

BackCare On line Helpline Operational Effectiveness Report 01/10/09 to 31/12/09

Period Fourth Quarter 09

Prepared by CMH

	Incoming Emails Answered			% Answered in Target 7days
This Quarter	Number	%in page	%out page	100%
	86	89% (77)	11% (9)	
Last quarter	126	84% (106)	16% (20)	100%
Average for Year to date	101	75%	25%	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 fallen by 44% on last quarter and are the lowest since the first quarter of the inception of the service in 2007. Neither the Supplement nor BCAW appear to have had any impact. Numbers have fallen in comparison with the same quarter last year when we received 100 emails, and this quarter also falls below the average of 100 for 2007, which was only 3 full quarters. The average for the year 2008 was 179, in comparison with 179 this year, so despite the encouraging rise in the third quarter 09, numbers appear to be on a general decline..
- 5 junk mails were received on the system in comparison with 7 last quarter and 10 in the fourth quarter 2008.
- Monthly enquiry numbers are down on the last quarter Oct 33 (45), Nov 28 (37) Dec 25 (25) and are well below the same quarter for last year. (figs in brackets.)
- Repeat replies have remained stable at 26, 3 more than the last quarter.
- Speed of delivery has risen to 100% due to efficiency of email editor and the small number of enquiries..

Answers by Volunteer

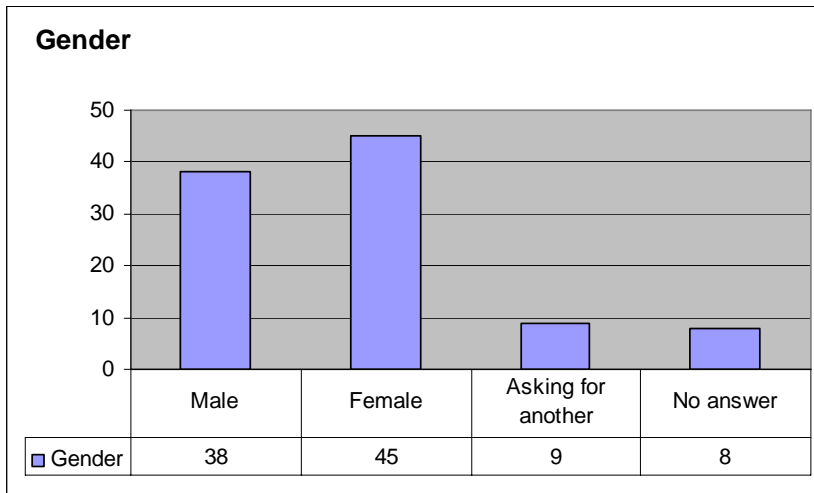
61

Christine Hughes	2
Office	3
Junk	3
Blank	0
Kate Homan	2
Janice Timmins	0
Liz Holden	30
Jenni Fleming	1
Liz Killick	5
Vicky Joseph	2
Helen Montgomery	11
Rebecca McIlroy	1
Vicki Soul	0
Mari Doyle	0
Sarah Tetlow	1

- The daily rota has been working for a year but is not under pressure because of the drop in the numbers of enquiries.
- 2 new volunteer joined in December Kate Homan and Morven Hart.

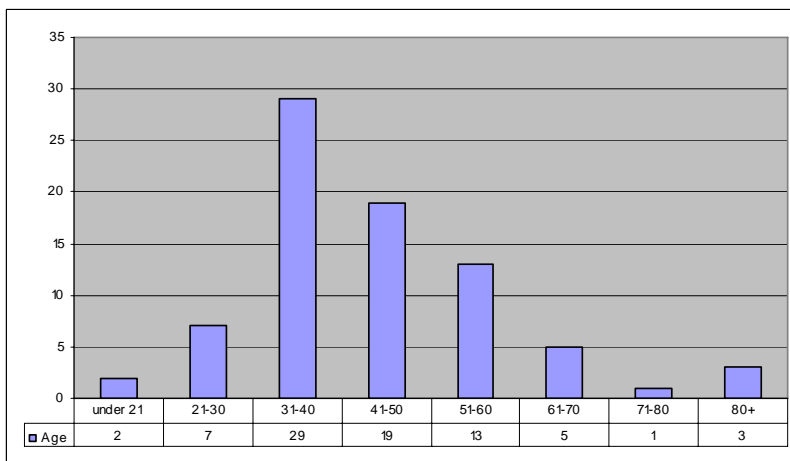
Gender

- 45% of callers were female, 38% male and 9% called for others. Which matches the same quarter in 2008, and the last quarter.

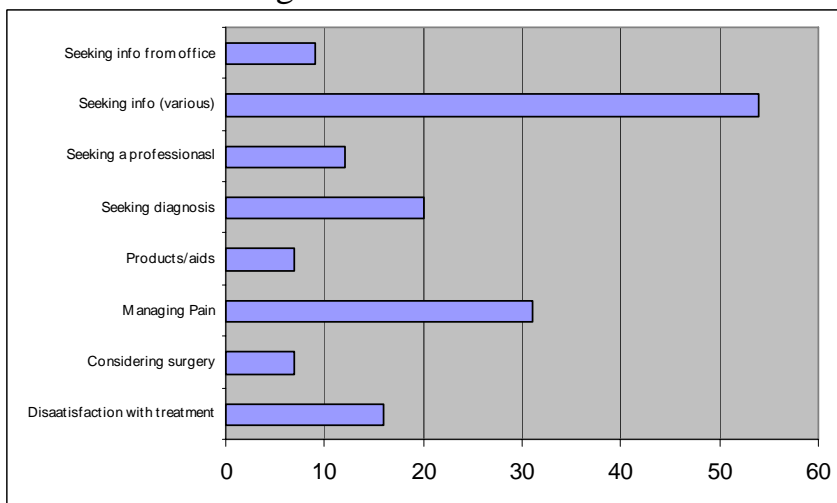


Age

Email enquirers are slightly younger than for the Helpline the majority being under 50 but with a much higher number being under 40



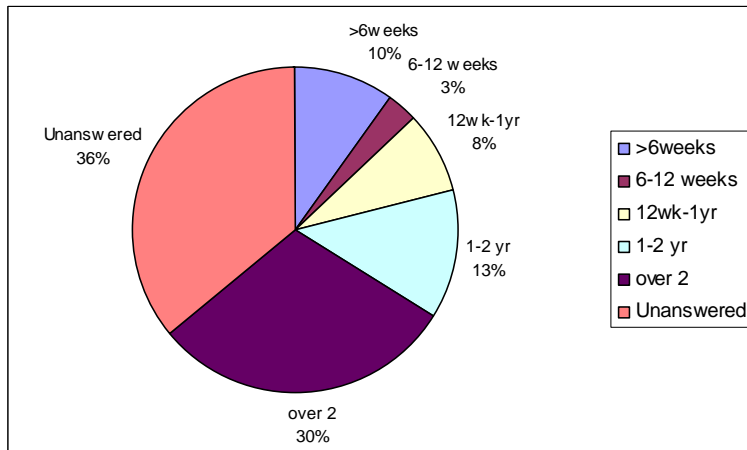
Reasons for Calling



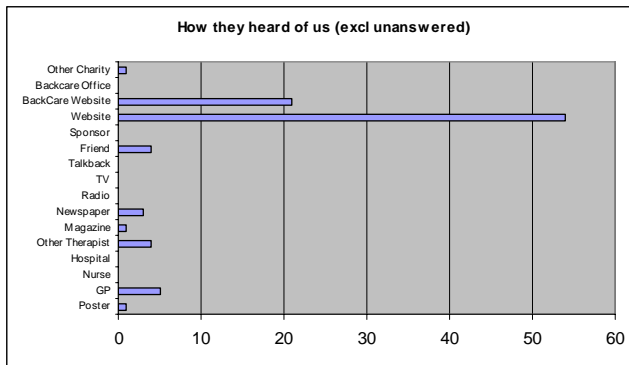
- Seeking information, managing pain and seeking a diagnosis as reported by the enquirer are the 3 main reasons for calling, however as analysed by the email editor shows that pain management 27/86, exercise and relaxation 10/86, surgery 5/86 and discs 5/86 are the most common topics.

Time Suffered

- 30% had suffered for over 2 years compared to 51% on the Helpline. 10% contacted us at less than 6 weeks compared to 9% on the Helpline, 8% had suffered for 12 weeks to 1year in comparison with 22% on the Helpline



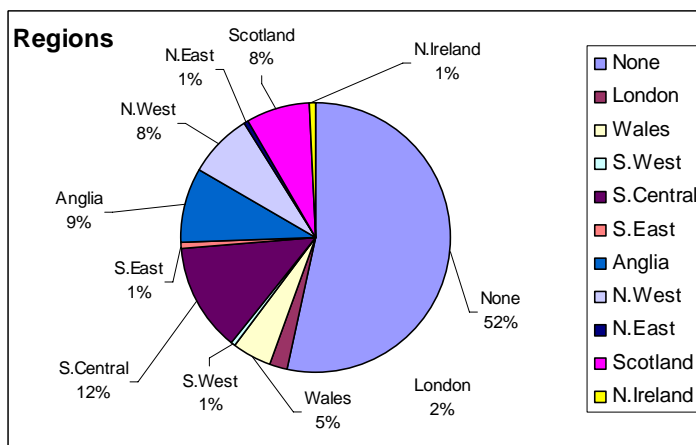
How heard of us



- 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.
- A new trainee has volunteered to help with research for the answers.

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.