



A Patient Feedback Service That Speaks Your Language

Make Patient Feedback Happen

[Parkway Dentalcare](#) is one of the leading NHS dental practices in Havant, Hampshire providing patients with general/family, restorative, cosmetic and emergency dentistry on the NHS and privately.

"I was first introduced to Working Feedback at a Practice Plan event; as soon as I heard that their service implemented and managed the whole patient feedback process I needed to find out more. I'm so glad that we did!"

Vicky Marsh, Practice Manager

Executive Summary

Within three months, [Parkway Dentalcare](#) went from just capturing FFT data to completely automating their whole patient feedback process through their Software of Excellence EXACT system. Now, reviews are collected seamlessly, managed by a third party and play an important role in practice management, Google, social media and NHS Choices.

- All feedback requests now fully automated through their Software of Excellence system
- A significant increase of **70%** in FFT responses and quality reviews
- Quickly transformed a 3 star rating to 5 star on NHS Choices

Challenges

A busy practice means that collecting quality patient feedback can be difficult. Although Parkway was capturing monthly FFT data, the information was too basic to be used for anything else.

Their practice management software is excellent for running the practice and they needed a simple way of automating the patient reports with a cost-effective feedback process that gathered content as well as ratings.

The Parkway website and social media platforms needed more frequent content such as patient reviews which they weren't able to share until the Working Feedback service.

How Working Feedback Helped

When Parkway started using the Working Feedback service, the feedback process became more streamlined overnight.

The system now sends their feedback requests through both email and text messaging, then receives the responses, moderates the reviews and then ensures that the reviews get published through multiple platforms including [Most Recommended Dentist](#), the [Parkway website](#), Facebook, [NHS Choices](#) and Google.

In addition, Working Feedback collates all the information and produces monthly management reports, statements and Certificates for Reception areas.

The process was made even smoother as Working Feedback helped with the set up of the service with their Software of Excellence which means that everything happens automatically giving the Practice Manager and Reception team more time to focus on patient care.

Results and Return on Investment

Introducing the Working Feedback service and linking it through Software of Excellence has **saved over 20 hours per month** for the Parkway team. With very little effort, the entire patient feedback process is handled.

Their [website is now automatically updated](#) with reviews as is their [NHS Choices listing](#) and their Google presence is also benefitting from patient reviews.



Summary Feedback Report				 WORKINGFEEDBACK	
Period covered	All feedback		Date generated	30/03/2017	
In this period	Year to date				
	Feedback published	359		Feedback published	359
	Feedback rejected	13		Feedback rejected	22
	Feedback unable to verify	28		Feedback unable to verify	43
	Constructive comments	22		Constructive comments	42
	Replies published	6		Replies published	17
	FFT ratings captured	36		FFT ratings captured	88
Current rating	Parkway Dentalcare has an average score of 96% equating to a 5 star rating. The maximum rating attainable is 5 stars.				

"The Working Feedback team has been a pleasure to deal with. Our practice requirements have been met and exceeded; they even adapted some of their processes to fit with our requirements. Implementation was so easy and non-technical, so it all just happens for us which for the monthly cost is a complete no-brainer!"

Vicky Marsh, Practice Manager