



**GfK NOP**

**GfK. Growth from Knowledge**



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## **Patient Survey Programme**

Since its inception, GfK NOP Social Research has been involved in the Patient Survey Programme. Surveys have been carried out with a range of service users; inpatients, outpatients, Accident and Emergency patients, Paediatrics, Primary Care Trust and Mental Health service users. As a contractor, GfK NOP Social Research has responsibility for sending all the data that they have collected for a particular NHS Survey to the central survey organisation for collation.

## **Our organisation**

Within the GfK NOP organisation, the Social Research division has responsibility for almost all of the organisation's public sector research. GfK NOP Social Research works extensively for central and local Government, health bodies and other organisations in the public and voluntary sectors. We have considerable experience of conducting complex social surveys including panel and tracking research, and involving interviews with employers, employees and the general public.

## **Quality**

GfK NOP operates an integrated quality management system which conforms to the requirements of **BS EN ISO 9001: 2000 Quality Assurance Standard** and **ISO 20252:2006 Market, opinion and social research** (formerly BS 7911:2003 - Specification for Organisations Conducting Market Research). The quality management system undergoes an external assessment twice yearly by the British Standards Institute (BSi).

In addition, GfK NOP is wholly committed to meeting the requirements of, amongst others:

- UK Data Protection Act 1998
- European Directive EU 95/46/EC
- Market Research Society's (MRS) Code of Conduct\*
- ICC/ESOMAR (The World Association of Research Professionals) International Code of Marketing and Social Research Practice

\*GfK NOP is a member of the **MRS Company Partner Service** and the **Interviewer**

Where the client's requirements are different from or simply not covered by our normal practices, we design an individual quality plan for the project, describing the procedures which are to be used in this particular case, to ensure that the work conforms to the quality standard. As researchers bound by the Market Research Society and the Social Research Association codes of conduct, we cannot disclose any patient identifying information without the permission of the individual concerned. Additionally, GfK will be following the guidelines for patient protection as recommended by the Healthcare Commission and the Survey Co-ordination centre.



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**Experience of delivering high quality surveys**

GfK NOP has extensive experience of working with health bodies; our recent projects include:

<b>Client</b>	<b>Study</b>	<b>Sample groups</b>
Department of Health	Evaluation of Information Prescription Pilots (with OPM and the University of York)	Patients, service users, carers, NHS/social care staff and the voluntary sector
COI/Department of Health	Segmentation of health-related attitudes and behaviours	General public
COI/Department of Health	18 Weeks patient pathway tracking study	General public, GPs, NHS staff and managers, MPs and stakeholders
COI/Department of Health	NHS review	NHS staff
Healthcare Commission	Evaluation of the HCC (led by OPM)	NHS staff and managers
Health and Safety Executive	Survey of workplace absence, sickness and health	People in paid work in the last 12 months
Various NHS Trusts	National Patient Programme surveys for 30+ Trusts including acute in-patients, out-patients, mental health services and PCTs	Patients
General Medical Council	Annual tracking surveys	General public, GPs and hospital doctors
Kings College	Health choices	General public
Office for Disability Issues	Survey of the expectations and experiences of disabled people	Disabled people under the DDA
Institute of Psychiatry	Crohn's disease	General public
Health and Safety Executive	Fit for Work, Fit for Life, Fit for Tomorrow – 3 wave employee survey	Employees with a workplace
General Medical Council	UK graduate doctors	Doctors
Heart of Mersey	Stakeholder perceptions	NHS and local authority staff
General Medical Council	Revalidation	Doctors
No Smoking Day	Three month impact studies since 1989	Smokers/recent ex-smokers



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**Table 1 – Price for National Survey of Local Health Services 2008 survey**

For one individual Trust compliant with the core questionnaire and methodology: **£5,950 + VAT**.

**Cost assumptions**

- Printing of a 8 side (A4) questionnaire in English only, black and white (logo in colour)
- Handling issued sample of patients
- Liaising with Co-ordination Centre
- Printing of covering letters
- Provision of envelopes - A4 for outgoing post, A5 for return post
- Outgoing post second class
- Return postage first class
- Two selective postal reminders
- Telephone interviews (if requested by patients)
- A free-phone number for queries from patients
- Data entry via scanning of completed questionnaires
- Data editing
- Data sent to central organisation in Excel
- Typing of verbatim comments (other comments)
- Data tabulations
- Project management

Trusts can reduce costs by forming a consortium. We have provided costs for a consortium of 5 or 10 Trusts.

**Table 2 – Price for National Survey of Local Health Services 2008**

**Primary Care Trusts in a consortium**

<b>Number of Trusts in a Consortium</b>	<b>Price (£)</b>
5 Primary Care Trusts	<b>28,000</b> (5,600 per Trust)*
10 Primary Care Trusts	<b>52,000</b> (5,200 per Trust)*

\*All costs are exclusive of VAT which will be charged at the prevailing rate.

For further information please contact a member of the GfK NOP research team.