

Ipsos MORI

Fighting falling response rates:

**A continuous programme of research
to support the GPPS**

6th December 2017

© 2017 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



Ipsos Public Affairs

WHAT IS THE GP PATIENT SURVEY?

Postal survey

GP practice

NHS
England

January - March

**c. 2.15 million
mail-out
c. 800,000
returns**

Data is published in July at www.gp-patient.co.uk

METHODOLOGY

Month 1

**Letter with
questionnaire**

Month 2

**Letter with
questionnaire**

Month 3

**Letter with
questionnaire**

Paper

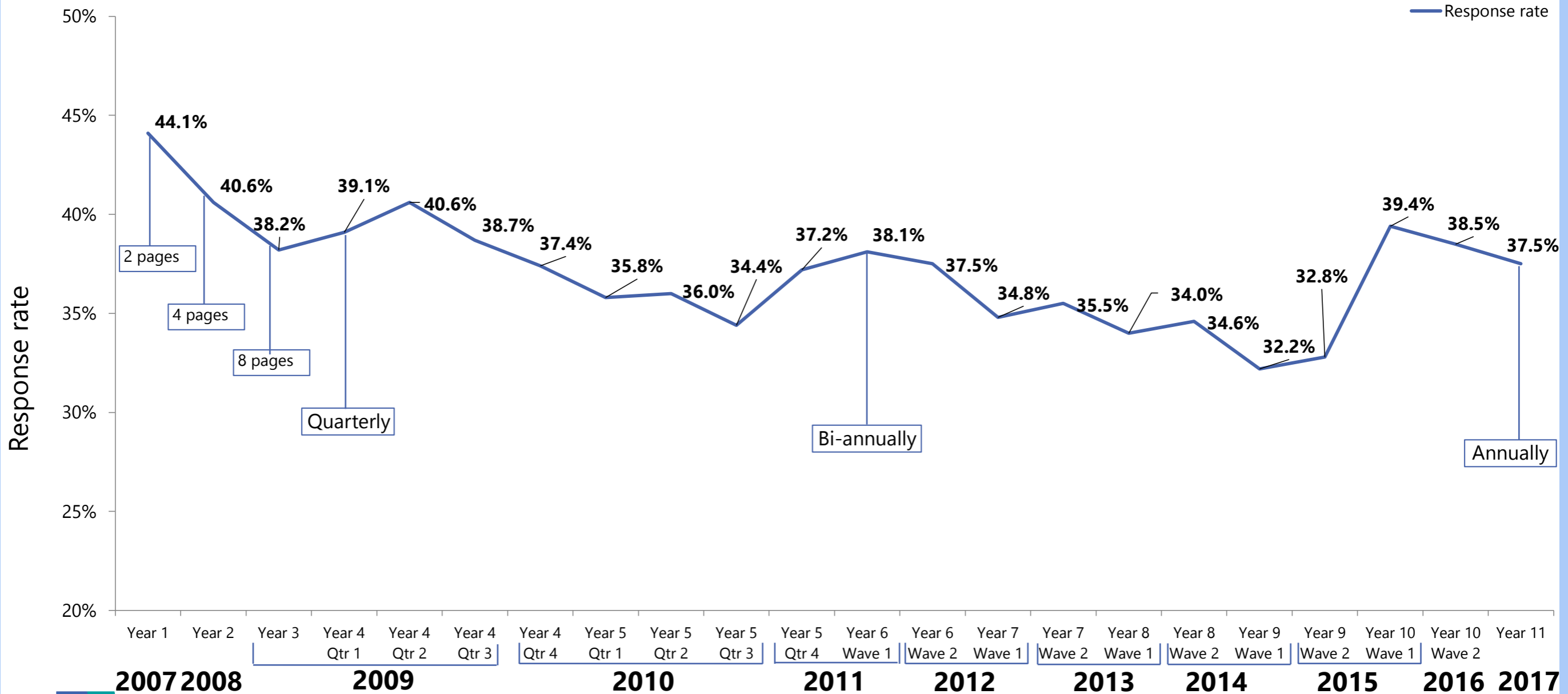
Online

Telephone



Ipsos Public Affairs

RESPONSE RATES FROM 2007



ACTIVITIES TO DATE

**Pre-notice
letter**

**Postcard
reminder**

**Redesigned
letters based
on TDM**

**Shortened
questionnaire**

**NHS
branded
outer
envelope**

**Redesigned letters
and postcard
based on cognitive
interviews**



YEAR 11 EXPERIMENTS

Second
postcard
reminder

Pressure-
sealed
document

Nudge
to
web

Nudge
to web
'lite'



INTERVENTIONS ADOPTED

**Trialled
Y9W2 (2015)**

**Postcard
reminder**

+ 5.1 p.p.

**Implemented
Y10W1 (2015)**

**Redesigned letters
based on TDM**

+ 1.6 p.p.

NET + 8.7 p.p.

**Trialled Y11
(2017)
Implemented
Y12 (2018)**

**Nudge to web
'lite'**

**+ 1.2 p.p. online
response rate**

ACCESSIBLE OPTIONS ON GPPS

Total GPPS completes



808,332

Online survey

AAA level of Web Content Accessibility Guidelines 2.0

Translated questionnaire

14 languages available to complete online
Foreign language helpline

Helpline assisted completes

Large print

On request via helpline or mailbox

BSL

Online completion

Braille

On request via helpline or mailbox



49,661



1,767



58



30



17



1



Ipsos Public Affairs


PLAIN ENGLISH REVIEW OF LETTERS

- Developed by the Plain English Campaign.
- Guiding principle – text written clearly and concisely to ensure it is understood by as many people as possible.
- Aim – to widen the survey to reach those with low English literacy and issues with comprehension and memory.
- For Y11 the letters were shared with Plain English Campaign who made a number of suggestions.
- Suggestions went through two round of cognitive tested which included patients for whom English is their second language or who had low level literacy.
- On the final review and agreement, GPPS awarded Crystal Mark.




INTRODUCING EASY READ

+




Your local GP surgery

These questions are about your local GP surgery.



1) How do you normally make appointments to see a GP or nurse?

- I go into my GP surgery
- I phone my GP surgery
- I make appointments online
- Somebody else makes them for me
- I have never had a GP appointment



2) How helpful are the receptionists at your GP surgery?

- Very helpful
- Quite helpful
- Not very helpful
- Not at all helpful
- Don't know

+

- Designed in conjunction with NHS England and Mencap.
- Two rounds of cognitive testing with people who have a learning disability.
- Resulted in shortened version of questionnaire (28 vs 62 questions).
- Introduced challenging questions about how the data should be included in final results.
- However, very low response (2 completes).
- Response introduces questions about need and appropriate sign posting.



ONLINE SURVEY LOG IN PAGE AND SIGNPOSTING FOR TRANSLATIONS

GP PATIENT SURVEY

Please provide your Survey number and Password to participate in the survey.

Language

Survey number

Password

- English
- British Sign Language
- العربية
- বাংলা
- Čeština
- Français
- ગુજરાતી
- 普通话
- Polski
- Português
- ਪੰਜਾਬੀ
- Slovenčina
- Soomaali
- Español
- Türkçe
- ودرا

Your login details can be found in the [Introduction](#) of the questionnaire.
[Click here to see where to find your Survey number and Password](#)

OK