



## **MSB - Managing The Service Business Ltd**

MSB is different. Our reports are actionable, easy to understand and result in improved performance.

We specialise in customer satisfaction, employee engagement and people development enjoying a strong track record of conducting patient satisfaction research amongst public and private sector clients including the NHS, private healthcare providers and local authorities.

MSB's integrated expertise in customer service and people development equips us to go beyond the role of many research agencies by supporting clients, when requested, with the interpretation of results and the implementation of **solutions**. We don't just dump data.

One of MSB's Managing Directors served as a Non-Executive Director on a Health Authority primarily to input ideas on people development, culture change and patient research.

We place particular emphasis on tailoring services to clients' requirements and on establishing strong, enduring relationships.

### **Quality control procedures**

MSB holds ISO 9001 accreditation and follows strict internal quality control procedures in the collection, processing and analysis of all data. Our Managing Directors take a 'hands on role' in client projects, overseeing each stage of the research from sample design to presentation of final reports and recommendations.

MSB's research team are members of the MRS (Market Research Society) and also hold a membership of ESOMAR (the European Society for Opinion and Market Research). MSB adheres strictly to the codes of conduct established by these bodies. MSB is also recognised as an Investor in People (IiP).

### **Experience of NHS Surveys, ethical approval and confidentiality**

MSB has considerable experience of healthcare research, working with public and private providers across the UK, and internationally including the Middle East and Africa.

Research projects have included everything from the design and delivery of major patient satisfaction tracking surveys involving 20,000 patients per month, to conducting Listening Forums with small groups of patients to discuss hospital specific issues.

MSB has considerable experience of conducting both qualitative and quantitative employee opinion surveys amongst healthcare professionals including doctors, nurses, patients, managers and support staff.

We are able to support Trusts through the ethical approval process and on issues relating to patient confidentiality. MSB is fully compliant with Market Research Society Data Protection Guidelines and is registered under the Data Protection Act (1998), ensuring that data collected for research is only used for this purpose, thereby guaranteeing patient confidentiality and anonymity.

## **Customising the survey for local questions and local reports**

MSB can work in partnership with the Trusts to include bank questions and provide local reports to ensure that the survey:

- Addresses the needs of stakeholders within the Trust, providing information that enables them to serve the best interests of patients in their community within given resources;
- Meets the reporting requirements of the Department of Health; and
- Does not place unnecessary burden on patients.

The interpretation of research combined with recommendations for action is a particular strength of MSB's service. To support this MSB can provide tailored reports to suit the needs of the individual Trust. Reports can be provided in:

- Appropriate depth and detail to suit the needs of different users;
- Different formats - using combinations of written reports, tables, graphs and summaries to best illustrate the findings; and
- User-friendly language with appropriate definitions and contextual details.

## **Contact Details**

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## **Survey Investment**

MSB offers its 'standard' survey package for an investment cost of £9,800

It is also able to offer a variety of additional survey options such as additional reporting and questions starting from £600.