



NOVA SCOTIA PROVINCIAL BLOOD COORDINATING PROGRAM

NSPBCP 2011 Communication and Coordination Survey Report

December 2011



NOVA SCOTIA

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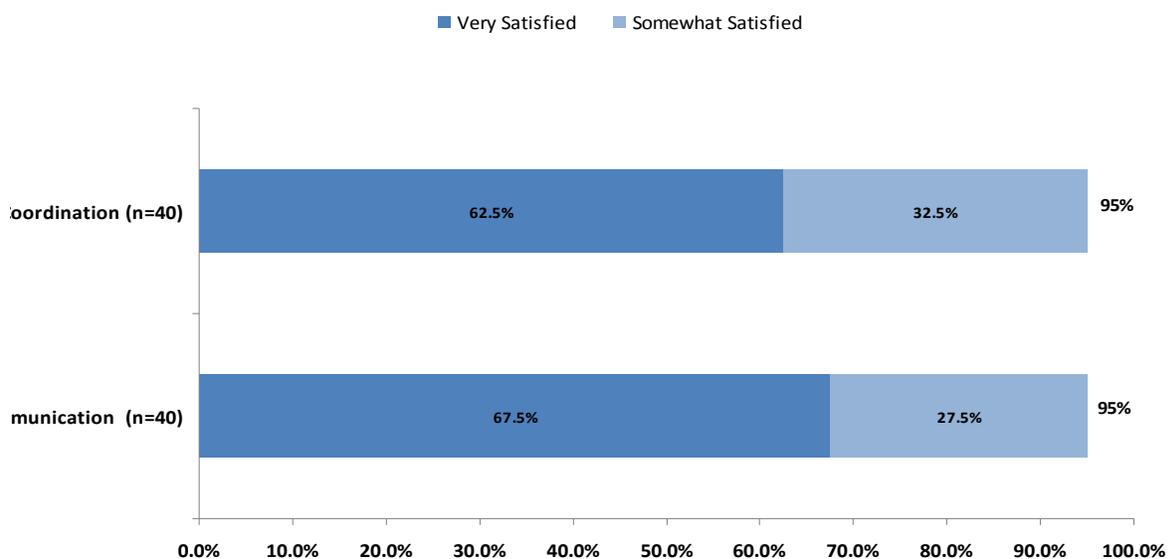
1.0 Executive Summary

The Nova Scotia Provincial Blood Coordinating Program (NSPBCP) works with both provincial and national stakeholders to promote excellence in transfusion medicine. One of the NSPBCP's strategic goals relates to communication and coordination whereby the NSPBCP is committed to engaging, educating and informing stakeholders to support best practice. A survey to assess current stakeholder satisfaction with the NSPBCP activities was conducted.

The survey was deployed using SelectSurvey.net web application. It consisted of 50 questions: two demographic, 42 rating scale questions taken from an original survey conducted by the program in June of 2006 and six free response questions. The rating scale questions used a 5 point Likert scale to measure respondent satisfaction.

The response rate was 37% and included participation from all the DHAs as well as out of province stakeholders and included all stakeholder types. The proportion of satisfied stakeholders ('very satisfied' and 'somewhat satisfied') was calculated for each of the rating scale questions and a bench mark of 85% was used to determine whether the program was successful in meeting stakeholder satisfaction requirements. The results of the survey were positive with 30 of the 42 rating questions having proportion of satisfied stakeholders greater than 85%. When asked about their general impressions, 95% of respondents reported being satisfied with the program's overall efforts in communication and coordination (Figure 1). There were 12 questions however, where the proportion of satisfied stakeholders fell below the benchmark of 85%.

Figure 1: Overall Satisfaction with NSPBCP Effort in Communication and Coordination



2.0 Background

One of the program's main goals is to engage, educate and inform stakeholders to support best practice. This is done in various ways; meetings, webinars, newsletter, website, etc. Even though there is much anecdotal evidence to suggest that stakeholders are happy with the program's strategies, a survey was deployed to provide a quantitative assessment of overall stakeholder satisfaction with NSPBCP activities.

The web based SelectSurvey.net application was used to conduct the survey. The questions were those developed from a previous NSPBCP survey conducted in 2006. In order to facilitate respondent participation, survey questions were structured based on a 5 point Likert Scale ('very satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'somewhat dissatisfied' or 'very dissatisfied'). A sixth choice was provided for those respondents who felt they did not have enough information to make a valuable assessment ('unable to assess').

The survey questions were grouped into six main areas of communication and coordination:

- General Communications
- Program Newsletter
- Program Website
- Meetings
- Coordination with Stakeholders
- Overall Impressions

Survey questions were analyzed separately and proportions of satisfied respondents (those who selected 'very satisfied' or 'somewhat satisfied') was calculated for each category of each question. Those cases where respondents selected "unable to assess" were not included in calculation of proportions for that question. A benchmark of greater than 85% was used to determine if the NSPBCP was successful in meeting stakeholder satisfaction. If proportion of satisfied stakeholders was less than or equal to 85% the goal of customer satisfaction was deemed not met.

3.0 Survey Results

Invitations to provide feedback were sent via email to 107 stakeholders and included a link to the online survey. There were a total of 50 respondents of which ten did not fully complete the survey leaving 40 evaluable responses with a resulting response rate of 37%. The 10 incomplete surveys were excluded from the analysis.

3.1 Demographics

There was representation from all Districts/IWK within the province as well as stakeholders outside Nova Scotia (Table 1). A majority of respondents, 45%, identified themselves as Medical Lab Technologists. Physicians and Nurses made up 15% and 17.5% of respondents respectively. The remaining 22.5% identified themselves as 'Other' (Table 2).

Table 1: Geographic Location of Respondents

Location	Proportion of Stakeholders
DHA 1 (South Shore Health)	5.0%
DHA 2 (SouthWest Health)	12.5%
DHA 3 (Annapolis Valley Health)	5.0%
DHA 4 (Colchester East Hants Health Authority)	5.0%
DHA 5 (Cumberland Health Authority)	7.5%
DHA 6 (Pictou County Health Authority)	10.0%
DHA 7 (Guysborough Antigonish Strait Health Authority)	2.5%
DHA 8 (Cape Breton Health Authority)	5.0%
DHA 9 (Capital Health)	25.0%
IWK (IWK Health Care)	7.5%
Outside Nova Scotia	15.0%

Table 2: Stakeholder Types

Type	Proportion
Medical Laboratory Technologist	45.0%
Other	22.5%
Nurse	17.5%
Doctor	15.0%

3.2 Stakeholder Satisfaction

The bench mark of 85% stakeholder satisfaction was applied to each of the 42 rating scale questions. There were 30 questions where stakeholder satisfaction was greater than 85%. These are listed in Appendix A. The remaining 12 questions (Table 3) had stakeholder satisfaction less than or equal to 85%. The remainder of this report will focus on these particular questions.

Table 3: Questions Where Proportion of Stakeholders ‘Very Satisfaction’ or ‘Somewhat Satisfied’ Less Than Or Equal to 85%

Section	Question	% Satisfied
General Communications	with the transparency of the Program's decision making processes? (n=36)	78%
Newsletter	the frequency of publication (twice per year)? (n=36)	78%
Program Website	with the organization of the information on the website? (n=38)	66%
Program Website	that the website has a natural or intuitive organization? (n=38)	68%
Program Website	that finding the information you seek requires minimal effort? (n=38)	74%
Program Website	with the overall usefulness of the website? (n=38)	76%
Program Website	with the overall visual presentation of the website? (n=39)	77%
Program Website	with the applicability of the information on the website to your job? (n=37)	81%
Meetings	with how well the Program conducts meetings it hosts? (n=35)	83%
Coordination	considers your current resources when planning initiatives? (n=35)	71%
Coordination	considers your needs when planning initiatives? (n=36)	83%
Coordination	helps stakeholders act together in a smooth concerted way? (n=36)	83%

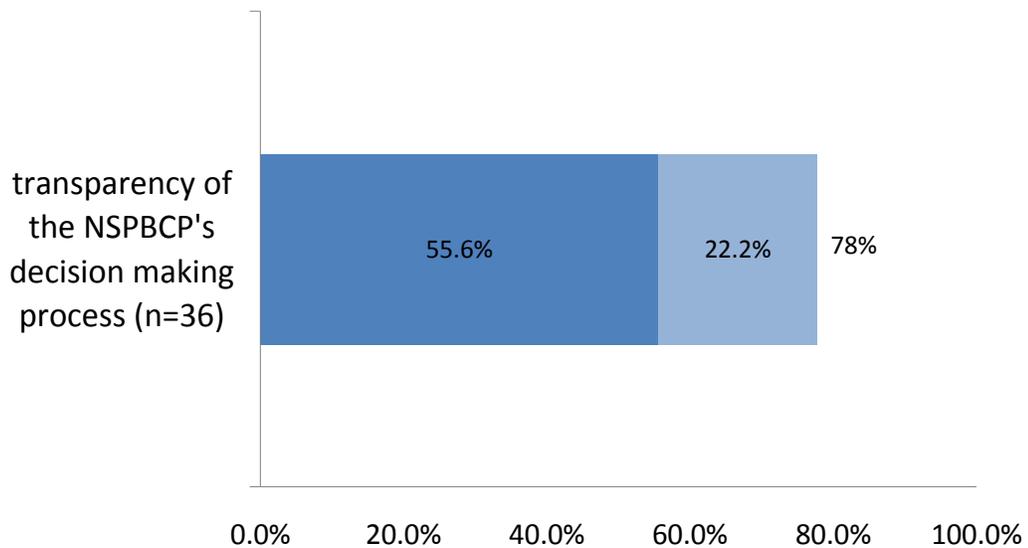
4.0 Analysis

4.1 General Communications

There was one out of 14 questions in the General Communications where the proportion of satisfied stakeholder fell below the 85% benchmark. Only 78% of respondents were satisfied with the NSPBCP's transparency in their decision making process (see Figure 2). There were no comments provided by respondents that identified any specific problems in this area.

Figure 2: How satisfied are you with the ...

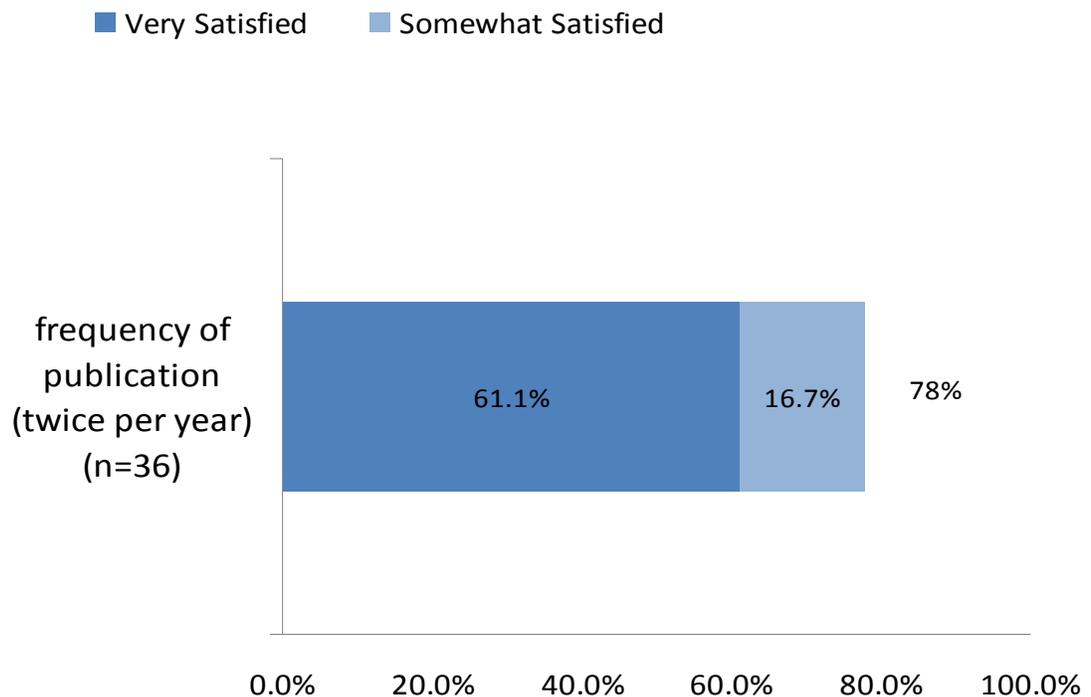
■ Very Satisfied ■ Somewhat Satisfied



4.2 Newsletter

One out of six questions had a proportion of satisfied respondents less than 85%. Only 78% of stakeholders were satisfied with the frequency of publication of the program newsletter (Figure 3). In the stakeholder comments however, one respondent suggested more frequent publication and a second suggested less frequent.

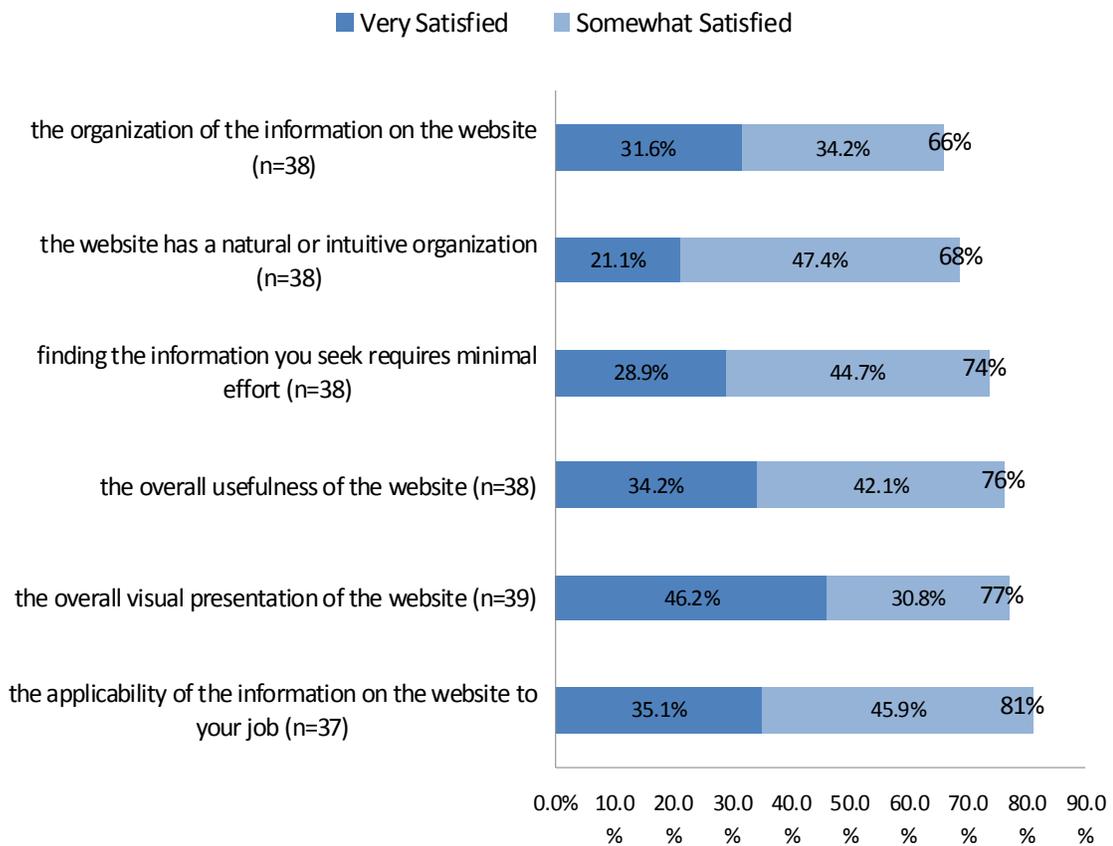
Figure 3: How satisfied are you with the ...



4.3 Website

All of the questions in this section had a proportion of satisfied stakeholders that fell below the bench mark of 85% (Figure 4). Stakeholder satisfaction with website organization and organization of information contained in the website had the poorest showing with proportions of 68% and 66% respectively. One respondent indicated that it was ‘challenging’ to navigate the site to get desired information. Another respondent suggested that navigation would be easier if ‘icon selections’ were more easily identified. A third respondent indicated that the website indicated that it “seemed more about provincial programs than the NSPBCP”.

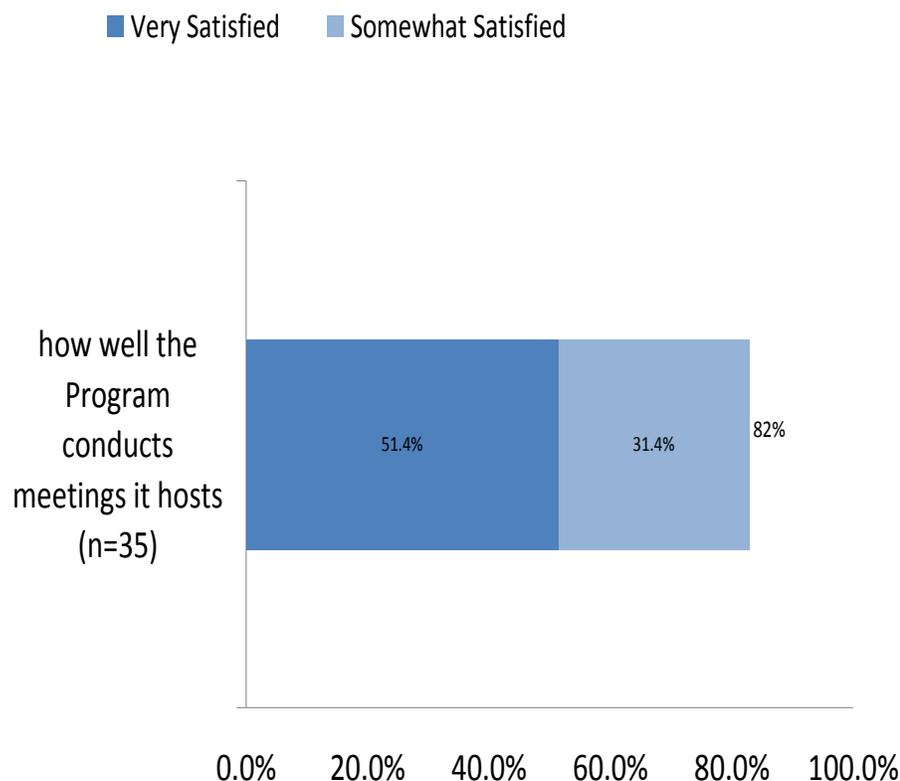
Figure 4: Website: How satisfied are you with/that ...



4.4 Meetings

Most of the questions had a proportion of stakeholders feeling somewhat satisfied or very satisfied, greater than 85%. There was only one question, dealing with how well the NSPBCP conducts meetings, where the proportion fell below 85% at 83%. One respondent felt that our presentations were “too long” with too much attention given to background/development. They felt that presentations should be more focused on issues at hand, findings and recommendations. Another respondent commented on the “very long” time it takes for their working group to ‘make a determination of how to do something’. There were no comments specific to meeting facilities however one respondent felt that ‘parking has been an issue’. There were four areas where 100% satisfaction was achieved: timeliness of the circulation of agendas, relevance of discussions at meetings and suitability of teleconferencing/telehealth to facility participation from remote sites.

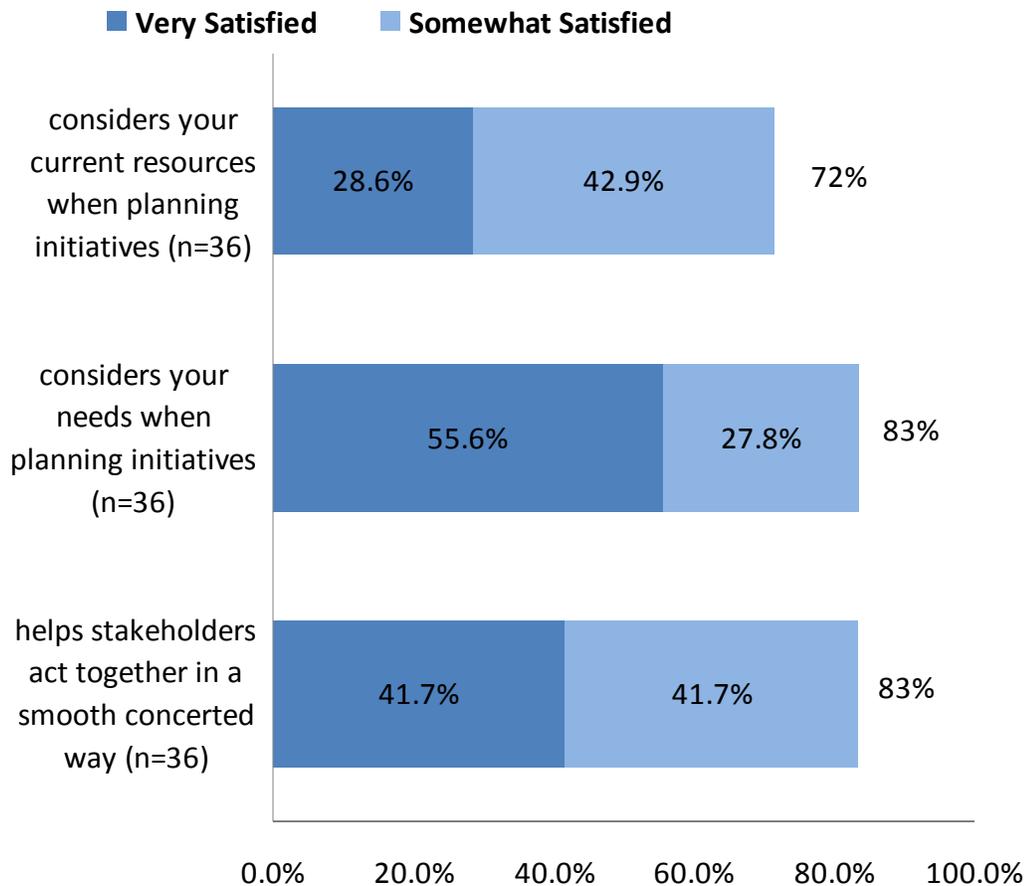
Figure 5: How satisfied are you with ...



4.5 Coordination

All three questions in this section had a proportion of satisfied stakeholders that was below 85%. There were only four comments submitted for this section with one respondent feeling that ‘nothing is needed that I can see’. One respondent felt that they needed ‘better timelines’. Another suggested having more frequent (but shorter) meetings via teleconference on important issues so that decisions can be reached faster. One respondent indicated that workload and limited resources affects their ability to adhere to initiative timelines.

Figure 6: Coordination: How satisfied are you that the NSPBCP



5.0 Conclusion and Recommendations

Website issues figured prominently in areas where the proportion of stakeholder satisfaction fell below the benchmark of 85%. There had been some work done to improve website layout and content prior to the survey however responses indicate that more work is needed in that area. The NSPBCP will establish a focus group to review possible improvements to the program's website.

The only issue which impacted on the proportion of stakeholder satisfaction with the Newsletter was frequency of publication. However, since comments provided by respondents indicate preferences for both more frequent and less frequent publications, the current publishing schedule will be maintained for now with a reassessment in the subsequent survey. It was also noted that a large portion of respondents felt 'unable to assess' questions regarding the newsletter. Comments provided by respondents suggest that some stakeholders were unaware of the Program newsletter and/or did not have access to it. The NSPBCP will need to review to whom the newsletter is distributed and how to optimize coverage.

There were no comments provided on issues regarding the transparency of the NSPBCP's decision making process and how well the program conducts meetings it hosts to guide the Program on where improvements can be made. The Program will encourage stakeholder feedback through all avenues available (website, newsletter, email, etc). A follow up survey will be conducted in two years time.

Appendix 1: Survey Questions

General Communications. How satisfied are you...
1. with your understanding of the role of the Program?
2. that the Program listens to the opinions of all stakeholder groups equally?
3. with the efforts made by the program to understand our requirements?
4. with the clarity of the information you receive from the Program?
5. with the relevance of the information you receive from the Program?
6. with the length of time taken for Program staff to return your <i>e-mails</i> ?
7. with the length of time taken for Program staff to return your <i>phone calls</i> ?
8. with how you are treated when you communicate with Program staff?
9. that the information you receive from the Program is up to date?
10. with the accuracy of information that you receive from the Program?
11. with the transparency of the Program's decision making processes?
12. that the information generated by the Program reaches those who should have it in order to make informed decisions about health care delivery?
13. with the clarity of graphs presented in Program reports or presentations?
14. with the time taken for the Program to communicate relevant decisions to you?
15. how can the NSPBCP improve general communications with its stakeholders.
Newsletter. How satisfied are you with...
1. the overall style and presentation of the newsletter?
2. the overall length of the newsletter?
3. the relevance of the newsletter content to you?
4. the readability of the newsletter?
5. how it keeps you updated of general Program news and happenings?
6. the frequency of publication (twice per year)?
7. how can the NSPBCP improve its Newsletter?
Program Website. How satisfied are you...
1. with the overall visual presentation of the website?
2. with the organization of the information on the website?
3. that finding the information you seek requires minimal effort?
4. that the website has a natural or intuitive organization?
5. with the overall usefulness of the website?
6. with the applicability of the information on the website to your job?
7. how can the NSPBCP improve its website?
Meetings. How satisfied are you...
1. with how well the Program <i>prepares for</i> meetings it hosts?
2. with how well the Program <i>conducts</i> meetings it hosts?
3. with the timeliness of the circulation of meeting agendas?
4. with the time provided to review documents prior to meetings?
5. with the timeliness of the circulation of meeting minutes?

6. with the relevance of discussions held at meetings?
7. with the amount that is accomplished in a given amount of time at meetings?
8. with the completion of action items from prior meetings?
9. that all participants have equal opportunity to be heard at meetings?
10. with the location of meetings?
11. that teleconferencing/telehealth allows suitable participation from remote sites?
Coordination with Stakeholders. How satisfied are you that the Program...
1. considers your needs when planning initiatives?
2. considers your current resources when planning initiatives?
3. helps stakeholders act together in a smooth concerted way?
4. How can the NSPBCP improve on coordination with stakeholders
Overall Impressions. How satisfied are you with...
1. the Program's overall efforts in <i>communication</i> with its stakeholders?
2. the Program's overall efforts in <i>coordination</i> with its stakeholders?
3. Additional comments

Appendix 2: Questions Where Proportion Satisfied Stakeholders > 85%

Section	Question (Are you satisfied ...)	% Satisfied
General Communications	with your understanding of the role of the Program? (n=40)	90%
General Communications	that the Program listens to the opinions of all stakeholder groups equally? (n=37)	89%
General Communications	with the efforts made by the Program to understand your requirements? (n=39)	92%
General Communications	with the clarity of the information you receive from the Program? (n=40)	97%
General Communications	with the relevance of the information you receive from the Program? (n=40)	95%
General Communications	with the length of time taken for Program staff to return your e-mails? (n=36)	100%
General Communications	with the length of time taken for Program staff to return your phone calls? (n=34)	100%
General Communications	with how you are treated when you communicate with Program staff? (n=38)	95%
General Communications	that the information you receive from the Program is up to date? (n=40)	98%
General Communications	with the accuracy of information that you receive from the Program? (n=40)	100%
General Communications	that the information generated by the Program reaches those who should have it in order to make informed decisions about health care delivery? (n=40)	88%
General Communications	with the clarity of graphs presented in Program reports or presentations? (n=39)	97%
General Communications	with the time taken for the Program to communicate relevant decisions to you? (n=38)	92%
Meetings	with how well the Program prepares for meetings it hosts? (n=34)	94%
Meetings	with the timeliness of the circulation of meeting agendas? (n=34)	100%
Meetings	with the time provided to review documents prior to meetings? (n=34)	94%
Meetings	with the timeliness of the circulation of meeting minutes? (n=33)	97%
Meetings	with the relevance of discussions held at meetings? (n=33)	97%
Meetings	with the amount that is accomplished in a given amount of time at meetings? (n=34)	91%
Meetings	with the completion of action items from prior meetings? (n=31)	97%
Meetings	that all participants have equal opportunity to be heard at meetings? (n=32)	100%
Meetings	with the location of meetings? (n=35)	97%
Meetings	that teleconferencing/telehealth allows suitable participation from remote sites? (n=34)	100%
Newsletter	the overall style and presentation of the newsletter? (n=36)	89%
Newsletter	the overall length of the newsletter? (n=36)	86%
Newsletter	the relevance of the newsletter content to you? (n=36)	89%
Newsletter	the readability of the newsletter? (n=36)	92%
Newsletter	how it keeps you updated of general Program news and happenings? (n=36)	92%
Overall	the Program's overall efforts in communication with its stakeholders? (n=40)	95%
Overall	the Program's overall efforts in coordination with its stakeholders? (n=40)	95%