

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

Period third Quarter 09

Prepared by CMH

	Incoming Emails Answered			% Answered in Target 7days
	Number	%in page	%out page	
This Quarter	126	84% (106)	16% (20)	99%
Last quarter	91	69% (63)	31% (28)	100%
Average for Year to date	107	72%	28%	99%
Average for Previous year	179	82%	12%	90%

- The numbers of people self-reporting using the designated entry system has risen slightly again but is not back to pre new website levels.. 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 risen slightly this quarter, but most markedly in July so have not been impacted on by the Supplement or BCAW. In comparison with the same quarter last year we received 237 emails, 161 emails in September 08 alone, and the average for the year 2008 was 179, so while numbers are gradually increasing they have nor returned to the 2008 levels.
- 7 junk mails were received on the system in comparison with 27 last quarter and 197 in the third quarter 2008.
- Monthly enquiry numbers are up on last quarter July 46(146), August 41 (127), September 39 (161)have but are well below the same quarter for last year .(figs in brackets.)
- Repeat replies have remained stable at 23, last quarter.
- Speed of delivery has risen to 99% due to efficiency of email editor.

Answers by Volunteer

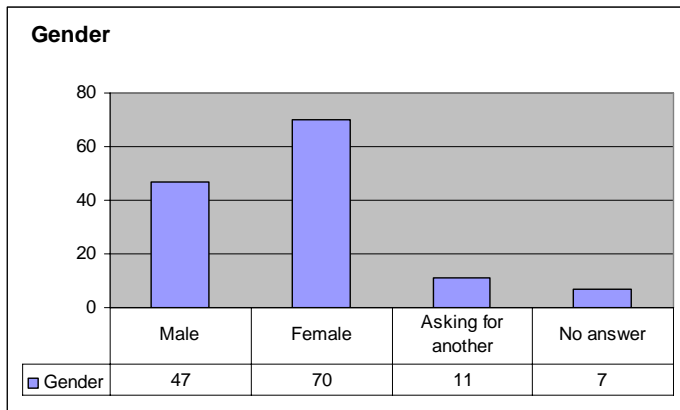
Christine Hughes	0
Office	10
Junk	1
Blank	0
Janice Timmins	0
Liz Holden	49
Jenni Fleming	14
Liz Killick	7
Vicky Joseph	12
Helen Montgomery	4
Rebecca Mcllroy	2
Vicki Soul	0
Mari Doyle	0
Sarah Tetlow	0

99

- The daily rota has been working for a year but is not under pressure because of the drop in the numbers of enquiries.
- Jenni Fleming has left the service at end of August. 2 new volunteer are under going training.

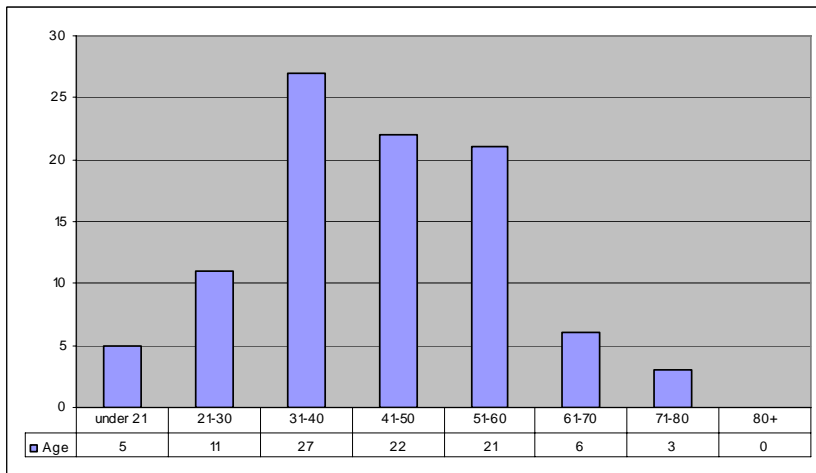
Gender

- 51% of callers were female, 34% male and 8% called for others. Which matches the same quarter in 2008, but male callers have fallen back from the high of 42% last quarter.

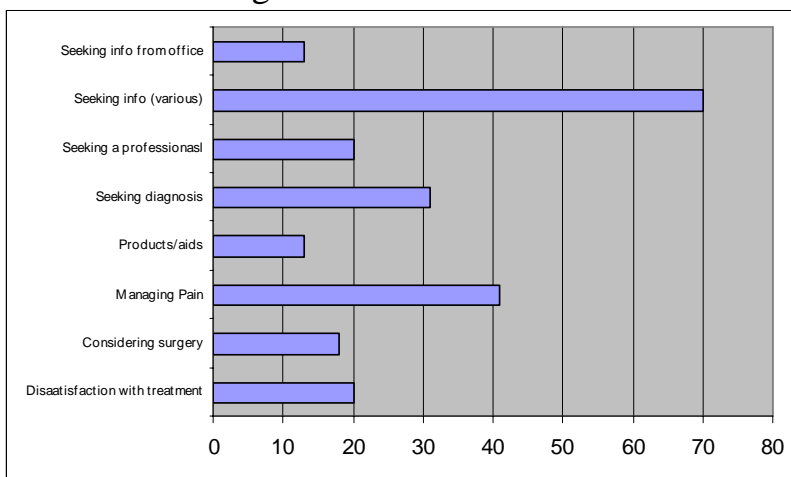


Age

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



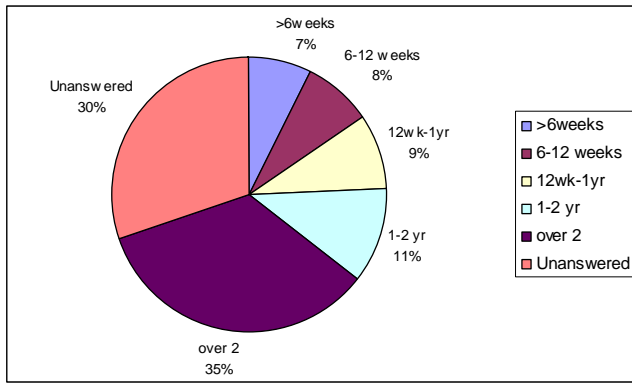
Reasons for Calling



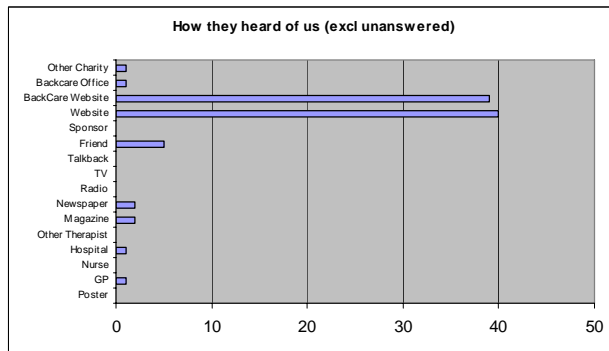
- Seeking information, managing pain and seeking a diagnosis as reported by the enquirer are the 3 main reasons for calling, however as analysed by the email editor shows that sciatica 17/126 pain management 34/126, exercise and relaxation 9/126, surgery 8/126 and discs 13/1261 are the most common topics.

Time Suffered

- 35% had suffered for over 2 years compared to 54% on the Helpline. 7% contacted us at less than 6 weeks compared to 8 % on the Helpline, 8% had suffered for 6-12 weeks in comparison with 8% on the Helpline



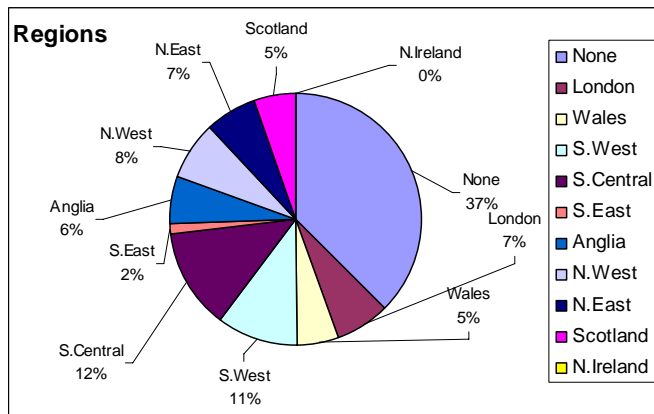
How heard of us



- 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

- Sarah is organising volunteers to check links on the databases on a regular basis..

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.