

Introduction.

Many Registered Veterinary Nurses (RVNs) undertake nurse clinics in practice as part of their everyday duties in veterinary practice. Client satisfaction in these clinics has not been researched in either a qualitative or quantitative approach. Knowing how clients feel about nurse clinics can help with reflective practice processes, help with improvement, and help build confidence in RVNs.

Abstract.

Client satisfaction is an important element of veterinary interactions, alongside clinical outcomes and patient wellbeing. The questionnaire provided a way to measure client satisfaction outcomes in a means to measure RVN proficiency in the consultation process. This method could be used in the reflective process to measure improvement in consultation methods.

Aims.

1. Create a tool to measure client satisfaction with nurse clinics,
2. Measure the level of client satisfaction with nurse clinics in a corporate first opinion small animal practice,
3. Identify what variables effect client satisfaction with nurse clinics
4. Create a benchmarking process to compare individuals or companies across the industry, which can be used as a key performance indicator (KPI) for individuals and aid in reflective practice processes.

Methods.

- A client satisfaction survey was devised based around the American Customer Satisfaction Index (ACSI) model commonly used for measuring satisfaction in many industries, including healthcare (Figure 1).¹
- The questions in survey were based around the latent variables (client expectation (CE), perceived quality (PQ), perceived value (PV), client complaint behaviour (CCB) client loyalty (CL)), answers were in a 5-point Likert scale.
- The questionnaire was built in the Online Surveys platform,² and sent to 4325 clients, there were 119 respondents (2.7%).
- The Likert scale results were numerically ranked and the means and standard deviations (SD) then calculated to create a Total Satisfaction Score (TSS).
- An Overall Satisfaction Score (OSS) was found by asking clients to score their overall satisfaction on a scale of 0-10 (Figure 2), this was compared to the client's TSS score.

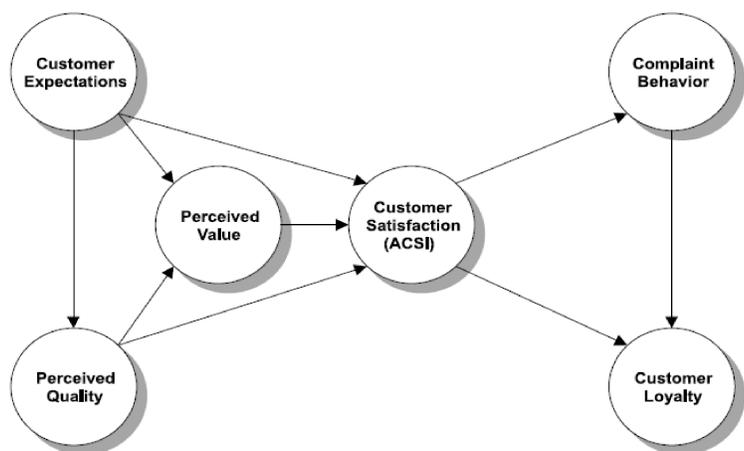


Figure 1: American Customer Satisfaction Indices Model.¹

Results.

- The respondents showed an overall positive response to the nurse clinics. A TSS mean score of 3.689 (SD 0.38) was calculated. A score of 5 meant complete satisfaction, 3 being neutral and 1 reflecting complete dissatisfaction, (Table 1).
- Clients felt that RVNs were very well trained, very knowledgeable, have a high skill level and provide an important aspect to the overall healthcare of their pet (PQ latent variable mean score 4.20, SD 0.56).

Latent Variable	Mean	SD*
Client Expectations (CE)	4.19	0.7
Perceived Value (PV)	3.36	0.44
Client Complaint Behaviour (CCB)	3.71	0.26
Perceived Quality (PQ)	4.20	0.56
Client Loyalty (CL)	2.98	0.29
Total Satisfaction Score (TSS)	3.689	0.38

Table 1: Mean scores and standard deviation (SD*) for each of the latent variable and total satisfaction score (TSS).

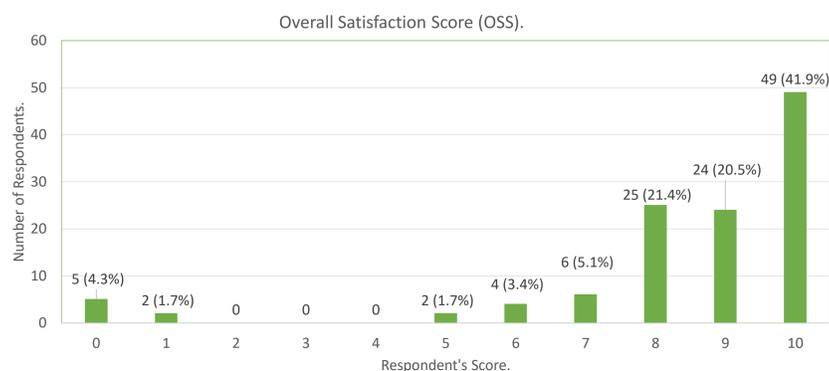


Figure 2: Graph showing results Overall satisfaction Score (OSS). 0 being the lowest score, 10 the highest satisfaction score.

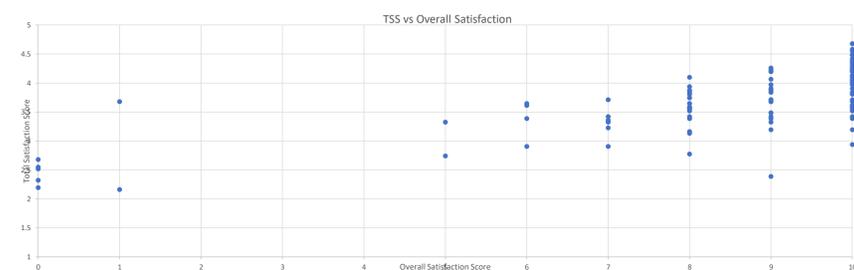


Figure 3: Scatter plot showing Overall satisfaction Score (OSS) with Total Satisfaction Score (TSS).

- Each client's OSS was paired with their TSS (Figure 3). Pearson's correlation, $r = 0.69$, $n = 119$, $p < 0.001$, showed a strong correlation.
- The use of Cronbach's alpha to test reliability of a questionnaire is recommended. The score for this survey was $\alpha = 0.85$, which confirms consistency, between OSS and TSS.

Conclusions.

- The use of a client satisfaction survey is a low-cost, improvement method (through reflective practice) that produces a means to capture the client's experience and helps to improve communication and in turn the satisfaction between the RVN [the practice] and the client.
- The survey has shown that it gives a quantitative method to evaluate the client satisfaction in RVN clinics.
- A strong Pearson's correlation and Cronbach's alpha have shown strong internal consistency with the satisfaction survey.
- The survey requires reliability testing through re-testing and with larger response rates.
- The low response rate of this survey 2.7% (119) is one of main limitations of this study and care should be taken when analysing the response data.

References.

1. Fornell *et al.*, 1996. *J. Marketing*. <https://doi.org/10.2307/1251898>
2. Jisc. 2021. *Jisc*. <https://admin.onlinesurveys.ac.uk/>

No Conflict of Interests.