

Enter and View Visit Report
Asda Opticians

1. Visit Details

Premises Visited:	Asda Opticians 859 Coventry Road Small Heath B10 0HH
Date of Visit:	5 th June 2015
Time of Visit:	2.30 - 3.30pm
Date of Report:	12 th June 2015
Purpose of the Premises/Services:	Provider of Optical services
Authorised Representatives:	Jason Mistry Mark Lynes Tina Brown-Love
Contact Details:	Healthwatch Birmingham, Cobalt Square, 83 Hagley Road, Birmingham, B16 8QG



2. Acknowledgements

Healthwatch Birmingham would like to thank the service provider for their contribution to the Enter and View programme.

3. Disclaimer

Please note that this report relates to the findings found on the specific date and time specified above. Our report is a representative portrayal of our experiences on the date and time of our visit.

4. What is Enter and View

Enter and View is part of the local Healthwatch programme to carry out Enter and View visits. Local Healthwatch representatives carry out these visits to health and social care services to find out how they are being run and make recommendations where there are areas for improvement. The Health and Social Care Act allows local Healthwatch authorised representatives to observe service delivery and talk to service users, their families and carers on premises such as hospitals, residential homes, GP practices, dental surgeries, optometrists and pharmacies. Enter and View visits can happen if people tell us there is a problem with a service but, equally, they can occur when services have a good reputation so we can learn about and share examples of what they do well from the perspective of people who experience the service first hand.

Healthwatch Enter and Views Reps are not intended to identify safeguarding issues. However, if safeguarding concerns arise during a visit they are reported in accordance with Healthwatch safeguarding policies. If at any time, an authorised representative observes anything that they feel uncomfortable about, they need to inform their lead who will inform the service manager, ending the visit. In addition, if any member of staff wishes to raise a safeguarding issue about their employer they will be directed to CQC where they are protected by legislation if they raise a concern.

5. Strategic Drivers

We recognise that Opticians play a vital role in the public's health. According to the Eyecare Trust, 20 million people in the UK risk avoidable sight loss because they fail to have regular sight tests. Similarly, it is estimated that one in five children has an undetected problem with their vision. Opticians have a high street presence which enables them to be easily accessible.

Approximately 23,000 people live in Small Heath. Life expectancy for Small Heath has increased since 2001 but is still less than the Birmingham average. Small Heath is a multi-cultural area with high health needs. Childhood obesity also is significantly worse compared to the rest of England as is the number of children in poverty. This could be a potential barrier for individuals accessing eye care.

6. Purpose of the Visit

Healthwatch's feedback centre received 2 negative reviews on this service.

Healthwatch Birmingham wants to ensure that everyone who lives in Birmingham receives effective Health and Social care services. For this reason, we selected Asda Opticians in Small Heath as part of our mystery shopping programme.

7. Methodology

This was an unannounced mystery shopping visit. However, we wrote to the provider to inform them that a mystery shop will be taking place within a two week period.

We conducted three mystery shopping scenarios at Asda Opticians as a method of engagement. A brief outline of the scenario is detailed below.

Scenario 1:

We asked Asda Opticians about how to book an eye test.

Scenario 2:

We asked Asda Opticians about how to accessing free eye tests and glasses whilst receiving welfare benefits.

Scenario 3:

We asked Asda Opticians about purchasing new contact lenses.

We conducted scenarios individually and spoke to the staff member about our specific query. Topics such as quality of advice provided, dignity, environmental factors and whether they got the help that mattered was explored during the visit.

A large proportion of the visit was observational, involving the authorised representatives observing the surroundings and service delivery. There was an observation checklist prepared for this purpose.

We did not speak to other customers who used the service and we visited the shop for approximately 1 hour.

8. Results of Visits

Environment and Accessibility

Asda Opticians is located within the Asda supermarket in the Small Heath store. This makes the Opticians easy to locate and accessible for those using public transport.

Asda Opticians is a single space based on the ground floor by the store entrance. Service points are located in the rear of the shop with partitions to allow for privacy.

The environment was clean, spacious and bright.

We would like to highlight the accessibility of the shop. The doors are fully automatic and aisles are wide which allows the Opticians to be fully accessible.

Upon arrival at the Store, we noted that the Opticians advertised available appointment times for eye tests. This encourages members of the public to seek help with their eye care and health needs in a convenient place. It could also lead to members of public who do not normally seek help to engage with the Opticians. We would like to highlight this as good practice.

We noted that the environment appeared noisy due to the Opticians being located near the main entrance of the store and a large volume of people entering and leaving the store. This could impact on customer's ability to engage with members of staff.

At the time of visiting, there were no other customers and one member of staff present.

Promotion of Privacy, Dignity and Respect

We found the member of staff discreet and treated people with respect.

We observed the member of staff being courteous and approachable which enabled customers to feel confident that they will receive support and help that they need.

There is a partition which separates the service points which help maintain privacy. We felt there was enough privacy to not be overheard by other customers or staff.

Interaction between Customers and Staff

We spoke to one member of staff whilst conducting our mystery shop.

We were immediately asked if we would like any help. We found members of staff polite, friendly and willing to help. It was noted that staff were enthusiastic and engaging.

We presented our problems to the member of staff and they immediately sought to help us with our queries by booking eye tests for us or speaking to us about our queries. The member of staff spent a good length of time answering our queries and we did not feel rushed.

We asked questions about contact lenses and asked if they had any leaflets. The member of staff provided us with leaflet which contained a lot of information on Contact Lenses. The member of staff was very helpful and went into a lot of detail regarding contact lenses. The costs and the various options were discussed with us.

However, when booking an eye test, the member of staff did not explain what the process or provide us with further information. One of the scenario's involved a person visiting an optician for the first time and we noted that explaining the eye test process would be of benefit.

We were provided with an appointment card (seen below) which confirmed the time and date of the appointment.



At a later date, we cancelled this appointment via phone. We found staff polite and helpful when liaising with them on the phone.

Knowledge of Services and Products

The member of staff appeared to have a basic knowledge about the range of products. For example, when we asked about the differences between plastic and metal frames, the staff member offered a minimal amount of information. This was also the case when asked about what happens during an eye test.

The member of staff provided us with leaflets where they were available and advised us to speak to the Optician regarding specific queries.

We felt satisfied that the member of staff had tried their best to answer the queries and was willing to help. When asked about other local Asda Opticians, the member of staff sought help to ensure our query was answered.

Complaints Procedure

There is a customer service number on Asda's website where complaints or concerns can be made. The website also advises customers to contact their local store should they wish to make a complaint.

Asda's website also advises to contact Primary Care Trust (PCT) regarding complaints about NHS services. Primary Care Trust's no longer exist and have been replaced by Clinical Commissioning Groups.

Summary of Findings

At the time of our visit, the evidence is that Asda offers members of public a very convenient and accessible service. All three Enter and View reps agreed that Asda Opticians is well placed to encourage members to seek help with their eye care - particularly those who do not normally engage with Opticians. It offers customers a good service and staff try their best to meet customer's needs. Making the available appointments available at the store entrance is also a positive example of the Opticians trying to engage with as many people as possible.

The Small Heath branch is modern, clean and offers customers a large range of products and treatment options. The branch offers an affordable range of glasses and various money saving options. The branch is accessible and easy to get to via public transport.

The member of staff that we spoke to was approachable and friendly. They were engaging and keen to help us with our queries in a timely manner. We were satisfied that we got the help we needed.

However we had reservations that staff had a thorough knowledge of products and treatment options.

9. Recommendations

- We recommend that you reduce the noise levels within the Opticians. This could be through having a shop frontage.
- The findings suggest that staff training in relation to products and services could be improved to increase the customer satisfaction.
- We recommend that you update the information available on your website with regard to contacting the Primary Care Trust.
- The findings suggest that customers would benefit from processes being explained upon booking eye tests.

10. Comments from Provider:

We are pleased that Healthwatch have found the visit useful and we of course welcome any feedback regarding our services, as at ASDA we pride ourselves on deliver excellent customer service and are constantly looking to see how we can improve.

Having reviewed your recommendations;

- We will monitor the noise levels within the Optical department and the consultation rooms and take any action as deemed necessary following this.

- We have amended the information on our website that referenced the Primary Care Trust to Local Area Team and NHS England to reflect the changed NHS structure.
- All our Optical colleagues complete a 12 months training and validation program which is led by our Optical Manager (who are also registered Dispensing Opticians). This includes a module on what happens during the eye examination. However we are currently reviewing our colleague training and we will review the eye examination module to ensure that colleagues can explain and reassure a first time patient of what happens during an eye examination appointment.

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