
Referrer Feedback Report: Executive Summary of Findings



*To Empower Others to Reach Their Optimal Potential Through the
Delivery of Innovative Healthcare*

Referrer Questionnaire Conducted February 2010

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Executive Summary

The Questionnaire

The questionnaire was designed so as to allow for the respondent's complete anonymity. Not being able to identify respondents ensured that their responses were reliable.

The questionnaire explored a number of issues centred around four key themes:

1. Referrer information
2. Service information
3. Satisfaction and
4. Competitive comparisons

The questionnaire contained 16 questions, including the following: what type of organisation are you from; what type of services do you need; how often do you refer; a number of satisfaction scales - with the company, with our employees, and with our services; how LINCS compares with other similar service providers and; a number of open-ended questions about how LINCS could improve its services.

Response Rate and Demographic Information

Twenty-six referrers were surveyed from across the majority of public and private hospitals in the Brisbane North and South areas: 19 of these completed and returned the questionnaire – two from the Private Health Funds, four from the Private hospitals, 10 from the Public hospitals and three from the 'Other' sources. This is a response rate of 73%, which is considered an excellent response which is valid, and LINCS can be assured provides a representative account of its referrers and their needs.

Findings

Findings, overall, were very positive, and provide many insights into the functions and processes of the company - LINCS Healthcare - and its Staff.

1. Referrer Information

- The bulk of respondents, 53%, stemmed from the Public hospitals, 21% from the Private Hospitals, 10% from the Private Health Funds, and 16% from 'Other' organisations.
- The main source of contact for referrers is through either, face-to-face contact, or via strong and established networks.

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- Referrers reported that they refer seven days a week, and are very happy that LINCS takes referrals and provides services during these days. Respondents are also pleased that LINCS provides a rapid response service, with referrals in place either on the same day or within 24hrs.

2. Service Information

- Respondents identified a range of services that LINCS provides, with wound care being the main service needed. Nursing Assessment, Personal Care/Hygiene and IV Services were also important.
- Respondents tended to make referrals that required multiple services – clients with at least two-three co morbidities.
- All respondents were very satisfied with the services provided by LINCS and its Staff – rankings across the board averaged 9.5 out of 10 (on a scale of 1 least satisfied to 10 most satisfied).

3. Satisfaction

- All of the respondents, from across all four of the organisations, rated the company and its staff very highly in terms of satisfaction (on a scale of 1 least satisfied to 10 most satisfied):
 - 9.4 out of 10 for the Company
 - 9.5 out of 10 for the Nurses and AIN's
 - 9.6 out of 10 for the Administration staff
- The main qualities respondents associate with **LINCS Healthcare**, the company, are that it is a 'Rapid Response Service' that has 'Very High Professional Standards' and 'Very Satisfied Patients'.
- The main qualities respondents associate with **LINCS' Nurses and AIN's** is that they are 'Very Professional', 'Provide Good Feedback', and have 'Excellent Customer Satisfaction'.
- The main qualities respondents associate with **LINCS Administration** staff is that they are 'Friendly', 'Helpful', and 'Very Professional'.

4. Competitive comparisons

- Ninety percent of the respondents reported that they considered LINCS to be 'Better' than other service providers in the industry, and in all areas. None of the respondents felt that LINCS was 'Worse' than any of its competitors.
- 63% of respondents reported that they considered LINCS to be 'Much Better' than other service providers in the industry in all areas, while approximately 21% thought LINCS were 'The Best' service provider in comparison to other service providers in the industry in all aspects.
- The main qualities that respondents associate with LINCS, and which they agreed made LINCS stand out from the rest, are that LINCS provides a 'Very Professional

Service', are 'Easy to Work With', 'Flexible', 'Provide Good Feedback', are 'Client-Focused', and are 'Reliable'.

- Overwhelmingly, all respondents were happy to recommend LINCS Healthcare to others - eight respondents provided their names in order that they could be contacted for this purpose if needed.

LINCS' Strengths:

- Putting a face to the name and strong networking.
- Providing a rapid response service that operated and took referrals on weekends, with services in place on the day or the day after.
- A full range of services with an emphasis on Nursing services and the capacity to take on clients with multiple co morbidities.
- Specialist Nursing cares requiring specific knowledge and experience
 - IV Services and Complex Wound Care.
- A very high level of Professionalism across the board.
- Easy to work with, Flexible, provide Good Feedback, Client-focussed, and Reliable.
- All respondents were willing to recommend LINCS to others.
 - Eight of the respondents provided their names for the purposes of providing a contact point for any requests for recommendations.

The results of this survey show that LINCS Healthcare and its staff provide a very high quality service that is well regarded by referrers in the community. It also shows that these referrers were very satisfied with LINCS Healthcare - in all aspects.

An interesting point of note is that none of the respondents made any referral to LINCS' fees. One of the questions posed in the questionnaire was 'What do you like/dislike about LINCS Healthcare'. If any of the respondents thought that LINCS' fees were too high then they would have mentioned it at that point. This tells us that LINCS' fees are not an issue for respondents and that they are set at a reasonable level. It is important to note that LINCS' fees have not altered since the inception of the company three years ago.

The Directors at LINCS Healthcare would like to thank all of those who participated in the survey. We will be conducting this survey periodically on an ongoing basis. A survey of our patients will be conducted in the near future, and we look forward to sharing the aggregate findings of that survey with you when they become available.