

# CASE STUDY:

# ALCURA



Alcura provides innovative personalised solutions that improve patient care. They work closely with each patient's healthcare provider and the companies that make the medicines to ensure that patients get the best from their prescribed medicines, and the best possible care at home.

The name Alcura is derived from the Latin word 'cura' meaning care. This reflects their dedication to patient care.

Alcura are required to give all patients the opportunity to give feedback at least once per year about the homecare service they have received. This is known as the National Patient Satisfaction Questionnaire. According to the National Clinical Homecare Association (NCHA), the data collected will support the development and implementation of clinical interventions in homecare services.

In early 2020, We Love Surveys were approached by Alcura having previously experienced the team as part of a different project. Initial discussions enabled us to understand that the NCHA survey is mandatory and should be made available to all patients, once per year. In 2019, the survey had been sent to around 16% of patients using various methods, each with limited success.



The Alcura team knew that to manage a survey of this size effectively, they would need support from an external partner, and they had confidence that our team at We Love Surveys could deliver on their requirements.

## WHO ARE THEY?

Established in 1994, Alcura, formerly known as Central Homecare, has more than 20 years' experience in the UK homecare market, providing clinical patient care directly to more than 45,000 people in their own community.

Alcura offers an extensive range of patient homecare services across the UK, which include:

- Home delivery of medicines
- Home infusions and administration of medicines
- High-technology care, such as intravenous drug therapy, chemotherapy, or IV feeds
- Patient training
- Provision of medical equipment
- Clinical waste collections



“The Alcura team are fully committed to the compassionate care of patients and strive to offer a gold standard of service. The Patient Satisfaction Questionnaire is critical to understand the needs of our patient cohort but to also listen to the viewpoints of areas of improvement to the service we offer. We Love Surveys and our account managers, Anna and Helen, have been a pivotal part of the success, understanding our needs and end goal, to guide and partner us on our digital journey.”

Stephanie Westwood, Head of NHS Services

## WHAT WAS THE CHALLENGE?

In the past, the process of collecting patient satisfaction feedback was carried out manually by the internal operational team using a variety of methodology, but predominantly paper surveys. The manual process was time-consuming and inefficient.

The Alcura team knew they needed to embrace digital technology to enable them to make the survey accessible for all patients and improve on the previous return rates of ~400 per year, but they also appreciated that self-management of a survey to more than 30,000 patients would take huge resource and admin time that simply was not viable; the prospect felt overwhelming.



EMBRACING  
DIGITAL  
TECHNOLOGY

## WHAT WAS THE CHALLENGE?

The target response rate of 10% was also a huge undertaking. Even if they could distribute the surveys, the collation and analysis of the results would have been a near impossible task. At this point, Alcura approached We Love Surveys based on their previous experience and excellent recommendations.

## WHAT WAS THE SOLUTION?

Alcura had existing consent to contact patients regarding their healthcare surveys. This meant that SMS was an ideal way of sending the survey to around 30,000 patients, reducing a huge proportion of the administration and logistical challenges associated with this survey.

We Love Surveys worked with Alcura to create a fully-branded web survey, including variations for Irish and Welsh patients. This included the option for Welsh patients to switch the language within their survey if they preferred to view it in Welsh.



We Love Surveys handled the process of sending SMS to around 30,000 patients with a link to the web survey included. Each patient was then able to simply click on the link and give their feedback. With this method, we could send the initial SMS and track activity. SMS reminders were also sent two weeks post-launch, to those who had not clicked on the original web link.

Using this method, we could accurately review participation throughout the survey time. Alcura were thrilled with the 12% response rate, 2% over target, meaning an additional 500 patients' feedback was included in the overall results.

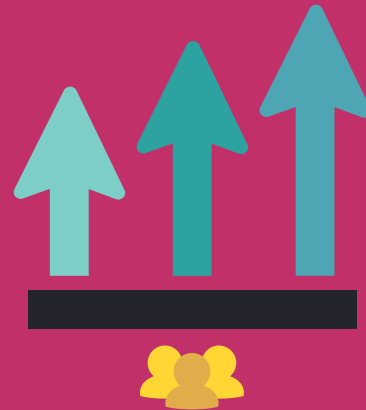
Once the survey had closed, We Love Surveys provided comprehensive reports and access to a Microsoft Power BI™ dashboard, enabling Alcura to drill down into the detail of their patient feedback at any level of their organisation.



## WHAT DOES THE FUTURE HOLD?

Since the first survey was run in mid-2020, the relationship between Alcura and We Love Surveys has remained strong and, in early 2022, the second iteration of the survey was implemented.

The audience increased significantly compared to 2020, with invites sent to ~37,500 patients and an excellent 15% response rate, which was an increase of 2,000 responses on 2020.



Both We Love Surveys and Alcura are looking forward to developing our partnership further in the months and years to come.

“It’s great to work with Steph and the team on the patient feedback project each year. Alcura have a clear desire to understand more about how they can improve the patient experience, and the volume of feedback collected combined with the user-friendly reporting provided by We Love Surveys enables action to be taken. Our goal is to ensure that all patients are given the opportunity to give feedback on their homecare services, whilst ensuring that the whole process is smooth and efficient for Alcura.”

Anna Brown, Client Success Manager,  
We Love Surveys

