

BackCare On line Helpline Operational Effectiveness

Report 01/04/09 to 31/06/09

Period Second Quarter 09

Prepared by CMH

	Incoming Emails Answered			% Answered in Target 7days
	Number	%in page	%out page	
This Quarter	91	69% (63)	31% (28)	98%
Last quarter	99	64% (63)	37% (37)	100%
Average for Year to date	95	66%	34%	99%
Average for Previous year	179	82%	12%	90%

- The numbers of people self-reporting using the designated entry system has risen slightly but is not back to pre new website levels. 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 had fallen again to 64%.last quarter. 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, 62 more than the whole of the last quarter and 70 more than this quarter. In this quarter in 2008, 186 emails were received. And the average for 2007 was 100, which was only 3 full quarters.
- 27 junk mails were received on the system in comparison with 11 last quarter and 197 in the fourth quarter 2008.
- Monthly enquiry numbers have remained fairly static in comparison with the last quarter but are well below the same quarter for last year, April 25, (67), May 35 (67) and June 31 (96).
- Repeat replies has fallen to 21 in comparison with 33 last quarter .
- Speed of delivery has risen to 98% due to efficiency of email editor.

Answers by Volunteer

Answered

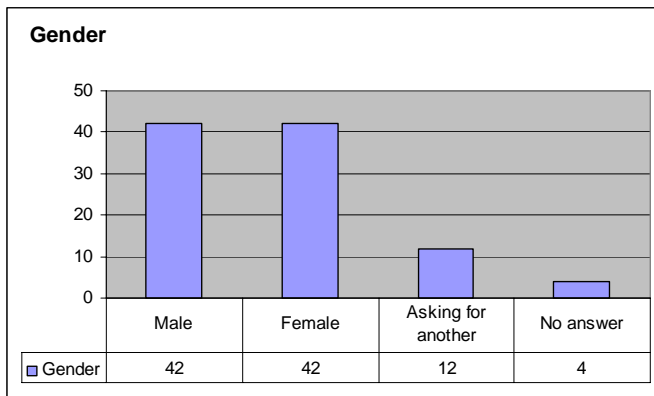
Chris Hughes	1
Helen Montgomery	3
Janice Timmins	0
Jenni Fleming	15
Liz Holden	64
Liz Killick	2
Rebecca McIlroy	3
Sarah Tetlow	1
Vicki Joseph	5
Office	0
Junk	4
Blank	2

100

- The daily rota was revised in October and seems to be working well. But is not under pressure because of the drop in the numbers of enquiries.

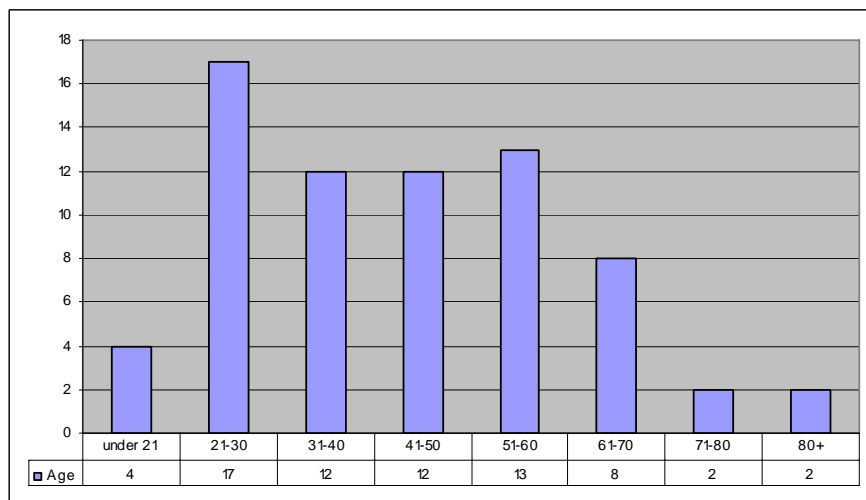
Gender

- 42% of callers were female, 42% male and 12% called for others. This is the first time that male callers have equalled women and the number of male callers has been slowly rising. In the same quarter in 2008 54% of callers were female and 30% male.

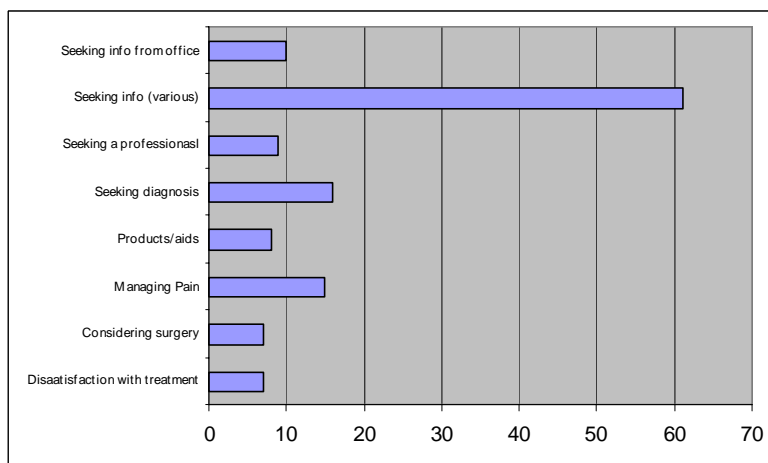


Age

Email enquirers are slightly younger than for the Helpline the majority being under 50 but with a much higher number being under 30



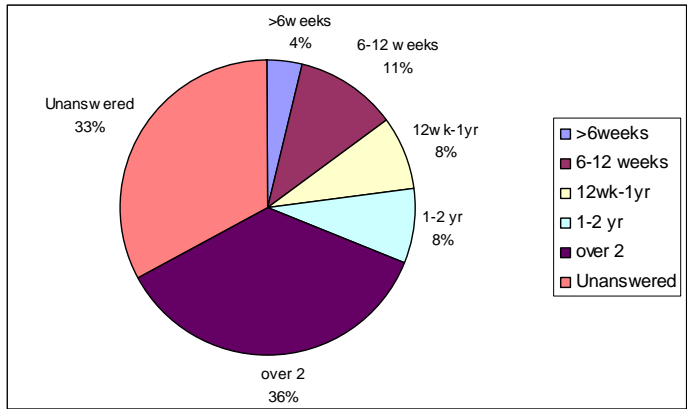
Reasons for Calling



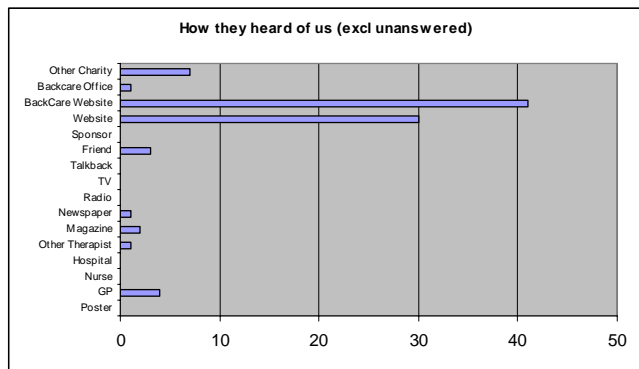
- Seeking information, managing pain and seeking a diagnosis as reported by the enquirer are the 3 main reasons for calling, however as analysed by the email editor shows that sciatica 22/91, pain management 16/91, exercise and relaxation 12/91, surgery 7/91 and discs 5/91 are the most common topics.

Time Suffered

- 36% had suffered for over 2 years compared to 59% on the Helpline. 4% contacted us at less than 6 weeks compared to 9% on the Helpline, 11% had suffered for 6-12 weeks in comparison with 5% on the Helpline



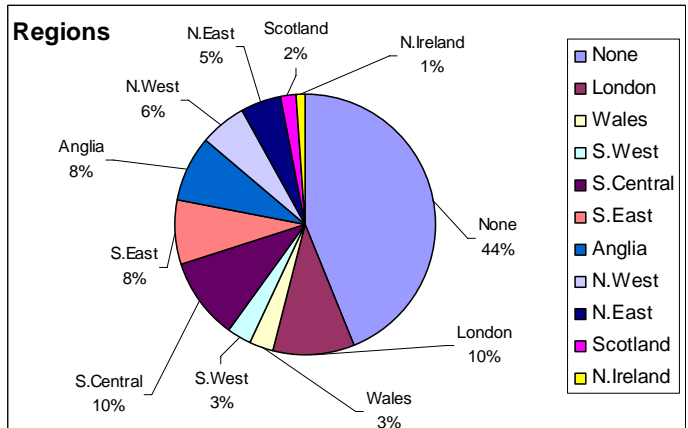
How heard of us



- Websites are the only significant field

Geographic Spread

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



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.

Data Bases

- The templates have been revised and 6 new answers added to the database.

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.