

FtP Customer Service Monitoring

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Type of business	For discussion
For Council only:	Public session
Issue	Following scrutiny of the annual Customer Service Feedback report for FtP by the Council in July 2019, it was agreed that work was required to improve the quantity of data collected, thereby providing a basis for management decision making, based on findings. This paper updates progress on this work, together with issues regarding the nature of data collected that have come to light.
Recommendation	The Council is asked to discuss this paper.

1. Overview

- 1.1 This paper provides an update on progress of work to improve the quality of data collected. This report was noted by the Finance and Performance Committee on 26 February 2020. The Council is asked to discuss the report.
- 1.2 At the Council meeting in July 2019, the Annual FtP Customer Service Feedback report was discussed. Whilst the report seemed to offer valuable insight, the lack of data (around 100 responses from over 6,000 invitations to participants in the FtP process, across over 3,000 concerns/cases) undermined confidence in the results. It was agreed that action was necessary to rectify this situation.
- 1.3 The initial plan was for work to determine how response rates could be improved through changes to the existing process and use a third party to undertake a proactive engagement exercise with a subset of participants to gain greater, more robust feedback. It was also agreed to engage with other regulators to benchmark their approach and results.

2. Progress

- 2.1 A number of activities are in the pipeline or underway:
 - FtP will adopt the Registration team's approach of inviting participants to complete a survey through a separate email invite, in addition to the existing reference in decision letters.
 - A discussion on customer satisfaction feedback was held at the Healthcare FtP Directors' forum in November.
 - The role of customer satisfaction feedback is being incorporated in the creation of a logic model for FtP, which will inform the content for a revised survey and, more

broadly, the development of a multi-dimensional insight and evidence monitoring and evaluation (M&E) framework (plan). The broader M&E plan will enable FtP to measure and report on a range of FtP related outcomes and stakeholder perspectives.

2.2 During the course of this work the following came to light:

- Working with the research and intelligence team and as a result of informal benchmarking activity with other Healthcare Regulators, it became clear that a range of factors related to improving response rates. Key aspects were the importance of engaging an independent partner/s to work with us to gather feedback, as well as revising the content and response approach adopted for survey work.
- We had hoped to continue to use the current survey, while taking a different approach to securing responses. However, on the basis of a review of survey content by the research team and resulting recommendations, Tom Scott and David Teeman agreed that instead the next step should be to revise the content, structure and review our approach to securing responses of the survey to improve its efficacy. The ED FtP and Head of Regulatory Intelligence agreed that, working together, FtP and the research team would aim to have a revised, quality assured survey ready for cognitive field testing by the end of Q1 (March) 2020.

3. Next Steps and Communications

3.1 Working with our research and intelligence team, by the end of Q1 2020 we plan to have:

- a. Revised and ideally tested the content of our customer survey/s. It is intended, in the short term, that the GDC will conduct at least one sweep on the revised survey/s, incorporating the additional invitations.
- b. Completed an initial draft of FtP's M&E logic model, which will inform the first iteration of an overarching FtP M&E plan. This will be further developed over the course of 2020 and beyond.
- c. With the aim of going to market in Q2 2020, developed an invitation to tender, to secure the services of a research contractor who will work with GDC to deliver key aspects of our FtP M&E plan including the customer service survey.

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04 March 2020