

Patients' expectations of private osteopathic care in the UK: a national survey of patients

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Acknowledgements

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And to the many osteopaths and patients who participated in this study



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Osteopathic treatment



Advice and education



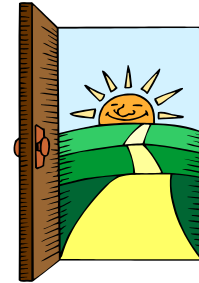
Spinal
manipulation

Gentle
techniques



Research questions

- ❖ What specific aspects of osteopathic practice do patients have expectations about?
- ❖ To what extent are expectations met or unmet?



Study Design

Phase 1 **Questionnaire development based on:**
Literature review
 of patient' expectations in health care

Focus groups and interviews

- with osteopathic patients to gain understanding



Phase 2 **National survey of osteopathic patients**
 - to quantify importance of different expectations



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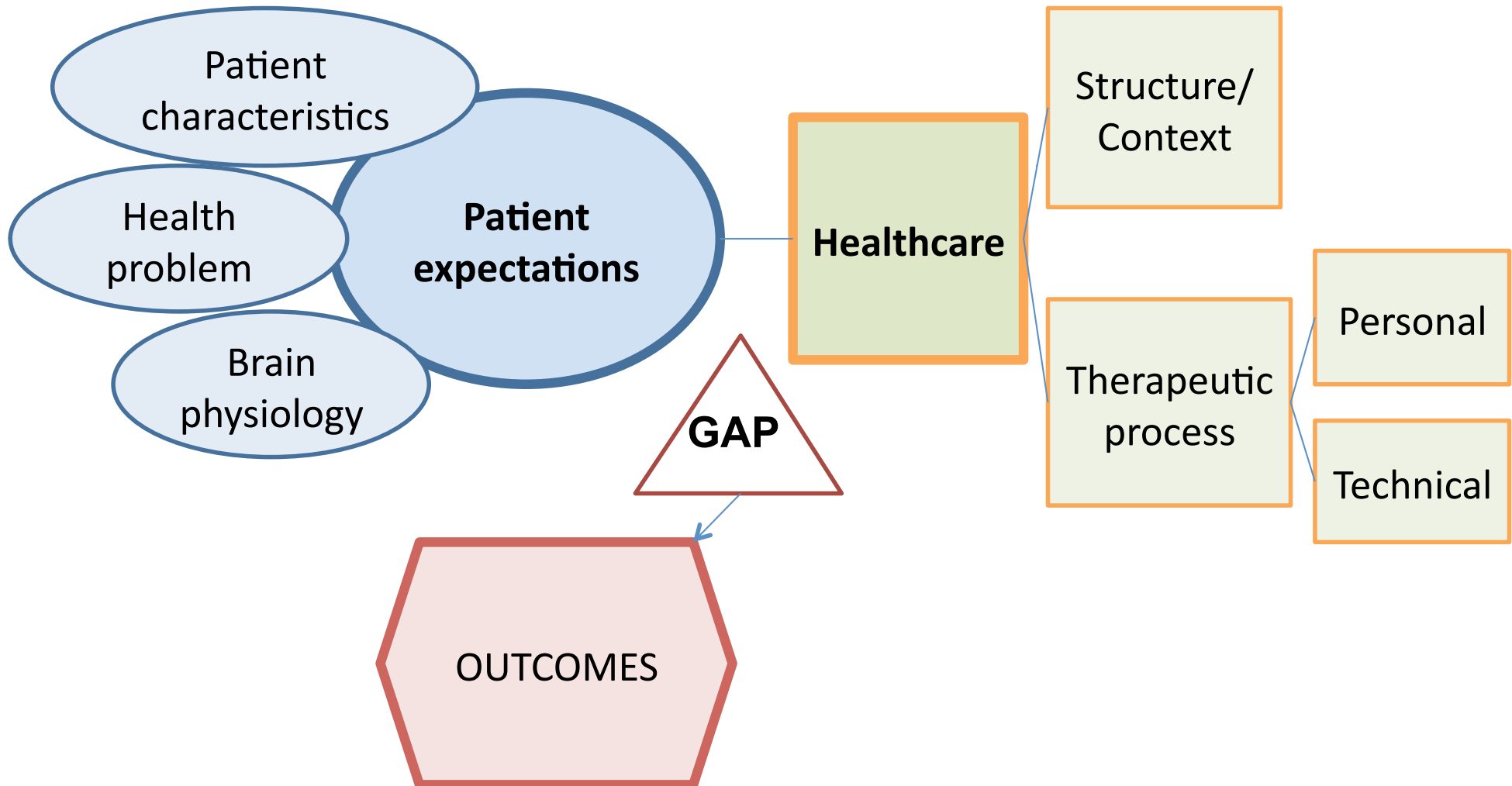


Review of the literature

Within healthcare, 'expectation' is a broad construct based on many variables including belief, diagnostic factors, and psychological factors such as hopelessness and control. The expectations of patients with back pain include a clear diagnosis and pain relief, as well as listening, respect and involvement in decision-making. Expectations may influence satisfaction and other outcomes of care.



Many factors influence expectations



Focus groups and interviews

“What do you expect when you visit an osteopath?”

- ❑ 11 locations in UK
- ❑ 14 practices, different service models
 - Private, training clinic, NHS
- ❑ 36 osteopathic patients in total
- ❑ High diversity in age, gender, disability
- ❑ Some diversity in ethnicity, social status, education



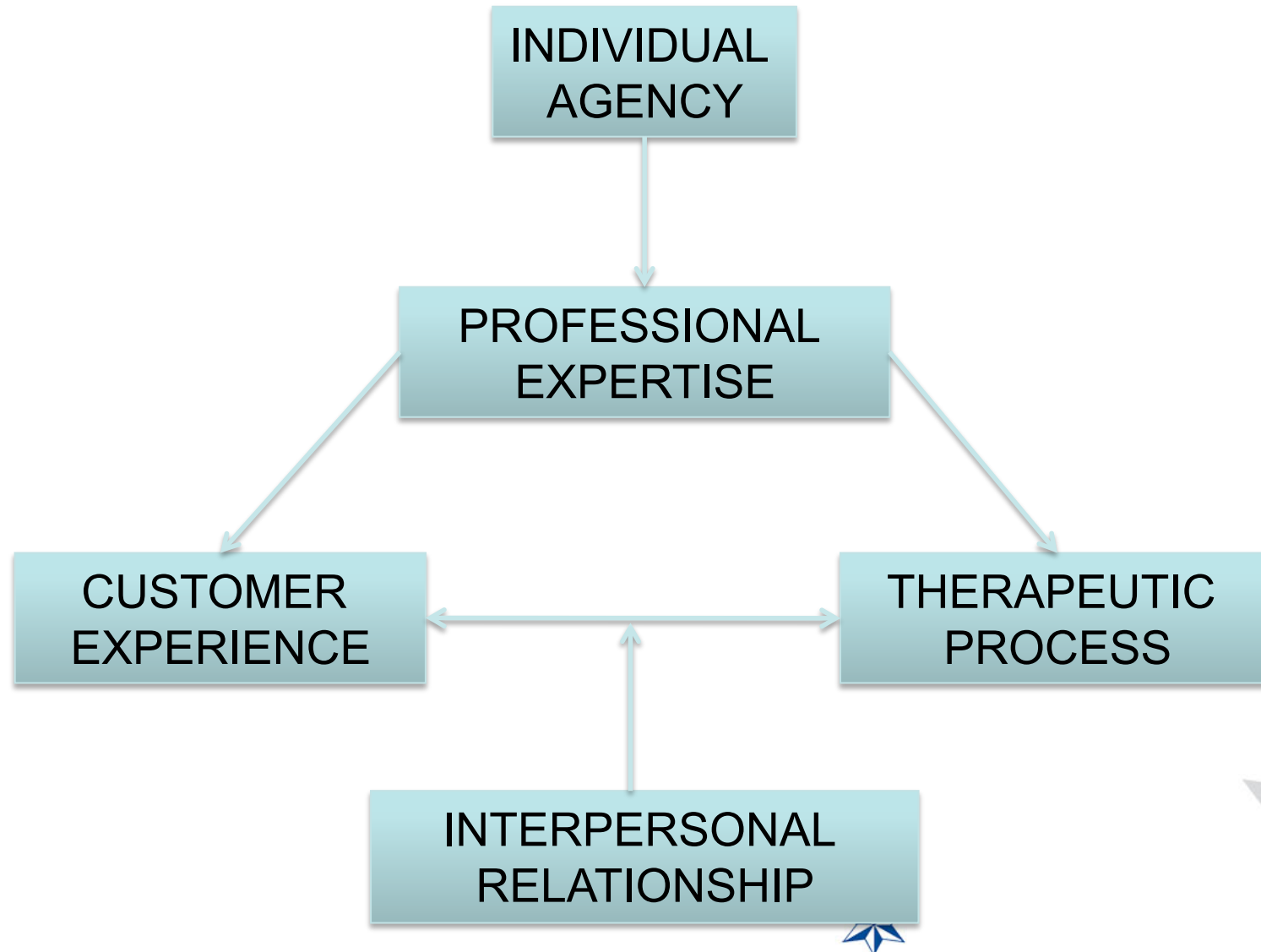
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Qualitative thematic analysis

- ☐ The interviews were transcribed and the text subjected to a qualitative thematic analysis
- ☐ Many distinct aspects of expectation were identified
- ☐ The emergent themes were used in the development of a structured questionnaire covering 51 different aspects of expectation
- ☐ A conceptual model of patient expectations was also developed



Conceptual model of expectations of osteopathic patients



Development of new osteopathy-specific questionnaire

- ❑ Question topics based on focus groups plus literature review
- ❑ Structured questions on 51 aspects of expectation
 - “I expected...”
 - “did it happen?”
- ❑ Pilot testing in 3 stages
- ❑ Final version graphic designed to try to maximise response

SECTION D: What do you expect when you go to an osteopath?

Please read each statement and then tick the box that is closest to what you think.

What I expect	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1 Before my first visit I expect to be given information about what will happen during the consultation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 I expect to be given an explanation of what the treatment will involve before treatment begins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 I expect to be given information about the benefits of treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 I expect to be able to negotiate the cost of my treatment sessions if necessary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 I expect to be given a choice of appointment times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 I expect to be given information about the risks and side effects of treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 I expect to sign a consent form prior to treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 I expect the practice to display evidence of the osteopath's professional qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 I expect to have the choice of a male or female osteopath	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 I expect to see the same osteopath each time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 I expect to be offered a chaperone or permitted to bring my own if I wish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 I expect the waiting area to be comfortable and relaxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 I expect the clinic environment to be hygienic and professional-looking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 I expect the consultation to last at least 30 minutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 I expect the osteopath to only treat one patient at one time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 I expect to be reassured that the information I am asked to provide will be kept confidential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 I expect the osteopath to take a detailed account of my personal case history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 I expect the osteopath to be sympathetic towards me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 I expect to be involved in making decisions about my treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 I expect the osteopath to make me feel at ease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 I expect to be given privacy when undressing and dressing during examination and treatment sessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 I expect to be provided with a gown or towel when asked to undress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23 I expect the osteopath to identify my problem area using her/his hands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24 I expect to be given a clear osteopathic diagnosis of my problem at my first appointment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

National survey of UK osteopathic patients



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Design of the survey

- ☐ Random sample of 800 osteopaths in private practice, a 20% sample from the UK Statutory Register of Osteopaths asked to help recruit patients
- ☐ Each osteopath invited a systematic sample of 14 eligible, consecutive patients to participate
- ☐ Patients given questionnaire pack to take home
- ☐ Questionnaire returned to research centre (not to osteopath)
- ☐ Analysis in SPSS



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Response rate

11,200 questionnaires sent out to osteopaths

32.4% of the osteopaths participated in patient recruitment

1,702 questionnaires returned by patients

15.2% overall response rate



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More than 95% patients expected these things

I expect to be able to ask questions

I expect the osteopath to listen to me

I expect to be treated with respect.

I expect to be given a clear explanation of my problem that I understand

I expect the osteopath to only treat one patient at one time

I expect the osteopath to take a detailed account of my clinical history.

I expect the clinic environment to be hygienic and professional looking

I expect the osteopath to make me feel at ease

I expect to be given advice about how to manage my symptoms myself

I expect my questions to be answered to my satisfaction

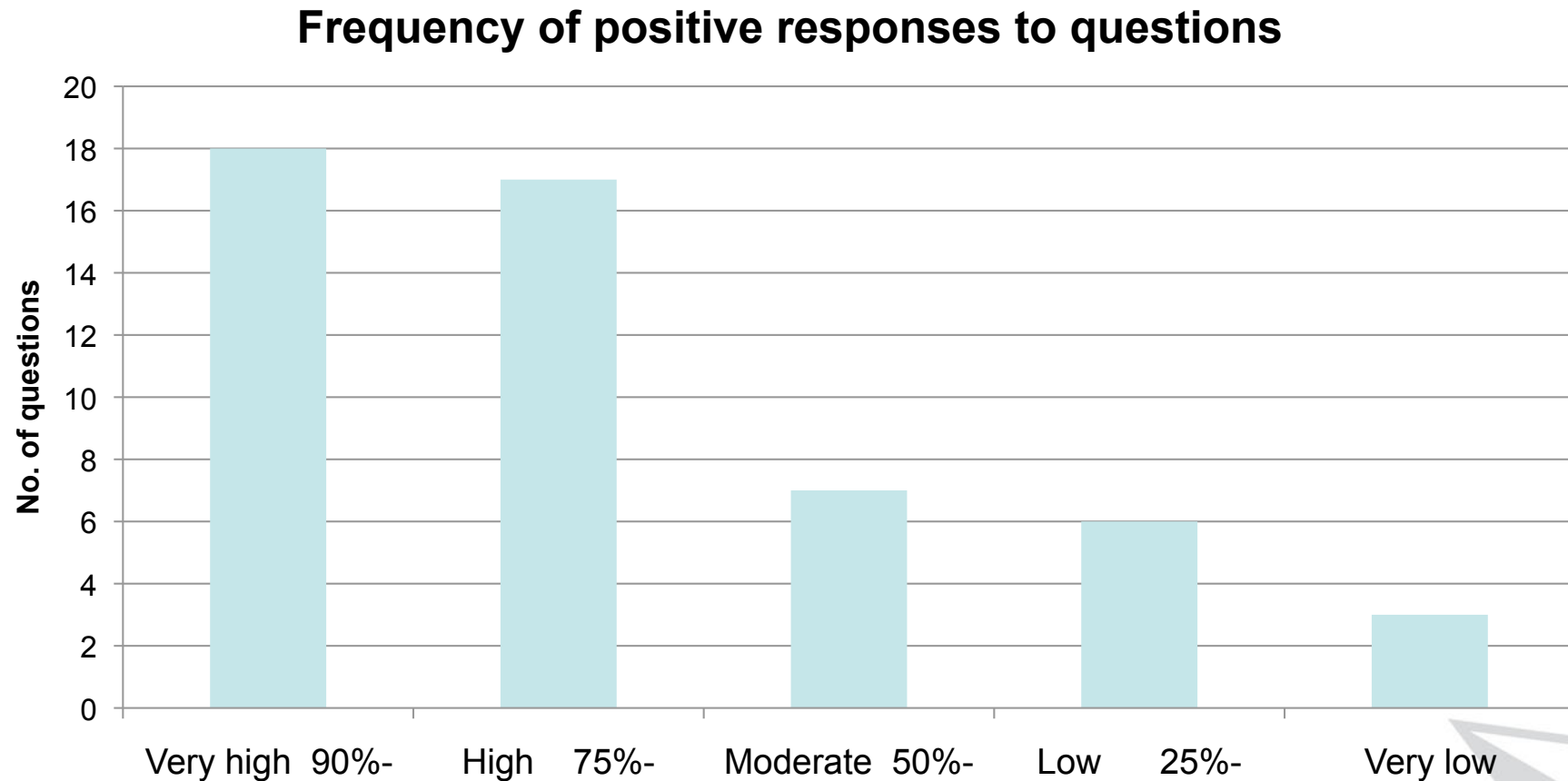
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Positive expectations

35/51 expectations were important to >75% patients

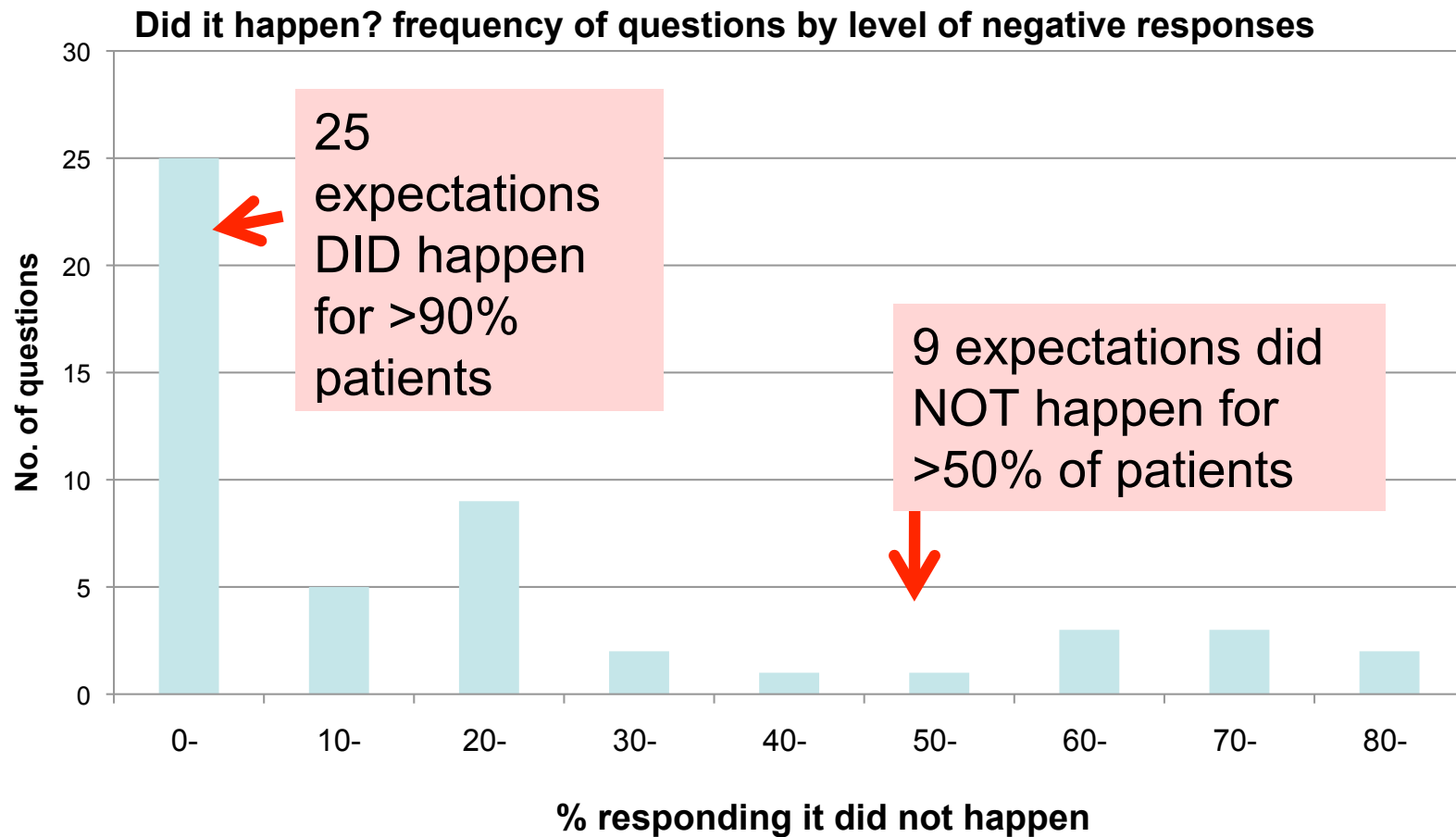


82% of 51 aspects







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Were expectations met?



Computation of a measure of unmet expectation

		Did you expect A?	
		YES	NO
Did A happen?	YES	 a	 c
	NO	 b	 d

$$\text{Unmet expectation} = \frac{\text{A did not happen (b)}}{\text{Total expecting A (a+b)}}$$

11 problem areas were identified



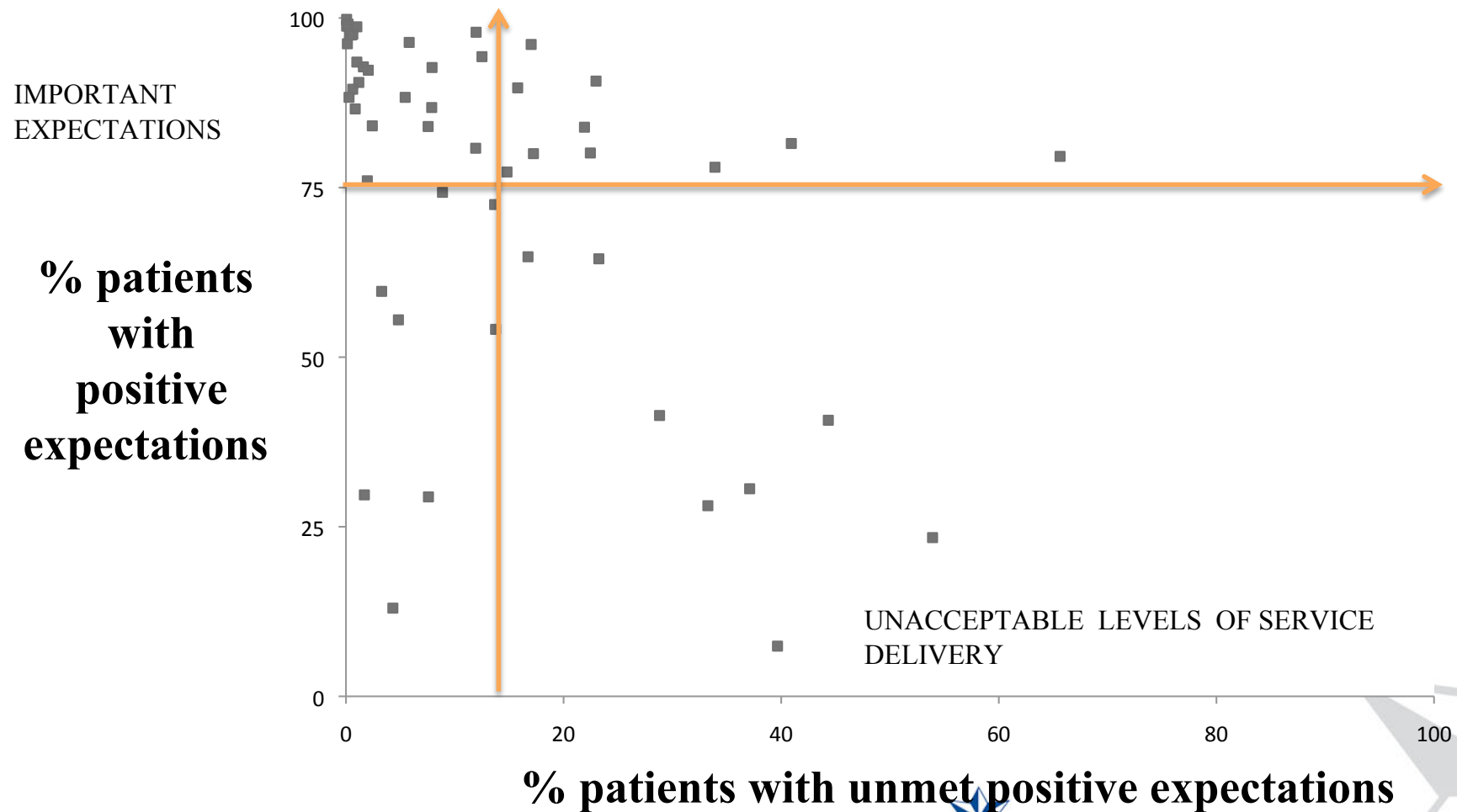
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The worst met important expectations

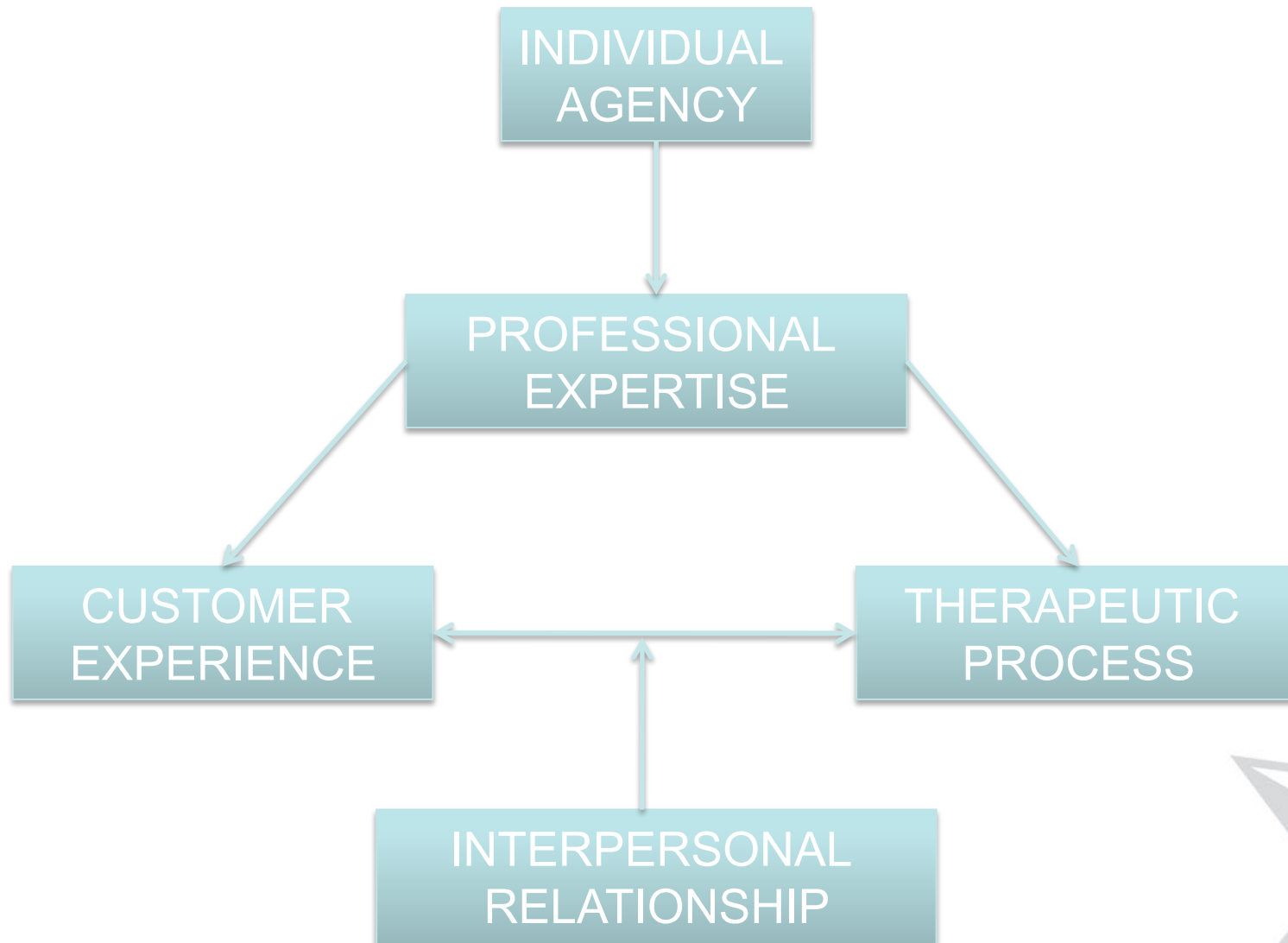
- ☐ I was made aware that there is a complaints procedure should I need to use it
- ☐ I am prepared to forgo some luxuries in order to have osteopathic treatment
- ☐ There was communication between my osteopath and GP about my problem
- ☐ I was informed of the risks and side effects of the treatment
- ☐ There was access for people with disability
- ☐ The osteopath was able to refer me elsewhere when my symptoms did not improve
- ☐ I was asked about the effects of previous treatment
- ☐ The osteopath assured me that my details were kept confidential
- ☐ I was given the opportunity to receive advice from the osteopath over the telephone
- ☐ Before my first appointment I was given information about what would happen during treatment.
- ☐ I was given advice on how to prevent the problem happening again



The level of positive expectation plotted against the level of unmet expectation, for the 51 aspects of patient expectation



Within our model, where were the unmet expectations?



Theme 1 - Individual Agency



Take control

- ✓ To be able to ask questions
- ✓ For questions to be answered to their satisfaction

Need to know

- ✓ To be given a clear explanation of their problem, that they can understand
- ✗ To be given advice on how to prevent the same problem happening again
- ✓ To be given a clear osteopathic diagnosis of their problem at the first appointment.



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Theme 2 - Professional Expertise



Specialist knowledge

- ✓ The practice displays evidence of the osteopath's professional qualifications
- ✓ The osteopath will take a detailed account of their clinical history

Open-minded to other therapies

- ✗ To be asked about the effects of previous treatment
- ✗ Communication between their osteopath and their GP
- ✗ Referral elsewhere if their symptoms are not improving

Clear boundaries

- ✓ I expect the clinic environment to be hygienic and professional looking



Theme 3 - Customer Experience



Building rapport

- ✓ The osteopath will make them feel at ease
- ✗ To be given information about what will happen, before the first visit

Healing environment

- ✓ The osteopath will only treat one patient at one time
- ✓ The waiting area to be comfortable and relaxing

Accessibility

- ☐ Choice of appointment times
- ✗ To be able to phone the osteopath for advice
- ✗ Provision for people with disabilities

Value for money

- ✓ Treatment will be value for money
- ✓ The consultation will last at least thirty minutes
- ✗ To be given information about how to make a formal complaint



Theme 4 - Therapeutic process

Nature of the intervention

- ✓ The osteopath to identify the problem area with her/his hands.
- ✓ Explanation of what the treatment will involve before it is given
- ✓ Information about the benefits of treatment

Impact on symptoms

- ✓ The osteopath to monitor reactions to treatment

Session duration

- ✓ The consultation to last at least thirty minutes

Degree of involvement

- ✓ Advice about how to manage the symptoms themselves
- ✓ To be involved in making decisions about their treatment
- ✓ To be given activities or exercises to do at home



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Theme 5 - Interpersonal relationship



Being believed

- ✓ To be treated with respect
- ✓ The osteopath to listen to me

Trusting relationship

- X** Information about the risks and side effects of treatment
- X** Reassurance that information they provide will be kept confidential

Sense of connection

- ✓ To see the same osteopath each time
- ✓ The osteopath will be sympathetic and caring



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Limitations of our study

- ☐ First study of expectations within osteopathy
 - ☐ New questionnaire, piloted but not validated
 - ☐ Low response rate
 - ☐ Solely within private practice
-
- ☐ Triangulation of survey and focus group results adds weight



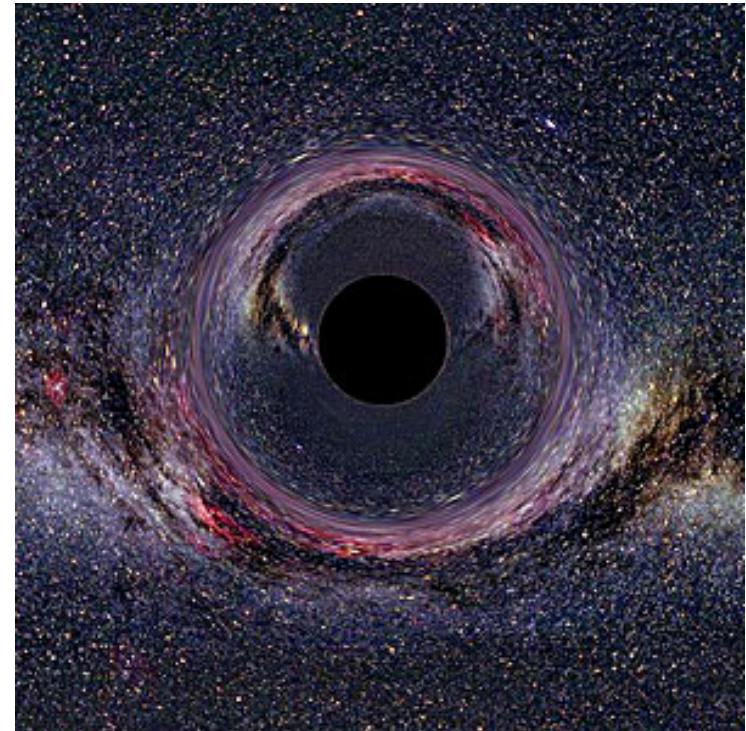
Implications for the profession

❑ **Gaps in service delivery identified**

- Professional expertise on other therapies
- Customer experience
- Trust within the interpersonal relationship

❑ **Surprising lack of patient concerns about**

- explicit consent
- privacy and undressing



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Implications for the regulator

- ❑ A more patient centred Osteopathic Code of Practice
- ❑ Targeted guidance for profession on priority gaps in service



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Conclusions

- ☐ **Expectations in osteopathy consistent with other areas of health care**
- ☐ **New understanding of patients' perceptions of care**
- ☐ **New questionnaire performed well, easy to analyse**
- ☐ **A useful tool for identifying areas of poor service delivery**
- ☐ **Further research needed to validate results in other populations.**



Conclusions

- ☐ **Patients' expectations reflect the change from a marginal complementary therapy to a mainstream statutory-regulated profession**
- ☐ **Patients appeared to expect standards of professionalism comparable to their GP**
- ☐ **Consumers (users) have increasingly high expectations of health services generally**
- ☐ **Patients expect standards of customer service comparable to any private medical clinic.**
- ☐ **This could have implications for all complementary therapy professions**



Thank you for your attention



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