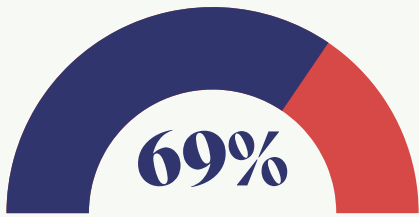
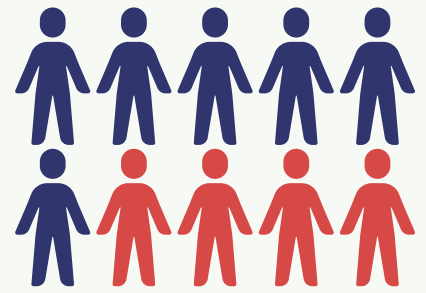


Impact Survey 2022

The RefHelp team is happy to have successfully launched RefTalks and completed a year in September 2022 with 7 webinars, 399 attendees, and 1435 online viewers. We carried out a survey to evaluate the impact of the webinars. The feedback received is summarised below.

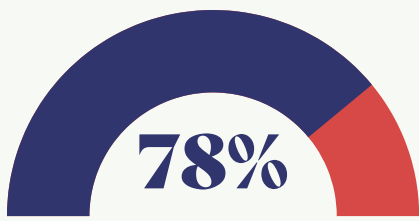
Audience Demographics

49 responses received, 94% of respondents were from NHSL, 57% were GPs. The rest were a wide range of respondents consisting of Advanced Nurse Practitioners, Advanced Physiotherapist Practitioners, SAS Doctors, Pharmacists, and others.

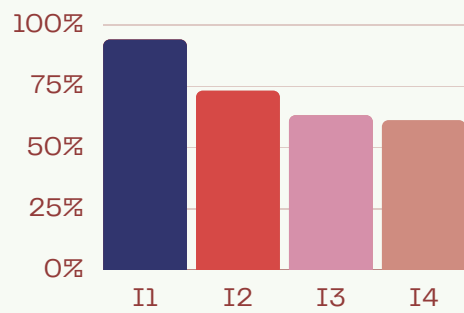
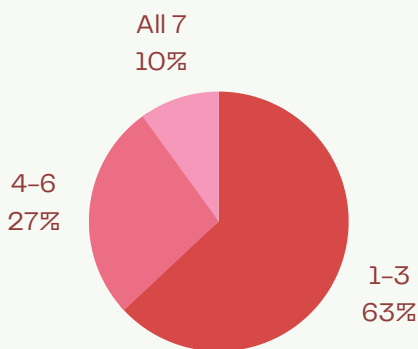


Attendance & Access

Most of the respondents (67%) preferred attending the live events to viewing the webinar recordings.



Majority said (78%) there were 'No' barriers to attending the webinars while 22% said 'Yes' and timing being the main barrier.



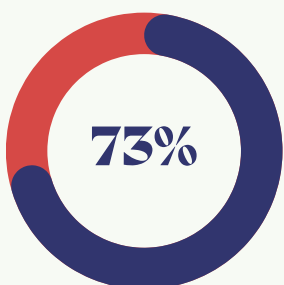
Audience Attendance

Out of the 7 webinars organised, the majority of the respondents had attended or viewed at least 1 to 3 webinars. 10% attended all the webinars.

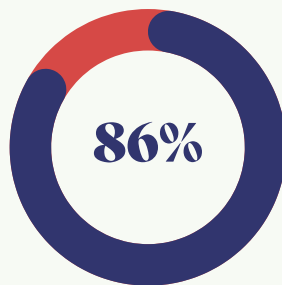
Areas of Impact

- I1: Better Clinical Knowledge (94%)
- I2: Increased Confidence in primary care management (73%)
- I3: Better Understanding of secondary care expectations (63%)
- I4: Better Referral practice (61%)

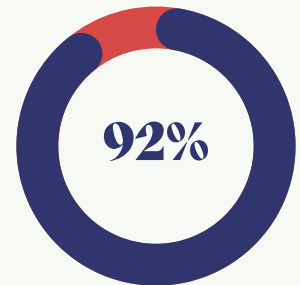
Audience Satisfaction (NPS Scores)



Highly satisfied with RefTalks



Highly likely to attend future webinars



Extremely likely to promote RefTalks

“Increased knowledge of referral pathways.”
“I use that knowledge in writing referrals now.”

Key Areas to Focus

- 01 Widespread Advertising of the webinars
- 02 Ensuring Accessibility from home computers
- 03 Raising awareness and profile of RefHelp

Key Conclusion

RefTalks has been a well-received educational event. The overall positive response received proves it is a success! The feedback received is promising and reflects the potential impact educational events can have on practice and patient care. The future scope is to strategically select topics that are of relevance and importance to the audience which will lead to better influence/impact on referral practice.