

Operational Effectiveness Report 01/07/08 to 31/09/08
Period Third Quarter 08

Prepared by CMH

Incoming Calls & Callers (answered)

	Incoming Calls	Answered Callers
This quarter	In shift 789 Out shift 625 Total 1414	536 (per tel. system) 287 (per call sheets)
Average for Year to date	In 626 Out 479 Total 1106	428 (per tel. system) 264 (per call sheets)
Average for previous year	In 552 Out 422 Total 974	397 (per tel. system) 276 (per call sheets)

- Call numbers have risen sharply from the last quarter are once again above the average for the same quarter last year and for the average quarter last year. This is a 28% rise on the last quarter.
- Answered calls this quarter per telephone system has 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 (up30%) are up on the same quarter last year but are down by 9% on the call sheets, however telephone records are up (30%) and call sheets up 12% on last quarter .
- In general call numbers are back on target although calls by the call sheets filled in by the volunteers remain static, this needs to be explored further. Are they failing to fill in call sheets if they do not order materials as many of them are using the website to point callers to appropriate materials?
- Email requests have also risen by 22% and may be impacting on the call sheet numbers.

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

Shift Coverage

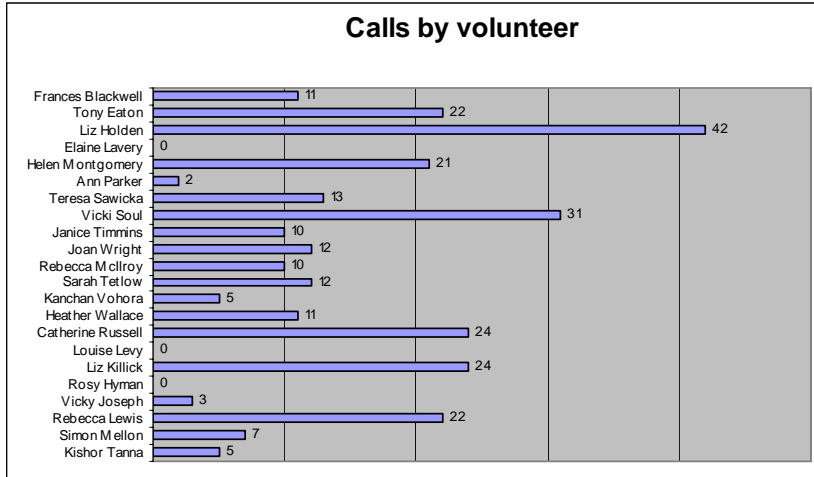
- This quarter the average shift figures have risen sharply and are above the figures for both quarters in 2008, and for the same quarter last year. (Figs in brackets) The average shift received 6.5 calls, (4.7) answered 4.4 (3.2) of them and 2.1 (1.4) remained unanswered.
- Shift coverage has been average, 4 daytime shifts were uncovered due to sickness and 3 Monday evening shifts did not report 'no calls' so were classed as not covered. All shifts apart from Wednesday evening had two people covering until the end of August.
- Due to work commitments 2 volunteers have withdrawn from the Helpline and are moving to emails and one volunteer has moved to Wednesday evenings from Friday mornings, another volunteer retired from the service. This has left Thursday afternoons and Friday mornings with only one volunteer covering the session and the Tuesday afternoon session has been shut from 1/9/08
- 9 shifts received no calls, Monday morning (1), Tuesday afternoon (1), Tuesday evening (3), Wednesday evening (2), and Monday evening (1).
- Shift popularity remains fairly static with Friday morning being the most popular this quarter. Call figs are - Friday am 12.0, Thursday pm 8.6; Monday pm 8.4; Monday am 7.8; Tuesday am 7.8; Thursday am 7.4; Tuesday pm 6.6; Wednesday am 5.6; Wednesday and Tuesday eve 2.0; Monday eve 1.8. These figs are skewed as the two volunteers who cover Thursday pm and Friday am also do a lot of cover for other shifts VS and LH the most popular shift by call sheets is Monday pm CR and LK

- Tuesday evening shift has picked up over the last quarter, as has Wednesday.
- Thursday Am new shift has done very well but the new time for Wednesdays shift continues to have a detrimental impact

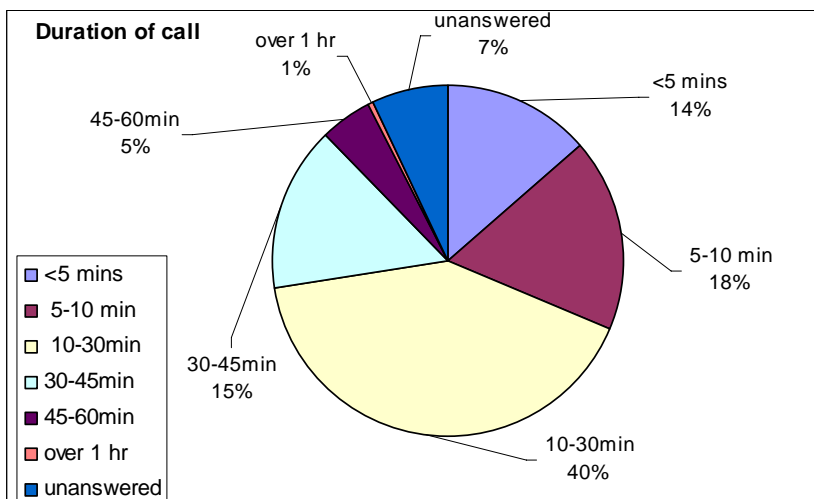
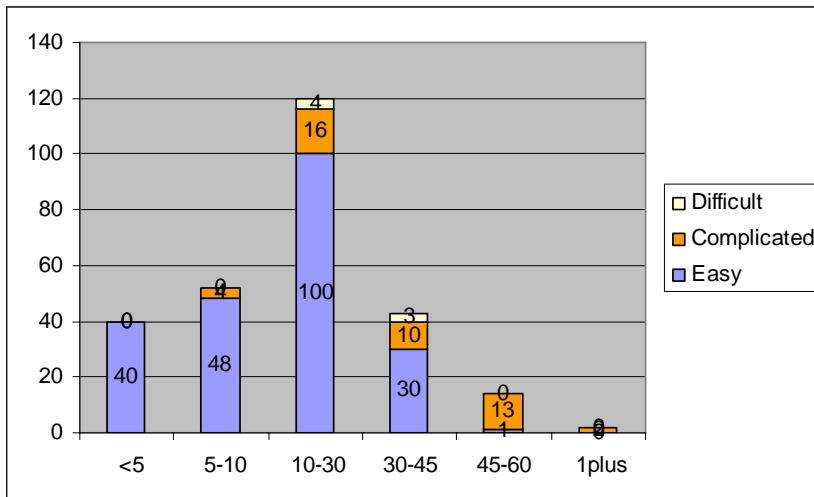
Recommendation

- Publicity must remain a priority.

Calls by Volunteer



Volunteers Reaction to the calls by number and duration



- The majority of volunteers find that the calls are well with in 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 153 Total requests this year 379	
Relaxation 248 Exercises for Better Backs 203 Physical Activity and Exercise 200 Drugs 176 Top Ten tips 154 What to do when Back Pain Strikes 157 Tens 132 Sciatica 131	Physiotherapy Necks PALS Disks

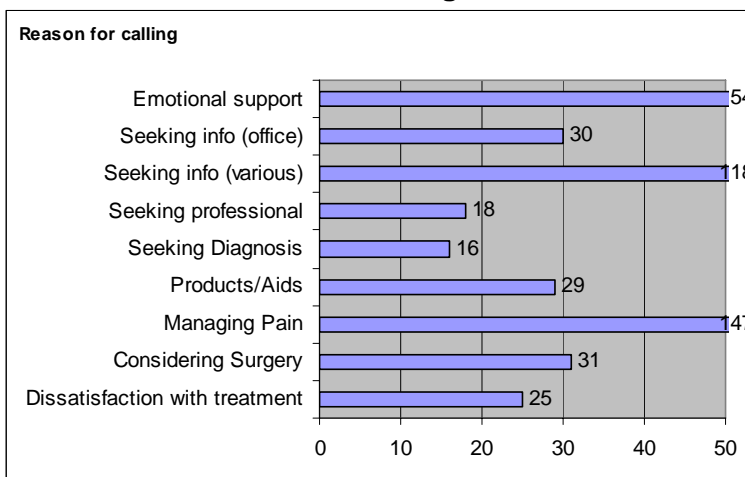
Comment:

- The most requested leaflets have remained consistent, Degenerative spine and Acupuncture complete the top ten,
- Fact sheet requests were 51 an average month up on the last two quarters (37) but the same as the average month in the same quarter in 2007
- Trustees were approached in June 07 for the fact sheet on physiotherapy, which is still outstanding.
- 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

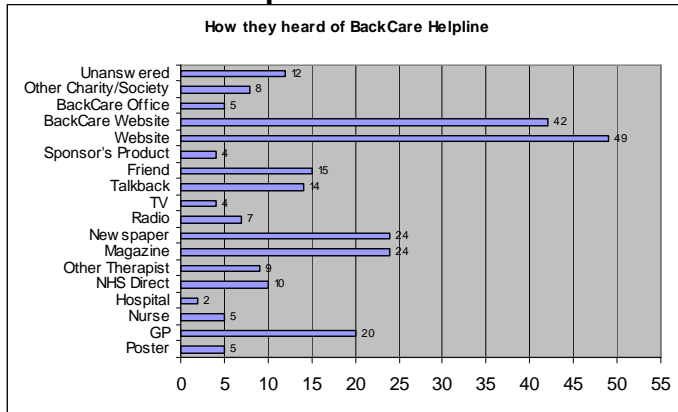
Average dispatch has fallen to 3.2 days from 2.1 days last quarter. Mode average fell to 6 days from 4 days putting the figures back in line with the first quarter of this year.

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

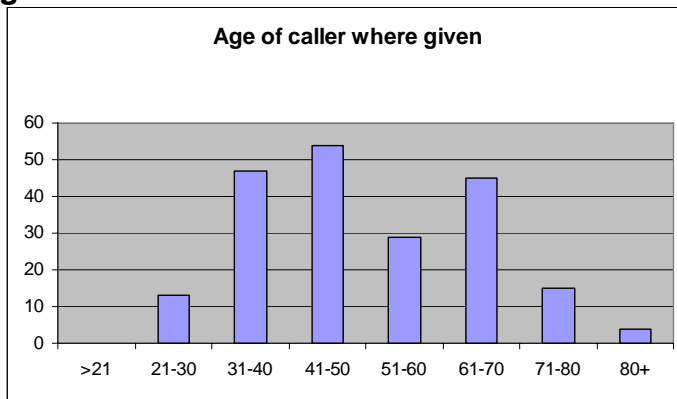


- Websites (ours and others) are the most significant field and this has been growing over time. Magazine remains a significant field and GPs are up slightly on the last quarter.

Caller Gender

%	Current Q	Last Q	Average Q for last FY
Female	66	59	60
Male	34	31	32

Age of Caller



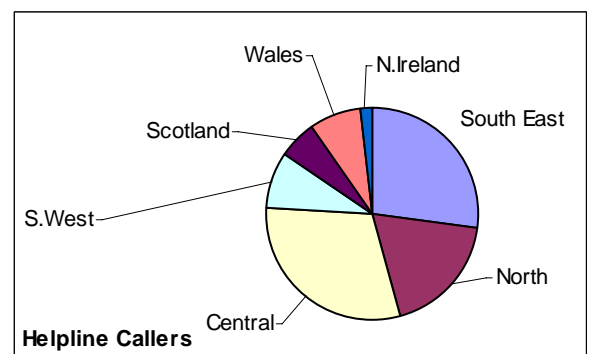
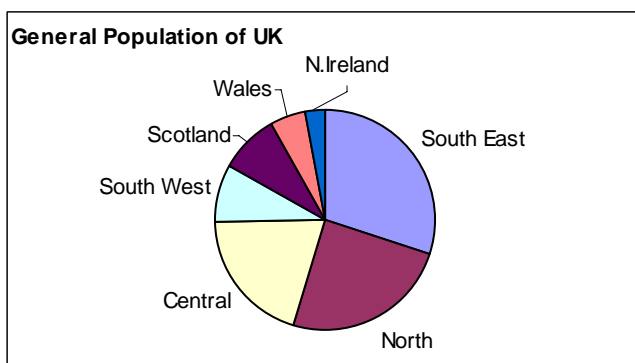
- This is the second quarter this statistic has been collected, and it shows our popularity in the middle age range, when we would expect back pain to have an impact.

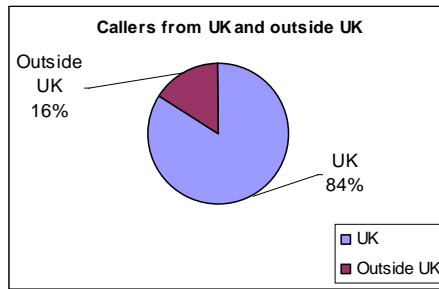
Geographic Reach

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

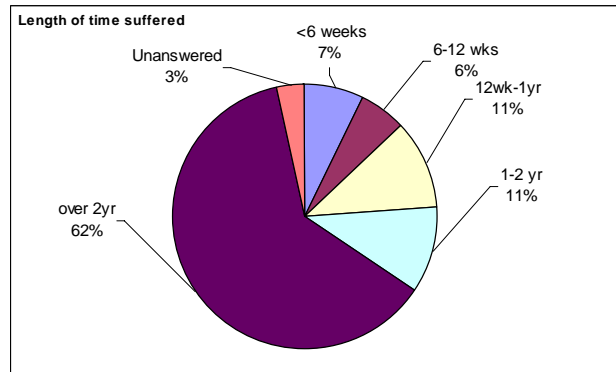
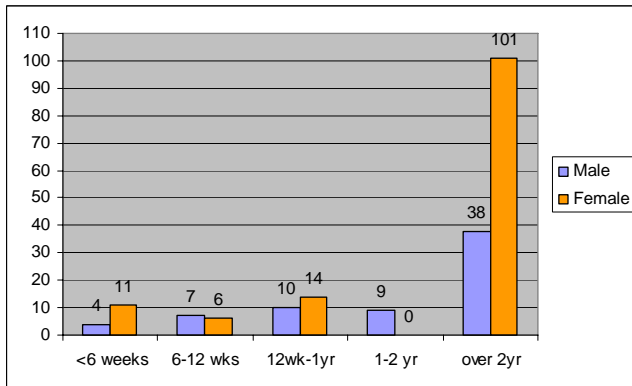
- The North and Northern Ireland remains disproportionate under represented.

This Quarter

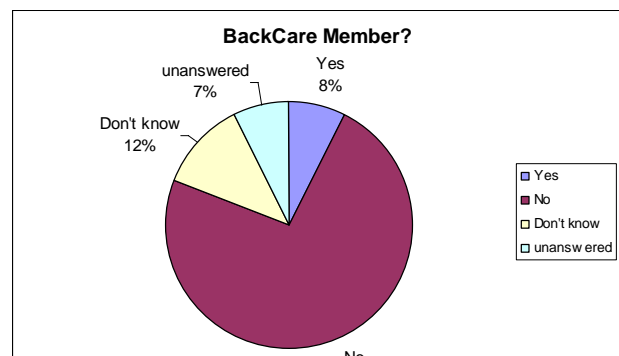
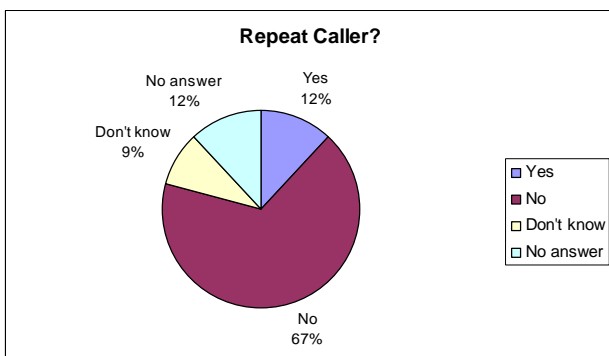
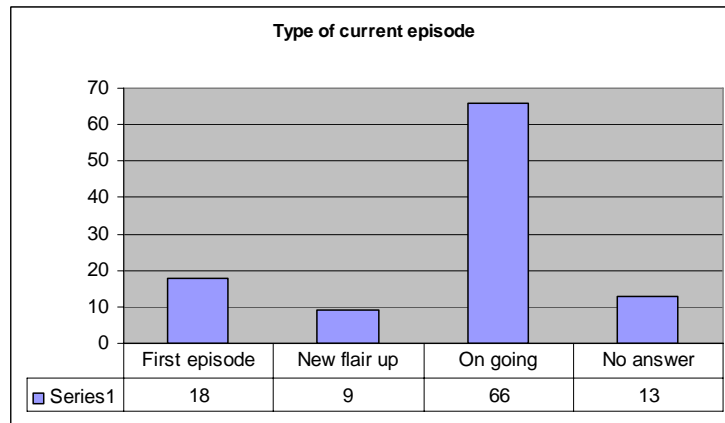




Length of time suffered



The number of callers new to back pain having suffered for less than a year has fallen to 35% from 39% last quarter and 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



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.