



Hootvox Vs Paper FFT

Let's face it, a paper-based Friends and Family Test (FFT) is a chore, a drain on resources, cumbersome and expensive to administer.

Hootvox offers many benefits, as well as saving your practice effort, time and money!



“Would you mind filling in a survey to tell us about your experience today?”

What’s wrong with a paper-based FFT?

- Your staff have to print off copies of the survey wasting time and paper – which needs a place in your waiting room and can look untidy.
- Sometimes staff might sit with patients while they complete the survey, taking up their time.
- You’ll need a box on the reception desk for completed forms taking up yet more space.
- Staff will need to empty the box and discard spoilt or illegible papers then manually compile statistics from valid forms.
- The statistics thus obtained have to be manually input by your staff into a dashboard on the NHS England website, or sent on paper with a covering letter!
- With a paper-based system, a few negatively motivated patients will go to the effort to leave feedback without being asked. However, the majority of people don’t bother, or may take a form and discard it almost before they are out of the door.
- Very few patients leave a practice review on the NHS Choices website, but again, tend to be those with a negative motivation.

Imagine how your staff feel handing out and explaining paper-based FFTs a hundred times a month! You rightly understand that your staff time is valuable, expensive and could be much better spent. Patients too consider their time important; a major reason why a paper based FFT is such a difficulty.



Hootvox takes almost all of the tiresome expensive chore away.

How does that happen?

At a designated time every day your Microtest clinical system will run a report which lists all patients who have attended an appointment at your surgery that day. That report will only include patients who have an “opted in for FFT” code on their medical record.

Microtest will place the daily report in a secure location from where Hootvox will automatically collect it. The next day Hootvox will trigger a survey to all patients on the list by either email or text message.

Like Microtest, Hootvox is an NHS Digital supplier and has been through rigorous processes to ensure that the data we handle is safe and secure at all times.

Hootvox is a sealed system meaning that only confirmed patients are invited to leave feedback; we know that all the feedback is from genuine patients. It is not possible for fake and perhaps malicious

feedback to get into the system. Even if you do get negative feedback, the good thing is that, because it's on your platform and not on Facebook or some other public site you can quickly engage the patient with the chat feature and begin to address their issue.

Hootvox is safe, secure, open, honest and transparent which builds trust with patients and the CQC.

As you know, not many patients actively seek out a place to leave their feedback, or have time to do so whilst visiting your surgery premises. However, if you can offer an easy feedback route they can take at their convenience experiences suggests that far more people will take up the offer. By sending your survey straight to the smartphone in somebody's pocket, we are able to get high response rates without any hassle or effort on your part.

When a patient completes an FFT survey, the results go straight back into the Hootvox servers, and also show on a dashboard accessible to your surgery admin. From that dashboard you can read and respond (if you like) to your patient's comments. Hootvox also provides you with a feed which you can (optionally) share on your intranet for your staff or on your website for the public to read. Again, if you wish, Hootvox can even share your feedback automatically with NHS Choices where it will be displayed beside your listing on their website.

Hootvox asks patients to rate eight criteria from 1-10 from the total score we create a five star equivalent, this is shared with NHS Choices.

Hotels listed on TripAdvisor have found that when they collect feedback from customers in a way similar to Hootvox their star rating increases by almost 20% or almost one whole star. Although hotels still collected the same negative feedback that they always did through TripAdvisor the vast majority of their feedback was collected from customers who were contented with their stay and although they didn't want to go to TripAdvisor to leave feedback they were very happy to give it when asked in an email or a text message. The eight criteria which Hootvox asks patients to rate from 1-10 are based upon the CQC Key Lines of Enquiry (Safe, Caring, Effective etc) which enables us to evidence to CQC that your patients consider you Safe, Caring, Effective and so on which might help when it comes to your next inspection. It may even keep them away, as you'll be scoring 'almost' one star more than other surgeries on the NHS Choices website!

We are currently working with Exeter University to develop a suite of graphs and charts which you can use to evidence patient experience improvement work.

Positive feedback on NHS Choices and on your own website may also attract new patients.



The only digital-first
patient feedback solution &
AI sentiment analysis machine.

To recap...

- Hootvox saves you paper (and print) costs, keeps your reception area tidy, saves your staff lots of time and effort.
- Takes away a major headache for someone (perhaps the practice manager).
- Improves communication with patients.
- Gives you a feed of your FFT reviews which (if you wish) you can share anywhere online.
- Syndicates your feedback to NHS Choices, if it doesn't keep CQC away it will dazzle them!
- Hootvox is a sealed system, safe and secure. It can help you attract new patients to your surgery; it has measurement and reporting functions, a chat feature, and... Hootvox will most likely improve your online reputation by roughly one star.

There is one thing Hootvox doesn't currently do but we are working on it with help from NHS Digital.

Soon we hope to be able to let NHS England's Insight Team know how many patients this month are 'Likely or Unlikely' etc to recommend your surgery. For now, you will have to continue with this one odious chore, but we will take all the others away!

Sounds great but what does it cost?

Hootvox will send 1,000 surveys a month, for just £50 that's just 5p each. Sound like a bargain? It is!

There are no extras, everything is included.



To find out more call us on **01326 702802** between 10am and 5pm (Mon-Fri), email enquiries@hootvox.com or see our website www.hootvox.com.