

Communications Committee – Wednesday 24 October

HPC In Focus – electronic newsletter report

Executive summary and recommendations

### **Introduction**

HPC In Focus is the electronic bi-monthly newsletter published by the HPC. The publication, first produced in November 2005, is primarily received by registrants and has a current email subscription of approximately 4,000. A survey was recently carried out to gather the views of its readership (results attached – see appendix 1). The aim was to get feedback from readers to enable us to identify opportunities for improvement and development in line with their requirements and needs.

A presentation will be delivered during the meeting to summarise the review process, our findings and proposed next steps.

### **Decision**

The Committee is requested to note the document. No decision is required.

### **Background information**

### **Resource implications**

### **Financial implications**

### **Appendices**

Appendix 1: HPC In Focus – survey results

Appendix 2: HPC registrant newsletter – feedback form

### **Date of paper**

24 October 2007

## HPC In Focus – survey results

HPC In Focus is the electronic bi-monthly newsletter produced by the HPC. First produced in November 2005, it is primarily received by registrants and has a current subscription of approximately 3,800. A newsletter feedback form was emailed to all subscribers along with issue eleven of HPC In Focus (published in June). The form was also posted on the HPC website for a limited time. In total, 105 completed feedback forms were returned to us within the three-week response period.

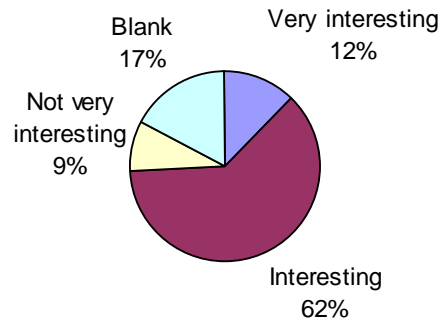
The aim of the survey was to get feedback from readers to enable us to identify opportunities for improvement and development in line with their requirements and needs.

### **Breakdown of professions/respondents**

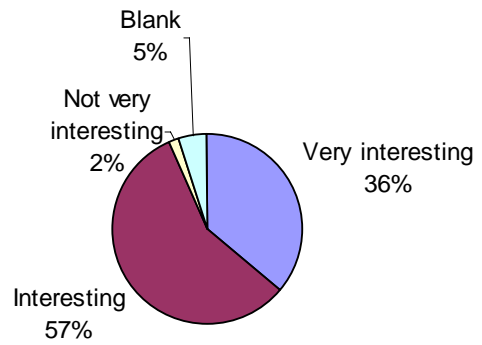
Arts therapists	1%	ODPs	3%
Blank	1	Orthoptists	6%
Biomedical scientists	5%	Prosthetists / orthotists	4%
Chiropractors	10%	Paramedics	2%
Clinical scientists	17%	Physiotherapists	11%
Dietitians	10%	Physiotherapist assistants	1%
Educators	1%	Radiographers	11%
Lay partners	1%	SLTs	4%
Occupational therapists	16%		

# Content

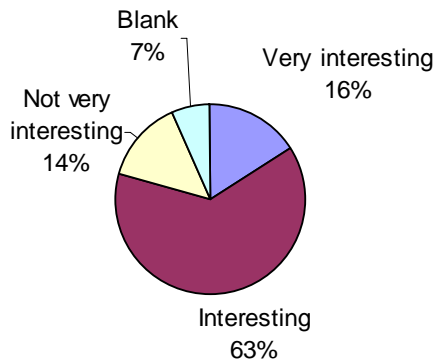
## Note from Editor



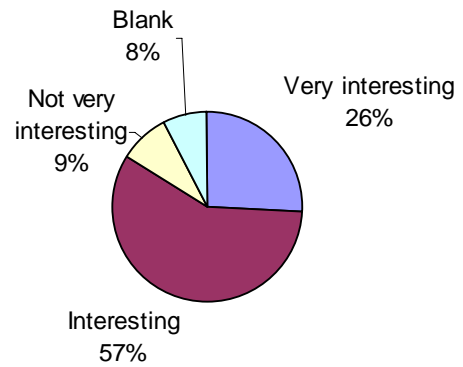
## Topical features/news items



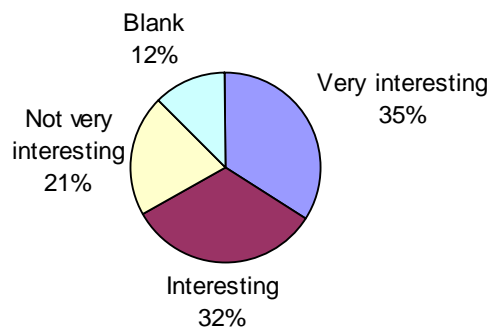
## Event information



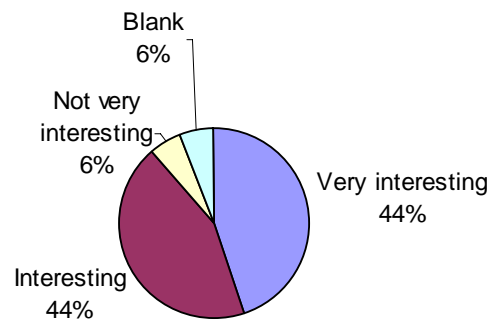
## Consultation information



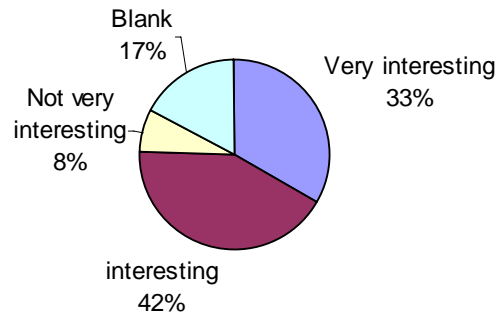
## Registration renewal reminders



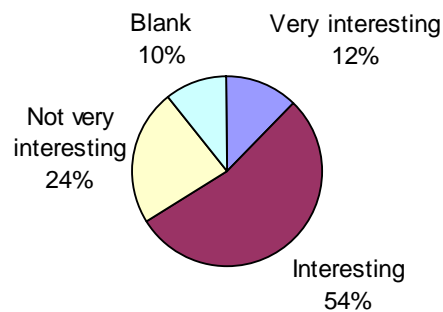
## FTP case studies



## FTP hearings (table)



## Dates for your diary



## Suggestions for topics to cover in future issues

The majority of people said that they would like to see more information on CPD and advice on completing a CPD portfolio in future issues of HPC In Focus. One registrant suggested that once the first group of registrants are audited we publish anonymous examples of submitted portfolios in the newsletter. Other suggestions for items were as follows.

- Synopsis of listening events and themes emerging.
- Obligation of employers to check HPC registration of agency staff.
- Information on government plans for regulation of medical and non-medical professions and support staff.
- In each edition a topic relevant to registration, for example, good practice in consent.
- Profiles of other health professionals and information on new products.
- A list of planned events further in advance.

## Most useful sections

Many people said that they found the FTP case studies and hearings table useful. Several registrants commented that the FTP case studies served as a reminder of the standards that they must adhere to. A manager said that these sections were very useful as they highlighted issues that needed to be focused on by staff.

Others said:

- Information regarding consultations is useful because it's important to be able to get involved and influence what is happening. It isn't always possible for a lot of staff to view the website regularly so it is good to have this information in the newsletter.

- All sections are useful and relevant. Information on consultations is always useful.
- The topical features and news items help me to keep up to date with what the HPC is doing.
- Information on what's happening at HPC is very useful.
- Topical features are most useful - especially regarding CPD and professional standards.
- Renewal reminders are very helpful. I also find the articles useful and informative.
- The topical features/news items help me understand what the HPC is doing on my behalf.
- I find all sections very interesting.

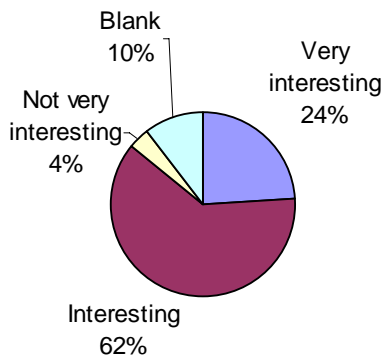
### Least useful sections

A lot of people said all sections of the newsletter were useful. The Dates for your diary did stand out as being a section that quite a few people didn't find useful. Many felt that this section was not relevant to them as they did not attend any of the meetings.

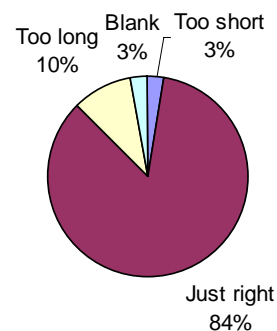
Others said:

- The FTP hearings table is probably only useful for employers.
- Renewal reminders are not necessary because I pay by direct debit.
- Information on events is not useful because none of them are close enough for me to attend.

### Overall content



### Length of newsletter

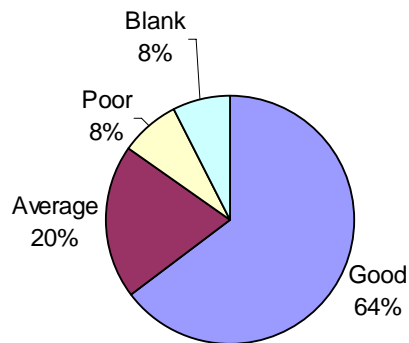


## Format

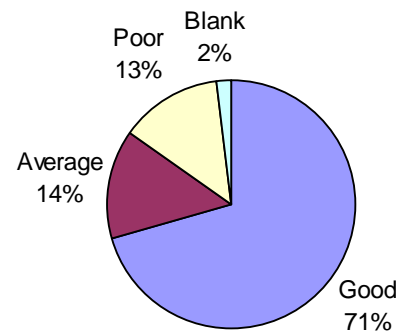
### How would you rate the overall readability of the newsletter?

Very easy to read	45%
Quite easy to read	42%
Not very easy to read	4%
Blank	9%

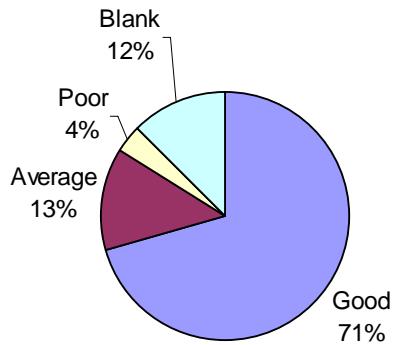
### Layout



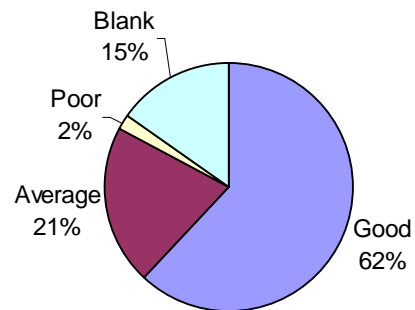
### Font size



### Font style



### Images

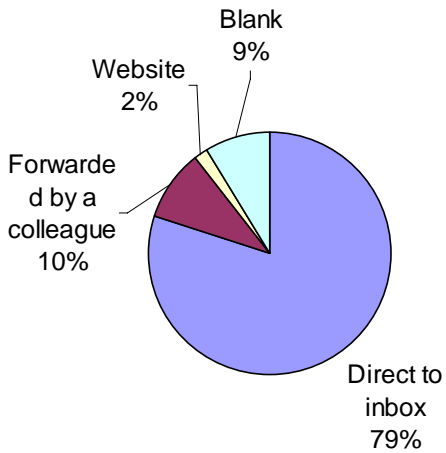


### The newsletter looks:

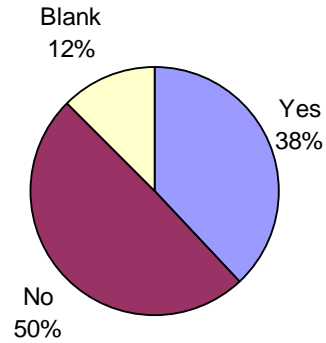
Too cluttered	14%
Well balanced	76%
Too empty	0%
Blank	10%

## Distribution

### How is the newsletter received?



### Do you send the newsletter on?



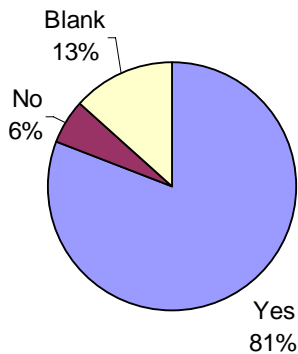
**45%** of those who send the newsletter on forward it to between one and five people.

**25%** forward it to between five and ten people.

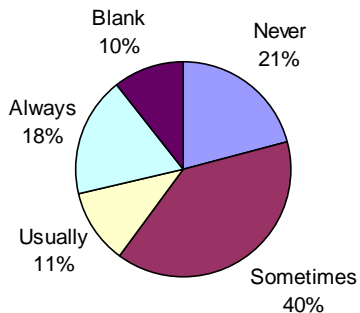
**17%** send it to between ten and thirty and **13%** send it to more than thirty people.

### Can you usually open the attachment?

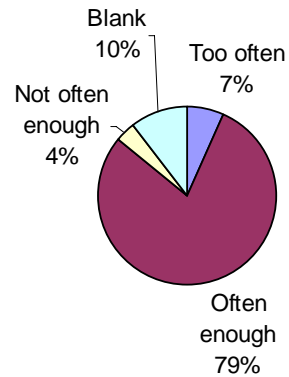
All of those who could not usually open the email attachment accessed the newsletter from the website instead.



### Do you print the newsletter?



### The newsletter is published?



## General comments

- I would like to see a feature by each of the 13 professions regarding their work in relation to HPC expectations.
- I find the newsletter very useful.
- Please keep the newsletter coming as I feel too many registrants do not have enough contact with the HPC and the work that it does.
- Keep it coming, it's very valuable to private practitioners who often get forgotten.
- I think this is an essential newsletter and I am sure it will continue to evolve. I work across all therapy services and find it extremely useful in updating me on issues that effect all therapy services, not just my own profession. I have also used your literature for local events and have circulated car stickers to all therapy professions in the trust. Keep up the good work.
- I would like the newsletter to contain links to more information on topics.
- I usually print the newsletter as it is easier to read in hard copy.
- I feel that the newsletter is quite negative as it focuses on FTP hearings and complaints.
- The newsletter is a really good way to keep in touch with registrants and direct them to relevant documents on the website.
- Excellent communicative media.
- On the whole the newsletter is too long.
- Helpful to have feedback and updates on HPC and its role in maintaining professional standards.
- So much information is sent by email, there is often not enough time to read it all. Perhaps the newsletter could be sent quarterly.
- I think the newsletter should come out quarterly.
- Monthly briefings could be more suitable.



HPC registrant newsletter – feedback form

We would like to know what you think of our e-newsletter, HPC In Focus. We value the views of our readers and are committed to improving the newsletter wherever possible. Please help us to do this by taking a few moments to fill in the form below. Please return via email, fax or post by **Friday 22 June 2007**.

**Email:** [newsletter@hpc-uk.org](mailto:newsletter@hpc-uk.org)  
**Fax:** 020 7820 9684  
**Post:** Publications Manager, Health Professions Council, 184 Kennington Park Road, SE11 4BU.

**Personal details** (please leave blank if you prefer)

Name:  
.....  
.....

Profession:  
.....  
.....

Registration number (if applicable): .....

**Content**

How would you rate the overall content of the newsletter (please tick)?

very interesting       interesting       not very interesting

How would you rate the following (please tick):

Note from the Editor very interesting	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	<input type="checkbox"/> not
Topical features/news items very interesting	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	<input type="checkbox"/> not
Information on events very interesting	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	<input type="checkbox"/> not
Information on consultations very interesting	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	<input type="checkbox"/> not
Registration renewal reminders	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	
<input type="checkbox"/> not very interesting			
FTP case studies	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	
<input type="checkbox"/> not very interesting			
FTP hearings (table) very interesting	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	<input type="checkbox"/> not
Dates for your diary very interesting	<input type="checkbox"/> very interesting	<input type="checkbox"/> interesting	<input type="checkbox"/> not

Are there any specific topics you would like us to cover in future issues? Please state:

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Which section of HPC In Focus do you find **most useful** and **why**? Please state:

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Which section of HPC In Focus do you find **least useful** and **why**? Please state:

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The newsletter is:             too short     just right     too long

**Format**

How would you rate the overall readability of the newsletter (in terms of font size, layout etc)?

very easy to read     quite easy to read                       not very easy to read

How would you rate the following (please tick):

Layout (spacing etc)	<input type="checkbox"/> good	<input type="checkbox"/> average	<input type="checkbox"/> poor
Font size	<input type="checkbox"/> good	<input type="checkbox"/> average	<input type="checkbox"/> poor
Font style	<input type="checkbox"/> good	<input type="checkbox"/> average	<input type="checkbox"/> poor
Images	<input type="checkbox"/> good	<input type="checkbox"/> average	<input type="checkbox"/> poor

The newsletter looks:     too cluttered     well-balanced     too empty

**Distribution**

How do you receive/access the newsletter?

direct to your inbox from the HPC     forwarded by a colleague

via the HPC website     other – please state:  
.....

Do you send the newsletter on to other people?     YES     NO

If so, roughly how many people do you send it on to? .....

Can you usually open the email attachment?     YES     NO     N/A

If NO, do you access the newsletter via the email link (to our website) instead?     YES  
 NO     N/A

Do you print the newsletter?  never  sometimes  usually  always

We publish HPC In Focus once every two months. This is:  too often  often enough  
 not often enough

**Any other comments?**

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**Thank you for taking the time to complete this feedback form.**

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Philippa Richardson, Publications Manager – Wednesday 24 October 2007

# HPC In Focus

Electronic newsletter report

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## HPC In Focus

- Electronic newsletter published bi-monthly
- Primary audience – registrants
- Purpose – inform readers about developments at the HPC, provide useful reminders (eg renewal deadlines, upcoming events, new publications)
- Sent directly to email distribution list, loaded to publications section of website and ‘news story’ posted on home page
- Current email subscription – 4,000 (approx)
- Each issue is also downloaded 1,500 times from the website (approx)

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## HPC In Focus

- Produced in-house by the Publications Manager
- Articles/input from departments across organisation, approved by Executive Management Team (EMT)
- Publication dates and feature deadlines listed on HPC intranet

## Survey – overview

- Feedback form (appendix 2) produced by Publications Manager
- Areas covered:
  - Content
  - Format
  - Distribution
  - Any other comments?
- Purpose – gain feedback from readership with a view to improving publication in line with their requirements/expectations

## Survey – overview

- Form emailed to all subscribers with Issue 11 (published in June)
- Posted on website for limited time
- 105 forms returned in 3-week response period
- Feedback collated in-house by Communications Officer and results document produced (appendix 1)



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## Survey – key points

- **Content and format** – very positive
  - 86% respondents rated **overall content** as ‘very interesting’ or ‘interesting’
  - 84% rated the **length** as ‘just right’
  - 87% rated **overall readability** (in terms of format) as ‘very easy to read’ or ‘quite easy to read’
  - Most **‘free text’** comments were positive, listing many ‘most useful’ sections – few ‘least useful’ sections were identified

## **Survey – key points**

- **Suggestions for future issues – some examples**
  - **More on CPD**
  - **Features by health professionals on each profession**
  - **Provide event listings further in advance**

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## Survey – key points

- **Distribution** – very interesting
  - More than a third of respondents forward newsletter on to others
    - 45% 1-5
    - 25% 5-10
    - 17% 10-30
    - 13% 30+
  - If results of survey are representative of full distribution list (4,000), we can reasonably estimate **overall readership of at least 11,000**
  - 79% of respondents felt newsletter is published ‘often enough’ (only 4% ‘not often enough’ and 7% ‘too often’)

## Next steps

- Newsletter currently being redesigned in line with refreshed visual identity – addresses issues raised about font style, size etc
- Publish next issue (December) in new design
- Include summary article on survey results
- Plan to include more on CPD, ‘overviews’ from the Chief Executive and/or President, and features from representatives from each health profession (work with Policy Department)
- Continue to encourage/facilitate sign-up at all events and talks

## Next steps

- A5 leaflet advertising newsletter, as well as leaflets and posters, to be distributed with renewals certificates (Communications Manager)
- Research further ways to encourage sign-up (ongoing)
- Complete review on an annual basis and develop publication accordingly
- Any questions or comments?

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Philippa Richardson, Publications Manager – Wednesday 24 October 2007

# HPC In Focus

Electronic newsletter report