



# OPINIONMETER

Opinionmeter, Inc. 1670 Alvarado Street, Unit 12 San Leandro, CA 94577

## Case Study

## WEST LoTHIAN HEALTHCARE

### Overview

West Lothian Healthcare NHS Trust is an integrated Trust providing primary (GP and Community) and secondary (hospital) care for the population of West Lothian and part of West Edinburgh. They also provide specialist services for the South-east of Scotland.

### Problem

West Lothian were using hard copy questionnaires either within the clinic settings or posted to in-patients following their discharge from hospital.

### Solution - Opinionmeter

One Doctor was not convinced that patients would complete the Opinionmeter survey. He insisted that hard copies of the questionnaire also available, as he did not believe Opinionmeter would be well used. During the event only one hard copy of the questionnaire was completed while the Opinionmeter was well utilized and provided comprehensive reports.

### Specific Benefits

- No long-winded data entry of paper survey forms
- Fast, effective & automatic survey reporting
- Quicker results analysis
- Accurate statistical facts

### Feedback

*"They're brilliant, it's amazing how simple life can be made with one piece of software... they save an enormous amount of time... data entry is cut down to almost nothing... and it saves trees!"*

- Julie Cassidy

*"The accuracy of interpreting information is just great... visually they're very good and very uniform... they're efficient and accurate... we can produce a report very quickly... they're very visual and very user friendly. Opinionmeter's meet our requirement to produce patient focus and public involvement information."*

- Diane Loughlin



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Opinionmeter PocketPC handheld system



The Opinionmeter is an electronic survey device offering a simple, yet flexible method for the on-site collection and analysis of customer feedback.