

RPSGB Survey Panel Proposal

Overview

Many organisations and professional bodies regularly conduct surveys of staff and customers to gain information to create news releases and for internal purposes. An on-line panel using software such as 'Survey Monkey' is a simple and inexpensive way of achieving this.

RPSGB would set up a panel of pharmacists who would regularly receive very short online surveys to gain information on their views and experiences of services and campaigns. The panel would potentially consist of 100 pharmacists who would be representative of the split between community, hospital, education, research and industry.

Purpose

The aim of the survey would be to:

- Regularly gather intelligence on the views and needs of members – including feedback on RPSGB campaigns and activities
- Use findings as news hooks for potential media stories or for use in newsletters and e-zines
- Be seen by members to be actively canvassing and responding to their views

While it is important to incorporate the whole of the pharmacy family, at times the survey will focus on community pharmacy services as this will generate results which are more likely to be of interest to the press. However, where possible we will try and make it as relevant to all pharmacists as possible. One option would be to 'tag' respondents to allow the results to be broken down according to the type of pharmacist or the region.

Sampling & Recruiting

RPSGB currently holds email addresses for approximately 3,000 email addresses for its members in Scotland. Approximately 70% are community pharmacists. We would recommend that RPSGB sends an e mail to all members in Scotland asking whether they would be prepared to take part in a monthly panel.

From those that reply positively we would randomly select the panel. This is often 100, but in practice the software is simple enough that it could be larger and conceivably include everyone who wants to take part. In practice, not everyone who says that they will take part does so, which is why it is often better to have a larger number.

Frequency of surveys and example topics

We would suggest that the survey is carried out monthly and that this is limited to only five questions to increase participation. These questions would offer either *yes/no* responses or a series of options that respondents would check with their cursor. The survey would typically take a minute to complete.

Sample topics could include

- What members want to see from RSPGB in terms of new professional leadership services
- Feedback on campaigns and initiatives – testing awareness and attitudes
- Attitudes to the changing role of pharmacists
- Public expectations of pharmacists
- Training and continuous professional development needs
- Views on potential new services / roles
- Survey of facilities available to pharmacists

Management and analysis

Once the system has been set up there is relatively little time and cost involved. The Survey Monkey software is inexpensive and automatically carries out all of the analysis required.

Next steps

- Consideration by the CWG
- Draft invitation e-mail inviting participants
- Trial initial survey
- Analyse results / participation levels

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