healthwatch Derby

Healthwatch Derby Social Media Campaign
May 2022

Pharmacy Services

Contents

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, 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, 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.

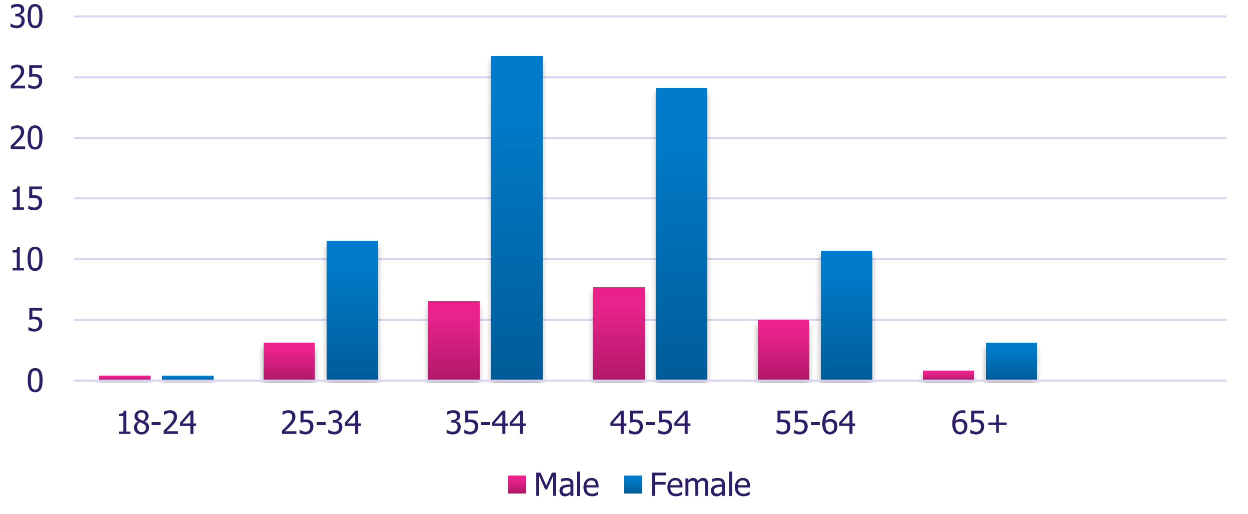
We promoted the Pharmaceutical Needs Assessment survey on our Social Media channels over the course of a week, and included polls to increase engagement and encourage responses from those who may not wish to fill in a survey.
(Appendices 10, 11, 12)

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 345 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.



76.5% of our followers have listed their gender as Female. *(Appendix 1)*

The majority of our followers have listed their location as Derby (43.2%) with other outlying regions present but to a much lesser extent.

Other locations in which our followers have said that they live include Ilkeston (2.9%), Belper (2.3%), Burton on Trent (1.2%), Etwall (1.2%) and Mansfield (1.2%).
(Appendix 2)

Our Audience : Twitter

At the time of writing, Healthwatch Derby has a captive Twitter audience of 2146 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 72 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 (49%) with other outlying regions present but to a much lesser extent, below 6%. *(Appendix 3)*

The majority of our followers work in the Hospital and Healthcare industry (24%). Other industries in which our followers work include Non-profit Organisation (15%) and Health and Fitness (12%). Other industries are listed but with followers below 6%. *(Appendix 4)*

The majority of our followers work within Senior Level (29%), Entry Level (28%) or Director Level (17%) roles within their businesses with other roles listed but with followers below 4%. *(Appendix 5)*

Using Social Media to gather feedback

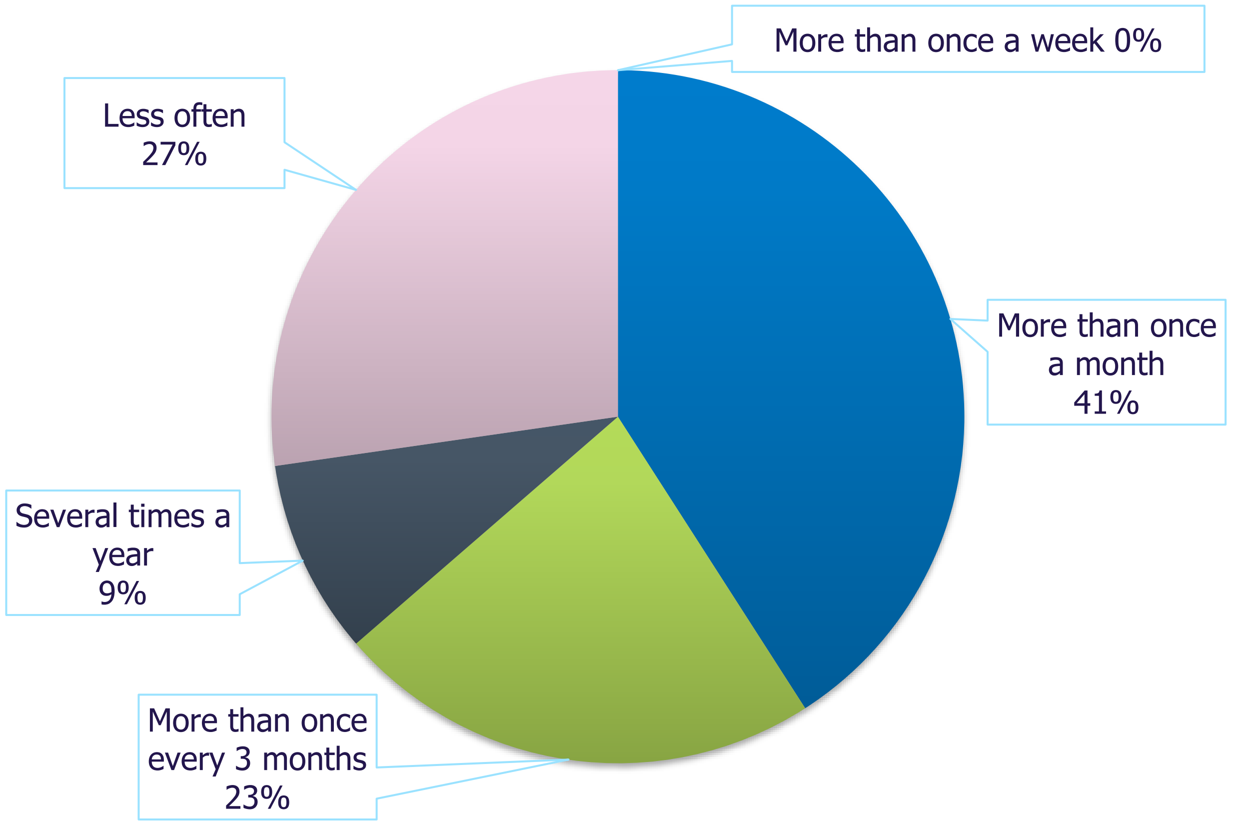
There are pros and cons for using Social Media platforms as a means to gather accurate and good quality feedback.

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 Pharmacy services. We want to hear from people first hand how they felt there and then about their local pharmacy, 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 Pharmacy services, and should be considered as such.

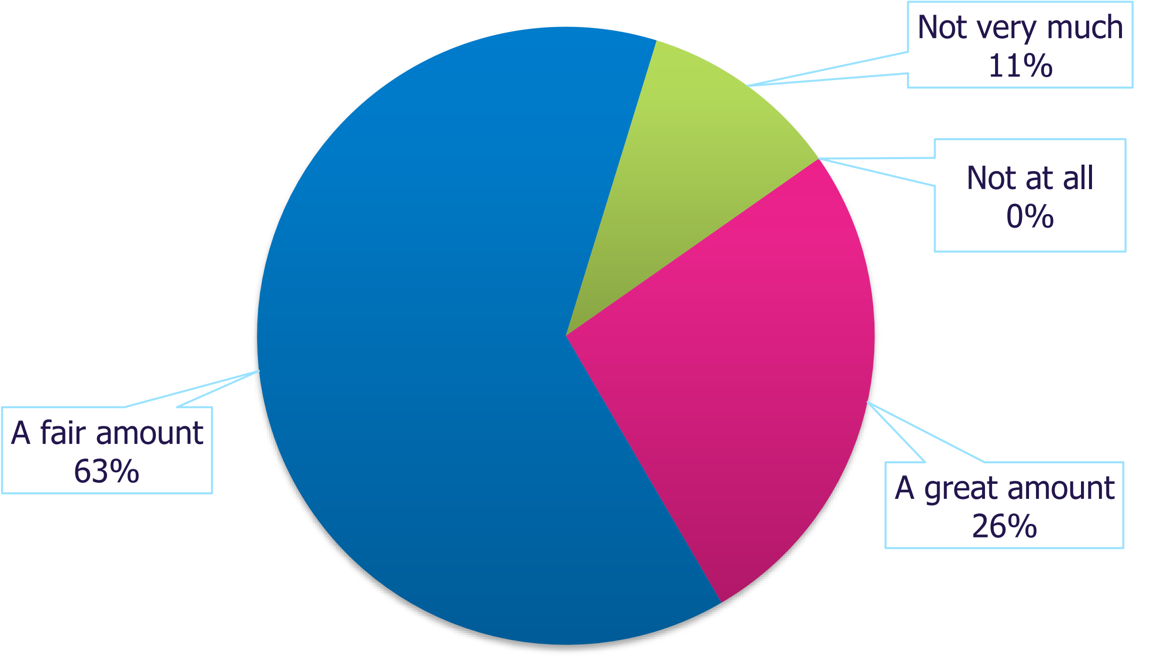
Question 1 – How often do you use your pharmacy?



Across the Social Media channels and survey, there were 22 responses to this poll question and the majority of people responded by saying that they visit their pharmacy more than once a month but less than once a week.

(Appendix 6)

Question 2 – To what extent does your pharmacy meet your needs?

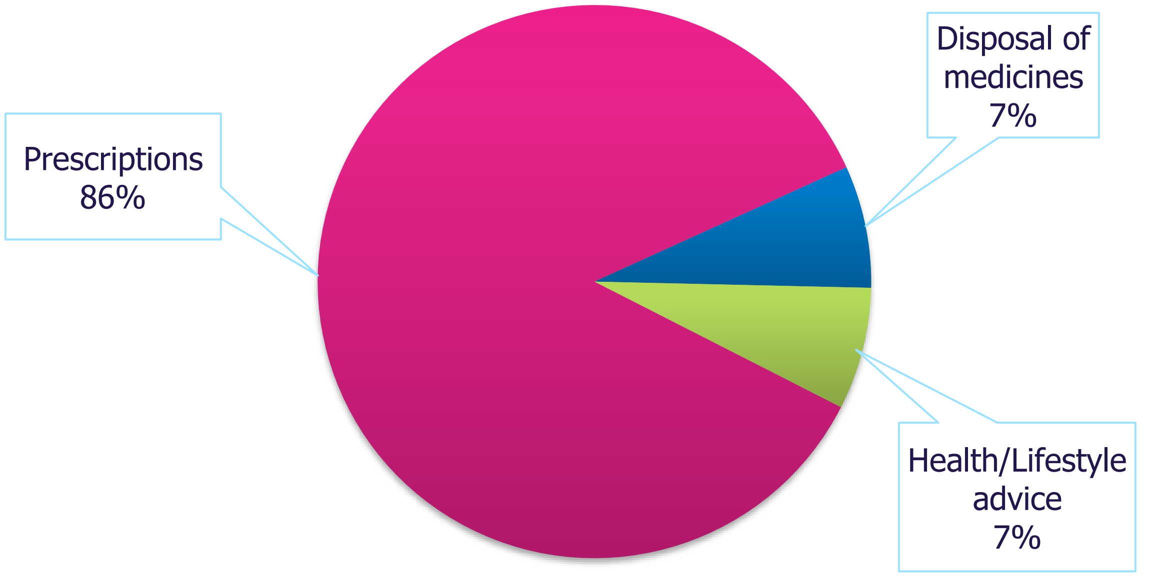


Across the Social Media channels and survey, there were 20 responses to this poll question and 89% stated that to some extent their pharmacy had positively met their needs.
(Appendix 7)

One individual stated 'Not very much' and left a further comment to explain their choice.

"Reduced the variety of items including own label items that are the same as proprietary ones but at a better price."

Question 3 – What services do you use at your pharmacy?



Across the Social Media channels and survey, there were 14 responses to this poll question and 86% of respondents stated that they use their pharmacy for dispensing and collections of prescriptions.

(Appendix 8)

Question 4 – What other services would you like to see at your pharmacy?

We had only one direct additional response to this question through Social Media polls.

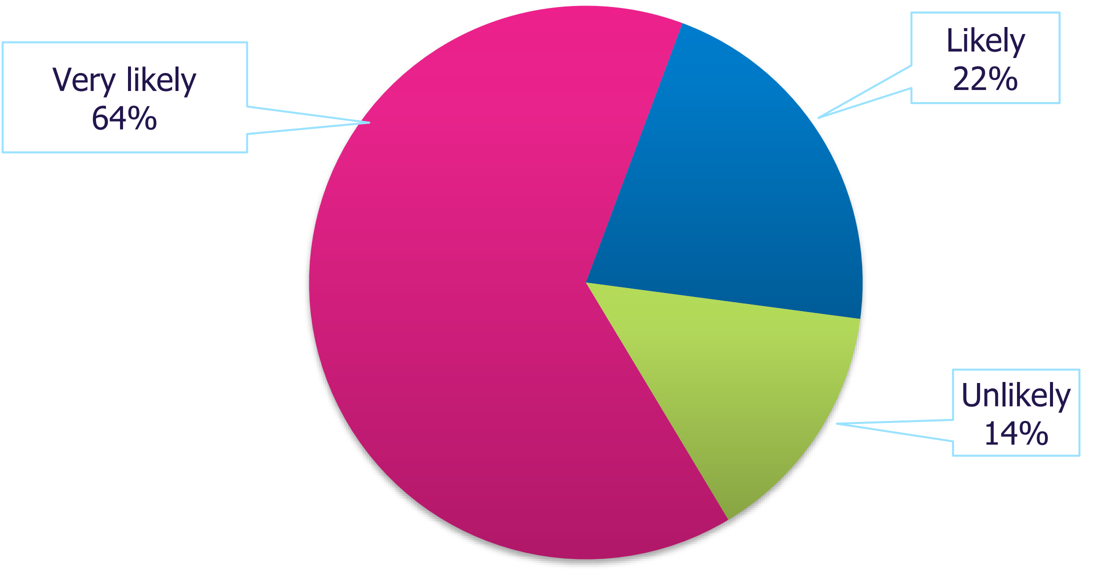
"UTI home testing kits"

Two further comments were given from respondents who had completed the survey.

"Not sure what the full range of services are"

"Being able to collect the whole of a prescription in one go. Too often now they do not do so requiring a further visit to pick up the balance. Its time wasting!"

Question 5 – How likely are you to recommend your pharmacy?



Across the Social Media channels, there were 14 responses to this poll question and 86% of respondents stated that they would be likely to recommend their pharmacy to some extent.

(Appendix 9)

Summary of findings

Over the course of 5 days, and with prior and subsequent promotion, our polls received a total of 62 reactions.

2 individuals followed the attached link to our Pharmaceutical Needs Assessment survey and gave more details, by answering further questions about their experiences.

We first asked how often respondents use their local pharmacy and the majority stated that they use it more than once a month but less than once a week.

We asked to what extent their local pharmacy met their needs and 89% responded positively that to some extent their pharmacy met their needs, and 26% stated it had met their needs a great amount.

We asked which services were used by respondents at their local pharmacy and 86% stated they used it for collection of dispensed prescriptions. When asked which additional services that respondents would like to see, there was an additional comment which asked for UTI home testing kits, one respondent asking to bring back a larger range of lower priced and own brand products, and one respondent stating that they are not aware of the full range of services available.

We asked whether, based on the previous polls and all comments made, respondents on the whole would recommend their local pharmacy to others and 86% would to some extent, with 64% saying that they would be very likely to.

Healthwatch Derby would like to thank all those who responded, shared or posted our social media polls between 9th – 13th May 2022 and those who subsequently gave further information by following the link to our Pharmaceutical Needs Assessment survey.

Appendices

Appendix 1 – Listed gender of our Facebook followers.

Female – 264

Male – 81

Appendix 2 – Listed locations of our Facebook followers.

Derby 43.2%, Ilkeston 2.9%, Belper 2.3%, Burton upon Trent 1.2%, Etwall 1.2%, Mansfield 1.2%, Alfeton 0.9%, Nottingham 0.9%, Sheffield 0.9%, Swadlincote 0.9%.

Appendix 3 – Listed locations of LinkedIn followers.

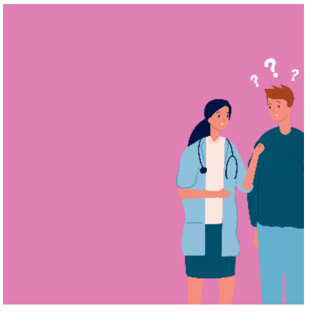
Derby 49%, Leicester 6%, Bristol 3%, Nottingham 3%, Coventry 1%, London 1%, Crewe 1%, Taunton 1%, Amsterdam 1%, Sheffield 1%.

Appendix 4 – Workplace industry of LinkedIn followers.

Hospital and Health Care 24%, Non-profit organization management 15%, Health, Wellness and Fitness 12%, Government Administration 6%, Higher Education 6%, Civic and Social Organisation 4%, Supermarkets 1%, Individual and Family Services 1%, Religious Institutions 1%, Education Management 1%.

Appendix 5 – Workplace seniority of our LinkedIn followers.

Senior Level 29%, Entry Level 28%, Director 17%, Chief Experience Officer 4%, Vice President 3%, Manager 3%, Unpaid 3%, Owner 3%.



Appendices

Appendix 6 - Question 1 – responses

	More than Weekly	More than Monthly	More than 3 Monthly	Several times a year	Less often
Facebook	0	3	0		0
Twitter	0	2	2		0
LinkedIn	0	4	3		6
Survey	0	0		2	0

Appendix 7 -Question 2 – responses

	More than Weekly	More than Monthly	More than 3 Monthly	Several times a year	Less often
Facebook	0	3	0		0
Twitter	0	2	2		0
LinkedIn	0	4	3		6
Survey	0	0		2	0

Appendices

Appendix 8 - Question 3 – responses

	Prescriptions	Disposal of medicines	Health/ Lifestyle advice	Other
Facebook	1	0	0	0
Twitter	2	0	0	0
LinkedIn	7	0	0	0
Survey	2	1	1	0

Appendix 9 - Question 5 – responses

	Very likely	Likely	Unlikely	Very unlikely
Facebook	0	0	0	0
Twitter	0	1	1	0
LinkedIn	9	2	1	0
Survey				

Appendices

Appendix 10 – Facebook Post Engagement (Healthwatch Derby Facebook only) %

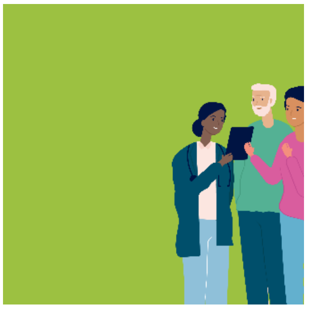
Q1 – 43 Reach, 5 Engagement – 11.63%
Q2 – 27 Reach, 2 Engagement – 7.40%
Q3 – 28 Reach, 1 Engagement – 3.57%
Q4 – 34 Reach, 1 Engagement – 2.94%
Q5 – 36 Reach, 1 Engagement – 2.78%

Appendix 11 – Twitter Post Engagement %

Q1 – 51 Reach, 7 Engagement – 13.73%
Q2 – 52 Reach, 4 Engagement – 7.69%
Q3 – 36 Reach, 2 Engagement – 5.56%
Q4 – 43 Reach, 1 Engagement – 2.33%
Q5 – 56 Reach, 2 Engagement – 3.57%

Appendix 12 – LinkedIn Post Engagement %

Q1 – 52 Reach, 8 Engagement – 15.38%
Q2 – 42 Reach, 6 Engagement – 14.29%
Q3 – 35 Reach, 2 Engagement – 5.71%
Q4 – 41 Reach, 3 Engagement – 7.32%
Q5 – 49 Reach, 5 Engagement – 10.20%



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