

Appendix 3 Communications and Engagement Plan

Publication of the Survey of dental professional users

Project:	Publication of the Survey of dental professional users
Communications team lead:	Daniel Knight
Project folder:	W:\Communications\2_Projects\DCS survey of dental professional users
Dated:	1 September 2019

1. Background

The Dental Complaints Service (DCS) reviewed all cases from October 2017 to February 2019 at the facilitated resolution stage, contacting the dental professionals who have used the service. The DCS also commissioned Customer Satisfaction UK, an independent specialist consultancy group, to seek the views of the professionals to understand how helpful the service was and how they felt it could be improved.

Customer Satisfaction UK developed a questionnaire through close consultation with the DCS, which covered the full sequence of dental professionals' dealings with the DCS. Throughout the survey, respondents were asked a series of both qualitative and quantitative questions.

Where relevant, respondents were asked to rate their satisfaction with various elements of the service provided by the DCS using a 6-point verbal scale of satisfaction. These discrete verbal ratings were subsequently converted to their numerical equivalents.

The summary report also included all the comments made by respondents, including explanatory and supplementary comments and suggestions for improvement. Where practical, these comments were broadly categorised to identify the underlying issues.

2. Project objective

The project objectives are:

- To promote the publication of the survey of dental professional users.
- To promote the key findings from the survey and our proposed next steps to address the findings.

3. Audiences

Audience(s):	Registrants, Defence Unions, employers and managers of dental professionals, patients, professional bodies and other regulators.
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Think:	The DCS has carried out research to gather feedback from dental professional users of the service to identify areas for improvement.
Feel:	Reassured that the DCS are seeking to improve their services and understand the proposals made.
Do:	Read the report of the survey or the summaries provided within our communication activity.

4. Internal stakeholders

Project stakeholders

Accountable:	Tom Scott, Executive Director, Fitness to Practise Transition
Responsible:	Michelle Williams, DCS Head of Operations
Consult:	SLT, PRB and Council
Inform:	FTP and Strategy Directorate
Sign off:	Tom Scott, Executive Director, Fitness to Practise Transition

Communications stakeholders (responsible for increasing engagement with stakeholders)

Accountable:	Colin MacKenzie, Head of Communication and Engagement
Responsible:	Daniel Knight, Stakeholder Engagement Manager
Consult:	Communications and engagement channel managers
Inform:	GDC staff members
Sign off:	Colin MacKenzie, Head of Nations & Engagement

5. Key messages and communications schedule

Key messages (KMs)
<ul style="list-style-type: none"> • The DCS have commissioned Customer Satisfaction UK to undertake research with dental professional users of the DCS into the service provided and how to improve it. • The report found that overall, users of the DCS are satisfied with the service provided and are highly satisfied with the DCS's management of the complaints process and the Complaints Officers that they have dealt with. • However, respondents were less satisfied with the overall resolution of the case with comments indicating that the DCS is biased in favour of the patient. • The report found that there is scope for improvement in terms of awareness of the DCS and the preconception that it would not represent the case in an even-handed manner. • The report recommends that the DCS should work to build awareness of its services and of its impartiality.

7. Communications schedule

Next Steps

- Publish and promote report
- Plan to incorporate the reports findings in future activity

Channel	Audience	Comms owner	Timing of delivery (content)
Stakeholder engagement	Registrants, Defence Unions, employers and managers of dental professionals, patients, professional bodies and other regulators.	Daniel Knight	Email to identified stakeholders promoting the publication of the report and the wider work of the project. Promote findings from the report and wider

			<p>project at relevant stakeholder meetings.</p> <p>Inclusion of article in registrant newsletter on publication.</p>
Website	Registrants, Defence Unions, employers and managers of dental professionals, patients, professional bodies and other regulators.	Matt Newell/ Caroline Conway	<p>Report added to the GDC and DCS websites.</p> <p>News item added to the DCS website to promote the launch of the report and its key findings.</p>
Social media	Registrants, Defence Unions, employers and managers of dental professionals, patients, professional bodies and other regulators.	Matt Newell/ Caroline Conway	Highlight publication of the report, its findings and wider project work.
Blog	Registrants, Defence Unions, employers and managers of dental professionals, patients, professional bodies and other regulators.	Matt Newell/ Caroline Conway	Highlight publication of the report and its findings through a blog piece written by Michelle Williams.
Media	Registrants, Defence Unions, employers and managers of dental professionals, patients, professional bodies and other regulators.	Tom Chappell	Press release to professional press, highlighting the findings from the report and wider work of the project.
Internal Communications	Executive Director FtP, FtP Management team,	Susanne Gibson and Michelle	Draft results shared and face to face briefing/discussion

	DCS Head of Operations, DCS officers; Head of Right Touch Regulation, SLT, PRB and Council	Williams	(complete)
		Susanne Gibson	Intranet news item (see below) Council update Learning used to inform FtP monitoring and evaluation, including updating FtP customer feedback survey (underway)
	GDC Employees	Susanne Gibson/Helen Alexander	Publication on intranet. Link to the report and supporting external comms (to coincide with external publication), support by intranet alert to staff.

8. Budget

Not applicable at this stage of the project.

9. Success measures

Success measures for this activity to be evaluated following the launch of the research brief and considered before next stages of the project.

- Number of downloads of the report.
- Number of impressions from the blog.
- Number of views of the blog piece and news item.
- Open rate and responses to mailing.
- Open and click through rate of the registrant newsletter.