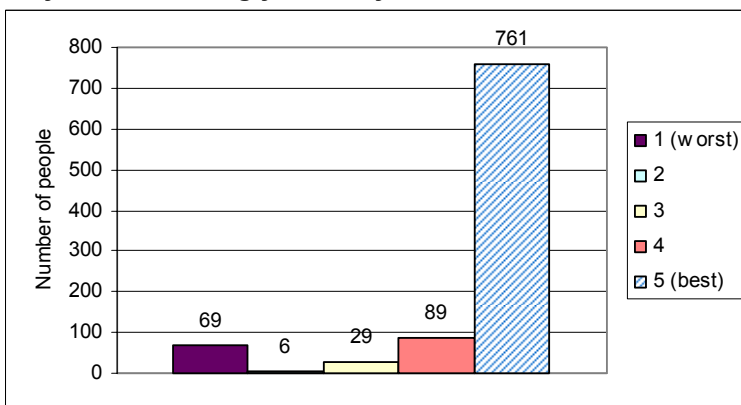
Action:

- None identified - maintain current standards of care

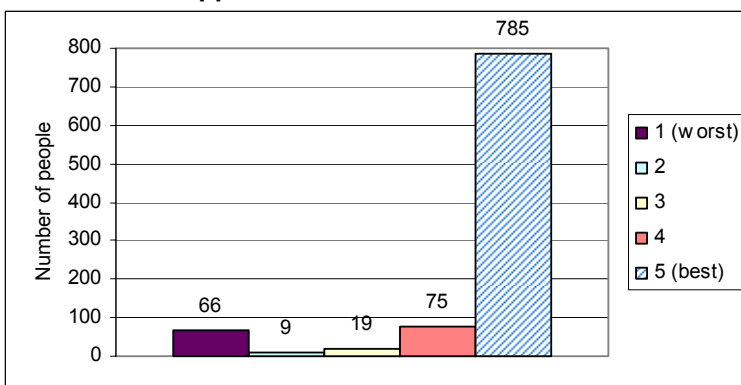
Q12. What did you think about the radiographer who took the x-ray?



Did the radiographer give you enough information while you were having your x-ray taken?



Did she give you enough information about your results and what happens next?



20 were complimentary about the radiographer, 11 were critical. A few of these couldn't take in information whilst being X-rayed, others felt they were rushed. 31 said the time to receiving results was too long (all areas). Many of these were obviously screened just before Christmas.

Overall, the comments were positive with no indication as to why so many awarded a poor score.

Action:

- Local radiography managers to review comments with staff

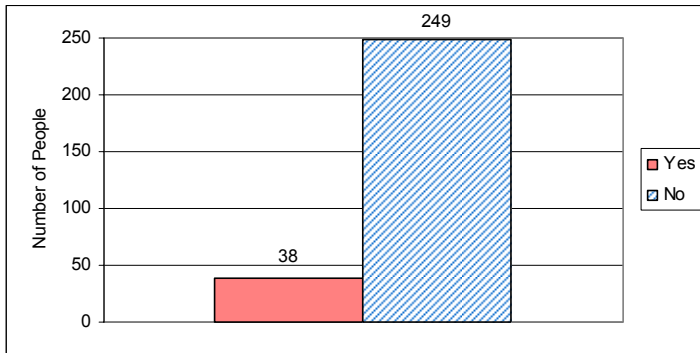
How could we improve?

76 responses

Illustrative comments:

- Information on results not being given while she is arranging your breast on the machine. You're concentrating on what is happening to you rather than listening to her
- Most pleasant and efficient radiographer, does not need any improvement, most satisfactory
- By getting results out quicker would take away any anxieties one might have
- Radiographer teaching another radiographer from another area, occasionally preoccupied
- Results could be quicker, 3 weeks is too long to wait
- The radiographer I saw was super and gave me more information than I have ever had before
- The lady radiographer was fantastic – friendly, re-assuring, professional
- I have to walk with a stick due to my knees, also poor eyesight especially when looking down. The guide rail at the side of the ramp does not extend down to the bottom stem
- Seeing the number of ladies you have on your lists, I think you are doing an excellent job
- No need to improve
- I was told quite bluntly that I would have the results next year which is at least 2 months not 3 weeks as the brochure

Q13. If you have a disability, did this cause you any difficulty at your screening appointment?



If you answered “yes” what was the problem? 40 responses (all but one screened on mobile units)

Illustrative comments:

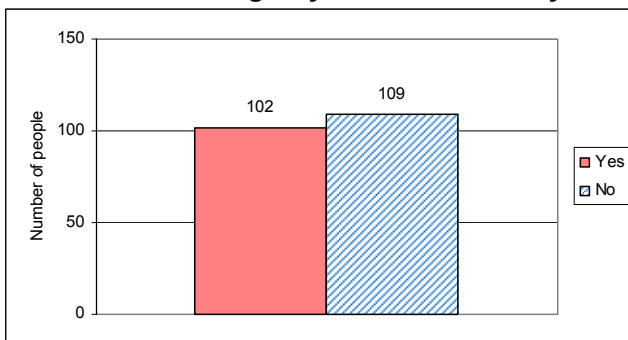
- Severe arthritis in lower spine
- Breathlessness
- Shoulder pain. Not really as the radiographer helped me to get into a comfortable position
- I have bad legs and hips and thought the steps were too steep, maybe better with a ramp
- I have arthritis and I had a lot of discomfort when my arms were raised for the second x-ray
- The radiographer was sensitive to my dilemma and treated me with the utmost professionalism
- I have scoliosis but the radiographer coped competently with the screening
- I broke my arm and can't straighten it properly
- Multiple sclerosis. It was hard to stand up without falling.

A wide range of problems were reported, not all relating to mobility. 11 referred to the steepness of the steps, 2 suggesting a ramp would be better. No other improvements were suggested.

Action:

- **None identified - maintain current standards of care and continue to explore options for those with a disability**

Q14. If English or Welsh is not your first language, did you know that we could give you information in your own language?



If “yes” did you contact us?

Out of the 102 people who answered “yes”, eight people said they contacted us

How could we improve [giving information in other languages]? 7 responses

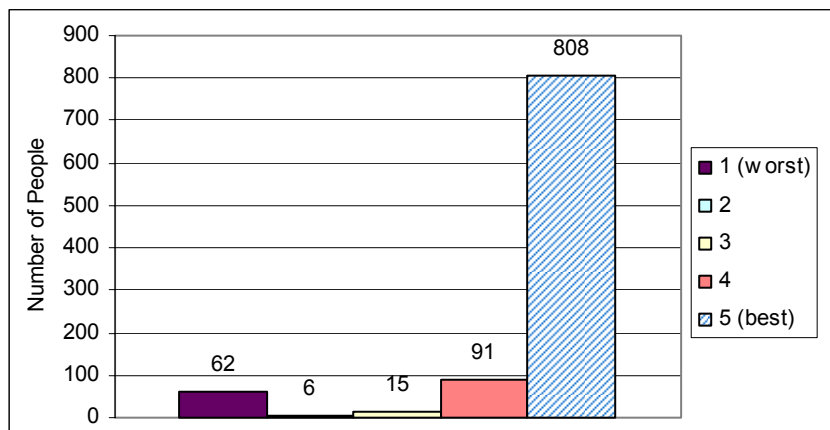
Comments:

- English speaking
- What a waste of money ?cannot read?
- Welsh speaking staff, ie Radiographer/Receptionist
- I could have conversed in Welsh but I did not ask
- For a town like Ystradgynlais some basic Welsh would be good
- Have an interpreter
- What a waste of paper giving everyone Welsh and English questionnaires. Couldn't we be asked which we would prefer?

Action:

- **None identified**

Q15. Overall, how satisfied were you with Breast Test Wales?



62 ticked "1". Of these: one realised she had ticked the wrong box throughout: "I think you will find I have ticked the wrong boxes because I would have thought that "1" would be the "best" when filling in survey forms such as this. Busy people don't always read correctly." 12 others wrote positive comments suggesting they too had made a wrong response.

How could we improve? 227 responses

129 comments were wholly positive.

Some critical comments related to screening policy, e.g. screening should be available from a younger age, to older women, more frequently. An alternative to mammography would be more acceptable. Some related to physical access

129 comments were wholly positive. There were, however, 9 adverse comments indicating that "customer care" and "personal" skills" should be improved.

Some of the other critical comments related to screening policy, e.g. screening should be available from a younger age, to older women, more frequently. An alternative to mammography would be more acceptable. Some again referred to a lack of privacy or the time between screens or to receiving results. Five related to physical access to the mobiles (steps and position). For a few, not enough notice was given for the screening appointment and times were inflexible. There were some requests for more or improved written and verbal information.

Illustrative comments:

- Quicker results generally but informed of problem before Christmas. Quite understand the delay
- I found the staff very helpful, everything was explained to me. I don't think you can improve the breast test.
- I was very nervous but your staff were pleasant and reassuring. The radiographer in particular was really good with me. I came away thinking that I had made a lot of fuss over nothing
- The service was excellent and discomfort necessary. Thank you
- More modern machine if available
- A little more info in the appointment letter about what will happen when you have a mammogram
- You could send appointments for women who have attended before and are now over 65
- I am not a nervous person but a lot of people are and there was a delay of ½ hour over appointment time
- I was very impressed – well organized, approachable and friendly. Excellent right down to the crisp and freshly laundered gowns we were given
- The service is excellent throughout
- Your staff were very friendly and informative. A pleasure to be treated by them
- I was really impressed with the whole procedure
- It was quick, friendly and competent
- I would have preferred to have gone to the local hospital car park. This was the worst part for me – going in and coming out!!
- Pleased with the way it is
- In England they do use coveralls instead of asking you to put your top on after removing your bra etc
- I thought staff were professional and friendly, they made me feel at ease
- There is nothing to improve excellent services
- The unit is very cramped and claustrophobic also very warm
- No need for improvement everything is fine, staff helpful and environment clean and tidy
- Very satisfied very good, you give plenty of information and staff are extremely courteous and helpful

CONCLUSION

This survey demonstrates a high degree of satisfaction among women who are screened. Breast Test Wales staff, particularly the radiographers and clerical officers are to be congratulated on their excellent standards of care.

The survey team has however, been disappointed to note a significant number of adverse scores. Whilst no doubt some of these are intended, there is little evidence in the returns for this low level of satisfaction. The team will therefore conduct a further survey as soon as practicable, using a different scoring device such as 😊 😐 😞

The next survey will be conducted outside the holiday periods to compare satisfaction with the time to issue of results.

The **actions** to be taken forward with the local teams are:

- **Review and audit our standard that “women receive at least 7 days notice of their appointment”**
- **Continue customer care training**
- **Consider sending written confirmation of appointment changes**
- **Review procedures to improve flexibility in allocating appointments**
- **Consider including a map with invitation letters (as well as any implications for automailers, postage and costs)**
- **Avoid opening the door when a woman is undressed**
- **If not to be seen on time, inform women about any delays**
- **Local radiography managers to review all comments with staff**