

Patient Survey Approved Contractor

Ipsos MORI: the organisation

The Social Research Institute's specialist research staff focus on public policy, with experts focussed in each part of the public sector, to ensure we are providing research that makes a difference. We specialise in in-depth research for central government departments, local public services and the not-for-profit sector, to understand what works in terms of service delivery, to help optimize communications and marketing, to provide robust evidence for policy makers, and to bridge the gulf between the public and politicians. Please contact us for more information, or visit our website <http://www.ipsos-mori.com/publicaffairs/index.shtml>

Quality control procedures

Ipsos MORI is dedicated to high quality research. We have been awarded the new international process Standard ISO 20252 by the accredited assessment body Marketing Quality Assurance Ltd (MQA) — the first research agency in UK, and in the world, to achieve the new standard. This sets out minimum standards for each stage of a project and enables accredited companies to provide a superior service to their clients. In addition to regular surveillance visits carried out by **independent external** bodies, we have our own auditing and quality teams. Through 'Customer Service Monitoring' feedback from our clients, we continuously monitor our quality of service. Ipsos MORI also has an internal employees' Best Practice Group, its objectives being to identify and disseminate best practice throughout the company.

Experience of NHS surveys, ethical approval and confidentiality

Ipsos MORI works closely with the NHS at national and local level, looking at patient experience, as well as the Department of Health, Prime Minister's Strategy Unit, the Office of Public Service Reform and the Audit Commission. Our experience includes a wide range of patient feedback surveys, performance reviews, information and communications in the NHS, health and lifestyles research and NHS employee satisfaction surveys.

Ipsos MORI has been an approved contractor since 2002. Ipsos MORI complies strictly with both the Data Protection Act (1998), the Market Research Society and Social Research Associations' Code of Conduct, guaranteeing that data collected for research is not used for any other purpose, and guaranteeing individual confidentiality and anonymity to all respondents. In conducting health research we follow our statement of ethical principle and work to Caldicott principles.

Customising the survey for local questions and local reports

Ipsos MORI's reports for individual trusts would describe the results from the core questions. Local add-on questions would be cross-referenced with the core questions and question bank. We are also able to offer trusts in-depth reports, presentations, dissemination of findings to stakeholders, and feedback to participating patients.

Ipsos MORI can add further value to local surveys by benchmarking results against other trusts and tracking change, including additional demographic information to enhance analyses, and targeting special patient groups (e.g. the elderly or ethnic minorities).

The Ipsos MORI approach to project management places emphasis on close client liaison. Throughout the course of each survey the Health team will inform, update and advise trust staff, discuss local question variations and be on hand to provide assistance with any problems they may encounter. It is a preferred way of working that the Social Research Institute at Ipsos MORI have refined in their many dealings with local government clients.

Contact details

Kirstin McLarty
Ipsos MORI Health Research
79-81 Borough Road
London SE1 1FY

Tel: 020 7347 3000

Fax: 020 7347 3800

e-mail: Kirstin.mclarty@ipsos-mori.com

'Standard' survey costs

Our core package includes all the requirements to meet the methodology as outlined in the guidance documents:

- Printing letters, questionnaires and reminders
- Sampling/database management
- Mailing (including outward and return envelopes and postage)
- Data processing
- Project management support and liaison throughout the project and beyond
- Helpline for respondents

In addition to these standard requirements, we will provide you with the following at no extra charge:

- A **marked-up questionnaire** of the topline results
- **Computer tables** (allowing for sub-group analysis of the main findings)

Tasks – Core survey	Price (£)
Sampling advice and support	990
Printing questionnaires and other documents	1,061
Distribution of questionnaires	714
Handling receipt of completed questionnaires	111
Data entry	544
Data cleaning and transfer	1,345
Project management	2,190
Total	6,955 + VAT

Indicative costs of variations

Tasks – Add-on questions and added value	Price (£)
Ethical approval	Individual costs
Design and testing of new questions	1,300
Additional costs of 4 extra pages of questions (all aspects of survey design excluding question design and testing)	800
Additional sample of 200 achieved respondents (using core methodology)	1,000
Additional sample of 500 achieved respondents (using core methodology)	1,500
Additional reporting – bullet point summary	800
Additional reporting – full report	1,000
Presentation	1,500