

# ONL Member Survey 2019

Confidential

# Why Conduct a Survey?

- “Our aim is to gather information to help us continue to deliver the product and service in the best way possible for our clients, and to identify any areas that we can improve on. Additional comments and feedback can be documented on the reverse side of the survey.”
- ONL wanted to know how we were performing with our members:
  - Deliveries
  - Access to staff
  - Information being sent
- What services are “very important” to members?
- How do members wish to receive information / communication methods?
- Find opportunities for improvements.

# How was the survey created?

- The Directors created a long list of feedback, which was felt could provide leads on what and how to improve.
- The intent was to limit it to 10 questions on one page.
- Key staff personnel and some member volunteers were consulted prior to finalising the survey.
- The survey was extended to 12 questions and two pages (printed double-sided).
- A cover letter printed yellow had the survey attached. The cover letter was signed by a STN/Director to give it some credibility and authority.
- It was road tested at a member support day with 30+ members trialling – no changes were needed.
- An added incentive to return the survey was 5 x \$50 Coles Group vouchers.
- We were hoping to receive a 5% return rate – and achieved 17%.

# Background information

- 6500 surveys were issued with member orders in April and May 2019.
- 1110 members responded to the survey.
- 634 written comments were received (57%) – these are fully not analysed in this summary.
- 909 members included their membership number (82%).
- Surveys continued to be returned in June and July and all have been included in the analysis (cut off was 31<sup>st</sup> May).



6/555 Princes Highway  
Kirrawee NSW 2232  
PO Box 3068  
Kirrawee DC NSW 2232  
Tel (02) 9542 1300  
Fax (02) 9542 1400  
info@ostomynsw.org.au  
www.ostomynsw.org.au

## Cover letter

### **Membership Survey 2019**

March 2019

Dear Member,

Your feedback is important to us

Ostomy NSW has been providing a service to Ostomates in NSW since 1958. We are a not for profit charitable organisation whose goal is to provide products and support to our members. On behalf of the board of Ostomy NSW, I have attached a 12-question survey over 2 pages that should take only a few minutes to complete. Our aim is to gather information to help us continue to deliver the product and service in the best way possible for our clients, and to identify any areas that we can improve on. Additional comments and feedback can be documented on the reverse side of the survey.

Once complete, please return this survey **with your next order**, or email it to [manager@ostomynsw.org.au](mailto:manager@ostomynsw.org.au). Surveys will be separated from your order form, and will remain anonymous unless you wish to attach your details for follow up, or to be in the draw for 1 of 5, \$50.00 Coles Myer vouchers that will be randomly drawn for respondees.

All surveys to be returned by the 31st of May 2019 for collation.

Thank you for your valuable input.

Helen Richards  
Stomal Therapy Nurse  
Board Member Ostomy NSW

© Ostomy NSW Limited

**Member number for lucky draw** \_\_\_\_\_

- | Service                            | Very important | Impartial | Not important | Do not use | Not aware of service |
|------------------------------------|----------------|-----------|---------------|------------|----------------------|
| ONL Website                        |                |           |               |            |                      |
| Ability to order online            |                |           |               |            | (Future option)      |
| Ostomy NSW (small magazine)        |                |           |               |            |                      |
| Ostomy Australia (large magazine)  |                |           |               |            |                      |
| Ability to renew membership online |                |           |               |            | (Future option)      |
| Online donation option             |                |           |               |            |                      |
| Regional meetings                  |                |           |               |            |                      |
| City meeting (AGM)                 |                |           |               |            |                      |
| Nurse scholarships                 |                |           |               |            |                      |
| ONL Stoma nurse                    |                |           |               |            |                      |

© Ostomy NSW Limited

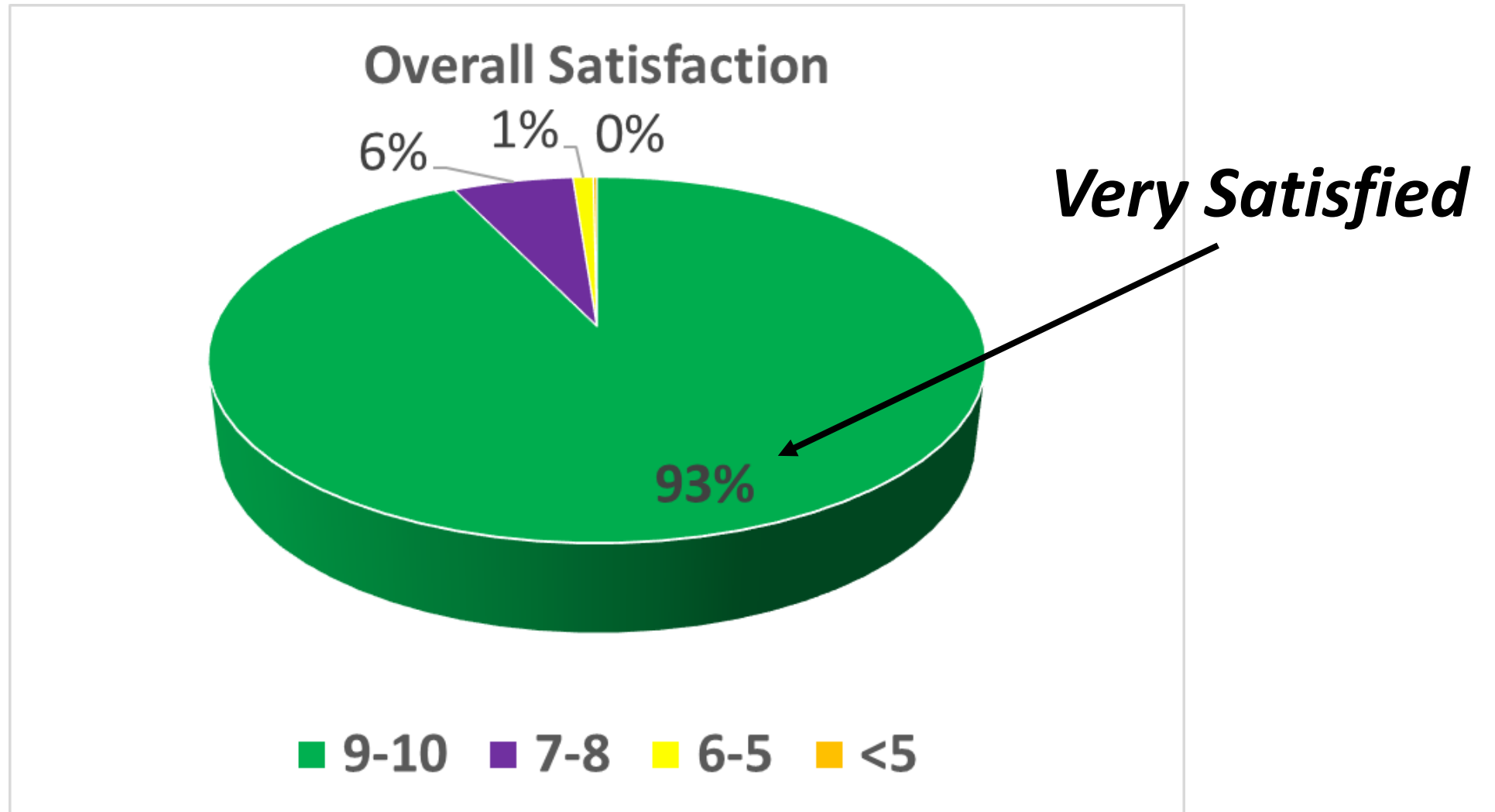
9. We are open for phone enquiries Mon-Thurs, 8am to 4.30pm; pick-ups Mon-Thurs 9am to 2pm

Additional Comments/ Feedback

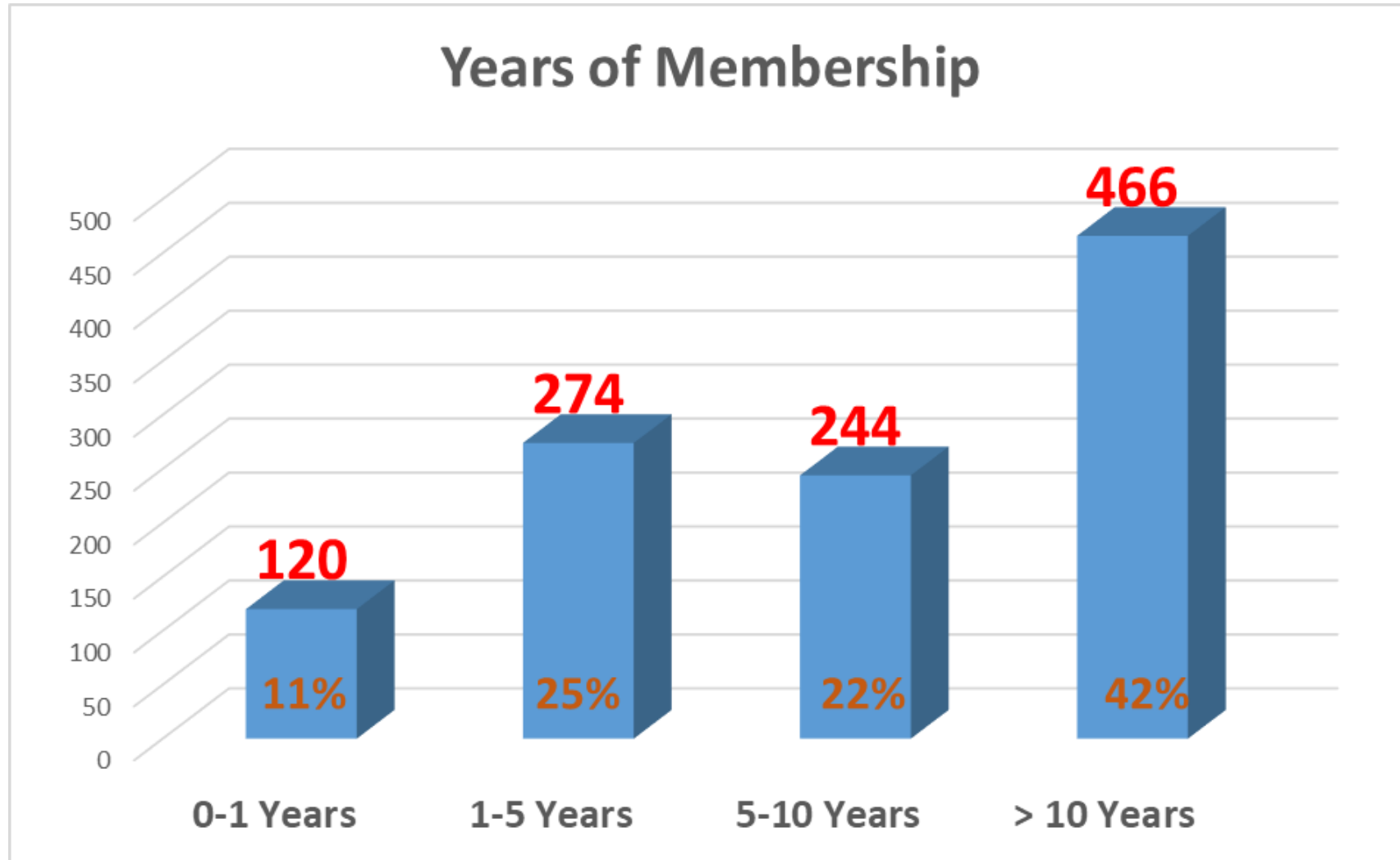
[illegible]

Thank you for your time – Helen Richards Stomal Therapy Nurse

# Overall Satisfaction

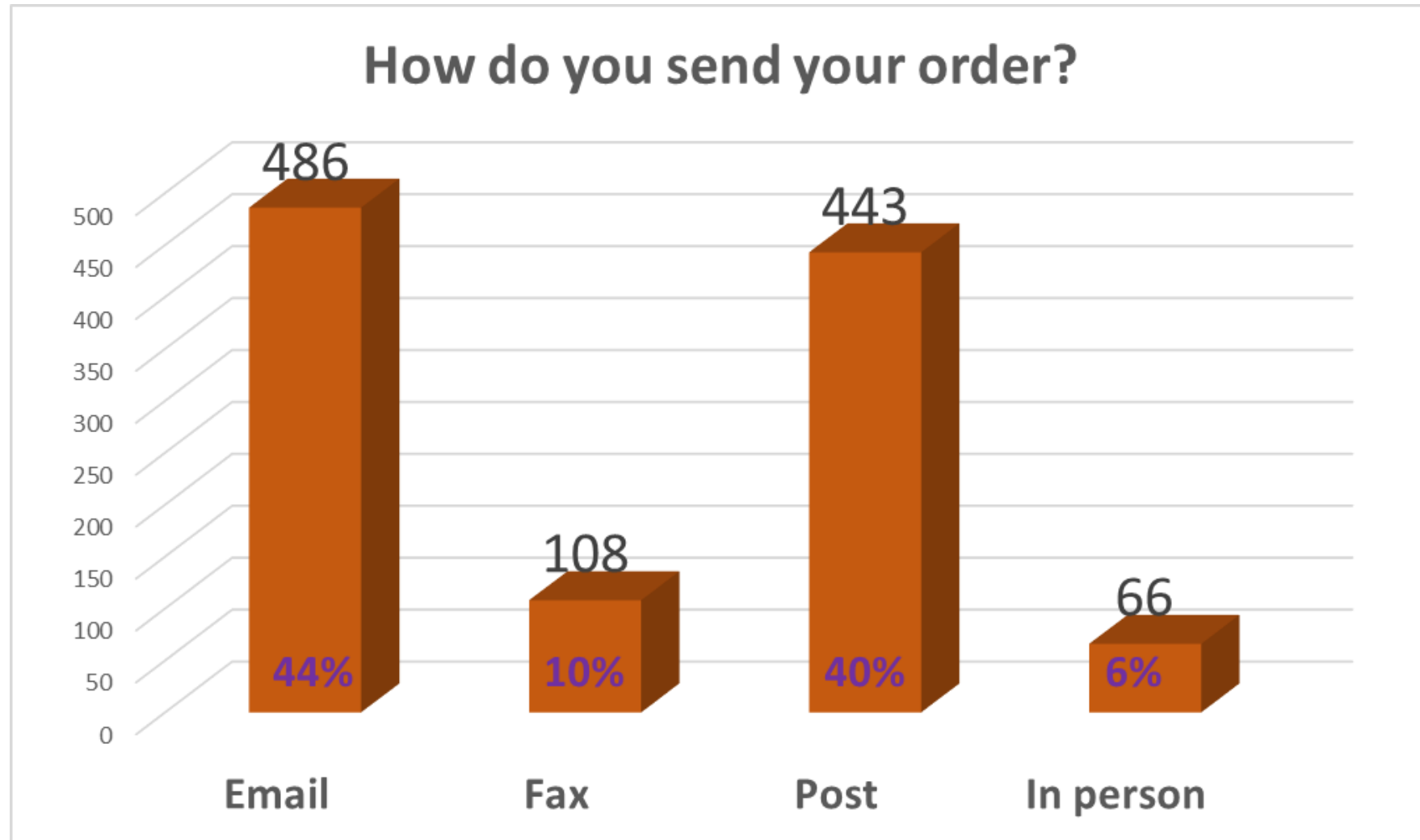


# Years of Membership

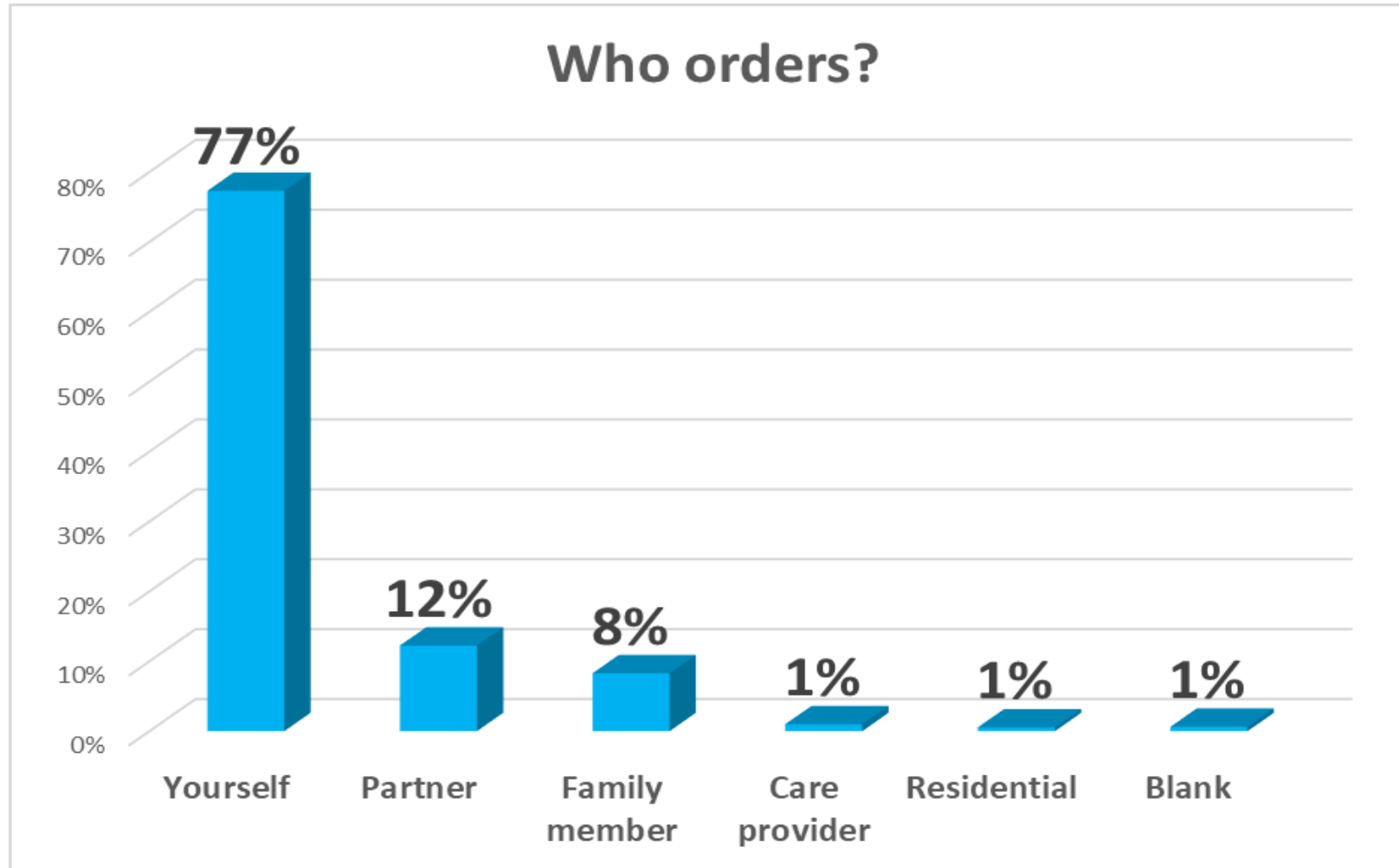




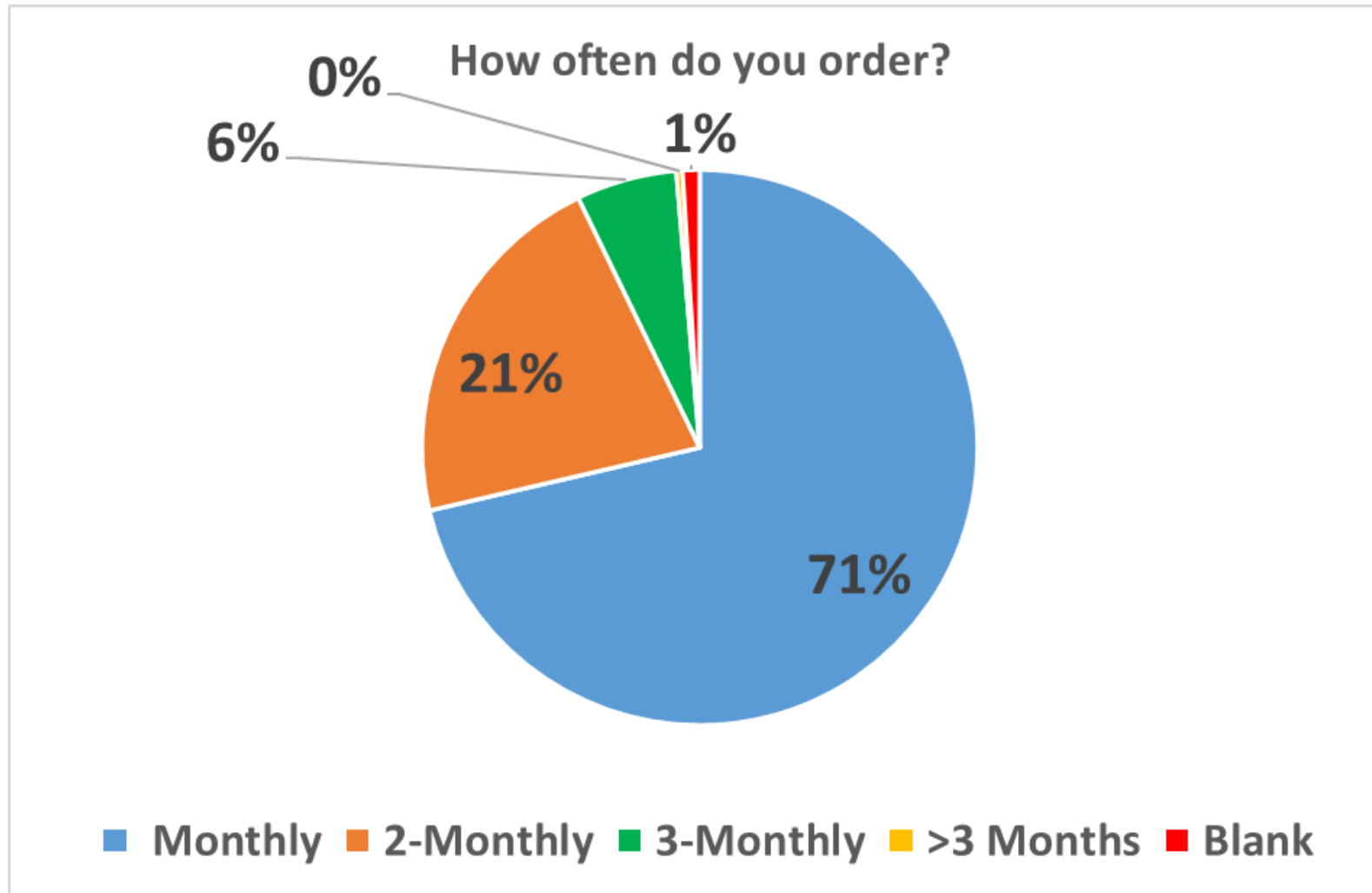
# How do you send your order?



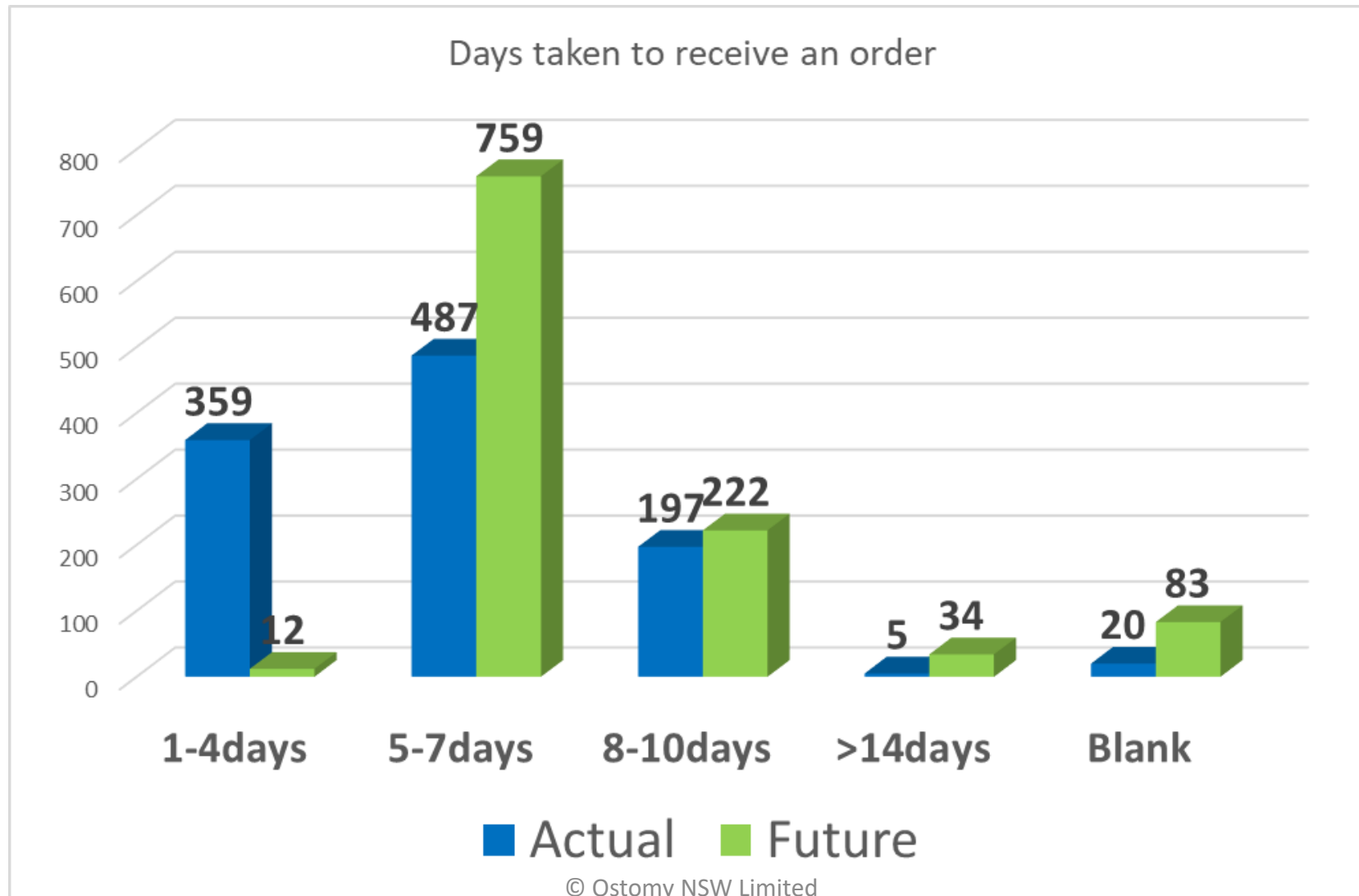
# Who places your order?



# How often do you order?

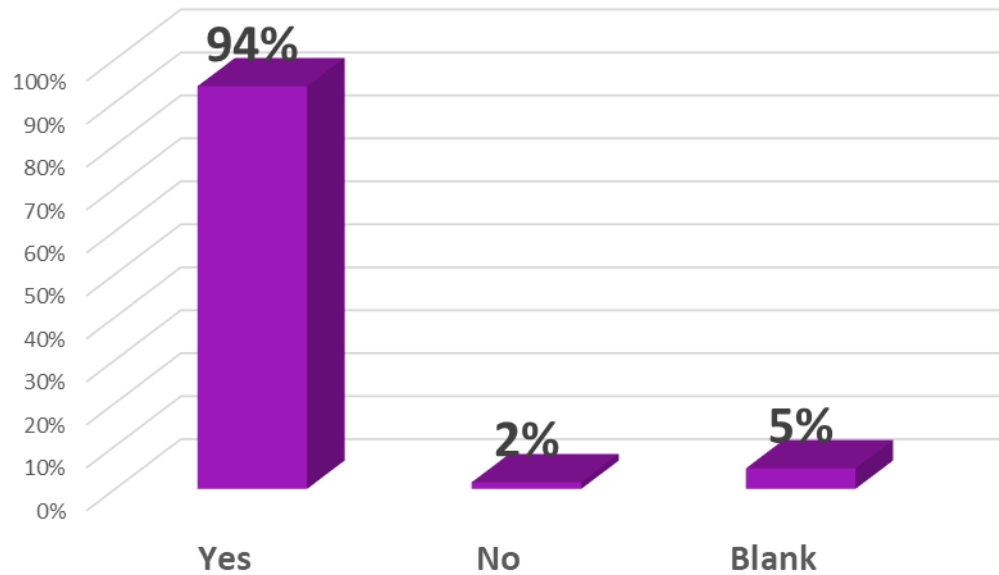


# Days taken to receive an order

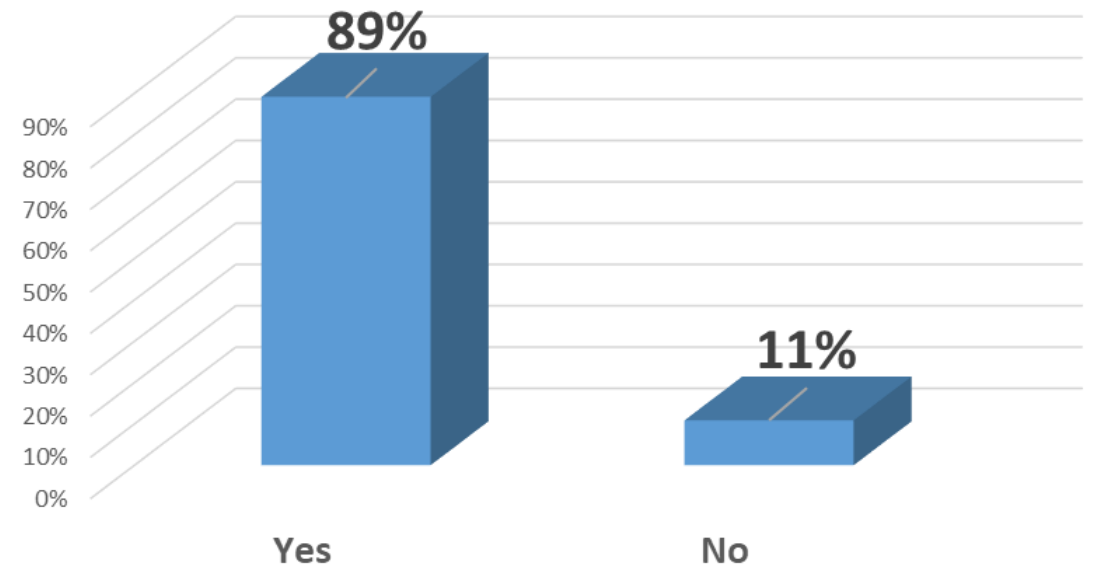


# Trading Hours Satisfaction

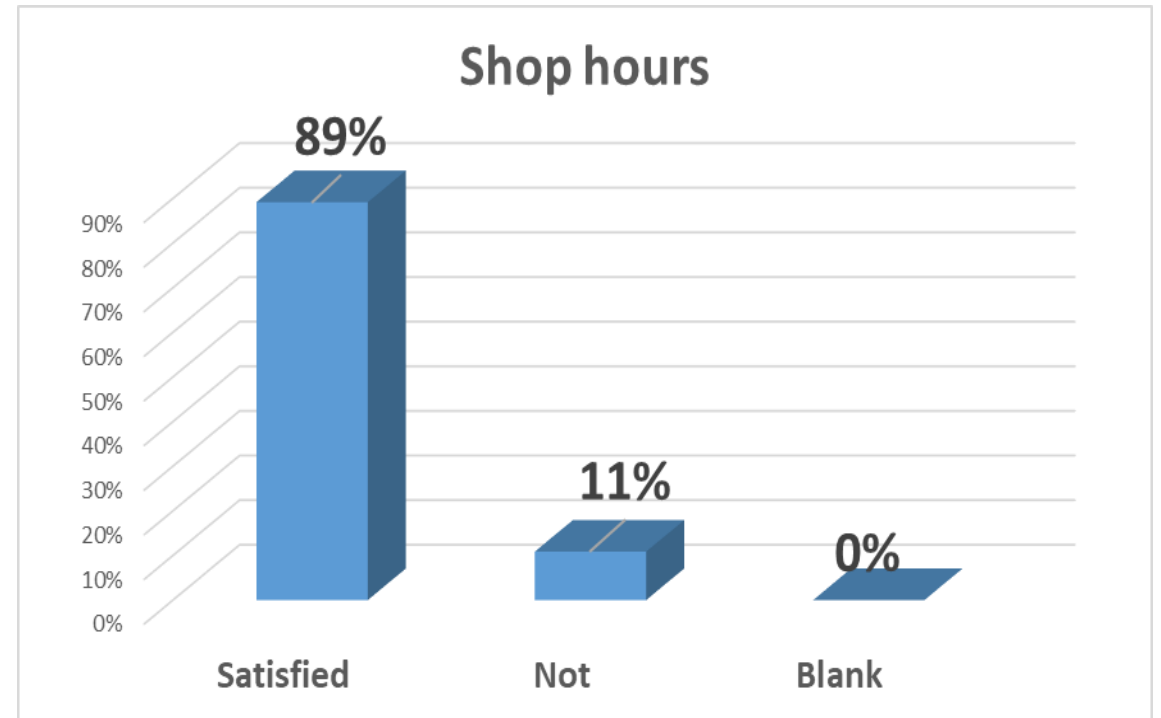
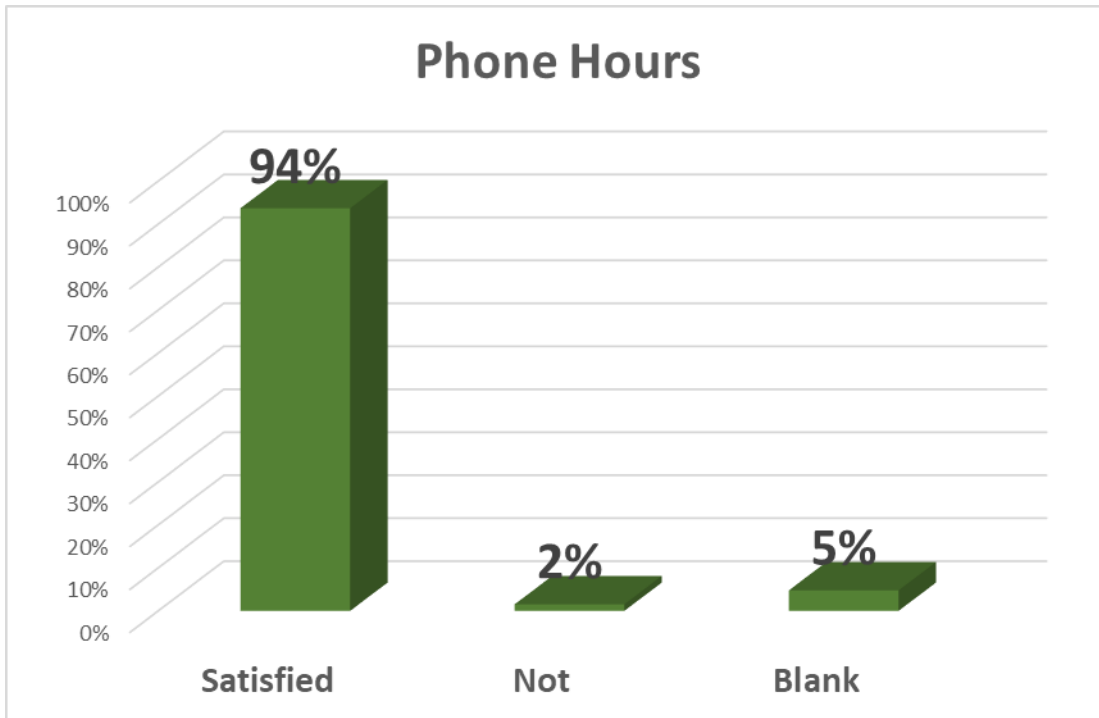
Phone Hours



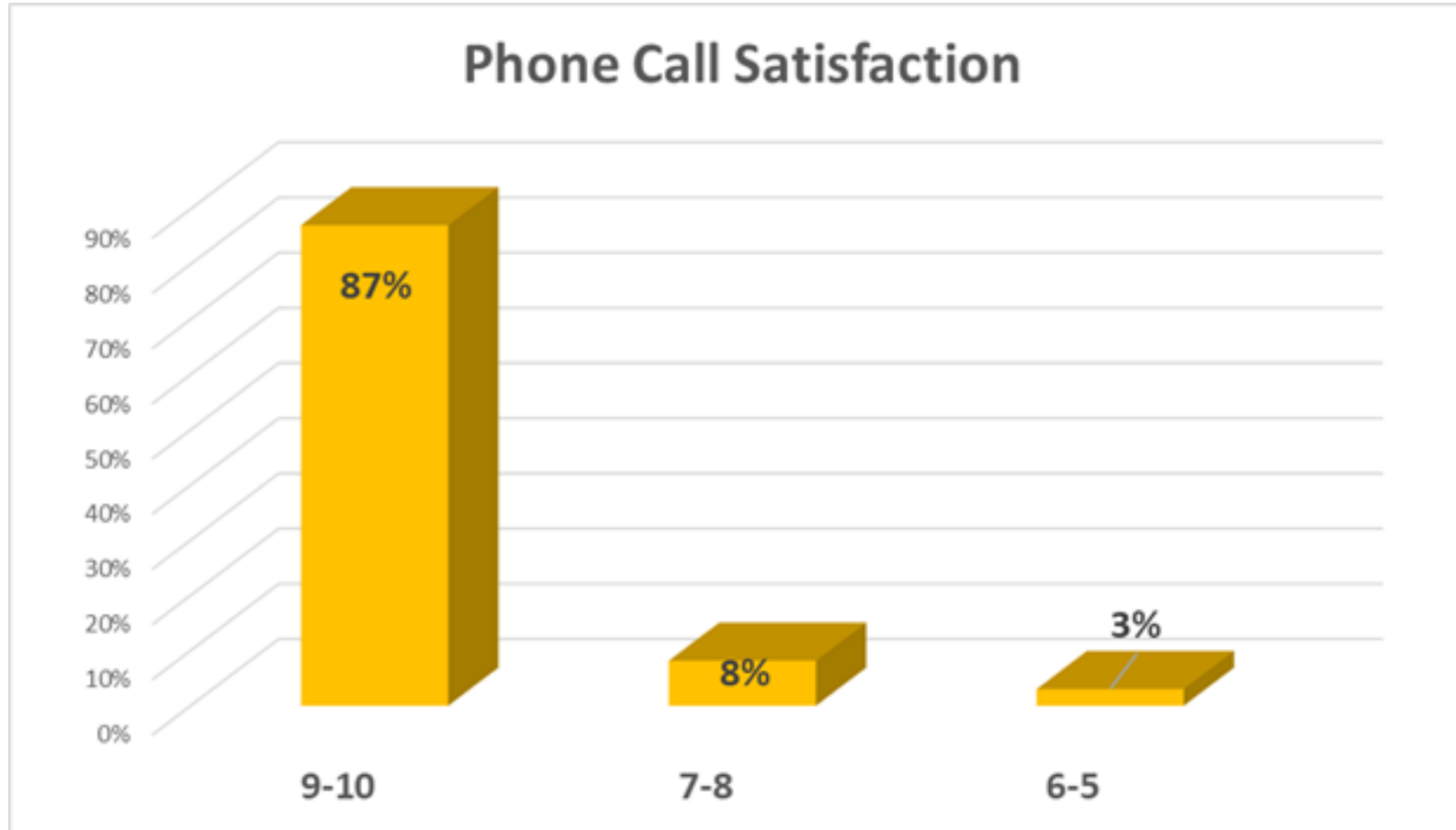
Shop hours



# Trading Hours Satisfaction



# Phone Call Satisfaction

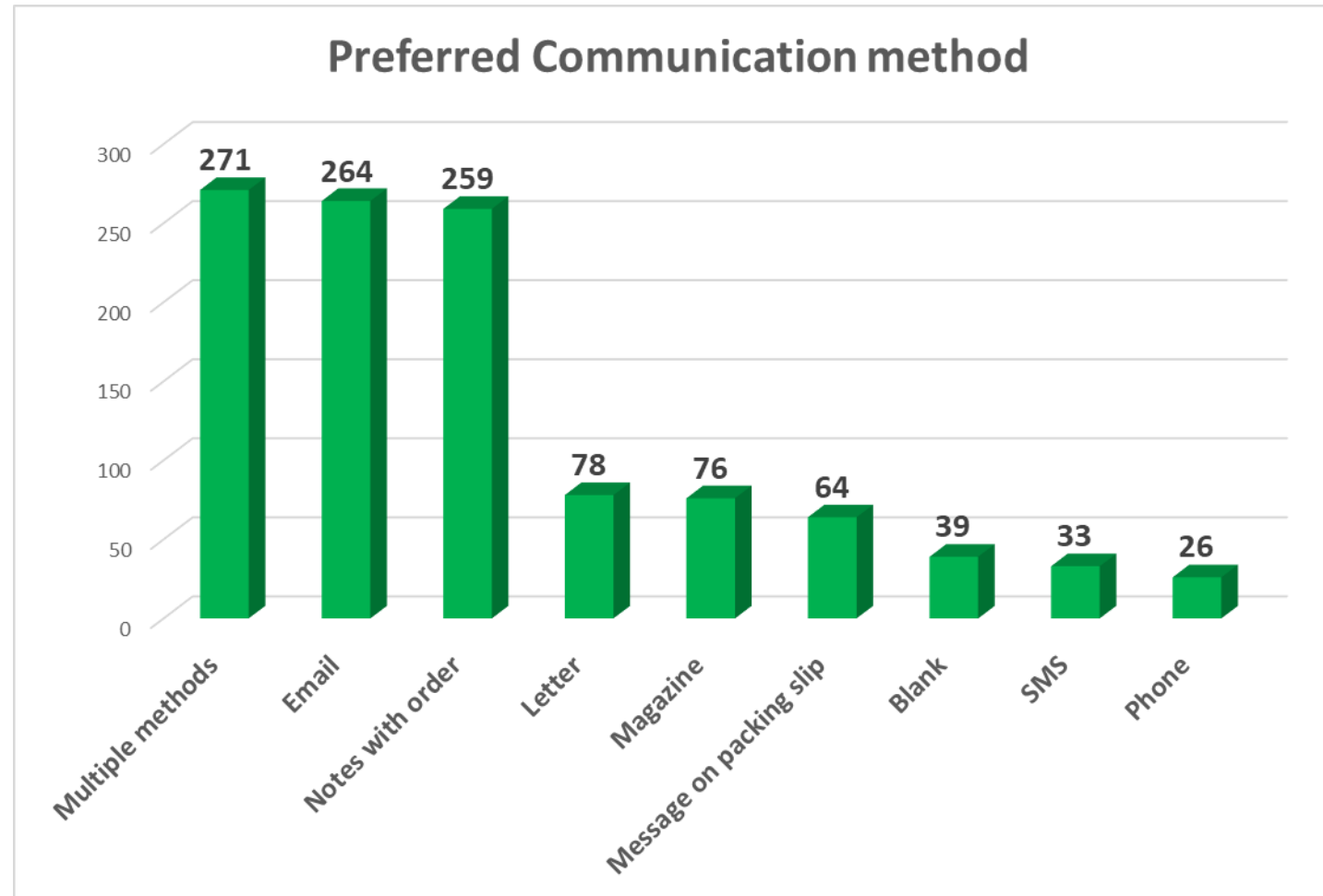


# Shop Satisfaction (where used)

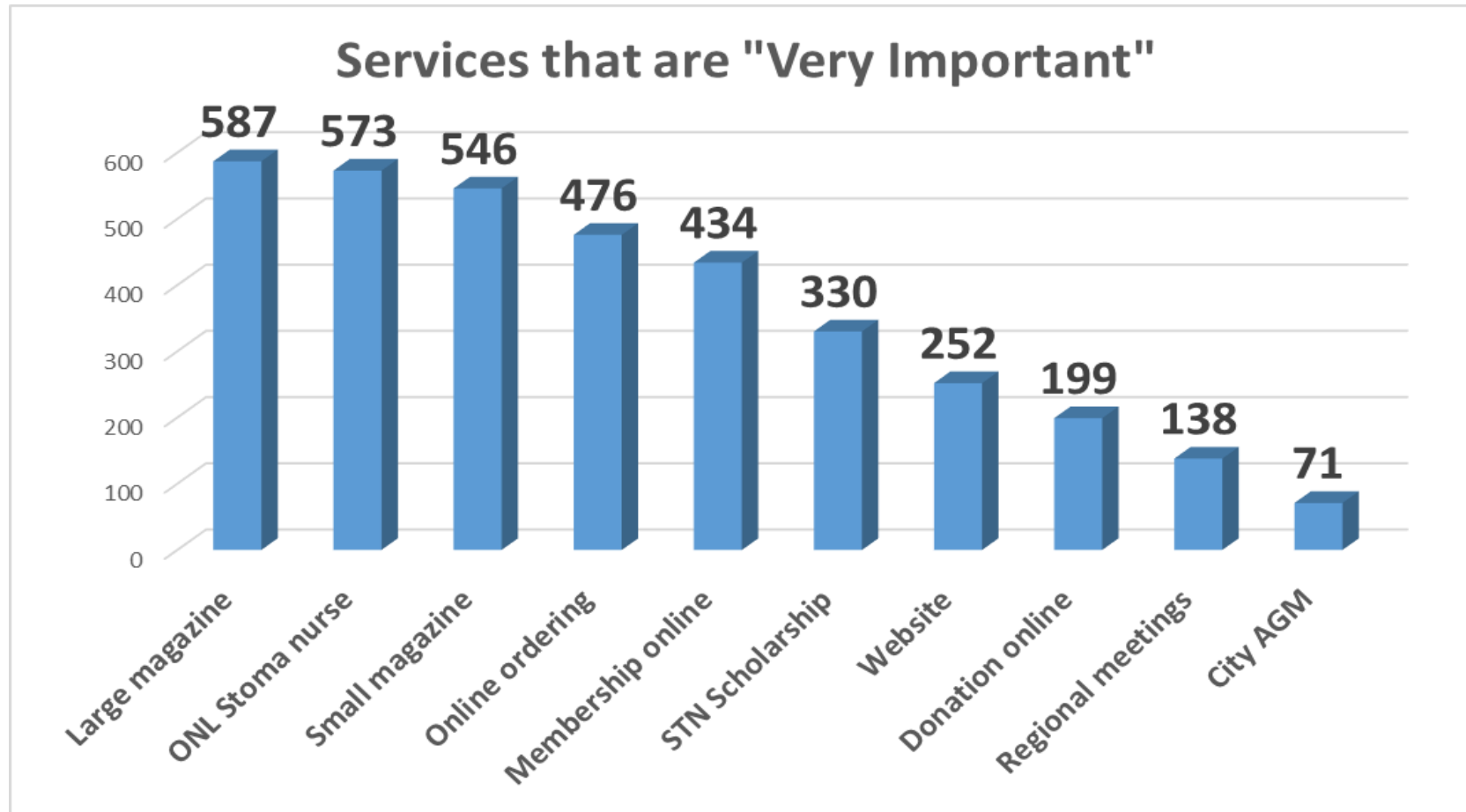




# Preferred Communication Method



# What services are “Very Important”?



# Summary / Learnings for DoH

- Overall satisfaction is very high, with 93% very satisfied (rating 9-10).
- We received a good spread of new and experienced members responding.
- Delivery times are excellent: 76% receive their order within 7 days of sending it through.
- Trading hour times are well accepted: 93% for phone and 89% shop.
- Phone calls receive 87% satisfaction.
- Shop service receives 94% satisfaction.
- “Very Important” services are the two magazines, Stoma Nurse and Online functions for over 50% of respondents.
- “Unaware” of services was low ranking, less than 5% for most services.

# What do we need to change / improve?

- In short, very little change is needed.
- Many comments ask for things to remain the same.
- Being more “digital” with improvements in ordering online, payments online and general website.
- Many older members state “no computer” and therefore paper is still necessary.
- Members have asked for a list of items on the Stoma Appliance Scheme– we can create a link to Dept of Health from our website (however this is not recommended and requires an explanation that a clinician should be consulted).
- Communication needs to remain across multiple media – email and notes with orders for messaging; magazines and website for general communications.
- Phone calls back to members is generally very low rating – although many members ring each day (a survey in April identified around 60 calls received per day):
  - Did you get my order? | Is my order ready? | Payments over the phone | Product enquiries

## Common themes arising from comments

- The word “helpful” is used 57 times.
- Plurals are often used by members “we”, “our”, “us”.
- List of Stoma Appliance Scheme items (although 3800 items).
- Online ordering.
- A quarter of members express “thanks” for the service/scheme.