



Real-time capture of the patient-reported experience

World Endoscopy Organisation

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An tSeirbhís Náisiúnta Scagthástála
National Screening Service





Background

- Bowel cancer is the second most common cancer in men and the third most common cancer in women in Ireland (n=2,600-2,700)
- BowelScreen – the national bowel screening programme is offered to people aged 60-69 every two years
- The National Screening Service is committed to providing person-centred care
- **Objectives** of the survey
 - to gather in-depth real time patient experience feedback
 - identify & act on opportunities for quality improvement
 - test feasibility of a paperless (SMS) approach to surveys [in the 60-69 year population]
 - determine scalability





Methods

- A patient experience survey was designed to capture the screening participants experience throughout the entire screening pathway
 - from the invitation to participate with the Faecal Immunochemical Test (FIT) through to their follow-up colonoscopy procedure (if required)
- The survey was entirely digital with invitations issued by SMS (text) message
- Survey ran between April 2022 to December 2022
 - Fit negative participants invited (n=2,306)
 - FIT positive participants invited (n=3,039)
- All responses were anonymised
 - Quantitative
 - Qualitative





Some Highlights

- Overall response rate was **42%**
- Response rate amongst FIT positive participants was **48%**
- Eighty-nine percent (**89%**) of respondents rated BowelScreen as '**Good**' or '**very good**'
- BowelScreen participants reported high levels of satisfaction with the programme
 - achieving a **net promoter score (NPS)** of **>73%**



World leaders

- Netflix's NPS is 68, well above their competition;
- Starbucks' NPS is a decent 77;
- Amazon's NPS is a pretty high one at 62;
- Airbnb's NPS is quite strong at 74;
- Tesla's NPS is an astounding 96.





Highest Rating Questions

HIGHEST RATING QUESTIONS	
Survey Question	Your Data
While in the Hospital/Unit, did you have the opportunity to ask any questions or discuss any concerns before your colonoscopy	97.3%
The Hospital/Unit was clean, pleasant and comfortable?	95.2%
My result letter was helpful and easy to understand.	94.6%
The FIT home test instruction leaflet was easy to read and understand.	93.8%
My FIT home test results came back quickly.	93.5%





Opportunities for improvement

OPPORTUNITY FOR IMPROVEMENT	
Survey Question	Your Data
I found taking the bowel prep medicine easy.	35.5%
Were you given a copy of your colonoscopy report before you left the Hospital/Unit.	62.0%
I was able to consume the entire bowel prep medicine as instructed.	71.2%
What level of discomfort did you experience during the procedure?	76.0%
I was made aware of and understood the risks of the procedure before undergoing my colonoscopy	82.0%





Reporting Dashboard

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