



AN RIALTÓIR CÓGAISÍOCHTA  
THE PHARMACY REGULATOR

# Public Consultation Report on the Draft Customer Charter

February 2017

## 1. Introduction

The Pharmaceutical Society of Ireland (PSI) has developed a Customer Charter to provide customers with information about the level of service they can expect from the Pharmaceutical Society of Ireland (PSI). The PSI has a wide range of customers which includes our registrants, patients, members of the public, policy makers and other regulatory bodies.

### 1.1. About the Consultation

The PSI conducted a public consultation on the draft Customer Charter over a six-week period from the 15<sup>th</sup> December until the 27<sup>th</sup> January 2017. The survey was circulated to 7,672 individuals which included PSI registrants, Council and Advisory Committee members, other regulatory bodies and patient advocacy groups.

The aim of the public consultation was to seek input from our customers on the Customer Charter. Feedback from the survey will be used to set the standard for PSI customer service at an appropriate level. The survey requested respondents to provide feedback on the Customer Charter by answering the following questions:

- Does the proposed Customer Charter clearly set out the service standards that you would expect from the PSI?
- Do you think the response times set out in the Customer Charter are reasonable for responding to telephone calls and responding to queries received in writing?
- Does the Customer Charter clearly set out the level of service you should expect when visiting the PSI?
- Does the Customer Charter clearly set out how we will accommodate the diverse needs of all our customers?
- What do you think about the PSI website?
- Do you find the feedback and complaints section of the Customer Charter easy to understand?
- Is there any service standard missing from the PSI Customer Charter that you think should be included?

The last two questions of the survey were optional and requested the respondent to provide their name, contact details and whether they were responding as the authorised person on behalf of an organisation or group.

### 1.2. Response to the Consultation

A total of 13 responses were received during the public consultation from a wide range of

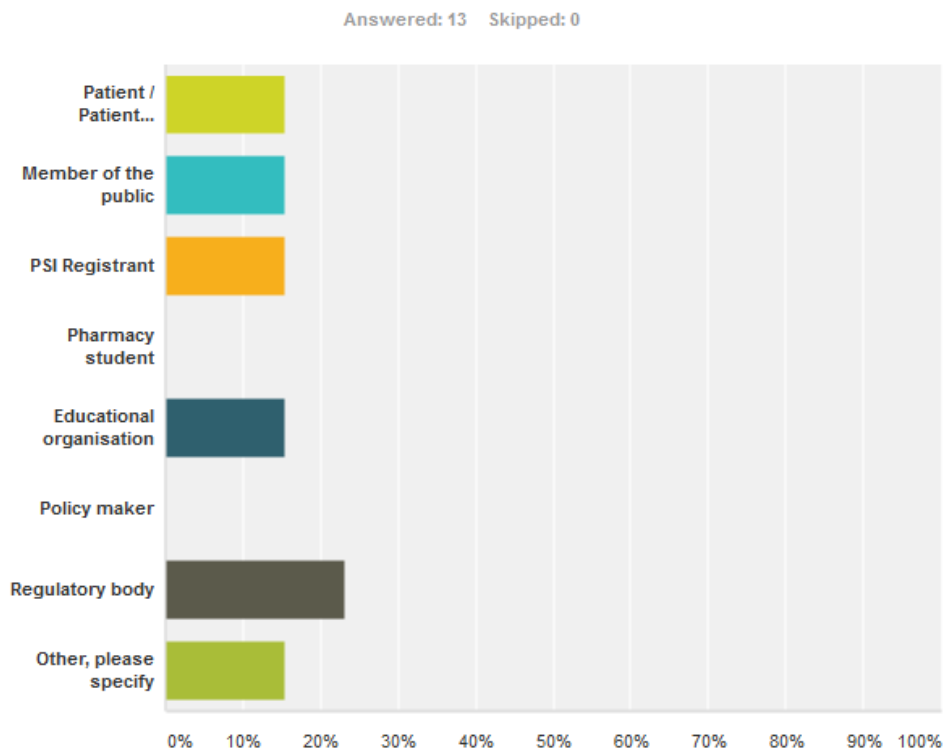
stakeholders which included members of the public, PSI registrants, and a number of individuals representing the following organisations:

- Health and Social Care Professionals Council (CORU)
- Hospital Pharmacists Association of Ireland
- Irish Institute of Pharmacy
- Irish Pharmacy Union
- Mental Health Commission
- School of Pharmacy in the Royal College of Surgeons Ireland
- The Migraine Association of Ireland

Responses to the survey have been analysed and compiled in this report.

## 2. Results

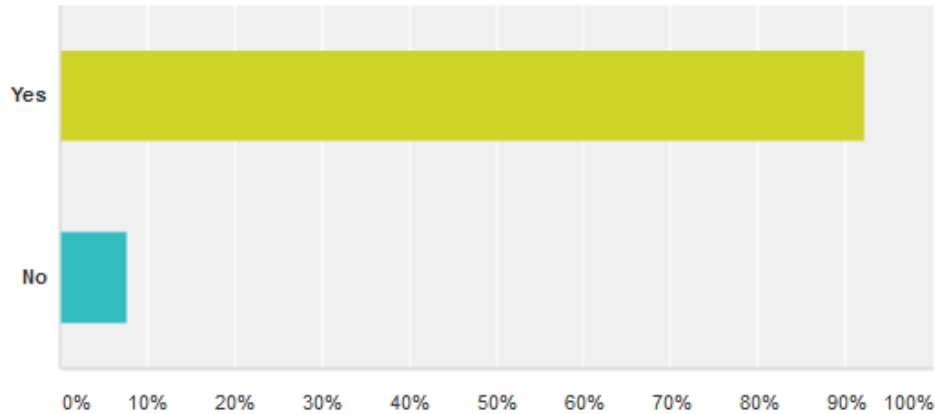
### Question 1: As a PSI customer, are you a:



Of those who responded to the survey, two were patients or patient advocates, two were members of the public, two were PSI registrants, two were from an educational organisation, three were from another regulatory body, one was from the Irish Pharmacy Union (IPU) and one was from the Hospital Pharmacists Association of Ireland (HPAI).

**Question 2: Does the proposed Customer Charter clearly set out the service standards that you would expect from the PSI?**

Answered: 13 Skipped: 0



Twelve respondents believed that the proposed PSI Customer Charter clearly set out the service standards that one would expect from the PSI, stating that they were clear and understandable and that knowing response timelines was useful. One person did not believe that the Customer Charter clearly set out the service standards that one would expect from the PSI but did not provide further details.

**Question 3: Do you think the response times set out in the Customer Charter are reasonable for responding to calls and responding to queries received in writing?**

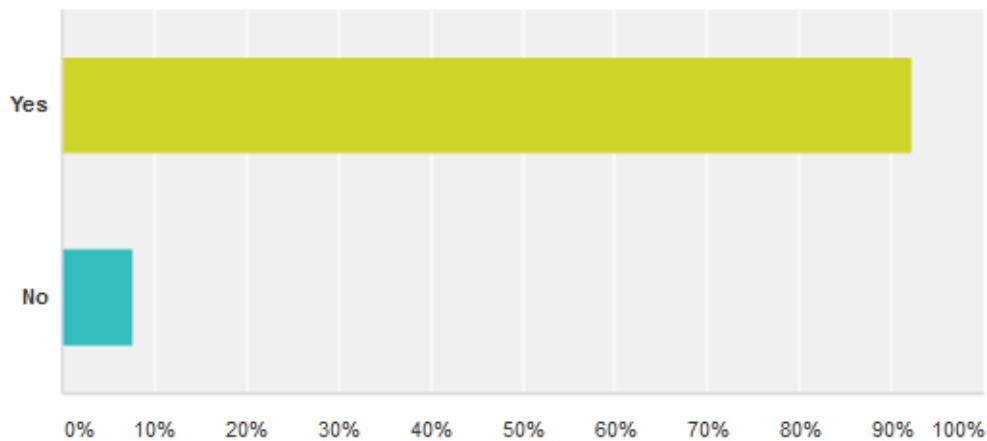
	Yes	No	Comments
<b>Responding to telephone calls</b>	11 (84.62%)	2 (15.38%)	Most respondents indicated that the response times set out for answering telephone calls were reasonable. Of those who thought that the response times were reasonable, one indicated that specifying response times helps manage customer expectations. Two respondents did not feel that response times provided in the Customer Charter were reasonable but did not provide further details on this issue.

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<b>Responding to queries made in writing</b>	11 (84.62%)	2 (15.38%)	<p>Most respondents indicated that the response times set out for responding to queries made in writing were reasonable and added that the information provided was clear and useful. One respondent indicated that they felt that the response time of 20 days during busy periods was a bit long and suggested that the timeframe should be ten days.</p> <p><i>PSI Response: The PSI commits to acknowledge written correspondence within two working days of receipt and respond within seven days. However, where there is a particularly high demand for services, or in the case of more complex queries, the PSI will respond in writing and/or by telephone to advise you that the query will be handled within 20 working days. This is so as to give the query the proper attention it requires to ensure that it is dealt with appropriately. It is felt that ten days would be too short a timeframe to provide responses in periods of high demand. The PSI endeavours to respond to all queries as quickly as possible.</i></p>
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### Question 4: Does the Customer Charter clearly set out the level of service you should expect when visiting the PSI?

Answered: 13 Skipped: 0

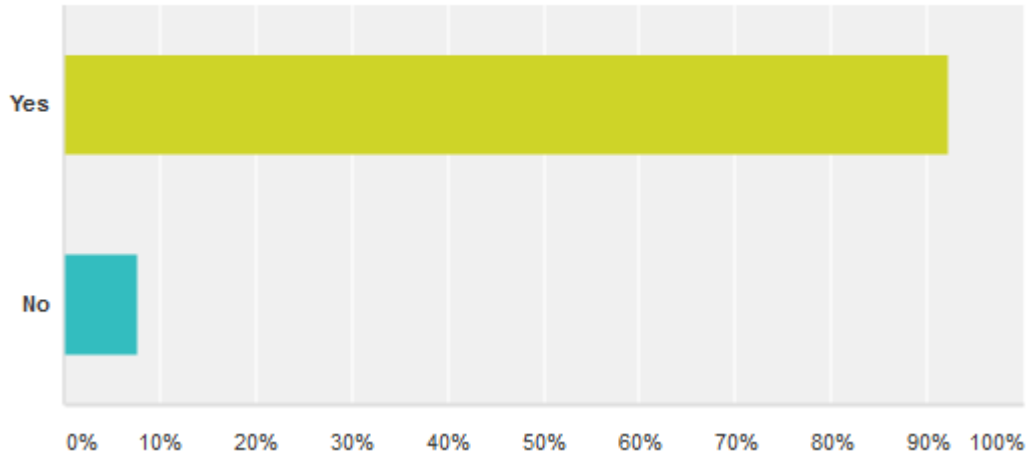


Of the 13 responses received to this question, 12 agreed that the Customer Charter clearly sets out the level of service customers should expect when visiting the PSI. However, one respondent indicated that they did not feel the Customer Charter set out this standard but did

not provide further information on this issue.

**Question 5: Does the Customer Charter clearly set out how the PSI will accommodate the diverse needs of all its customers?**

Answered: 13 Skipped: 0



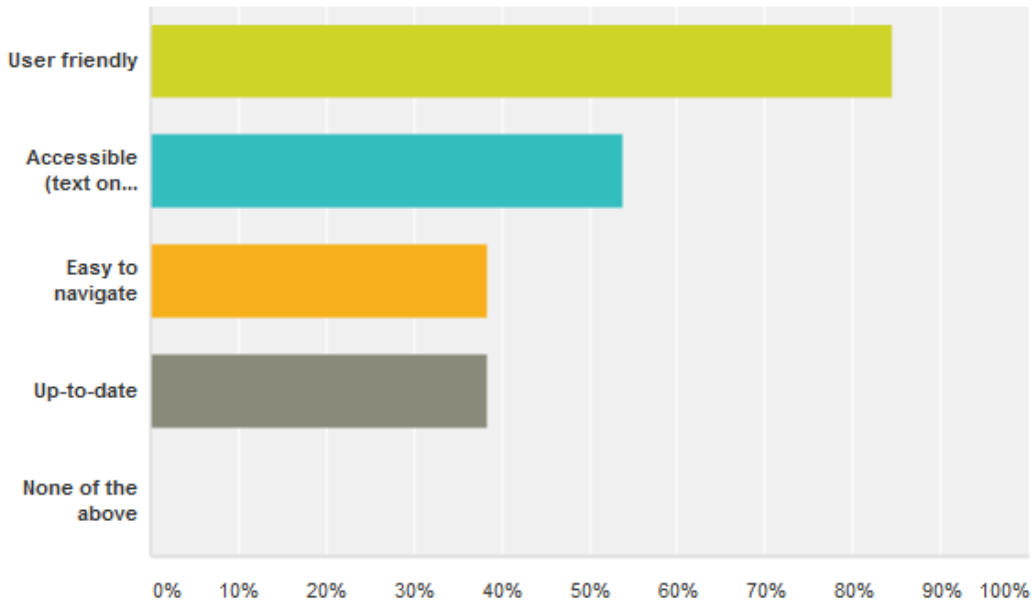
Most respondents thought that the PSI Customer Charter clearly sets out how the PSI will accommodate the diverse needs of its customers. One respondent added that the reference to equality legislation in the Customer Charter was helpful for this. Another suggested a revision to the Help Us Help You section of the Charter regarding reference numbers. The respondent who believed that the Customer Charter did not clearly set out how the PSI will accommodate the diverse needs of all of its customers did not provide further details on this issue.

*PSI Response: Following consideration of the suggestion provided in the Help Us Help You section, changes were made to the Customer Charter accordingly.*

**Question 6: What do you think about the PSI website?**

**Do you think our website is:**

Answered: 13 Skipped: 0



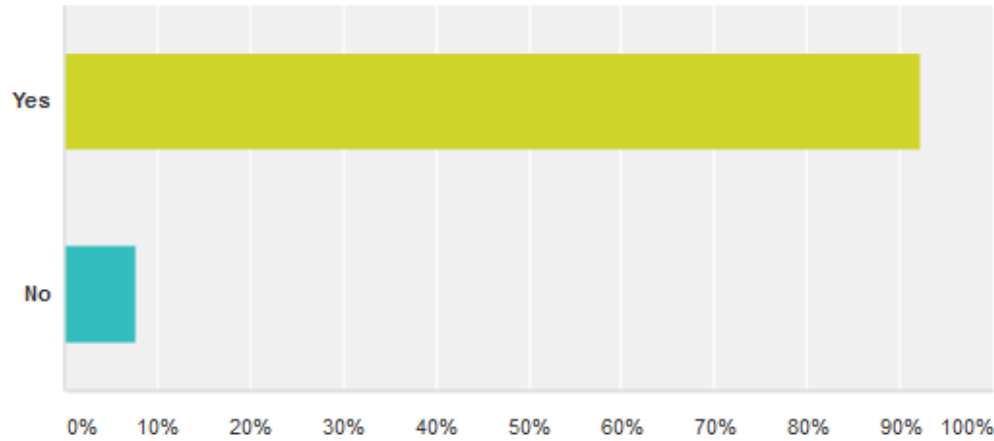
Number respondents who thought our website was:	
User friendly	11 (84.62%)
Accessible (text on website is clear and simple)	7 (53.85%)
Easy to navigate	5 (38.46%)
Up-to-date	5 (38.46%)
None of the above	0

Most respondents believed that the PSI website is user-friendly. Approximately half of those who took part in the survey indicated that the PSI website was accessible. Thirty-eight percent indicated that it was up-to-date. Although 38 percent of respondents thought that the website was easy to navigate, one mentioned that further enhancements were needed particularly relating to information accessibility.

*PSI Response: A number of improvements have been made to the PSI website in 2016. A website project will be undertaken this year which will involve some major changes which will make the PSI website more user friendly.*

**Question 7: Do you find the feedback and complaints section of the Customer Charter easy to understand?**

Answered: 13 Skipped: 0



Ninety-two percent of those who responded to this question believe that the feedback and complaints section of the Customer Charter was easy to understand. The respondent who did not find this section easy to understand did not provide further details on this issue.

**Question 8: Is there any service standard missing from the PSI Customer Charter that you think should be included?**

Of the 13 responses received for this question, ten believed that no additional service standard needed to be included in the Customer Charter. Of the three respondents who believed that an additional service standard was required, one suggested that it would be useful to have a service for pharmacists where visits to pharmacies are made by the PSI to discuss a particular issue. The other two respondents who felt that a service standard was missing from the Customer Charter did not provide details on what this service standard was.

*PSI Response: The suggestion made to have an additional service provided by the PSI where visits are made to pharmacies to discuss particular issues will be considered. PSI inspectors are currently visiting every pharmacy in the country, to assist with any questions in relation to the Pharmacy Assessment System.*

## 2. Next Steps

All comments provided during the survey have been taken into consideration and the Customer Charter has been revised where appropriate.

The PSI values the feedback provided from respondents and would like to take this opportunity



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to thank all those who contributed to this survey, your comments will ensure that the PSI sets its customer service standards at the requisite level.