

BackCare On line Helpline Operational Effectiveness Report 01/01/09 to 31/03/09

Period First Quarter 09

Prepared by CMH

	Incoming Emails Answered			% Answered in Target 7days
	Number	%in page	%out page	
This Quarter	99	64% (63)	37% (37)	100%
Last quarter	100	71% (71)	29% (29)	99%(1/100)
Average for Year to date	99	64%	37%	100%
Average for Previous year	179	82%	12%	90%

- The numbers of people self-reporting using the designated entry system has fallen again. It had settled at 71% in the fourth quarter of 2008, having fallen alarmingly over the last 2 quarters of the year since the introduction of the new website and has fallen again to 64%. In the first quarter of last year 91% were using the system. Attempts have been made to simplify the entry system and give it a higher profile but this has had little impact so far.
- Numbers of emails received have also fallen dramatically. We received 161 emails in September 08 alone, 61 more than the whole of the fourth quarter and 62 more than this quarter. In this quarter in 2008, 193 emails were received. And the average for 2007 was 100, which was only 3 full quarters.
- 11 junk mails were received on the system in comparison with 10 last quarter and 197 in the fourth quarter 2008.
- Monthly enquiry numbers have remained static in comparison with the last quarter but are well below the same quarter for last year, January 30, (55), February 35 (77) and March 31 (83).
- Repeat replies has risen from 22 last quarter to 33 this.
- Speed of delivery has risen to 100% due to efficiency of email editor.

Answers by volunteer

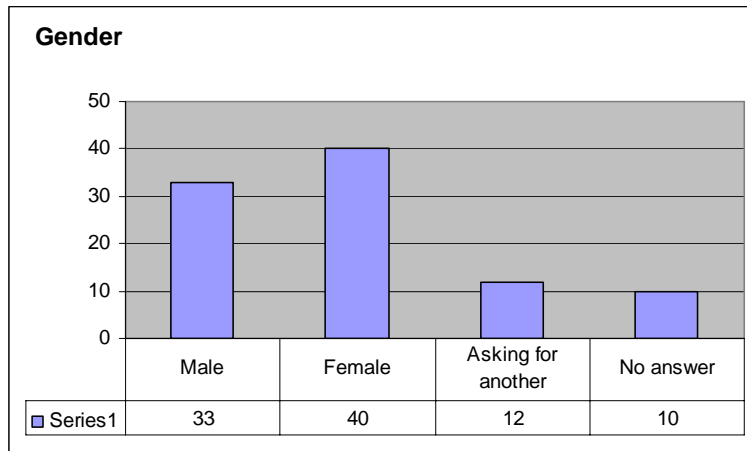
Answered	
Chris Hughes	0
Janice Timmins	0
Liz Holden	52
Helen Montgomery	5
Rebecca McIlroy	1
Vicki Soul	0
Sarah Tetlow	1
Jenni Fleming	27
Liz Killick	4

90

- The daily rota was revised in October and still has not been tested out because of the drop in numbers of enquiries.
- There are still errors in the above table that the IT manager is trying to sort out.

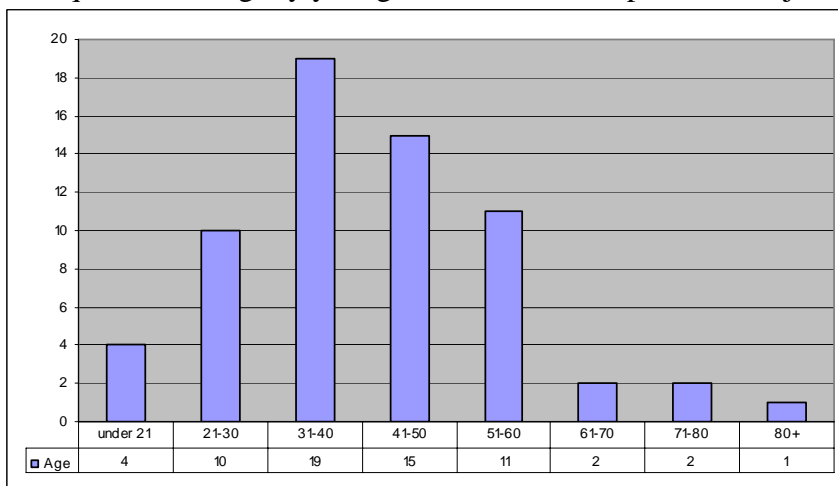
Gender

- 40% of callers were female, 38% male and 14% called for others, which is not dissimilar to other quarters. The rise in 'not answered' is linked to more enquiries coming through the office and thus the enquirer is not filling in the statistics form on screen.

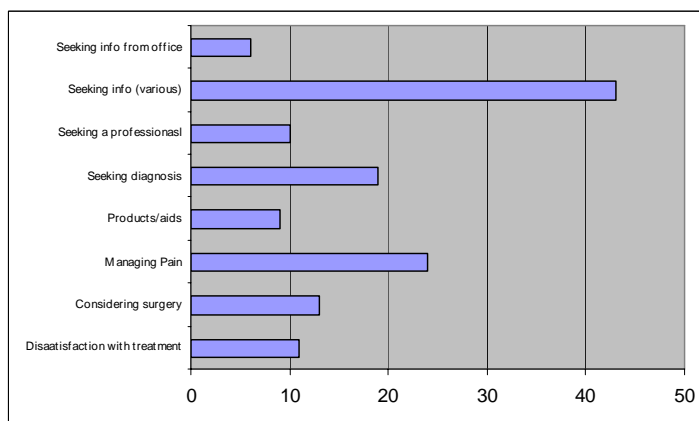


Age

Email enquirers are slightly younger than for the Helpline the majority being under 40

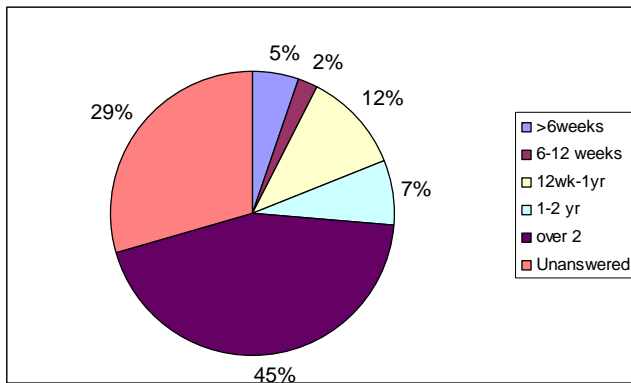


Reasons for Calling



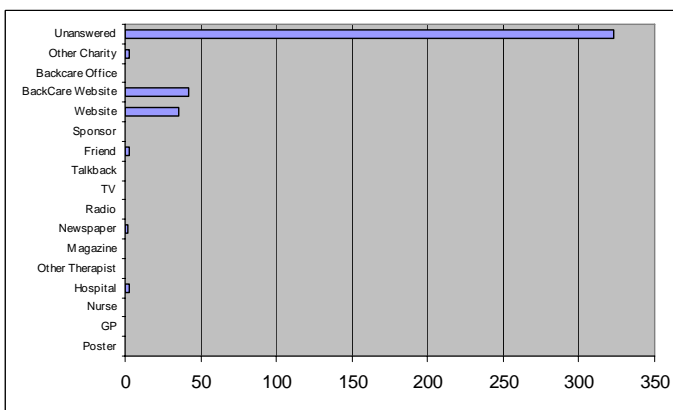
- Seeking information and managing pain are the 2 main reasons for calling followed by seeking a diagnosis as reported by the enquirer, however as analysed by the email editor, pain management 22/99, sciatica 14/99, surgery 9/99 and discs 6/99 are the most common topics.

Time Suffered



- 45% had suffered for over 2 years compared to 54% on the Helpline. 5% contacted us at less than 6 weeks compared to 9% on the Helpline, 2% had suffered for 6-12 weeks in comparison with 12% on the Helpline.

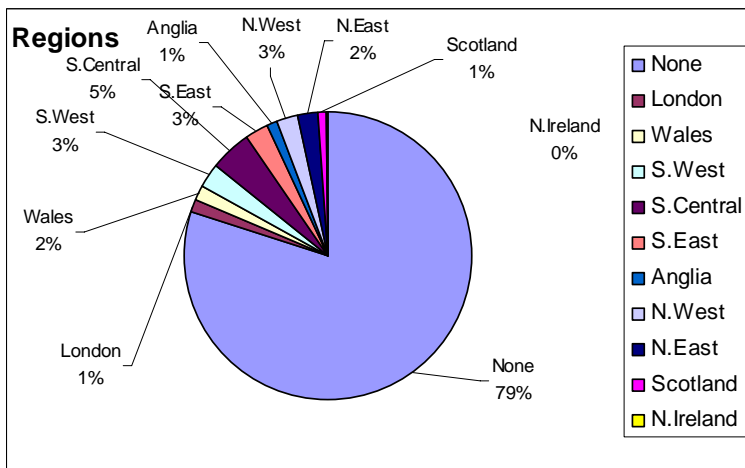
How heard of us



- Websites are the only significant field

Geographic Spread

- A large number are not reported because of not coming through the website.



Databases

- There have been 26 new standard answers since the appointment of the email researcher and the information database has been reviewed. The new research officer will work with the email researcher, which should increase the new information contained in the databases.

Typical Enquirer

- The typical enquirer is female, has suffered for more than 2 years comes from Central England, heard about us from a website, and seeks information usually on managing pain.

Comment

- The new website continues to have had an adverse effect on the email service, drastically cutting numbers and reducing entry through the designated screen.