

**Operational Effectiveness Report 01/04/09 to 31/06/09**  
**Period Second Quarter 09**

**Prepared by CMH**

**Incoming Calls & Callers (answered)**

	Incoming Calls	Answered Callers
This quarter	In shift 526 Out shift 317 <b>Total 843</b>	341 (per tel. system) 242 (per call sheets)
Average for Year to date	In 511 Out 334 <b>Total 845</b>	345 (per tel. system) 235 (per call sheets)
Average for previous year	In 622 Out 506 <b>Total 1128</b>	418 (per tel. system) 271 (per call sheets)

- Total call numbers have fallen slightly by 4 calls on last quarters figures which were already 30% down on the fourth quarter 2008 (847 in comparison with 1201) and are below the same quarter in 2007 (1012) and 2008 (944) and below the average figures for both years.
- Calls by call sheets have risen this quarter but remain below the average for both 2007 (276) and 2008 (271) and below the same quarter in 2008 (252) and 2007 (281)
- Answered calls this quarter per telephone system have fallen again to 65% of all calls in shift against last quarter (70%) and an average quarter in 2008 of 69%, 2007 of 72% and 71 % in 2006.
- Answered call numbers from the telephone system are down on the same quarter last year (377) and have fallen from the last quarter (349) 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 91 in comparison with an average last year of 179 and 186 for the same quarter 2008

**Referral Numbers**

- There have been 5 expert referral requests this quarter. Two were passed to CR, for discussion on surgery, one to LL on work issues, HM on sciatica, and HW on arachnoiditis. Requests have risen from 3 last quarter.

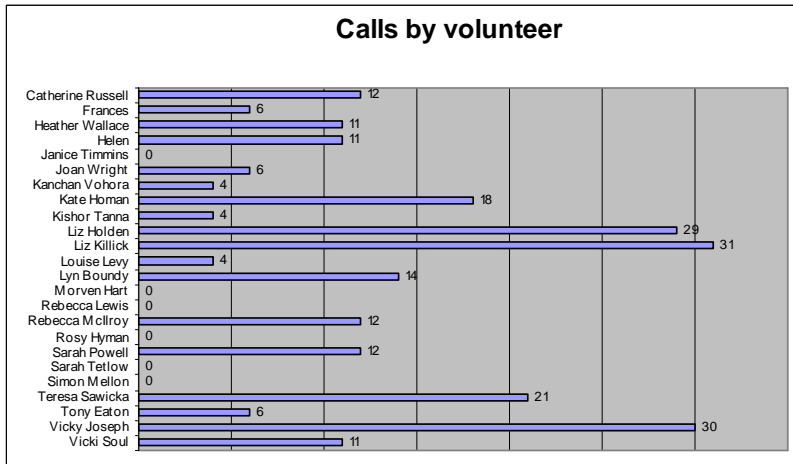
**Shift Coverage**

- 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 4.5 calls, (4.6) answered 2.9 (3.3) of them and 1.6 (1.3) remained unanswered.
- Shift coverage has improved once the new shifts bedded in. Wednesday am shift went uncovered twice and Tuesday am had 2 shifts which were either uncovered or received no calls, when its cover was disturbed by illness.. Cover on Tuesday, Wednesday and Thursday evening shifts has been 100% although they all report no calls, Tuesday 2, Wednesday 5 and Thursday 2. Monday evening had 4 shifts that 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. remaining the most popular this quarter. Call figs are – Monday pm.7.8; Monday am 6.1; Wednesday pm 5.4; Friday am.5.4; Thursday am.5; Wednesday am.5.3; Tuesday am.4.9; Thursday pm. 4.4; Wednesday eve 2.3; Tuesday eve 1.4; Monday eve 2.3, and Thursday eve 0.8. Popular shifts by call sheets are Monday am and Monday pm. Wednesday pm and Thursday am. Wednesday pm shift which is new this quarter jumped into third place..

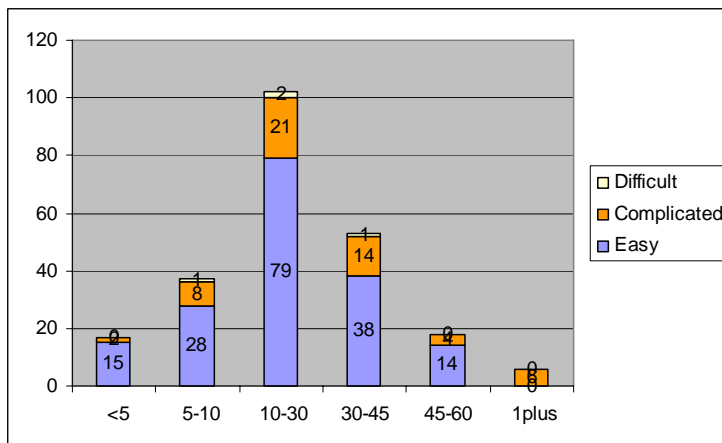
**Recommendation**

- Publicity must remain a priority.

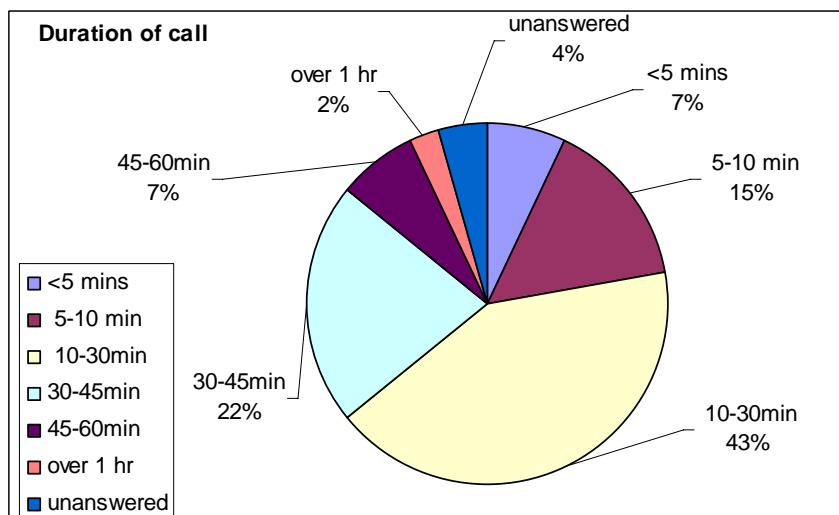
## Calls by Volunteer



## Volunteers Reaction to the calls by number and duration



## Duration of Call



- The majority of volunteers find that the calls are well within their competence
- 69% of calls are within our half hour preferred time slot.

## Fact Sheet Effectiveness

Most requested year to date	Requested & unavailable
Requests this quarter 86 Total requests this year 215	
Relaxation 107 Physical Activity and Exercise 97 Exercises for Better Backs 96 What to do when Back Pain Strikes 84 Drugs 79 Top Ten tips 76 Tens 69 Sciatica 65 Alexander Technique 39 Degenerative spine 49 Hot and cold 50	Carers Necks PALS Discs

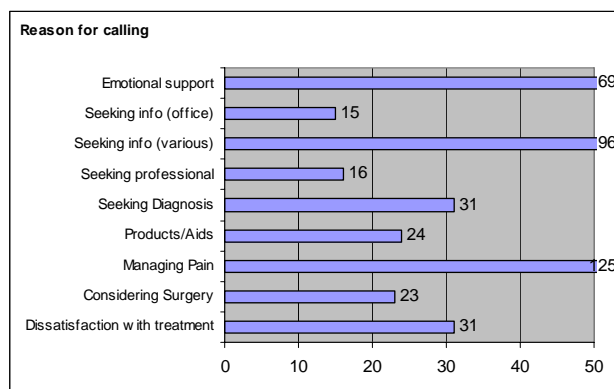
### Comment:

- The most requested leaflets have remained consistent, except that the new one on hot and cold has moved into the top ten. Pushing out Alexander Tecknique on 39, Physiotherapy is also moving up on 36
- Fact sheet requests were 21 an average month, down on the last quarter (32) and on the second quarter 08 (36) and the av. month in the same quarter in 2007 (56)
- 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 2.4 days in comparison with 2.1 days for the same quarter 2008. Mode average was same day in comparison with 6 days as in second quarter 2008.

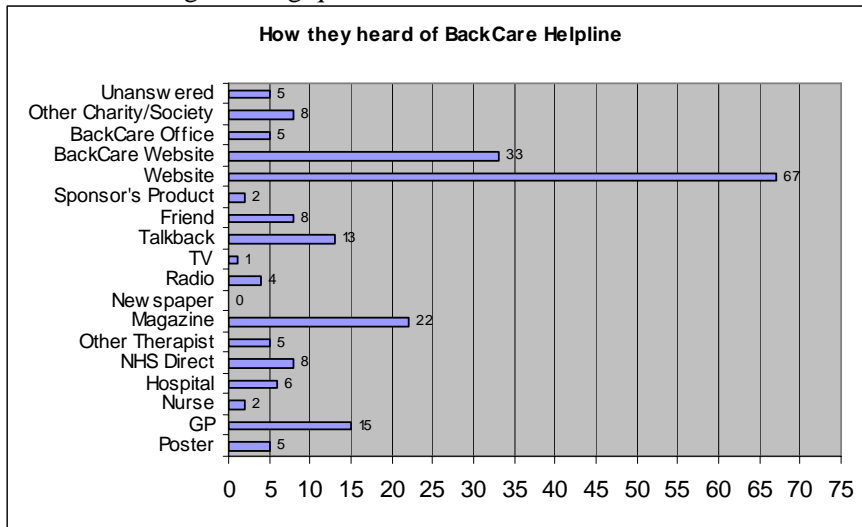
### Statistics: Reason for Calling



- 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 3<sup>rd</sup> largest reason for calling.

## Where Heard of the Helpline

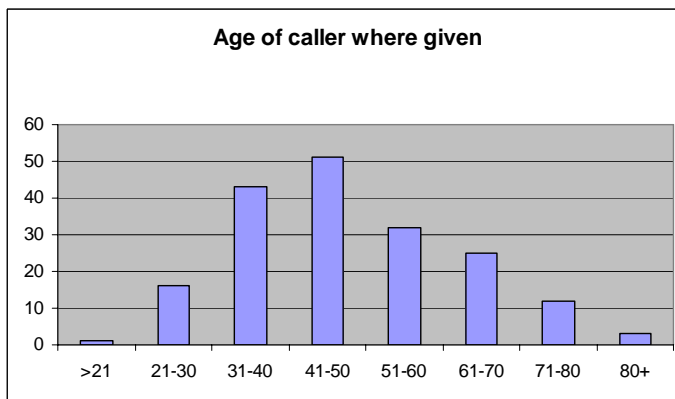
- Websites (ours and others) are the most significant field and this has been growing over time. Magazine remains a significant field and GPs are down from 24 following 3 rising quarters.



## Caller Gender

%	Current Q	Last Q	Average Q for last FY
Female	51	54	59
Male	48	36	31

## Age of Caller

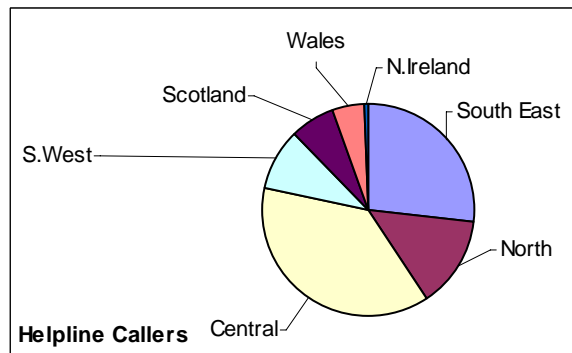
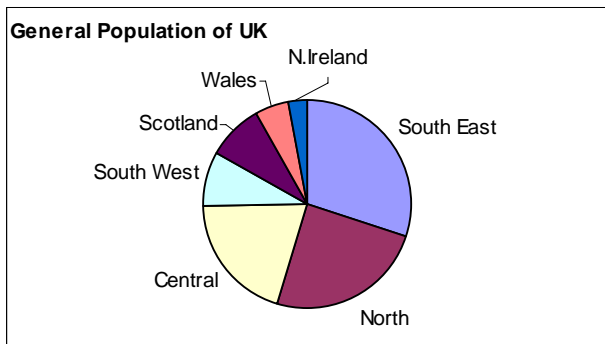


- This is the fifth quarter that this statistic has been collected, and it shows our popularity in the middle age range, when we would expect back pain to have an impact.

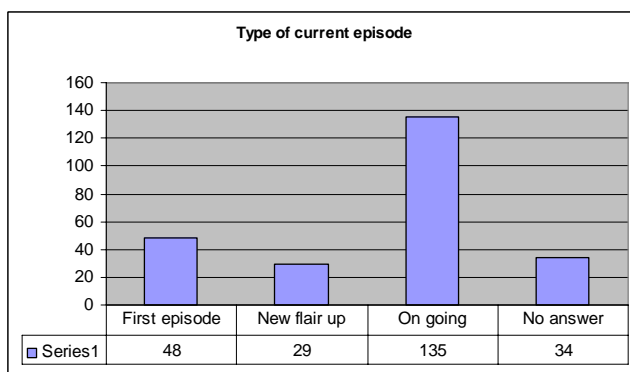
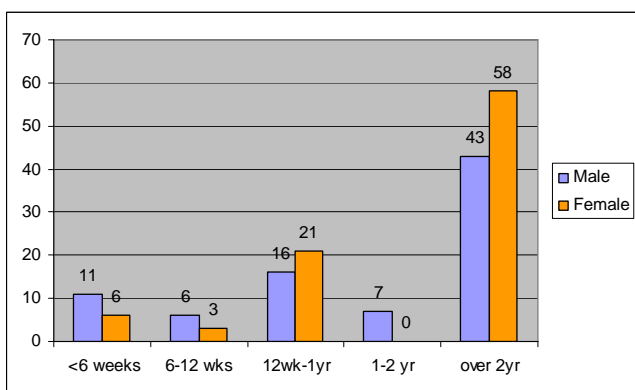
## Geographic Reach

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

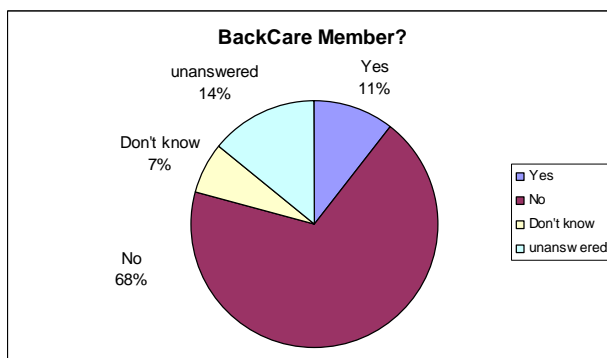
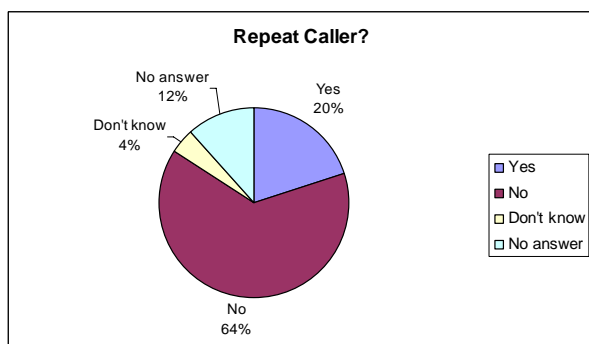
- The North and Northern Ireland remains disproportionate under represented.
- Central England is over represented and S.W. is under
- 14% of callers are outside UK in comparison with 10% last quarter.



**Length of time suffered**



The number of callers new to back pain having suffered for less than a year has risen to 37% from 33% last quarter compared to 30 % for the average quarter in 2008, but the vast majority are chronic sufferers who have had back pain for more than 2 years. Sufferers of less than 6 weeks has held steady at 9% as last quarter, the average for 2008 was 11%.



- There was a 5% rise in Repeat callers and a 3% rise in BackCare members compared with the 2008 average

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.