

Patient satisfaction

UltraFeedback specialises in patient satisfaction and experience. For the past twelve months UltraFeedback has been running a patient satisfaction program in cosmetic clinics across Australia. Four clinics have participated so far with a total of 430 individual patient responses received to date. A summary de-identified and aggregated report is available which shows that the level of patient satisfaction is far above those achieved by hospitals but a little below general practice.

90% of patients were found to be female and the most popular age group to undergo a procedure was between 35-64 years. Surgical laser and liposuction were found to be the most common surgical procedures, whereas medical laser, injectable fillers and wrinkle treatments were the most common medical procedures. Three quarters of patients surveyed rated their satisfaction with the results of their procedure as high or very high and 80% of patients revealed that they felt their appearance is better now than before undergoing a cosmetic procedure. Patients who underwent liposuction and wrinkle treatments rated their satisfaction with the procedure outcome as 4.30 for each on a scale of 5.00, whereas patients who underwent facial rejuvenation, surgical laser and sclerotherapy rated their satisfaction lower at 3.56, 3.58 and 3.63 respectively on the same scale.

72 patients had procedures performed by a nurse and 310 patients had procedures performed by a doctor. 89% of patients rated their satisfaction with their doctor as high or very high. 99% of procedures were conducted in a clinic environment, not in a hospital or inpatient setting.

Areas for improvement were found to be about discussions between the doctor and patient pre and post procedure. It was found doctors need to engage more with their patients to address patient concerns and expectations regarding surgery. 10% of patients were concerned they were not asked about their other health problems. The perception that doctors care as much about a procedure as patients is strongly linked to satisfaction and thus requires continued attention. Follow up consultations could also be more thorough to ensure all patient questions are addressed. Some patients also felt that waiting times between the initial consult and the actual procedure was unacceptable.

Interestingly, patients from the clinics who participated in the program were most likely to choose the clinic/doctor based on their own research and the advice of friends and family secondly. Discussions with and recommendations from GP's was the least likely method to be referred to a cosmetic surgery. 88% of patients rated their satisfaction with overall clinic service at consultations to be high or very high. 91% of patients suggested the likelihood of recommending their doctor and the clinic to others was high or very high.

The program will continue to run throughout 2009.

ACCS Insights

This benchmarking survey of Fellows was initially run and reported on in early 2008. It provided data and insights about cosmetic surgery and medicine in Australia. It is recommended that this survey be repeated in October 2009.