

Operational Effectiveness Report 01/01/09 to 31/03/09

Period First Quarter 09

Prepared by CMH

Incoming Calls & Callers (answered)

	Incoming Calls	Answered Callers
This quarter	In shift 496 Out shift 351 Total 847	349 (per tel. system) 229 (per call sheets)
Average for Year to date	In 496 Out 351 Total 847	349 (per tel. system) 229 (per call sheets)
Average for previous year	In 622 Out 506 Total 1128	418 (per tel. system) 271 (per call sheets)

- Total call numbers have fallen by 30% on the last quarter (847 in comparison with 1201) and are below the same quarter in 2007 (986) and 2008 (961)and below the average figures for both years.
- Calls by call sheets have fallen this quarter and are well below last quarter's figure of 287 and are below the average for both 2007 (276)and 2008 (271).
- Answered calls this quarter per telephone system have risen slightly to 70% of all calls in shift against an average quarter in 2008 of 69%, 2007 of 72 % and 71 % in 2006.
- Call numbers from the telephone system are down on the same quarter last year (393) and have fallen from the last quarter (389) and are below the average for last two years (418 and 397).
- In general call numbers are falling significantly by all indicators, last quarters encouraging rise of calls by call sheets has not been maintained.
- Email requests have also remained very low at 99 in comparison with an average last year of 179 and 193 for the same quarter 2008

Referral Numbers

- There have been 3 expert referral requests this quarter. Two were passed to CR, for discussion on surgery and one to LL on facet joint injections. Requests have fallen from 7 last quarter.

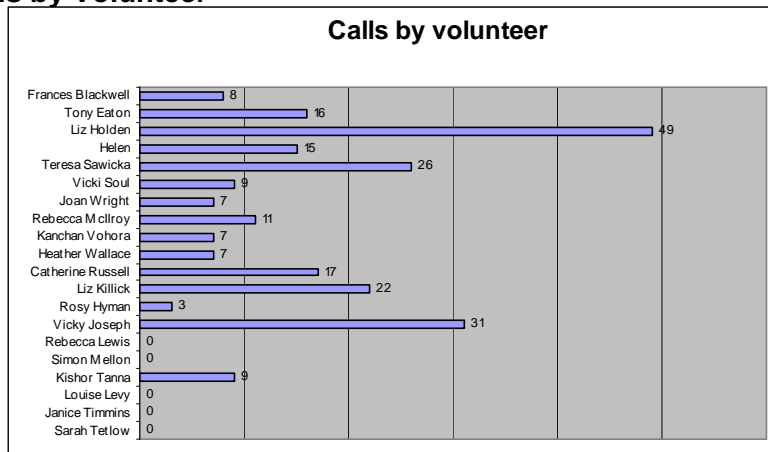
Shift Coverage

- This quarter the average shift figures have fallen below those for the last quarter (Figs in brackets) and for the same quarter in 2008. The average shift received 4.6 calls, (6) answered 3.3 (3.7) of them and 1.3 (2.1) remained unanswered.
- Shift coverage has been good following the closure of shifts last quarter, only two day time shift was uncovered,, and 7 evening shifts did not report 'no calls' so were classed as not covered. Three day time shifts, Thursday am and pm and Friday am had only one person covering them for the quarter.
- Shift popularity remains fairly static with Monday pm. being the most popular this quarter. Call figs are – Monday pm.7.2, Wednesday am.6.8; Monday am 5.8; Thursday pm. 5.3,Tuesday am.4.9; Friday am.4.8; Thursday am.3.8, Wednesday eve2.3; Tuesday eve2.1; and Monday eve1.9. Popular shifts by call sheets are Monday am and Monday pm. Wednesday am and Tuesday am. Wednesday am shift moved from 6th to second place this quarter but Thursday Am shift numbers fell as it was covered only part time over the quarter.

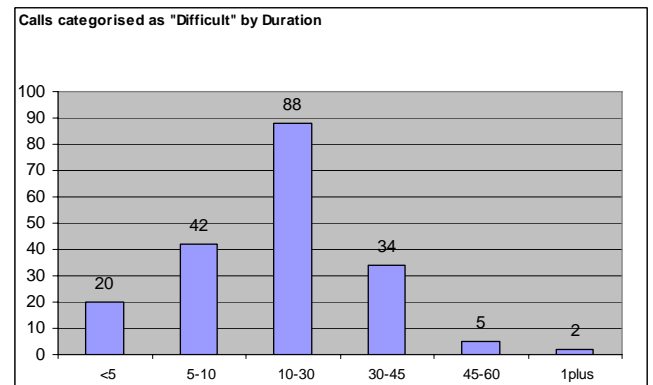
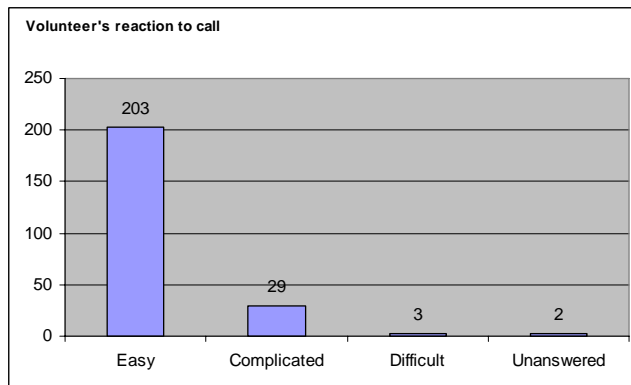
Recommendation

- Publicity must remain a priority.

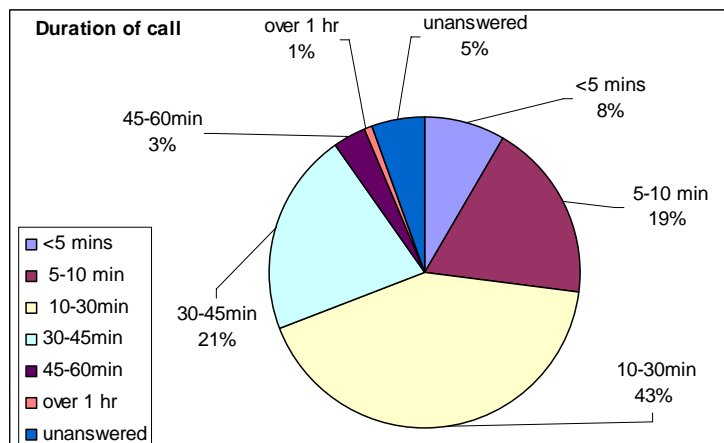
Calls by Volunteer



Volunteers Reaction to the calls by number and duration



Duration of Call



- The majority of volunteers find that the calls are well with in their competence
- 70% of calls are within our half hour preferred time slot.

Fact Sheet Effectiveness

Most requested year to date	Requested & unavailable
Requests this quarter 95 Total requests this year 95	
Relaxation 60 Physical Activity and Exercise 59 Exercises for Better Backs 58 What to do when Back Pain Strikes 47 Top Ten tips 42 Tens 40 Drugs 38 Sciatica 36 Alexander Technique 27 Degenerative spine 26	Carers Necks PALS Discs

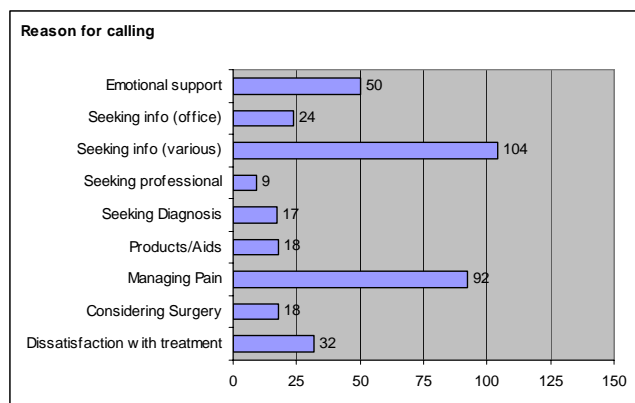
Comment:

- The most requested leaflets have remained consistent.
- Fact sheet requests were 32 an average month, down on the last quarter (41) and on the first quarter 08 (37) and the av. month in the same quarter in 2007 (39)
- The appointment of a Research officer P.W. has already impacted positively on the revision and creation of Fact sheets.
- The Education Committee is reviewing/revising all the fact sheets on conditions and medical treatments over time.
- Drugs, Physical Exercise and 'When back Pain strikes' will be revised to include good rest and pacing in line with discussion at the Refresher day by P.W.
- **Recommendation:** continue to improve standard and look of the sheets and to rewrite as necessary.

Speed of Information Delivery

Average dispatch is 3.6 days in comparison with 3.3 days for the same quarter 2008. Mode average remains at 6 days as in first quarter 2008.

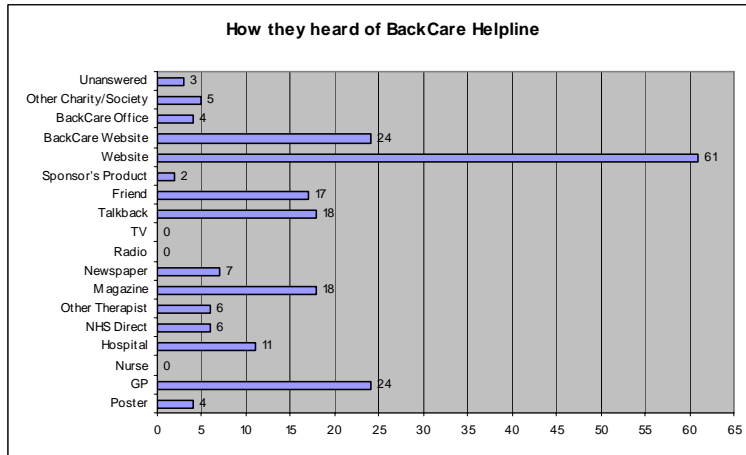
Statistics: Reason for Calling



- Seeking information and managing pain remain the two significant fields but the addition of emotional support to the screen has had an interesting outcome, it is now the 3rd largest reason for calling.

Where Heard of the Helpline

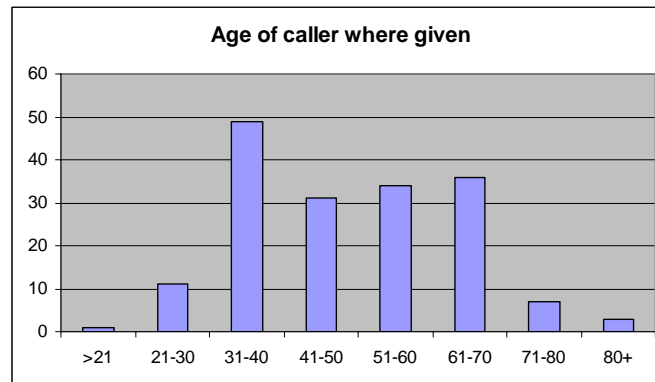
- Websites (ours and others) are the most significant field and this has been growing over time. Magazine remains a significant field and GPs are up slightly for third quarter running.



Caller Gender

%	Current Q	Last Q	Average Q for last FY
Female	54	K/N	59
Male	36	K/N	31

Age of Caller

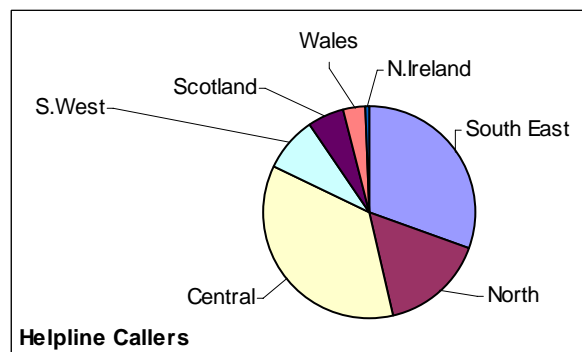
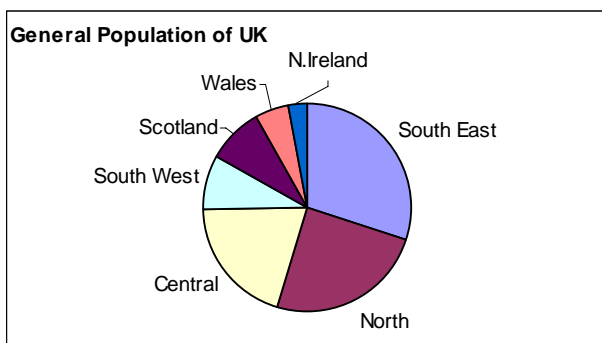


- This is the fourth quarter that this statistic has been collected, and it shows our popularity in the middle age range, when we would expect back pain to have an impact. However there has been a rise in the 31-40 age group this quarter.

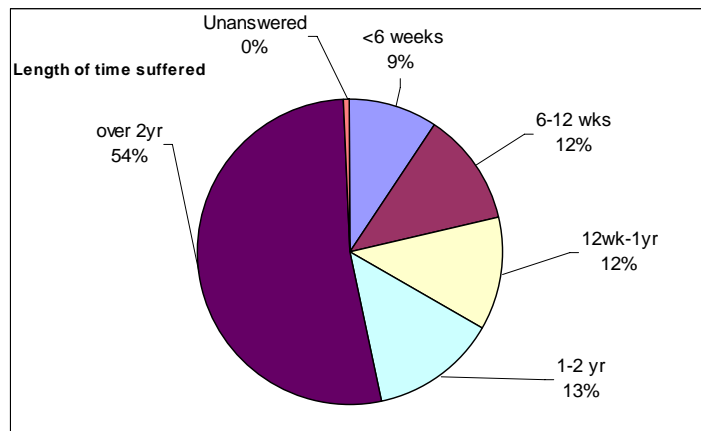
Geographic Reach

Helpline callers for the quarter compared to UK pop distribution based on Arthritis Care Figures as percentages

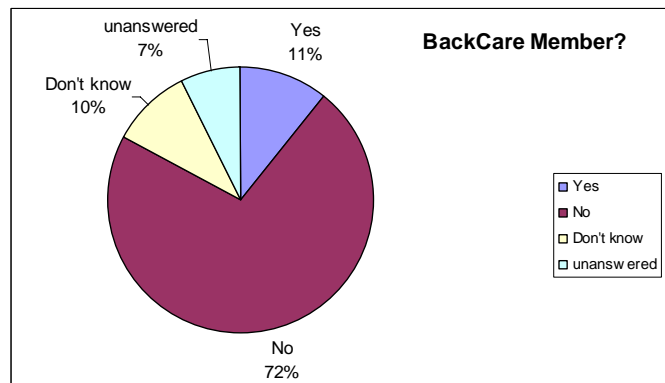
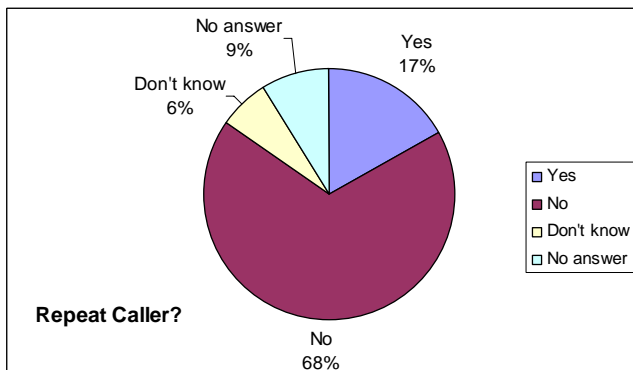
- The North and Northern Ireland remains disproportionate under represented.
- Central England is over represented and S.W. is under
- 10% of callers are outside UK in comparison with 25% last quarter.



Length of time suffered



The number of callers new to back pain having suffered for less than a year has risen to 33% from 24% last quarter compared to 32% for the average quarter in 2007, but the vast majority are chronic sufferers who have had back pain for more than 2 years. This has returned to 54% after last quarter's fall of 6%. Sufferers of less than 6 weeks has held steady at 9% as last quarter, which is a rise on the average for last year.



- There was a 2% rise in Repeat callers and a 3% rise in BackCare members.

Our caller profile remains constant - the average caller is female, lives in Central or Southern England, seeks information in general and on managing back pain in particular, and heard of us from a website. She is most likely to call a day time shift and speak for about 30 minutes, wants information on exercise and relaxation, and probably a cluster of fact sheets that make up pain management alternatives and has suffered with back pain, possibly sciatica, for over 2 years and is not a member.