



PARK AVENUE NURSING HOME

RELATIVE CUSTOMER SATISFACTION SURVEY

Autumn 2011 | Deighton Consultants

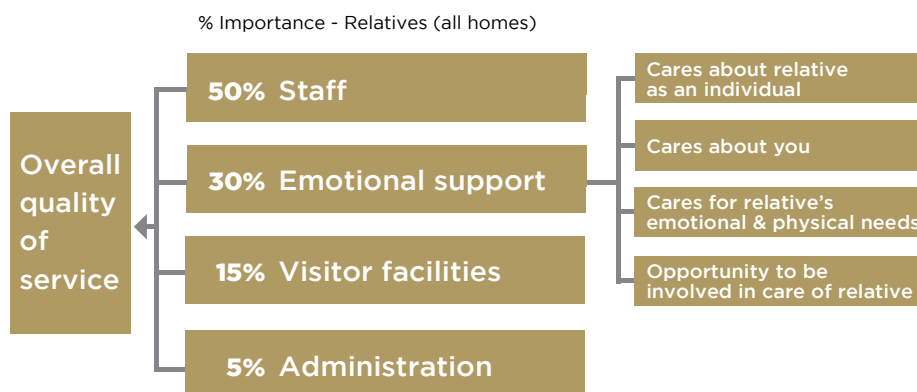
SUMMARY

	ALL homes Autumn 2011 %	THIS home +/- ◀ v.	THIS home Autumn 2011 %	THIS home +/- ▶ v.	THIS home Autumn 2010 %
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Excellent/Very good / Agree Q18/19

Q4	OVERALL SERVICE	67	+1	68	+1	67
Q11	<u>Staff overall</u>	75	+5	80	-20	100
Q18a	<u>Treats you as an individual</u>	78	+3	81	+15	66
Q18b	<u>Treats your relative as an individual</u>	87	+2	89	+5	84
Q19a	<u>Care for emotional needs of relative</u>	91	-2	89	-11	100
Q19b	<u>Involved as I want to be in relative's care</u>	89	+0	89	-11	100
Q7	<u>Visitors overall</u>	61	-5	56	-19	75
Q13	<u>Admin overall</u>	70	+5	75	+8	67

IMPORTANCE TO OVERALL SATISFACTION



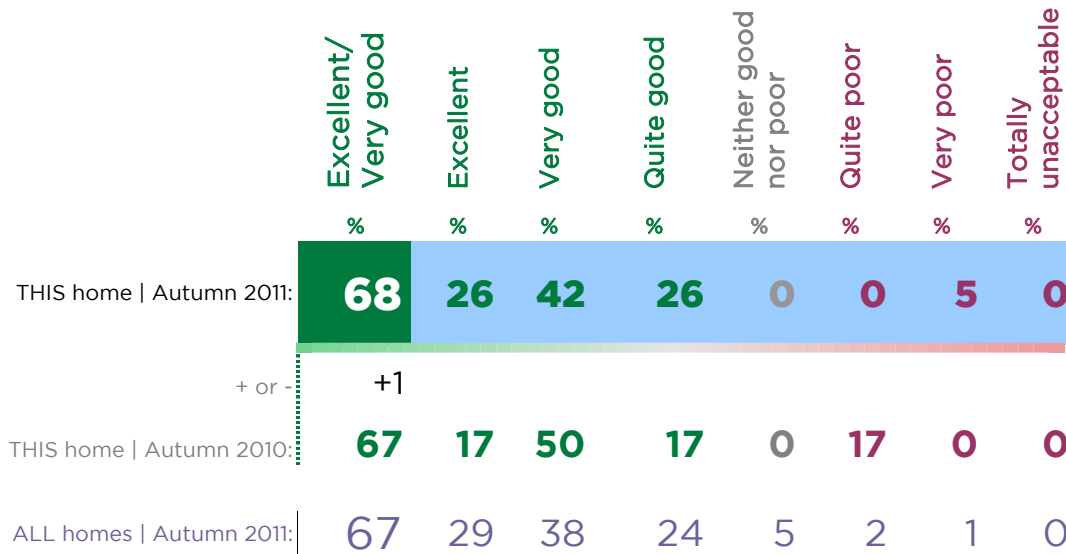
To develop our understanding of the views of relatives, a statistical model of the key drivers of the service was developed - based upon feedback from relatives - covering the main components of the care home experience. The real value of this model is that not only does it provide us with those aspects which are most important, but it also tells us the comparative importance of each aspect. So, in the model outlined above, it shows that half of relatives' overall view of the service they receive is based upon how they feel they are treated by staff. At the same time, it also shows that their view on staff is almost twice as important as emotional support and over three times more important than visitor facilities.

RESPONSE RATES

	Autumn 2011:	Autumn 2010:	+ or -
Relatives' names supplied:	33	0	+33
Completed questionnaires:	20	6	+14

SECTION A - OVERALL SATISFACTION

Q4 | Overall, how would you rate the quality of service from the care home?



- ❶ In this particular question, it is important to focus upon the 'Excellent/Very Good' score as we know that those relatives who give these ratings are much more likely to recommend the Home than anyone else. (This link with Recommendation has been established through previous research).

Q5 | Why do you say that?

(First Floor) [Excellent]: My mother is a very difficult customer. She does not like being washed but they have always managed to keep up with hygiene. They do take her downstairs now they know she likes the entertainment. The personal care is great. They ensure that everyone is being properly fed too. (First Floor) [Excellent]: They look after my mum really well, her health and welfare. She's kept clean. I couldn't fault it. (Ground Floor) [Excellent]: They treat him as well as they can, we are hoping to get one to one care as he is falling a lot so other than that they do their very best and are very kind to me also. (Ground Floor) [Excellent]: The staff at the home are lovely, it's a nice building and it's very well run. My mum is 91 years old and she has a fantastic quality of life there. (Ground Floor) [Excellent]: Staff are friendly and attentive, people are well cared for. (Ground Floor) [Very poor]: They do not keep my mum clean, her hair is always greasy, there is always money for her hair to be done.

SECTION B - VISITING THE HOME

Q6 | How do you rate.....?

	Excellent/ Very good %	Excellent %	Very good %	Quite good %	Neither good nor poor %	Quite poor %	Very poor %	Totally unacceptable %
a. Availability of refreshments for visitors	47	26	21	37	11	5	0	0
+ or -	-13							
Autumn 2010:	60	20	40	40	0	0	0	0
b. Level of privacy you are given with your relative/friend	68	26	42	21	0	11	0	0
+ or -	-15							
Autumn 2010:	83	50	33	17	0	0	0	0

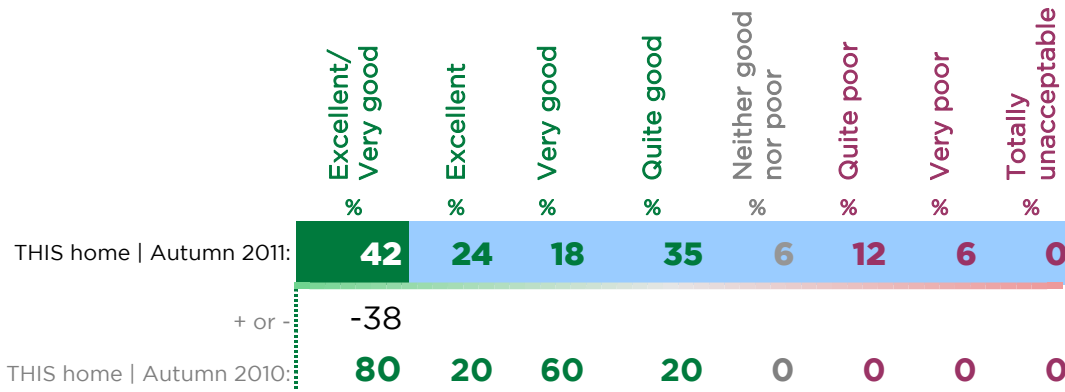
Q7 | Taking all these things into consideration, how would you rate the facilities for visitors at the home OVERALL?

	Excellent/ Very good %	Excellent %	Very good %	Quite good %	Neither good nor poor %	Quite poor %	Very poor %	Totally unacceptable %
THIS home Autumn 2011:	56	17	39	28	6	6	6	0
+ or -	-19							
THIS home Autumn 2010:	75	0	75	25	0	0	0	0
ALL homes Autumn 2011:	61	20	41	27	6	4	1	0

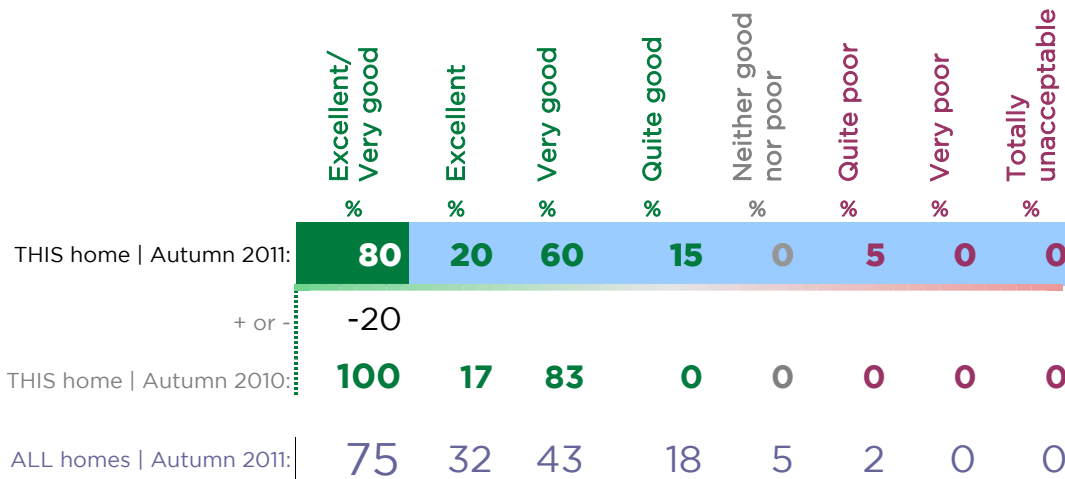
SECTION C - STAFF IN THE HOME

		Excellent/ Very good %	Excellent %	Very good %	Quite good %	Neither good nor poor %	Quite poor %	Very poor %	Totally unacceptable %
Q8 How do you rate.....?									
a. Their willingness to discuss the welfare of your relative/friend		85	40	45	15	0	0	0	0
	+ or -	+2							
	Autumn 2010:	83	33	50	17	0	0	0	0
b. Their friendliness towards you		90	35	55	10	0	0	0	0
	+ or -	-10							
	Autumn 2010:	100	67	33	0	0	0	0	0
c. The extent to which they listen and respond to your requests		73	26	47	16	0	5	5	0
	+ or -	+6							
	Autumn 2010:	67	17	50	17	17	0	0	0
d. Access to care home manager or senior staff when required		77	33	44	17	0	6	0	0
	+ or -	-6							
	Autumn 2010:	83	50	33	17	0	0	0	0
e. Ease of getting in touch with your relative/friend		67	11	56	33	0	0	0	0
	+ or -	-33							
	Autumn 2010:	100	33	67	0	0	0	0	0
f. The extent to which staff keep you informed about your relative/friend's wellbeing		85	30	55	5	5	5	0	0
	+ or -	+2							
	Autumn 2010:	83	33	50	17	0	0	0	0
g. The friendliness and warmth shown to you by staff		85	45	40	15	0	0	0	0

Q9 | How would you rate the current staffing levels in the home?



Q11 | How would you rate staff at the care home OVERALL?



SECTION D - ADMINISTRATION

Q12 | How do you rate.....?

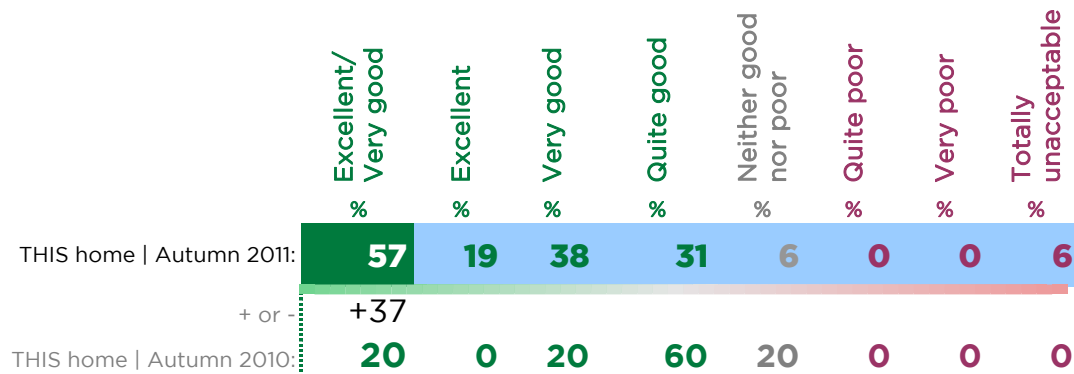
	Excellent/ Very good %	Excellent %	Very good %	Quite good %	Neither good nor poor %	Quite poor %	Very poor %	Totally unacceptable %
a. Staff's responsiveness to any administration queries you may have	76	29	47	18	0	0	0	6
+ or -	+1							
Autumn 2010:	75	25	50	25	0	0	0	0
b. Staff's ability to resolve any problems or complaints	67	20	47	20	0	7	7	0
+ or -	-8							
Autumn 2010:	75	25	50	25	0	0	0	0
c. The accuracy of bills and statements	89	47	42	11	0	0	0	0
+ or -	-11							
Autumn 2010:	100	20	80	0	0	0	0	0
d. The handling of any complaints you may have	73	18	55	9	0	9	9	0
+ or -	+73							
Autumn 2010:	0	0	0	100	0	0	0	0

Q13 | Taking all these things into consideration, how would you rate administration at the care home OVERALL?

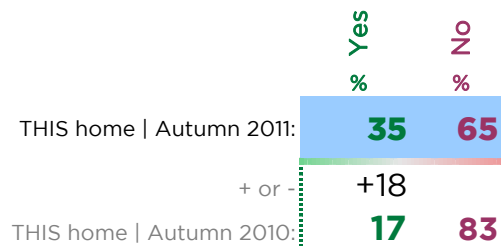
	Excellent/ Very good %	Excellent %	Very good %	Quite good %	Neither good nor poor %	Quite poor %	Very poor %	Totally unacceptable %
THIS home Autumn 2011:	75	25	50	20	0	0	5	0
+ or -	+8							
THIS home Autumn 2010:	67	17	50	33	0	0	0	0
ALL homes Autumn 2011:	70	26	44	22	5	1	0	0

SECTION E - OVERALL IMPRESSIONS OF BUPA

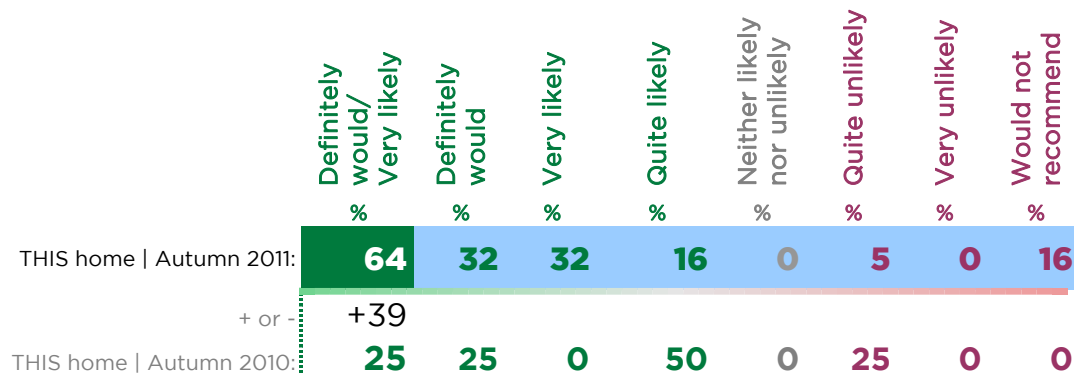
Q14 | How would you rate the value-for-money of the home?



Q16 | Have you ever recommended Bupa Care Homes to friends or family?



Q17 | How likely are you to recommend Bupa Care Homes in the future?



Q18 | How much do you agree or disagree that Bupa cares about...

		Totally/ Slightly agree %	Totally agree %	Slightly agree %	Neither agree nor disagree %	Slightly disagree %	Totally disagree %
a.	...you as an individual?	81	56	25	6	6	6
	+ or -	+15					
	Autumn 2010:	66	33	33	17	0	17
	ALL homes Autumn 2011:	78	49	29	12	5	5
b.	...your friend/relative as an individual?	89	68	21	0	5	5
	+ or -	+5					
	Autumn 2010:	84	67	17	17	0	0
	ALL homes Autumn 2011:	87	63	24	6	4	3

Q19 | How much do you agree or disagree that...

		Totally/ Slightly agree %	Totally agree %	Slightly agree %	Neither agree nor disagree %	Slightly disagree %	Totally disagree %
a.	...Staff at the home care for the emotional needs of my relative as well as their physical needs	89	67	22	6	6	0
	+ or -	-11					
	Autumn 2010:	100	80	20	0	0	0
	ALL homes Autumn 2011:	91	67	24	4	4	2
b.	...The home does NOT give me the opportunity to be as involved in the care of my relative as I want to be	89	6	6	0	33	56
	+ or -	-11					
	Autumn 2010:	100	0	0	0	0	100
	ALL homes Autumn 2011:	89	3	4	3	16	73

	Totally/ Slightly agree %	Totally agree %	Slightly agree %	Neither agree nor disagree %	Slightly disagree %	Totally disagree %
c. ...I feel my relative is safe and secure within the home	100	80	20	0	0	0
+ or -	+0					
Autumn 2010:	100	100	0	0	0	0
ALL homes Autumn 2011:	95	81	14	2	2	1

	Totally/ Slightly agree %	Totally agree %	Slightly agree %	Neither agree nor disagree %	Slightly disagree %	Totally disagree %
d. ...I feel my relative is treated with dignity and respect	95	85	10	0	0	5
+ or -	-5					
Autumn 2010:	100	100	0	0	0	0
ALL homes Autumn 2011:	93	77	16	3	3	2

	Totally/ Slightly agree %	Totally agree %	Slightly agree %	Neither agree nor disagree %	Slightly disagree %	Totally disagree %
e. ...This home is a happy place for my relative to live	94	75	19	0	0	6
ALL homes Autumn 2011:	90	68	22	4	4	2

	Totally/ Slightly agree %	Totally agree %	Slightly agree %	Neither agree nor disagree %	Slightly disagree %	Totally disagree %
f. ...This home provides an environment of care and support for each other	100	70	30	0	0	0
ALL homes Autumn 2011:	91	68	23	5	3	1