

Healthwatch Derby Social Media Campaign
February 2022

Dental Services

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Appendices of each individual anonymous response to the survey is available on request - contact details for Healthwatch Derby are at the end of the report.

Background of the report

Social Media usage has seen a rise over the course of the Covid-19 pandemic with Healthwatch Derby seeing an increased amount of followers and visitors to their Social Media channels.

The general population have been more confined to the comforts of their home due to lockdowns and restrictions around social gatherings and local meeting places and even now that restrictions have eased a little, there is a raised anxiety around socialising in public places. More and more people have taken to online forums, messaging services, video call platforms, and social media to communicate with friends, family and colleagues and express their views and opinions about their daily lives, struggles, and experiences.

Over the course of the Covid-19 pandemic, GP surgeries, dentists and other healthcare providers have introduced alternative methods of delivering their services to ensure patients who are isolating, at high-risk, or socially anxious are able to access services or communicate their needs remotely.

Following on from work we conducted in September 2018 and again in October 2021 around access to dentistry across the city, we are aware that there may be a discrepancy between what is advertised online as available and what is actually available, but that there is a shortage of dentists taking on new patients in the area. While NHS E&I are working on improving this, we reached out to find out what the public are saying and whether there are needs not being met.

We promoted the Dental Mystery Shopper on our Social Media channels over the course of a week, and included polls to increase engagement and encourage responses from those who may not wish to fill in a survey.

(Appendices 11, 12, 13)

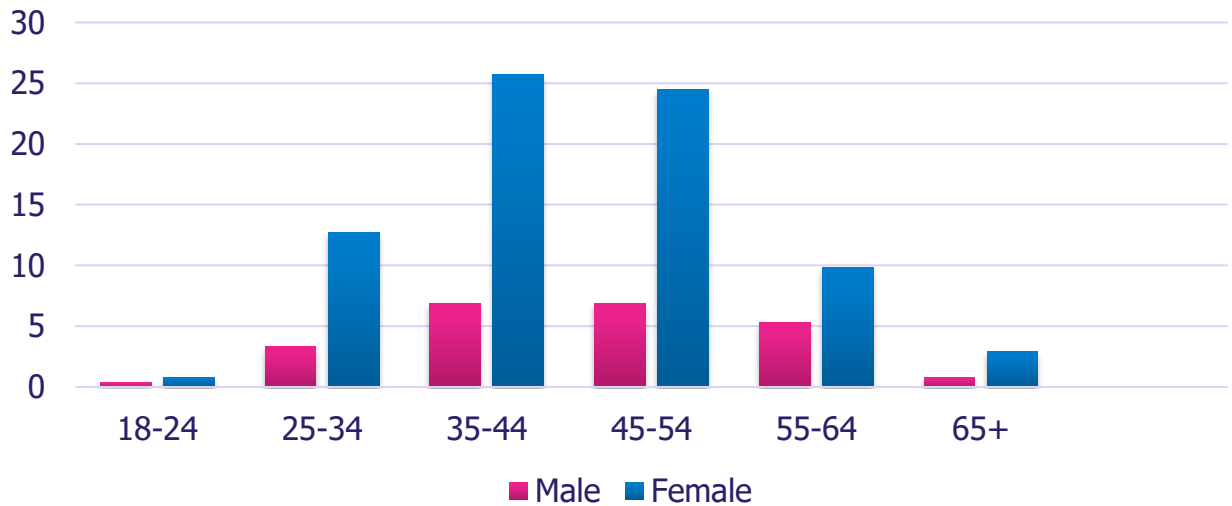
The channels we used to promote our survey were Facebook, Twitter and LinkedIn and this report will detail our findings.



Our Audience : Facebook

At the time of writing, Healthwatch Derby has a captive Facebook audience of 328 followers.

While it is not possible to establish the demographics of those who participated in our polls, the age and gender data for the audience we have on Facebook is as below and these are the audience who would have viewed or easily been able to view our posts and polls.



76.4% of our followers have listed their gender as Female. *(Appendix 1)*

The majority of our followers have listed their location as Derby (42.4%) with other outlying regions present but to a much lesser extent.

Other locations in which our followers have said that they live include Ilkeston (3%), Belper (2.7%), Burton on Trent (1.5%), Etwall (1.2%) Mansfield (0.9%) and Sheffield (0.9%). *(Appendix 2)*

In addition to our own Healthwatch Derby Facebook page, our polls were shared to the following groups, to which we are unable to access demographic data:

Spotted Ilkeston and Spotted Allenton, Osmaston and Sinfin.



Our Audience : Twitter

At the time of writing, Healthwatch Derby has a captive Twitter audience of 2151 followers.

It is not possible to establish any demographics regarding our Twitter audience.

Our Audience : LinkedIn

At the time of writing, Healthwatch Derby has a captive LinkedIn audience of 63 followers.

LinkedIn is a Social Media platform aimed at networking business professionals and so their demographic information is surrounding a followers' employment industry, position within their company, and listed location.

The majority of our followers have listed their location as Derby (68.63%) with other outlying regions present but to a much lesser extent, below 4%. *(Appendix 3)*

The majority of our followers work in the Hospital and Healthcare industry (29%). Other industries in which our followers work include Non-profit Organisation (15%), Health and Fitness (11%) and Government administration (8%). Other industries are listed but with followers below 5%. *(Appendix 4)*

The majority of our followers work within Entry Level (36%), Senior Level (27%) or Director Level (16%) roles within their businesses with other roles listed but with followers below 6%. *(Appendix 5)*



Using Social Media to gather feedback

There are pros and cons for using Social Media platforms as a means to gather accurate and good quality feedback.

It is a useful tool to get quick feedback from a wide variety of people, who may or may not usually be able, willing or have the time to attend a face-to-face engagement event. These people who want to help and are interested, may however be happy to tick a box on a poll while they are browsing social media as they usually would, or if they see their friend has made a comment on a post and they want to be a part of the conversation. We can reach people that we may not usually find, and there is no bias on who is welcome to join in.

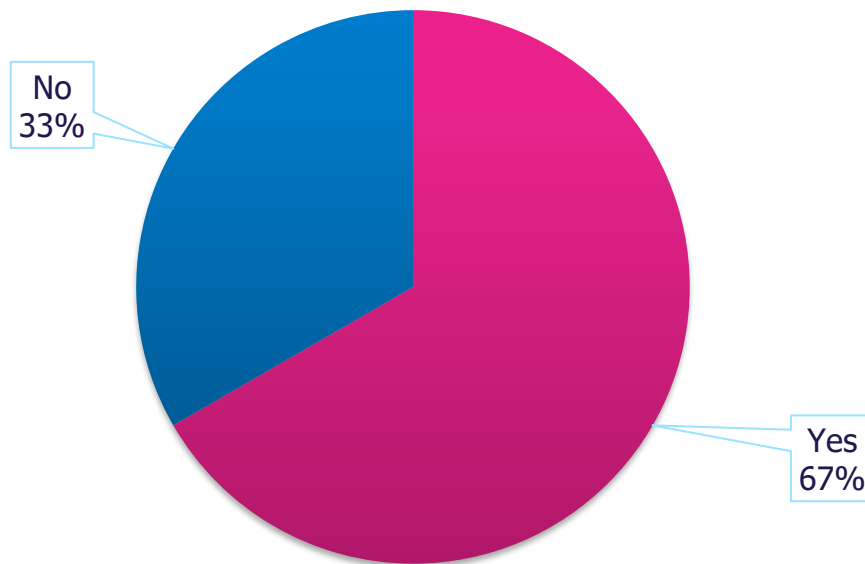
The issues with using social media to gather feedback, are that we are not able to interact with the respondent in-person. That is that we cannot ask for further feedback to a tick-box question, we do not know if the respondent answered with full understanding of the question or not, and we do not know or 'feel' any real connection to the respondent. We cannot accurately gather demographic data, nor location.

We have used the social media polls as a means to gather instinctive, short, 'soundbite' information around the theme of Dental services. We want to hear from people first hand how they felt there and then about their Dentist, but under the constraints of online-only engagement. But to keep in consideration that while we have targeted our native social media channel audiences, the polls on all platforms were open to all members of the public. This report is intended as a snapshot in time of general opinion around Dental services, and should be considered as such.



Question 1 – Are you currently registered with an NHS Dentist?

After dissecting the information gathered by our 2021 report "Derby City Dental Access Mini Report" and 2018 report "Smilewatch" we discovered that patients may be finding it difficult to access suitable dental care. To start our polls, we asked whether or not respondents were or were not currently registered with an NHS Dentist, for whatever reason.

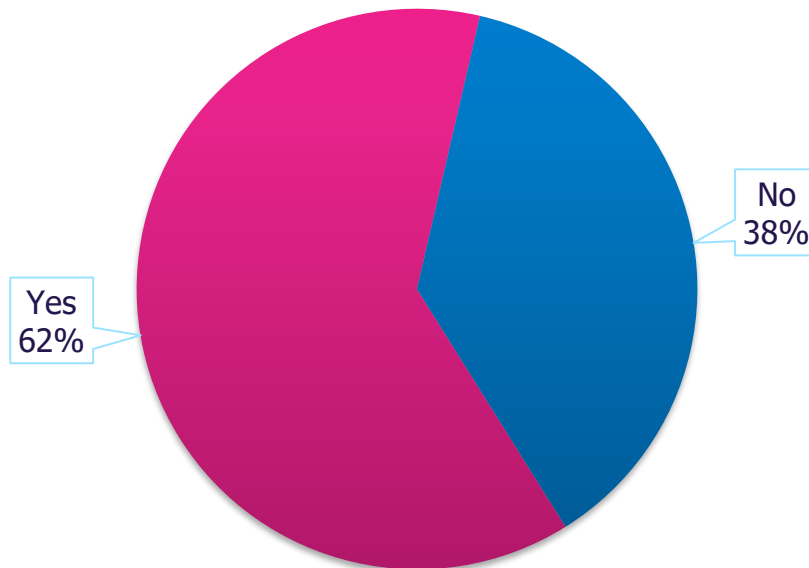


Across the Social Media channels, there were 12 responses to this poll question and the majority of people responded by saying that they are registered with an NHS Dentist.

(Appendix 6)

Question 2 – Have you tried to register with an NHS Dentist and been refused?

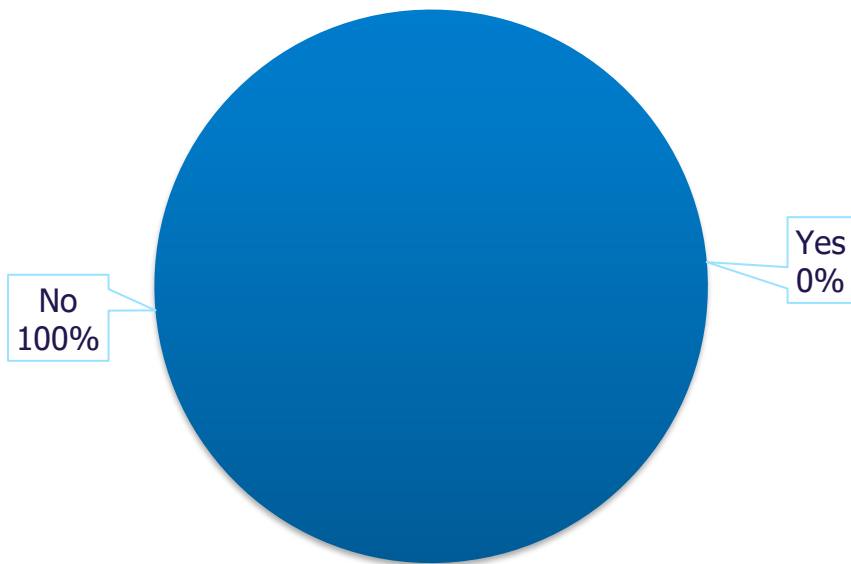
We have identified that there is a shortage of dentists in the local area that are taking on new patients, and so we asked whether or not respondents had tried to get access to a dentist but been refused.



Across the Social Media channels, there were 8 responses to this poll question and the majority of people responded by saying that Yes, they had tried to register with an NHS Dentist and been refused. We do not however have any further explanations or given reasons as to why they were refused. (*Appendix 7*)

Question 3 – Were you offered private dental treatment as an alternative to being an NHS patient?

We hear that dentists may be offering private treatments, but not accepting new NHS patients for the same treatments. We asked this question to find out whether any respondents had been offered private dental treatment as an alternative.

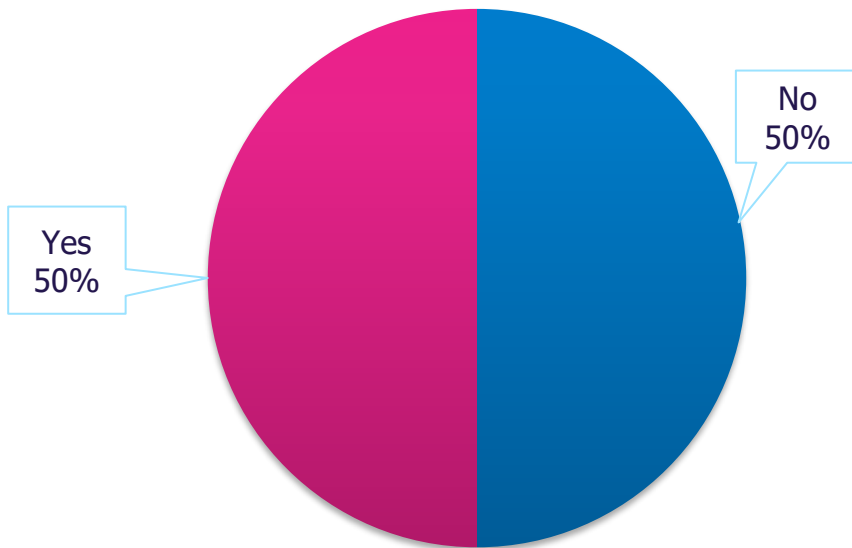


Across the Social Media channels, there were 5 responses to this poll question and none of the respondents had been offered private dental as an alternative to being an NHS patient.

(Appendix 8)

Question 4 – Is it easy for you to book an appointment with your dentist?

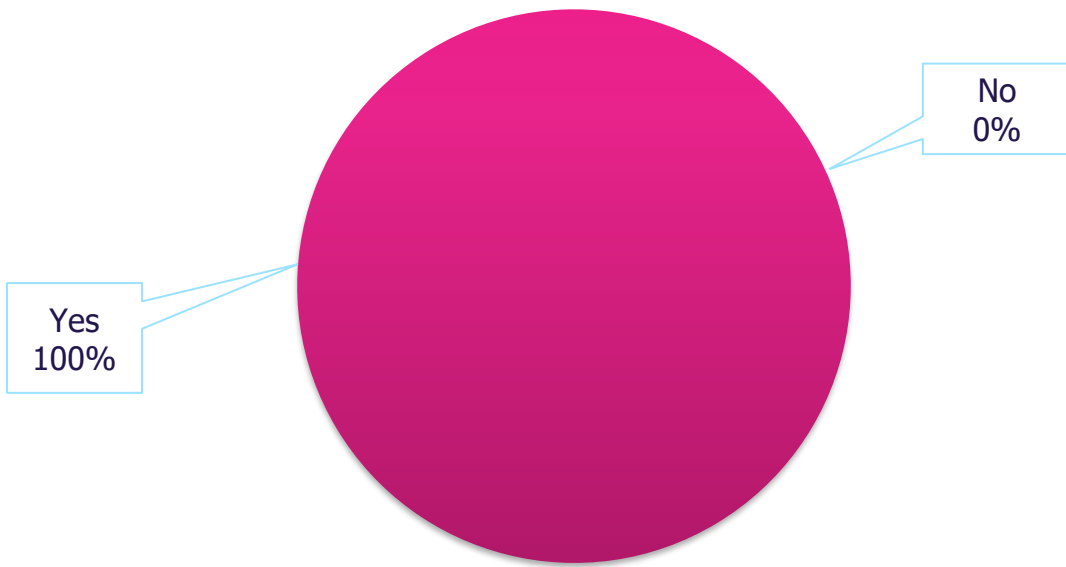
With the shortage of dentists available locally and the demand for them increasing, we asked this question to establish whether or not despite the backlogs and increased demand, patients were able to communicate effectively with their dentist and get an appointment where needed.



Across the Social Media channels, there were 6 responses to this poll question and the sentiment was split as to whether or not respondents find it easy to book an appointment with their dentist. *(Appendix 9)*

Question 5 – Would you recommend your dentist?

We asked this question to allow those who had interacted with us throughout the week to recall their experiences and note the experiences of others who had replied and decide whether or not - taking all things into consideration – they would recommend their Dentist to others.



Across the Social Media channels, there were 5 responses to this poll question and all respondents stated that they would recommend their dentist. (*Appendix 10*)

Summary of findings



Over the course of 5 days, and with prior and subsequent promotion, our polls received a total of 36 reactions and 7 individual further comments surrounding the topic of the questions asked, and also general experiences with Dental care.

2 individuals followed the attached link to our Dental Mystery Shopper survey and gave more details, by answering further questions about their experiences.

This information is available in an alternative report and is available upon request.

We first asked whether or not respondents were currently registered with an NHS Dentist, and the majority of our respondents were.

We asked whether upon trying to register with an NHS Dentist any respondent had been refused – the majority answering this question had tried and been refused registration, however we have no further comments available to ascertain the experiences of these patients.

We asked whether any respondent had been offered treatment privately as an alternative to being an NHS patient, and none of the respondents answering this question had experienced this.

We asked if respondents had found it easy to book an appointment with their dentist, and the sentiment was split equally between those saying Yes and those saying No.

Taking all experience into account, all respondents who answered the last question stated that Yes, they would recommend their dentist to others.

Healthwatch Derby would like to thank all those who responded, shared or posted our social media polls between 21st – 25th February 2022 and those who subsequently gave further information by following the link to our Dental Mystery Shopper survey.

Appendices

Appendix 1 – Listed gender of our Facebook followers.

Female – 251

Male – 77

Appendix 2 – Listed locations of our Facebook followers.

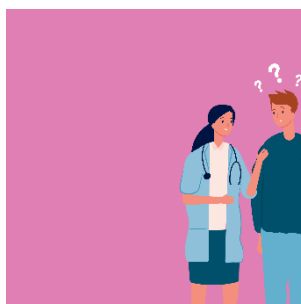
Derby 42.4%, Ilkeston 3%, Belper 2.7%, Burton upon Trent 1.5%, Etwall 1.2%, Mansfield 0.9%, Nottingham 0.9%, Ripley 0.9%, Sheffield 0.9%, Alfreton 0.6%.

Appendix 3 – Listed locations of LinkedIn followers.

Derby 68.63%, Bristol 3.92%, Coventry 1.96%, London 1.96%, Crewe 1.96%, Taunton 1.96%, Amsterdam 1.96%, Sheffield 1.96%, Leeds 1.96%, Stoke on Trent 1.96%.

Appendix 4 – Workplace industry of LinkedIn followers.

Hospital and Health Care 28.57%, Non-profit organization management 14.52%, Health, Wellness and Fitness 11.29%, Government Administration 7.94%, Higher Education 4.84%, Retail 3.23%, Civic and Social Organisation 3.23%, Sports 1.61%, Supermarkets 1.61%, Individual and Family Services 1.61%



Appendices

Appendix 5 – Workplace seniority of our LinkedIn followers.

Entry Level 35.71%, Senior Level 26.79%, Director 16.07%, Vice President 5.36%, Chief Experience Officer 5.36%, Manager 5.36%, Unpaid 3.57%, Owner 1.79%.

Appendix 6 - Question 1 – responses by Social Media platform

	Yes	No
Facebook	1	1
Twitter	4	1
LinkedIn	3	2

Appendix 7 -Question 2 – responses by Social Media platform

	Yes	No
Facebook	0	0
Twitter	5	1
LinkedIn	0	2

Appendices

Appendix 8 - Question 3 – responses by Social Media platform

	Yes	No
Facebook	0	0
Twitter	0	3
LinkedIn	0	2

Appendix 9 - Question 4 – responses by Social Media platform

	Yes	No
Facebook	0	0
Twitter	1	3
LinkedIn	2	0

Appendix 10 - Question 5 – responses by Social Media platform

	Yes	No
Facebook	0	0
Twitter	2	0
LinkedIn	3	0

Appendices

Appendix 11 – Facebook Post Engagement (Healthwatch Derby Facebook only) %

Q1 – 27 Reach, 2 Engagement – 7%
Q2 – 16 Reach, 0 Engagement – 0%
Q3 – 15 Reach, 0 Engagement – 0%
Q4 – 11 Reach, 0 Engagement – 0%
Q5 – 0 Reach, 0 Engagement – 0%

Appendix 12 – Twitter Post Engagement %

Q1 – 107 Reach, 8 Engagement – 7.5%
Q2 – 93 Reach, 11 Engagement – 11.8%
Q3 – 99 Reach, 8 Engagement – 8.1%
Q4 – 77 Reach, 5 Engagement – 6.5%
Q5 – 51 Reach, 3 Engagement – 5.9%

Appendix 13 – LinkedIn Post Engagement %





Q1 – 57 Reach, 8 Engagement – 14%
Q2 – 36 Reach, 4 Engagement – 11%
Q3 – 30 Reach, 3 Engagement – 10%
Q4 – 35 Reach, 3 Engagement – 8.6%
Q5 – 23 Reach, 5 Engagement – 21.7%





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