



# NHS National Survey of Adult Inpatients

Approved Contractor 2006-8

Guidance Material from Snap Surveys  
August 07

## 1. ORGANISATION

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Snap Surveys Ltd. is privately owned and funded by its two working Directors, Peter Wills and Stephen Jenkins. The company was formed in 1981 and has offices in Bristol, central London and a USA operation based in Portsmouth, New Hampshire.

We provide both Research and Data Processing services. The team includes Market Researchers, Statisticians, Technicians and Data Preparation administrators. Projects are wide ranging and include all aspects of survey processing. We offer a consultancy service to help and provide support for any aspect of the survey process.

All of Snap Survey's research work is undertaken in accordance with the Market Research Society Code of Conduct, and our researchers are all members of the Market Research Society (MRS).

We are registered under the Data Protection Act 1998 and are members of a number of internationally recognised associations including the Marketing Research Association (MRA), the American Marketing Association (AMA) and the Association for Survey Computing (ASC). We are also registered to the quality standards ISO9001:2000 and BS7911:2003.

## 2. QUALITY CONTROL

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We have well documented procedures in place to ensure data accuracy and in 2004 we achieved registration to ISO 9001:2000 (International Kitemark for Quality Control, Management and Customer Focus) and BS7911:2003 (British Standard for the Market Research Industry).

Stringent quality control checks are carried out at all stages of the survey process, from the initial questionnaire design through to the final analysis. Within the software that designs the questionnaire, there are built-in checks to ensure accuracy at the data entry stage. These include automatic range checks, logic checks, routing checks, spelling and grammar checks. In addition, we have stringent procedures for re-entering 10% of all data to ensure the accuracy of data entry. Should any errors be located in this process, additional checks and corrections are put in place as necessary. Statistics are automatically produced on data as it is entered in the software. The software handling the data collection and analysis incorporates three levels of missing values for each question to ensure that no data is ignored. The "No Reply" category records any incident where a respondent does not respond to a question, while a respondent who is excluded from answering due to questionnaire routing goes into the "Not Asked" category. Finally, the "Errors" category captures any replies that fall outside the range of valid responses. We have processes in place to check that no data falls within the "Errors" category.

Our processes are designed to ensure that we meet the requirements of the Data Protection Act (1998) in full. We will send the coordination centre a copy of the cleaned core questionnaire data in the specified Excel format. For Trusts that have used question bank or other local questions, we will extract the core questions only for transfer. For Trusts who have surveyed more than the basic sample we will extract the data for the basic sample only for transfer. We will maintain patient confidentiality on data transfer to the coordination centre.

### **3. EXPERIENCE**

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#### **3.1 HEALTHCARE**

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Since 1992 we have worked on a large number of health-related projects for the National Audit Office. These have involved questionnaire design, survey distribution and processing, analysis and report writing.

Last year, we carried out a large-scale postal survey “Associate Status Enquiry 2006” for the Health and Social Care Information Service. This covers all Dentists within GB. We were commissioned to carry out questionnaire design, survey distribution, data processing and analysis.

We have acted as a sub-contractor for Patient Dynamics previously on the NHS survey programme processing 35,000 questionnaires for the Inpatients survey. Other clients for health surveys include: Croydon PCT, Diabetes UK, Ealing PCT, IMS Health, University of Bristol, BUPA, PPP Healthcare, Standard Life Healthcare and RCN Publishing.

Our work in this sector has given us an awareness of all issues involved in confidential research.

### 3.2 PAPER SURVEYS

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Paper surveys are our main area of expertise since 1981. Best Value surveys for local government organisations and housing associations follow a very similar methodology to those in the NHS survey programme. Since 2000 we have carried out over 50 Best Value surveys. In the last 12 months we have printed and despatched 360,000 items.

The similarities between Best Value surveys and the NHS surveys are as follows:

- The survey programme is a national directive
- Standard questionnaires are used with opportunities for additional questions of specific interest locally. A question bank is provided for the main survey.
- Random sampling is the most usual option. However for smaller samples a census is conducted. Oversampling is also permitted and we have carried out stratified random sampling for Housing Associations.
- Unique IDs are printed on the questionnaires. Replies are monitored and 2 reminders sent out to non-respondents.
- We submit the data in Excel format within stated deadlines to central government.
- Councils also have the option to commission further analysis for their own purposes (we have provided full written reports, advanced statistical analysis such as key driver analysis, benchmarking, presentation slides and face-to-face presentations).
- Councils form consortia to take advantage of savings in time and cost.

### 4. CONFIDENTIALITY

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Each respondent would be assigned a unique ID, known only to Snap Surveys, and questionnaires would be marked only with this ID, with the respondent's name and address on a separate covering letter. This means that at no point will the respondent's survey responses be linked to their name and address. Name and ID will only be linked only for the purpose of issuing mailings (including targeted reminders). Any patient records held by Snap Surveys would be kept in password-protected files, and held on a password-protected network drive.

## 5. CUSTOMISING

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A Snap SurveyShop researcher will be assigned as project manager, and will liaise with the client throughout the project, from the questionnaire design stage to the final report. We will ensure that Trust requirements are met with appropriate consultancy on any additional questions or variations in the sampling. Subsequently, we will work with each Trust to prepare their submission to the Ethics Committee.

Although the coordination centres will be responsible for analysing the core question results with a standard report and benchmarking against national averages, we will discuss with each Trust at the project outset their particular requirements for any additional reporting and the corresponding release dates for this analysis.

## 6. CONTACT DETAILS

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## 7. COSTS



Research costs are based on the information provided by the Healthcare Commission. Should the project differ from the assumptions made in this proposal, we reserve the right to revise our costing accordingly. The following is a fixed price quote for the costs of undertaking a survey carried out in a single Trust. Costs for overheads and profit are not available to us but we can confirm that the total cost below is a fixed cost valid until 30<sup>th</sup> November 2007.

### 7.1 BASIC COST

<b>Questionnaire set-up</b> <ul style="list-style-type: none"> <li>Set-up the questionnaire in Snap</li> </ul>	Free
<b>Sampling advice and support</b> <ul style="list-style-type: none"> <li>Advise Trust staff on how to select sample</li> </ul>	£510
<b>Printing questionnaires and other survey documents</b> <ul style="list-style-type: none"> <li>8-page A4 booklet and personalised covering letter</li> <li>Blue NHS logo on letter and first page of questionnaire</li> <li>Unique ID on first page of questionnaire</li> <li>Reply paid envelopes (C4 size)</li> <li>1<sup>st</sup> reminder: postcard, 2<sup>nd</sup> reminder: letter, questionnaire &amp; reply paid envelope</li> </ul>	£1,685
<b>Distribution of questionnaires etc.</b> <ul style="list-style-type: none"> <li>Initial mailing to 850 contacts</li> <li>Mail first reminders to non-respondents (postcards)</li> <li>Mail second reminder to non-respondents including new questionnaire and reply paid envelope</li> </ul>	£700
<b>Handling receipt of completed questionnaires</b> <ul style="list-style-type: none"> <li>Open and log returned questionnaires</li> <li>Royal Mail charge for returned C4-sized reply paid envelopes</li> </ul>	£285
<b>Data entry</b> <ul style="list-style-type: none"> <li>Including 10% verification</li> </ul>	£675
<b>Data cleaning and transfer</b> <ul style="list-style-type: none"> <li>Transfer of core data and respondents files in Excel to coordination centre</li> </ul>	£40
<b>Project management</b> <ul style="list-style-type: none"> <li>Oversee project and liaise with client throughout</li> <li>Liaise with Trust on non-responses and reminders</li> <li>Provide support and advice to Trust to ensure good response rates</li> <li>Provide advice on additional questions, if permitted</li> </ul>	£600
<b>TOTAL FIXED COST</b>	<b>£4,495 + VAT</b>

## 7.2 CONSORTIA SAVINGS

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CONSORTIUM OF 5 TRUSTS	5 % off TOTAL COST
CONSORTIUM OF 10 TRUSTS	7% off TOTAL COST
CONSORTIUM OF 25 OR MORE TRUSTS	10% off TOTAL COST

## 7.3 ASSUMPTIONS

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For illustrative purposes, we have based data entry on a response rate of 60%. All printing will be carried out on recycled paper. Questionnaire mailing based on TNT Mail PremierSort price of 31p per item.

## 7.4 PAYMENT TERMS

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We will issue separate invoices for each survey and require payment for each survey in two stages:

- 50% at the commissioning stage (by purchase order number, credit card or cheque)
- The remainder on completion of the project. For this, our payment terms are 30 days net.

## 7.5 VAT

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VAT is applied to all costings at the time of invoicing and is currently calculated at 17.5%.