

# GARSTON VETERINARY GROUP

## Garston Veterinary Group: Small Animal Client Survey Results

The Garston Veterinary Group constantly aims to improve the service and care it offers to clients and patients. In order to find out your views we recently conducted a survey of the clients at our three surgeries in Frome, Trowbridge and Warminster.

80% of the 159 respondents said they had heard of Garston Veterinary Group by word of mouth. The top reasons for choosing a veterinary practice were **the skills and knowledge of the vets, cleanliness and hygiene of the practice and a friendly, helpful atmosphere, bottom of the list were the cost of treatment and location of the practice.**

We had a total of **159 respondents.**

**80%** of clients were recommended to use Garston by **word of mouth.**

From a choice of 12 factors clients were asked which were most important to them in choosing a veterinary practice. Top of the list were: **the skills and knowledge of the vets, cleanliness and hygiene of the practice and a friendly, helpful atmosphere.** According to our survey, the least important factors in choosing a practice are the cost of treatments and the location of the practice.

We are very pleased to find that the majority of our clients rated the levels of service offered by our vets, nurses and receptionists **very highly** when asked to score them in terms of their knowledge and attitude.

Similarly you are very happy with the **presentation and space** provided in our waiting rooms at each surgery. Our new Trowbridge reception scored a perfect score (everyone rated it 'very good' for cleanliness and presentation). It is very satisfying to find that you obviously appreciated the improvements.

Unfortunately, one area we are not so good in is the **timing of appointments.**

Although most people were seen early or on time for their last appointment, there was a significant minority who had to wait beyond their appointment time to be seen. Disappointingly, only 50% of you felt you were offered an adequate apology when we were running late. Some clients commented that it was understandable, given the unpredictability of the problems which the veterinary surgeon was dealing with, that we would be late at times. The survey has shown that this is an area in which we need to improve and we will now endeavour to do so. We will also endeavour to offer you an apology or explanation when we cannot avoid running late.

Another disappointment was the sizeable minority of you that had not received an **estimate** for the courses of treatment or surgery performed at your last visit to the surgery.

**This is an area that we certainly wish to improve.**

We believe it is important to try and keep you informed about the costs that may be incurred in the treatment of your pet.

Veterinary fees can be expensive and we appreciate that clients need to know all the options open to them before embarking on a treatment protocol. Sometimes it can be difficult to predict exactly what costs are likely to be incurred, especially for investigations into a medical condition, where we may not know, from the outset, which tests are going to be required. **We will endeavour to keep you fully informed about the costs as they accumulate even in these difficult cases.**

Where estimates were given 80% were in the region you had expected, but 20% were higher than expected.

Overall **42%** of respondents felt that we offered **‘very good value for money’** with a further **42%** stating that we offered **‘good value for money’**.

Only 3% of respondents felt we offered poor value for money

Interestingly,

47% of respondents visit the surgery at least 5 times every year.

31% visit 2-5 times and 22% less than twice per year.

On average, our Warminster clients visit the practice more often than Frome or Trowbridge clients.

61% of our clients live within 2 miles of the surgery while 7% travel more than 8 miles to see us. These findings are typical of veterinary practice in the UK.

**We also asked for any other comments. Here is a selection:**

“Please keep up the good work”

“I’ve been with Garston Vets ever since I had my first cat about 30 years ago. I cannot fault the treatment given to all my cats over the years. I hope Garston Vets continues in the same manner as before.”

“It’s a lovely vets to bring your sick animals to. The staff are friendly and helpful. Thank you.”

“Could do with a price list.”

“Overall an excellent practice and quality of care given to animals”

“I would and happily have recommended the practice to friends, if not for the care that was given to my much loved cat following an RTA he would not be with us. Thanks again.”

“I have used the veterinary group for over 5 years and have always found the treatment of the highest standard. Thank you very much.”

“Visiting for over 40 years we are always happy with care of many pets, various types of animals. Only once not happy.”

“99% satisfied with the service. Unfortunately I find prices high. I understand technology costs but I feel animals are suffering enough and the unscrupulous owners will not get their animals treated.”

“A list of fees for regular consultations + vaccinations etc displayed would be helpful.”

“Great practice, excellent staff. Top marks. Excellent service.”