

Get Well UK: Are We Living Our Values? 2008 Survey Report

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What We've Been Up To

This year Get Well UK's focus has been mainly on the Northern Ireland project. The project started in 06 March 2007 and will conclude 30 March 2008. Sixteen complementary therapists in Belfast and Derry were recruited to help Get Well UK deliver this project. Their expertise encompassed acupuncture, aromatherapy, chiropractic, homeopathy, osteopathy, and reflexology. Seven hundred and forty-two patients took part in the Northern Ireland pilot project. Project results are not out yet, but the raw data looks promising. Get Well UK plans to wrap up Northern Ireland soon and awaits for Michael McGimpsey MLA, Health Minister for Northern Ireland, to decide if complementary therapy will be further offered through the NHS in Northern Ireland.

Are We Living Our Values?

Why we conducted it:

We have been wrapped up in our projects and data results, so we decided it was time to stop and ask, "How do you think we are doing?". Our organisation is just four years old, but since the beginning we've been working to accomplish some pretty hefty goals. Here at Get Well UK, we are strong believers in our mission, but we wanted to make sure we are getting there in the right way. Basically, do our actions uphold our values?¹

Our Values:

LEARNING	Always building on our experiences to make things better
BOLD	Having the conviction to stand-up for what you believe in
REAL	Demonstrating the substance and science in what we do
CONNECTING	Relating to people and bringing them together
ENERGY	Using our passion to make things happen

Benefits of the Survey:

Although we feel that the results of our pilot projects prove our achievements in complementary therapies, we wanted a better means of assessing Get Well UK as an organisation. This survey produces numerous tangible benefits, as listed below:

1. Establish better relationships with those we work with
2. Obtain a greater understanding of how we work and how others view our work
3. Set standards for ourselves as an employer, service provider, and organisation
4. Measure our performance and progress toward our goals
5. Allow us to reach a wider audience

What the Survey Aims to Assess:

The survey consists of 22 short questions ranging from background information on 'how you came in contact with Get Well UK?' to, 'do you think that Get Well UK should continue its efforts to integrate complementary therapy into the NHS?'. Question responses are either 'yes' or 'no', use a zero to six scale for ranking purposes, or give a series of options where the respondent chooses the best that applies. Each question on the survey relates to one of our values. If the respondent gives us high marks, then we can assume that we are conducting actions that demonstrate our values. If we are given low marks, then we obviously need to change, so we can better act out our values in everything we do.

Here is a list of the survey question numbers and the value they aim to assess:

- Learning- questions 4, 5, 18 and 19
- Bold- questions 6, 7, 18 and 19
- Real- questions 13, 15, and 20
- Connecting- questions 8, 9, 16, and 17
- Energy- questions 11, 12, 14, and 21

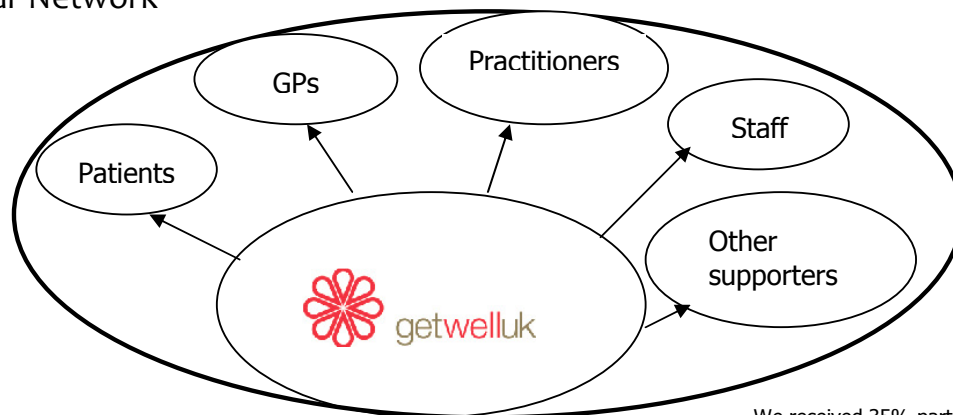
Question 22 discusses the general purpose of Get Well UK and encompasses all of our values.

Individual question scores are the sum of each respondent's answer divided by the total possible points for that particular question. Scores were assigned to our values by taking the sum of each question's raw score, which related to the specific value at hand, and dividing it by the total possible points for those value questions. The overall survey score was determined by taking the sum of each question's raw score and dividing it by the survey's total possible points.

Who Was Surveyed:

We sent the survey through email to a selected group of 54 people who represent the five major groups of people that Get Well UK works with and has come in contact with during the last four years. They are:

Our Network



We received 35% participation

What Did The Survey Tell Us?

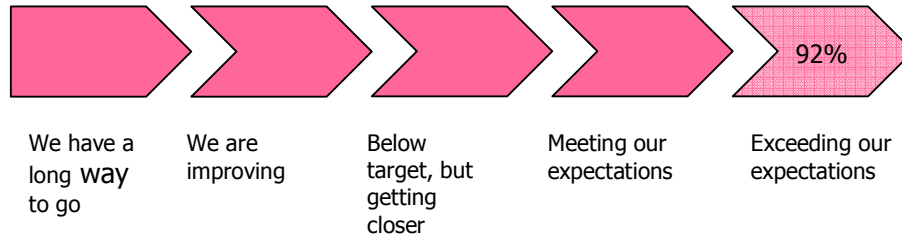
Questions asked in the 'yes' or 'no' format were assigned scores. 'Yes' answers were given a score of six, while 'no' answers were given zero points. Questions asking the respondent to rank actions on a scale of zero to six were assigned the score that the respondent ranked us at. Questions asking the respondent to 'Choose the best that applies' were also given rankings. The most positive response was given a score of six, a some-what positive response was given a score of three. Negative and indifferent responses were given zero scores. Questions one through four were asked for background information purposes only and were not assigned scores. The chart below summarizes our individual survey question scores based on survey results.

Question	Value	Score
5	Learning	100%
6	Bold	84%
7	Bold	87%
8	Connecting	100%
9	Connecting	81%
10	Connecting	86%
11	Energy	82%
12	Energy	80%
13	Real	84%
14	Energy	95%
15	Real	68%
16	Connecting	73%
17	Connecting	83%
18	Learning & Bold	90%
19	Learning & Bold	91%
20	Real	90%
21	Energy	100%
22	All Values	90%

Value Scores:

Scores were assigned to the performance of our values by adding the raw scores of each question that corresponded to the specific value. This number was divided by the total possible points for the chosen value questions, giving us a percentage for each value category. This is how we did:

Learning



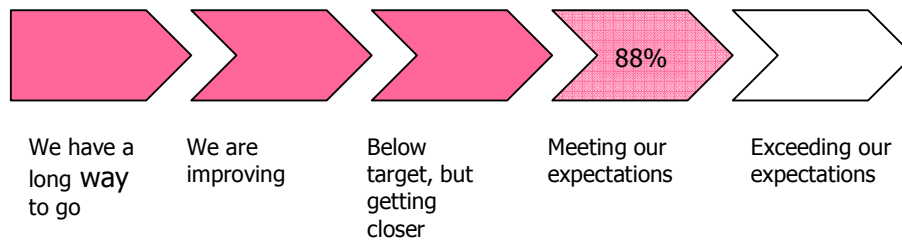
Honestly we were ecstatic about this result. However, there is always room for improvement. We have formulated a few goals to achieve over the course of the year that we think will help us maintain a learning score that exceeds our expectations.

Short-term Goals:

1. Build on the conclusion of our Northern Ireland Project by improving our communication, specifically to GPs.
2. When embarking on new projects in the future, personally meet with GPs early on in the project.
3. Redesign our website to provide educational information on complementary therapies specifically targeted to GPs.

2009 Goal: 90%

Bold



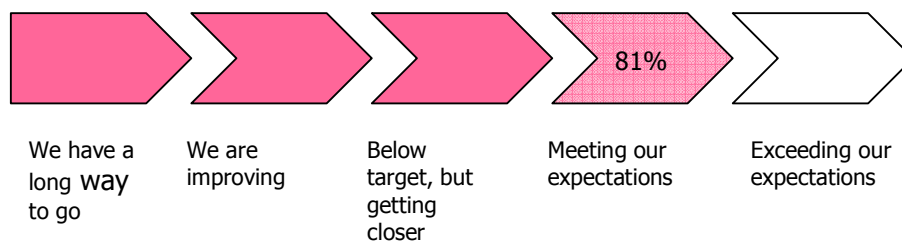
For us, a big part of being bold is making sure that we are recruiting the right people-people that are as passionate as we are. We seem to be doing alright, but here is how we think we can make ourselves even bolder:

Short-term Goals:

1. Implement more staff training.
2. Create a more cohesive environment within Get Well UK by encouraging co-workers to share their knowledge with each other.
3. Create a Get Well UK blog on our website where the Get Well UK staff can share their knowledge and interest for complementary therapies with a wider audience.
4. Inform everyone of Boo Armstrong's, Managing Director of Get Well UK, scheduled public speeches and presentations on the benefits of complementary therapies.

2009 Goal: 90%

Real



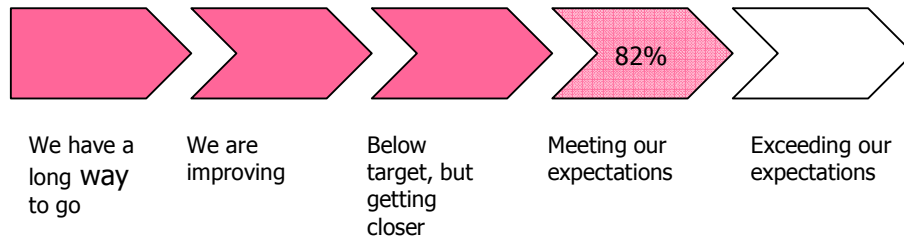
We are hitting our target, but only just. We feel the only way we can be 'real' is by making sure that what Get Well UK is doing is known, and is known for making an impact. Here is how we plan to create a stir:

Short-term Goals:

1. Take steps towards Get Well UK becoming a known driver in the complementary therapy market through the launch of our innovative IT product later this year.
2. Successfully host a pledge dinner this spring; creating a network for Get Well UK and complementary therapy while spreading knowledge about the cause.
3. Expansion of the Get Well UK Relief Map on our website to encompass *all* complementary therapy providers that agree to our quality statement.

2009 Goal: 85%

Connecting



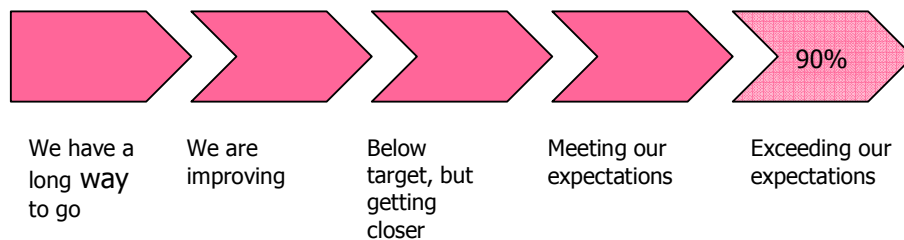
How can we bring everyone together: Patients, GPs, the NHS, and the greater complementary therapy community? It's a big task, but we've been working on it for the last four years. Here is what we plan to do this year to bring everyone closer:

Short-term Goals:

1. Opening up the Get Well UK Relief Map to include all types of complementary therapy clinics, including free and low cost.
2. Improve our website so it can become a central place where anyone can go for information about complementary therapy.
3. Attempt a mediation role in the unification process of the complementary health sector.
4. Conduct speeches to the NHS community on the benefits of complementary therapy.
5. Increase frequency of emails and newsletters throughout the year.

2009 Goal: 85%

Energy



We are pleased that our respondents believe that we are using our passion to make things happen. We plan to create an ever bigger buzz next year by accomplishing the following goals:

Short-term Goals:

1. Attain press and media attention for the successful results of our Northern Ireland project.
2. Create waves in the complementary therapy sector with our innovative new IT product, launching later this year.

2009 Goal: 92%

Overall Survey Score:

Our overall survey score was calculated by taking the sum of each question's raw score and dividing it by the total possible points to be awarded in the survey. This year Get Well UK survey respondents' scored Get Well UK's overall performance at:

2008 Overall Survey Score: 86%

We are pleased with this year's results but have set a few overall goals for ourselves for next year. We believe the following will further aid us in increasing our overall survey score for next year:

Goals

Short-term Goals:

1. Help create greater access to complementary therapies through the NHS.
2. Build partnerships outside the NHS to reach a greater market for complementary therapies.

Long-term Goals:

When we look far down the road into the future, we see one main goal: **wider access to complementary therapies**. We hope that every year we come closer to achieving this outcome and that the knowledge gained through this survey will help us move quicker in the direction that we want to go.

2009 Overall Survey Goal: 95%

Appendix: The Survey

Are We Living Our Values?

1. Get Well UK

Background Information:

1. What is your role in relation to Get Well UK?

GP
 Practitioner
 Staff
 Board Member
 Supplier
 Funder/other supporter

2. Please indicate how you initially came in contact with Get Well UK and its services?

3. What year did you initially come in contact with Get Well UK and its services?

2004
 2005
 2006
 2007

Get Well UK's Service Level and Improvement:

4. Have you ever voiced a question or concern to the Get Well UK staff about their services?

Yes
 No

5. If you answered 'yes' to question 4, was your question answered or improvements made towards your concern?

Yes
 No

6. How qualified would you rate the Get Well UK staff? (rate on a scale of 0-6)

0-not qualified
 1
 2
 3
 4
 5
 6-extremely qualified

Are We Living Our Values?

7. How passionate about complementary therapy do you find the individuals you have come in contact with through Get Well UK services? (rate on a scale of 0-6)

- 0-no passion
- 1
- 2
- 3
- 4
- 5
- 6-extremely passionate

8. Choose ONE of the following that best applies:

- Get Well UK has hindered me from treating my patients
- Get Well UK has helped facilitate the treatment of my patients
- Get Well UK has had no effect on the treatment of my patients
- Not applicable

Get Well UK's Ability to Connect People:

9. How do you rate Get Well UK's efforts in bringing together the complementary therapy community? (rate on a scale of 0-6)

- 0-no effort
- 1
- 2
- 3
- 4
- 5
- 6-extreme effort

10. How do you rate Get Well UK's efforts in bringing together the complementary therapy community and the NHS? (rate on a scale of 0-6)

- 0-no effort
- 1
- 2
- 3
- 4
- 5
- 6-extreme effort

Get Well UK's Ability to Create an Awareness:

11. How do you rate Get Well UK's efforts to help notify GPs, therapists, and the general public about information on the benefits of complementary therapy? (rate on a scale of 0-6)

- 0-no effort
- 1
- 2
- 3
- 4
- 5
- 6-extreme effort

Are We Living Our Values?

12. How do you rate Get Well UK's efforts to notify GPs, therapists, and the general public on how to obtain complementary therapy services? (rate on a scale of 0-6)

- 0-no effort
 1
 2
 3
 4
 5
 6-extreme effort

13. Choose ONE of the following that best applies:

- Get Well UK's drive for complementary therapy has had a major impact for the cause
 Get Well UK's drive for complementary therapy has had some impact for the cause
 Get Well UK's drive for complementary therapy has had no impact for the cause

14. Do you believe Get Well UK has helped create a buzz around successes made towards complementary therapy for all?

- Yes
 No

15. Does Get Well UK's cause (complementary therapy) inspire you to take action on your own?

- Yes
 No

Get Well UK and You:

16. Please rate the extent of connectivity you feel as a part of Get Well UK? (rate on a scale of 0-6)

- 0-not connected
 1
 2
 3
 4
 5
 6-extremely connected

17. How valued do you feel you are within the Get Well UK organisation? (rate on a scale of 0-6)

- 0-not valued
 1
 2
 3
 4
 5
 6-extremely valued

Are We Living Our Values?

18. How would you rate your working relationship with Get Well UK? (rate on a scale of 0-6)

- 0-very poor
- 1
- 2
- 3
- 4
- 5
- 6-great

19. How would you rate Get Well UK's ability to communicate with you? (rate on a scale of 0-6)

- 0-very poor
- 1
- 2
- 3
- 4
- 5
- 6-great

20. Do you believe that Get Well UK provides your role the proper support to allow you to work at your best?

- Yes
- No

Is Get Well UK a Good Thing?:

21. What kind of impact do you believe Get Well UK has had?

- positive impact
- negative impact
- no impact

22. Do you believe Get Well UK should continue to work towards free complementary healthcare through the NHS?

- Yes
- No

¹ In April 2005, James Baderman and Kiran Wood from the innovative company, ?WhatIf!, ran a workshop for us, helping Get Well UK to name and clarify its values.