

Health Professions Council
Communications Committee 27th February 2006
Market research – research among health professionals and the general public

Executive Summary and Recommendations

1. Introduction

HPC conducted an extensive research campaign during August and September 2005. The general public quantitative research which was conducted by MORI explored the following areas:

- Public experience of health professionals
- Public awareness and understanding of existing regulation, and attitudes towards it, including whether checks are made. What types of checks are made and complaints handling;
- What factors inspire confidence in HP's among the general public;
- Awareness of HPC;
- How the public feel that HPC should best communicate its services; and

The qualitative research among HPC-registered HP's explored the following areas:

- Attitudes towards regulation of HP's and the HPC in general;
- Interactions with the HPC including registration and complaints handling; and
- Views on HPC's communications strategy

The key points of the research have been used to inform the 2006 Communications Strategy (see separate paper) so the Committee are asked to discuss the research findings and make any recommendations for the future strategic direction of HPC based on them.

2. Decision

The committee as asked to discuss the findings and any strategic issues arising from them.

3. Background information

HPC undertook market research in 2002 similar to this. Where the key findings showed very little recognition of HPC or understanding of the role of the regulator

4. Resource implications

None

5. Financial implications

None

6. Background papers

- Key summary

- Research findings

7. Appendices

None

8. Date of paper

13th February 2006, Chris Middleton

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