

Operational Effectiveness Report 01/10/08 to 31/12/08
Period fourth Quarter 08

Prepared by CMH

Incoming Calls & Callers (answered)

	Incoming Calls	Answered Callers
This quarter	In shift 611 Out shift 590 Total 1201	389 (per tel. system) 294 (per call sheets)
Average for Year to date	In 622 Out 506 Total 1128	418 (per tel. system) 271 (per call sheets)
Average for previous year	In 552 Out 422 Total 974	397 (per tel. system) 276 (per call sheets)

- Total call numbers have fallen by 16% on the last quarter (1201 in comparison with 1414) but are well above the same quarter in 2007 and above the average figures for both years.
- Calls by call sheets have risen this quarter and are above last quarter's figure of 287 and are above the average for both 2007 and 2008.
- Answered calls this quarter per telephone system have remained static at 68% of all calls in shift against an average quarter in 2007 of 72 % and 71 % in 2006.
- Call numbers from the telephone system are up on the same quarter last year but have fallen from the last quarter (536) and are below the average for this year and last year.
- In general call numbers are back on target and more importantly the call numbers from the call sheets are up on the averages for 2007 and 2008 and are up on last quarter when we received 16% more calls per telephone system.
- Email requests have fallen dramatically this quarter by 42% and this may be reflected in the rise in calls by call sheet to the Helpline.

Referral Numbers

- There have been 7 expert referral requests this quarter. One was passed to a trustee, 5 to CR, LL and HM for discussion on surgery and 1 to HW for pain management. This is exactly the same as the last quarter.

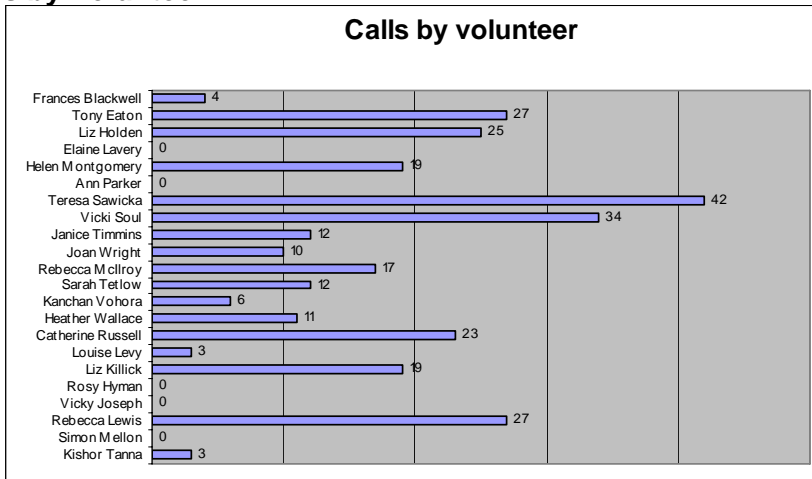
Shift Coverage

- This quarter the average shift figures have fallen slightly on the last quarter but remain above the figures for both quarters in 2008, and for the same quarter last year. (Figs in brackets) The average shift received 6 calls, (4.8) answered 3.7 (3.8) of them and 2.1 (1.3) remained unanswered.
- Shift coverage has been average, 6 daytime shifts were uncovered due to sickness or unavailability and 10 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 major part of the quarter.
- Due to ill health another volunteer has withdrawn temporarily from the Helpline but this has not impacted on the rota.
- Shift popularity remains fairly static with Thursday am. being the most popular this quarter. Call figs are – Thursday am 9.4, Monday am 9.3, Thursday pm 8.2, Monday pm 7, Friday am 6.6, Wednesday am 6.4, Tuesday am 6.2, Tuesday eve 1.8, Wednesday eve 1.5, and Monday eve 1.4. The most popular shifts by call sheets are Monday am and Monday pm. Thursday Am new shift has done very well but the new time for Wednesdays shift continues to have a detrimental impact

Recommendation

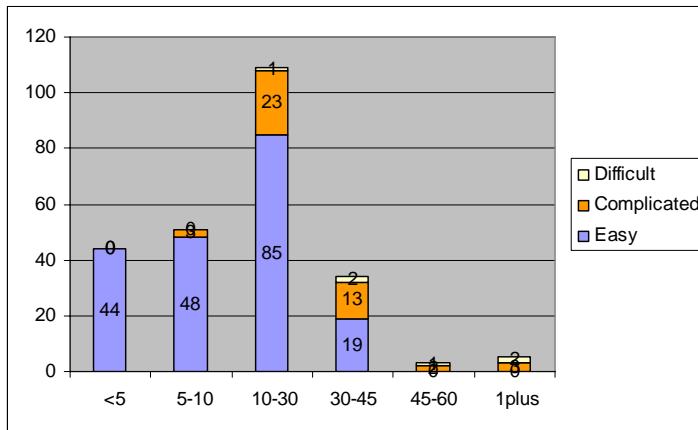
- Publicity must remain a priority.

Calls by Volunteer

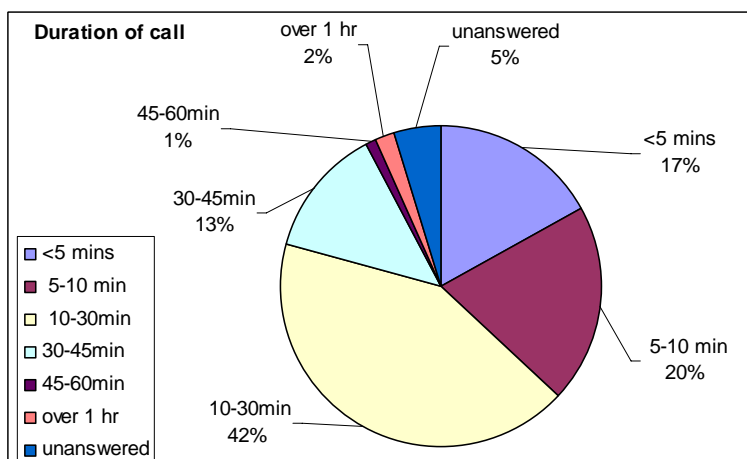


- This is not an accurate representation as some volunteers e.g. VJ are shown as zero but have regularly taken calls.

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
- 79% of calls are within our half hour preferred time slot.

Fact Sheet Effectiveness

Most requested year to date	Requested & unavailable
Requests this quarter 125 Total requests this year 504	
Relaxation 336 Exercises for Better Backs 273 Physical Activity and Exercise 268 Drugs 233 Top Ten tips 214 What to do when Back Pain Strikes 214 Tens 174 Sciatica 177	Carers Necks PALS Discs

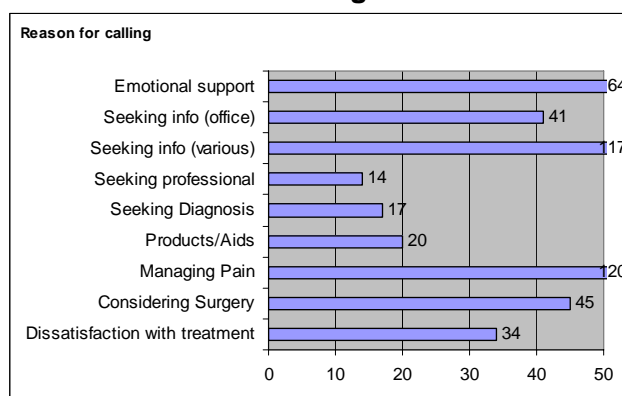
Comment:

- The most requested leaflets have remained consistent, Degenerative spine and Acupuncture complete the top ten,
- Fact sheet requests were 41 an average month, down on the last quarter (51) but up on the first two quarters 08 (37) and above the av. month in the same quarter in 2007 (39)
- 3 new fact sheets have been introduced on Physiotherapy, Hot and Cold Therapies, and Back Pain at Work.
- The Education Committee are 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.
- **Recommendation:** continue to improve standard and look of the sheets and to rewrite as necessary.

Speed of Information Delivery

No figures this quarter.

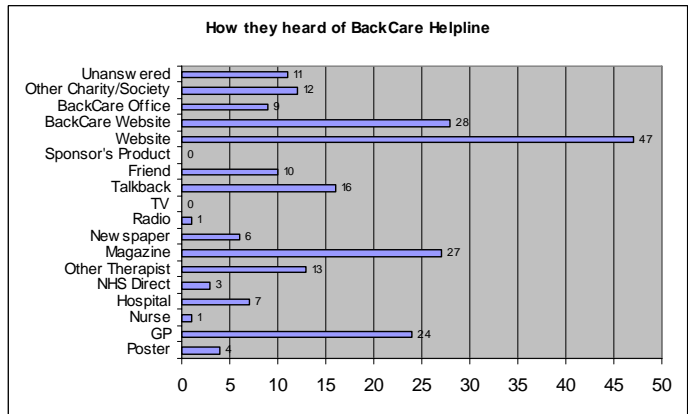
Statistics: Reason for Calling



- 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

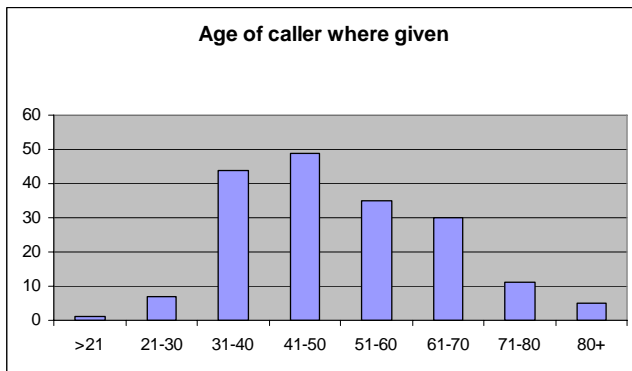
- Websites (ours and others) are the most significant field and this has been growing over time. Magazine remains a significant field and GPs are up slightly for second quarter running.



Caller Gender

%	Current Q	Last Q	Average Q for last FY
Female	N/K	66	60
Male	N/K	34	32

Age of Caller

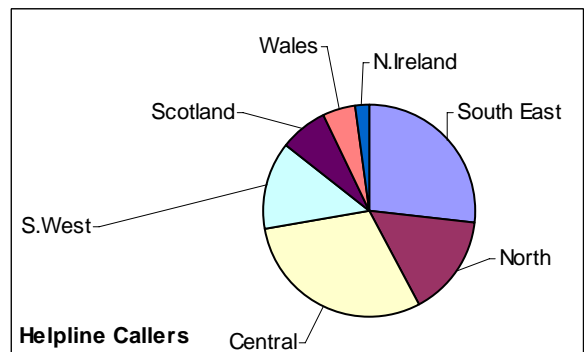
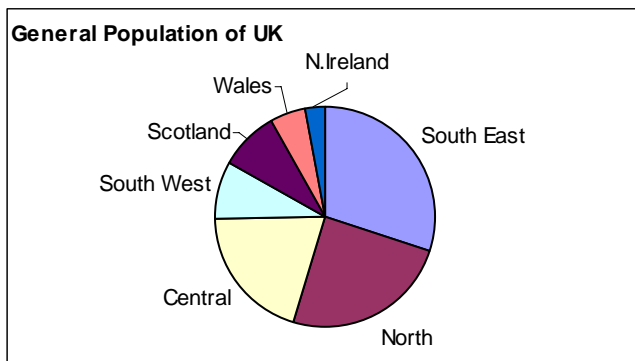


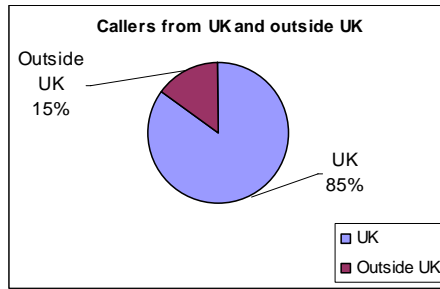
- This is the third quarter this statistic has been collected, and it shows our popularity in the middle age range, when we would expect back pain to have an impact. However there has been a drop in the over 60s this quarter.

Geographic Reach

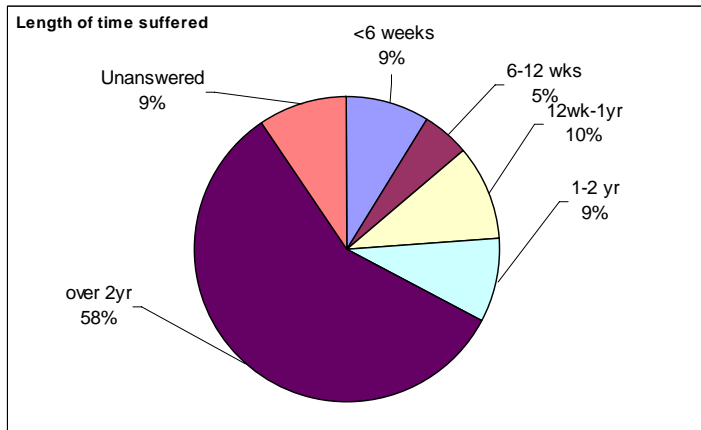
Helpline callers for the quarter compared to UK pop distribution based on Arthritis Care Figures as percentages

- The North and Northern Ireland remains disproportionate under represented.
- Central England is over represented and S.E. is under

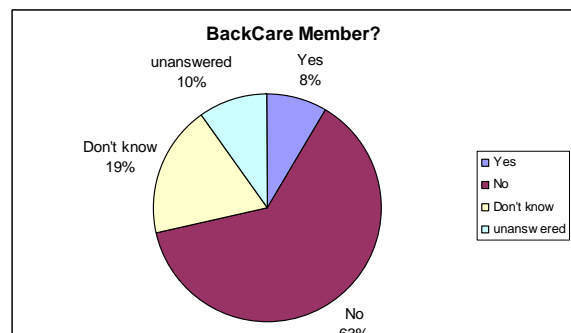
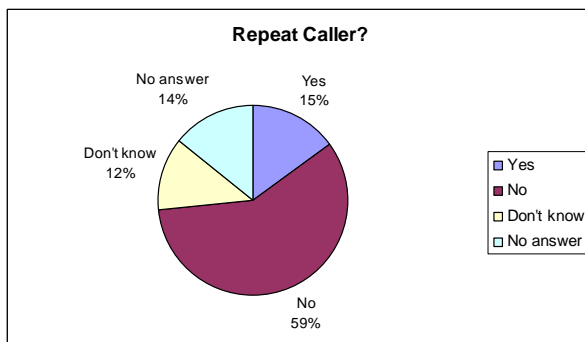
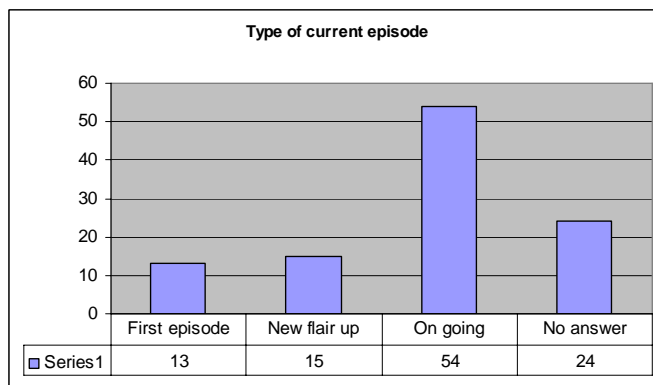




Length of time suffered



The number of callers new to back pain having suffered for less than a year remains as last quarter at 24% 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 although this has fallen by 6% compared to last quarter. There was a slight rise of 2% in callers who have suffered for less than 6 weeks, which might be due to BCAW.



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.

