

# BackCare On line Helpline Operational Effectiveness Report 01/07/08 to 31/09/08

Period Second Quarter 08

Prepared by CMH

|                                  | Incoming Emails Answered |                  |                 | % Answered in Target<br>7days |
|----------------------------------|--------------------------|------------------|-----------------|-------------------------------|
|                                  | Number                   | %in page         | %out page       |                               |
| <b>This Quarter</b>              | <b>237</b>               | <b>83% (196)</b> | <b>17%( 41)</b> | <b>98% (233/237)</b>          |
| <b>Last quarter</b>              | <b>186</b>               | <b>83% (155)</b> | <b>17% (31)</b> | <b>93% (13/188)</b>           |
| <b>Average for Year to date</b>  | <b>205</b>               | <b>86%</b>       | <b>11%</b>      | <b>91%</b>                    |
| <b>Average for Previous year</b> | <b>100</b>               | <b>83%</b>       | <b>17%</b>      | <b>78%</b>                    |

- The numbers of people self reporting using the designated entry system has remained at 83% the average for the last two quarters of 2007 (the system was set up in July 07) and remains below the high of 91% for the first quarter 08.
- Numbers of emails received has risen this quarter in line with calls to the Helpline and is a 22% increase on the last quarter and remains well above the 100 average for last year.
- 197 junk mails were received on the system this quarter in comparison with 44 last quarter.
- Enquiry numbers monthly were - 146 July, 127 August, and 161 September, and are well above the figures for the same period last year (40, 40 and 46)
- Speed of delivery has improved with 98% going out within 7 days, 88% within 2 days and only 2% (4) taking over 8 days. This is due to the great efforts of the email editor who coped with all the holidays over the summer.
- There were 23 mail failures and 30 repeat emailers

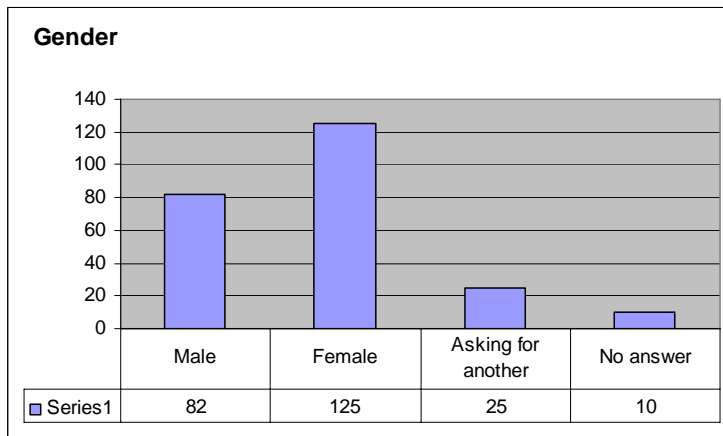
## Answers by volunteer

|                  |     |
|------------------|-----|
| Chris Hughes     | 2   |
| Janice Timmins   | 9   |
| Liz Holden       | 161 |
| Helen Montgomery | 10  |
| Rebecca McIlroy  | 6   |
| Vicki Soul       | 0   |
| Mari Doyle       | 0   |
| Sarah Tetlow     | 5   |
| Jenni Fleming    | 31  |
| Liz Killick      | 14  |
|                  | 238 |

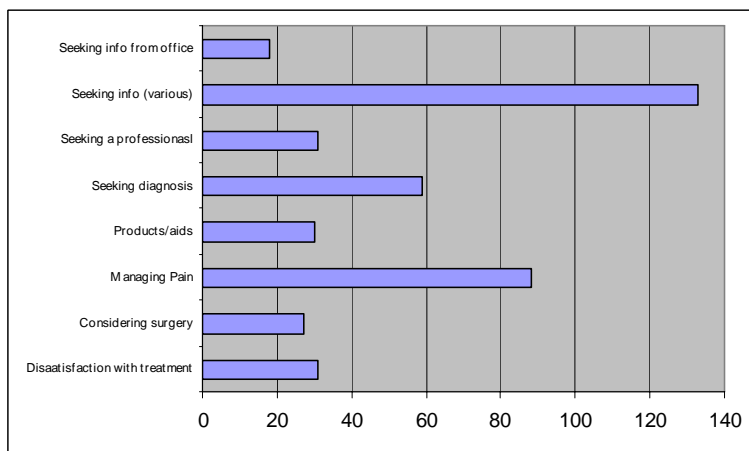
- A new rota was established in May where each volunteer claims e mails on one day a week, this was intended to spread the load more evenly and provide more diverse answers.
- The new rota worked well until the summer holidays when the email editor did the majority of the answers because of holiday cover.
- This has been looked at again, the rota has been modified slightly and two volunteers will cover holiday periods on a weekly basis in future.

## Gender

- 53%(54%) of callers were female, 35%(30)% male and 10%(10%) called for others, which is very similar to the last quarter (fig in brackets)

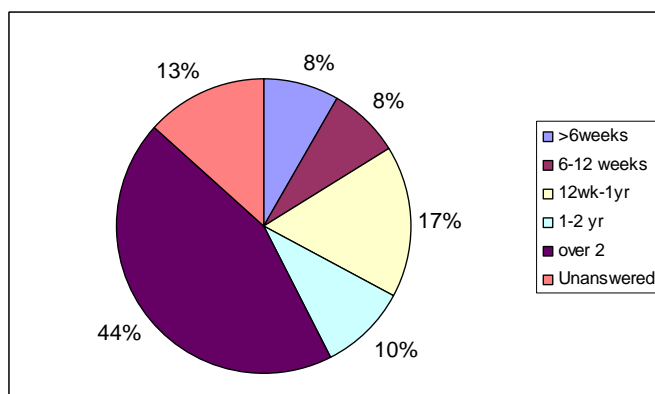


### Reasons for Calling



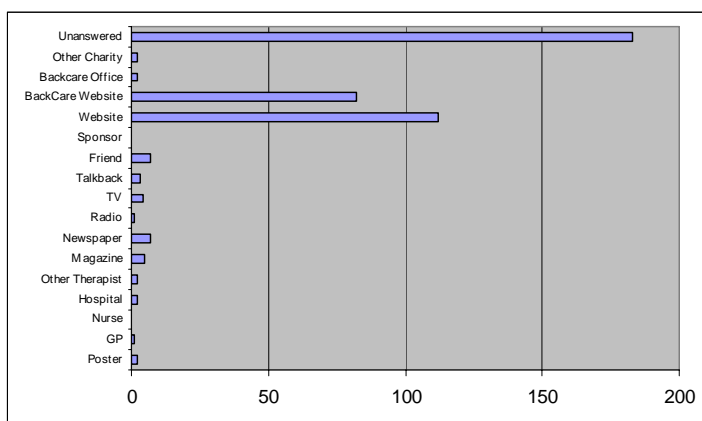
- Seeking information and managing pain remain the most significant categories from reason given by caller.
- The most significant topics from an analysis of answers are sciatica 51 enquiries, pain management 49, surgery 28, and exercise 28.

### Time Suffered



- 44% had suffered for over 2 years compared to 62% on the Helpline. 8% contacted us at less than 6 weeks compared to 7% on the Helpline and 17% fall into the 2 weeks to 1-year category compared to 11% on the Helpline.

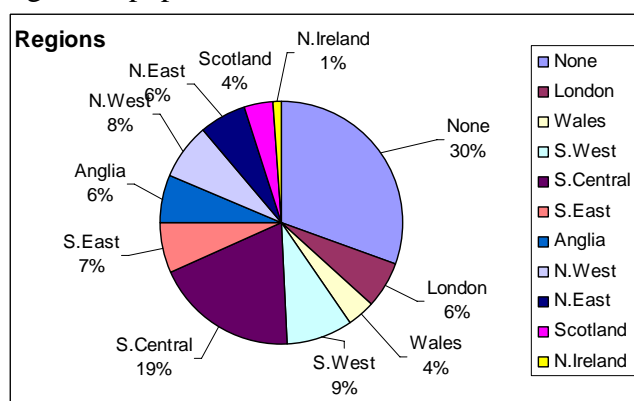
## How heard of us



- Websites are the only significant category unlike the Helpline

## Geographic Spread

- There are smaller number of enquirers from N Ireland in comparison with the general population



## Links

- There were 154 links to Talkback articles, 233 to leaflets, and 498 to fact sheets; Relaxation was the most popular fact sheet and Active BackCare the most popular leaflet.

## Databases

- The email editor is now collecting statistics on categories, spam and the method of entry.
- The new email researcher has started to update the email standard answers and has made 30 changes or new documents. The new website has delayed the se being added to the website as the links changed

## Comments

- The new appointments have improved standards and despatch time and freed up HM time.

## Typical Enquirer

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

