

Public and Registrant Research Summary
Draft document January 2006

Public research findings and recommendations

Background

- MORI interviewed a representative quota sample of 2,127 UK adults aged 16+. 1,979 of these were in Great Britain and 148 in Northern Ireland.
- face-to-face interviews in respondent's homes
- Interviews were carried out face-to-face with the aid of CAPI (Computer Assisted Personal Interviewing) terminals in Great Britain and on paper in Northern Ireland.
- The fieldwork period was 22-26 September 2005.
- Data have been weighted to the known population profile.

Findings

- Two thirds have used services of a HP
- 68% of women have been treated, compared to 61% of men. Usage increases with age
- Higher income and social class AB are much more likely to have used a HP
- Usage is highest in the North East and lowest in London (could reflect ethnic minorities/vulnerable individuals)
- 71% saw an HP via referral from GP. However those who said they would go direct would do so to save time (21% or one in five)
- 8/10 people made no recognized attempt to verify if their HPs qualifications (85%). Only 2% checked with a regulatory body. People from lower classes are less likely to check' again – more likely to be vulnerable
- Most people would complain to their local authority
- 12% of respondents have heard of the HPC
- BMA is perceived to be the umbrella regulator for all healthcare professions

Recommendations

- Awareness obviously needs to be raised amongst the public through PR and advertising.
- Needs to be raised most in London (only 9% awareness)
- Preferred way of communicating is by leaflets in GPs surgeries (47%)
- TV, newspapers and the internet are the other most popular mediums to communicate
- Keep targeting point of need advertising opportunities e.g. hospitals
- Join forces with other organisations to spread message e.g. help the aged, age concern, fitness first, BMA etc

Registrant findings and recommendations

Background

- Five discussion groups, each lasting 1½ hours held throughout UK
- Mixture of private and NHS health professionals from all 13 professions

Findings

- General feeling that regulation is becoming more effective since CPSM became HPC
- CPD plays a major role in registrant's perspective of the HPC – gives the impression we are taking a more active role
- Expectations are correct – to protect public by ensuring only competent and qualified are registered
- Key issue – people using similar titles
- Again – key issue raised is informing the public about which titles are protected
- Consensus that private sector is not policed enough
- Most feel it is too early to judge if HPC is effective
- Most people considered HPC to be friendly and efficient
- Knowledge of specific functions (i.e. course approvals) is very low
- Many think professional bodies are also regulators
- Many HPs worry that we regulate too many different HPs to be able to concentrate on each profession
- Still a huge concern over SR and alternatives i.e. HPC Registered
- HPs still think the public understand SR
- Consensus that communications should be no. 1 priority
- Felt the level of info on the register was satisfactory
- Website is very detailed and accessible to both the public and HPs.
- Adverts were perceived to be impressive and effective
- HPC's printing is done of high quality paper – waste of money

Recommendations

- Raise awareness amongst registrants of our many functions (not just FTP and Register)
- Distinguish between professional bodies and HPC
- Highlight legal powers of HPC, not just professional. (prof. bodies do not have legal powers)
- Need to draw attention to the fact that we are not here to represent professions and we work as a multi-disciplinary regulatory body – not about 'representation'
- Continue to reinforce the issue of the title being protected – not SR
- Administrative errors need to be improved – they are letting the reputation of the organisation down
- HPs wanted to be able to renew their registration and pay on-line – by 2007
- Also wanted to see a newsletter, and to use email more as a way of corresponding
- We need to use recycled paper for our publications and letters when possible
- Use newsletter to tackle most of the issues raised above

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