# Formal feedback policy

At Smart Clinic we do our best to provide a high quality service and live up to expectations as much as possible. However we recognise that we aren’t perfect; mistakes can happen and we may be able to make improvements in some areas of the business.

We would welcome all feedback, good or bad, and would encourage this to be submitted to us informally or formally.

## Informal feedback

All customers are welcome to document their feedback, queries or concerns to [hello@smartclinic.com](mailto:hello@smartclinic.com). Whilst this would be treated as informal feedback, we’ll still endeavour to investigate the issue and provide a full and frank response within three working days. If we can’t do this, we’ll inform you of the delay and let you know when you can expect to receive a response from us.

We’d encourage all customers to use this method in the first instance, as it’s the most time efficient means for both parties and means that you will get the fastest possible response.

Alternatively, we have a feedback form on Survey Monkey (<https://www.surveymonkey.co.uk/r/RNBZH2B> ) – for every completion of this form we donate £1 to charity. Comments can be left anonymously, and all feedback is reviewed and considered, however you may not receive a response.

## Formal feedback form

If you feel your informal feedback hasn’t received the response you would like, or would prefer to formalize your feedback immediately, please complete the form within this document. If you are not the contract holder with us, this will also need to be sent to your employer who has engaged our services prior to submitting the form to us, giving them the opportunity to present their feedback to us and to make them aware of your concerns. If you would like to know which individual this is, please feel free to check with us.

Your formal feedback will be treated with the utmost concern, and we may need to launch an internal investigation into the matter. Although we can’t guarantee a timescale for this, we will aim to provide you a full response within one month.

Any data breaches, or data protection issues, will follow the formal feedback process. We’ll inform the data subject in line with [Art. 33](https://gdpr-info.eu/art-33-gdpr/) of the GDPR and the Data Protection Act.

Please return this form to [hello@smartclinic.com](mailto:hello@smartclinicuk.com) or by post to:

Formal Feedback

Smart Clinic by APL Health

9 Brunel Court

Northwich

CW9 7LP

## Pre-outcome

As an occupational health company, we recognise that in our industry, we need to have difficult conversations with clients and their employees sometimes. We strive to do this professionally, courteously, and with the appropriate clinical practices. And if we have ever failed in our duty we will be entirely transparent about this.

However there are also times where advice can be incongruous with an individual’s personal opinions or desires, and an unfounded complaint has been raised as a way of unfairly discrediting the service.

Until the outcome of any investigation it’s not possible to be definitive about which of these has occurred, and therefore we will remain non-judgemental and impartial, and would advise our clients to do the same until an outcome has been received.

## Investigating independently

It’s important that any feedback is investigated with an impartial and independent mindset. Therefore we take several measures to ensure independence of the outcome;

* **The respondent**. The respondent will be a member of the Smart Clinic senior management team, who has not had any prior involvement in the case, and who has not previously investigated a case relating to anyone named within the feedback within the last six months.
* **Secondary review**. The feedback response will also be reviewed by a secondary member of the management team fulfilling the same criteria. At least one out of the respondent, and the secondary reviewer, will be a clinically trained individual.
* **Evidenced**. The outcome shall, wherever possible, evidence any response or provide information about a lack of evidence to substantiate a claim if appropriate. This may include, but not be limited to, quoting a referral form, clinical notes, excerpts of a consultation or a report. Any conclusions drawn will be based on any such evidence.
* **Address all concerns**. The respondent will ensure that all aspects of the feedback are addressed separately, to ensure that a full response has been provided and there has been no selectiveness of information or response provided. This can often be presented as a breakdown of all the feedback, with our responses to each point listed chronologically for example.

## The process

Upon receiving your complaint or feedback, Smart Clinic will begin an internal investigation using an independent procedure. We will:

1. **Acknowledge receipt** of your complaint within 3 business days.
2. **Assess** the nature and seriousness of the complaint and determine whether it requires further investigation.
3. **Allocate** the complaint to an appropriate respondent, as detailed in the previous section.
4. **Investigate** the complaint thoroughly, ensuring that any staff involved are consulted and relevant information is gathered. Typically information will be gathered from a referral form, any supplementary information and email communications, clinical notes, call / video recordings and final reports.
5. **Communicate** with you regarding the outcome of the investigation within 30 days of the complaint being acknowledged.

## Outcomes

In addition to providing a full response to your complaint, we will also provide a final outcome determination. The possible outcomes include:

* **Complaint upheld:** If it is determined that Smart Clinic has not met the expected standards or there has been a failure in service provision, appropriate action will be taken to address the issue. This may include staff training, process changes, or other corrective measures.
* **Complaint partially upheld:** If it is determined that Smart Clinic has not met the expected standards or there has been a failure in service provision in some, but not all areas of the feedback provided. Appropriate action will be taken to address the issue. This may include staff training, process changes, or other corrective measures.
* **Complaint not upheld:** If it is determined that the complaint is not substantiated or does not meet the criteria for a breach of service standards, the complaint will be closed, and the decision communicated.

There are many possible reasons for the complaint to be upheld or dismissed. Here are some common reasons that may be cited.

Example reasons why a complaint may be upheld:

* A failure to meet the service standards as defined by the Service Level Agreement
* Unprofessional behaviour by a member of staff, such as rudeness or inappropriate conduct
* Unnecessary breach of confidentiality or privacy regarding personal health information
* Clinical advice or information that contravenes relevant clinical guidelines

Example reasons why a complaint may not be upheld:

* An individual’s opinion differs from the clinician they have worked with
* A client or an individual has failed to follow advice or recommendations provided by Smart Clinic
* Content within the complaint is demonstrably untrue
* Abusive, impolite or inappropriate behaviour from a client or individual has led to a service being terminated
* A service could not go ahead due to technical difficulties on the part of the individual, non-attendance to a prescheduled appointment, a refusal to engage, or a withdrawing of consent
* The complaint has been made to unreasonably discredit the service or the advice offered
* A complaint has already been made about this matter, or there has been a concerning or unreasonable pattern of complaints made to date

All outcomes to the complaint responses are final, and on receipt of the complaint response the matter will be considered closed, unless any follow up actions have been identified.

## Your permission

By completing this form, both the employer and the employee are providing Smart Clinic with permission to fully investigate the matter and provide a full response.

As identified above, the response may include content from the referral, appointment, clinical notes or report, that other parties may have not previously seen. This will be required to provide a comprehensive response to the complaint, including providing the necessary reassurance, defense, or confirmation of validity in relation to the complaint. As complaints against Smart Clinic can constitute the beginnings of legal proceedings, the legal basis for doing so is identified within [Chapter 2, Article 9, section 2(f)](https://gdpr-info.eu/art-9-gdpr/) of the GDPR: “processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity”.

# Formal feedback form

### To be completed by the employee / individual being assessed (optional):

|  |  |
| --- | --- |
| Your information | |
| Your name |  |
| Your organisation |  |
| Your email |  |
| Please tick to confirm you have read the policy and agree to these terms |  |

|  |  |
| --- | --- |
| Feedback information | |
| Feedback date |  |
| Service the feedback relates to |  |
| Details |  |
| Your suggested changes / improvements |  |
| Your desired outcome |  |

### To be completed by the employer / organisation

|  |  |
| --- | --- |
| Feedback information | |
| Employer contact name |  |
| Date |  |
| Please confirm you have had visibility of this feedback before it has been shared with us |  |
| Please confirm your understanding of the situation with us, if different from the above? |  |
| Do you have anything you wish to add or to make us aware of? |  |

### To be completed by us

|  |  |
| --- | --- |
| Our response (please leave blank) | |
| Response date |  |
| Response provided by |  |
| Response reviewed by |  |
| Overview |  |
| Suspected cause |  |
| Corrective action taken, or changes made |  |
| Further comments |  |