

Communications Committee, Wednesday 21 January 2009

Development of logo for registrant use

Executive summary and recommendations

Introduction

The attached report outlines the work that the communications department is undertaking within the 2008/09 workplan to develop a logo that can be used by HPC registrants to demonstrate their registration status.

Decision

The Council/Committee is requested to note the document. No decision is required.

Background information

Resource implications

Allocated within the 2008-09 workplan

Financial implications

Allocated within the 2008-09 workplan

Appendices

Date of paper

Wednesday 21 January 2009

Introduction

This paper sets out the programme of work that is being undertaken to develop a logo that can be used by HPC regulated health professionals to demonstrate their registration status.

Background

This project has been informed by anecdotal feedback from registrants, at Listening Events and Exhibitions and Conferences, that has indicated that some registrants, particularly those in the private sector, would welcome the opportunity to display their HPC registration status on their marketing materials, for example adverts in local press and Yellow Pages, stationery and business cards. This was further highlighted in the findings of the older people research, conducted by Ipsos MORI on behalf of the HPC in 2007, which found that older people would welcome the idea of a “logo” or “kite mark” similar to the Corgi mark to show that someone is registered.

The HPC has already done some work in this area and, in 2006, created an advert e-kit which is available for registrants to download from the website and for use on their marketing materials. The advert e-kit needs refreshing and updating to bring it in line with the refreshed logo and visual identity and we are building on this by producing a logo and guidelines for registrants to use.

Research

To inform this project, the HPC commissioned Ipsos MORI to undertake some research with registrants and the public to gauge their views on the potential for this development. The main aim of the research was to determine perception and interest in a logo, but also to explore how registrants might want to use it, where members of the public would expect to see it and to gather information about perception, trust and reliance on similar systems.

Ipsos MORI conducted two focus groups in November with health professionals and members of the public. The topics covered in the groups were participants' understanding of registration and regulation, attitudes toward kite marks in general, interest in a HPC logo and potential uses for a HPC logo.

The findings of the research demonstrated overwhelming support from members of the public and our registrants for the development of a logo or kite mark which could be used to demonstrate a health professionals' registration with the HPC. This reinforces the informal feedback we have received from registrants and the findings of the older people research conducted by Ipsos MORI on our behalf. Overall, the research showed that health professionals are positive towards kite marks – they considered them to communicate professionalism, approachability, confidence and application of standards. The public were also positive towards a HPC kite mark believing that it could simultaneously raise awareness of HPC

whilst also reassuring patients that the person providing their treatment is regulated.

Ipsos MORI has produced an interim report and the executive summary is attached which shows in more detail the methodology used and some of the findings of the group discussions.

Next steps

The agency which refreshed the main HPC logo has been commissioned to develop a range of ideas, concepts and visuals. They have used the findings of the research to inform their work and the visuals they have produced will be tested with a sample selection of registrants and members of the public.

This proposed logo is currently being developed and is intended to complement, not replace the main HPC logo. It will be closely aligned to the main logo and will adhere to the HPC's branding and visual identity guidelines.

Focus groups with registrants and the public have been scheduled for February with a view to launching the logo towards the beginning of the new financial year.

A full report with the findings of the second phase of testing will be brought to the May communications committee.

Promoting the logo

We will undertake a range of activities to promote the logo. These will include

- media work – a media campaign will be initiated to raise awareness amongst the public and in the professional press,
- renewals certificate - information promoting the logo will be added to the A5 registrant flyer that is included in the renewals certificates mailings
- events - promoting the logo at Listening Events and the professional conferences and exhibitions we attend.

Evaluation

We will monitor the take up of the new logo throughout the 2009-10 workplan and a full evaluation will be implemented in the 2010-11 workplan.

Exploratory Research for the Development of a Kite Mark

Qualitative Research – Phase 1
HPC registrants and the general public

Research Study Conducted for the
Health Professions Council

September - November 2008

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Introduction

Background and Objectives

This report contains the interim findings of a study conducted by the Ipsos MORI Social Research Institute on behalf of the Health Professions Council (HPC), an independent healthcare regulator. The HPC was formed in 2003 when it replaced the Council for Professions Supplementary to Medicine. The organisation sets and maintains standards which cover education and training, behaviour, professional skills and health; maintains a register of health professionals who meet these standards; approves and monitors UK educational programmes which lead to registration; and takes action if a registrant's fitness to practise falls below the required standard. It now has a budget of approximately £13.5 million and 100 employees, and is funded entirely from annual fees payable by the health professionals it regulates.

Against this backdrop, the key objective of the current study was to **explore the potential for a “logo” or “kite mark” that can be used by HPC regulated health professionals to demonstrate their registration status, and to test designs and concepts with the public and registrants**. Previous research has indicated that certain health service users would welcome a kite mark to show that a professional is registered, and some registrants, particularly those in the private sector, have indicated they would like to display their status.

Ipsos MORI proposed a research project involving separate discussion groups with both members of the general public and HPC registered professionals. This interim report explains the results of the first stage of this research, in which discussion groups were held to **gauge the potential** for a kite mark. A testing stage will be held in early 2009 with different members of participant groups to focus more closely on potential kite mark designs.

In addition to the above, the key aims of the first stage of this study were to:

- Gather information about perception, trust and reliance on similar systems, for example Healthcare Commission, Corgi, ATOL, AA/RAC rating for hotels, Crystal Mark for publications as well as other models used by professional bodies
- Perceptions of the now defunct term “state registration”, which some health professionals are continuing to use
- Identify what other regulators are currently doing
- Test the understanding of the terms “registered” and “regulated”.

Methodology

Qualitative Research

Following discussions with the HPC, Ipsos MORI proposed that this work be conducted over two qualitative research phases with the public and HPC registrants. The first phase would gauge the perception and interest in a HPC kite mark whilst the second phase would be used to test potential designs. Each discussion group would last 90 minutes and be held at Ipsos MORI's main offices in Borough, London.

For the first stage, the HPC provided Ipsos MORI with a database of registered practitioners and their contact details. This database contained 20 registrants from each the following professions:

- Arts therapists
- Biomedical scientists
- Chiropodists/Podiatrists
- Clinical Scientists
- Dieticians
- Occupational therapists
- Operating department practitioners
- Orthoptists
- Paramedics
- Physiotherapists
- Prosthetists/Orthotists
- Radiographers
- Speech and language therapists

Invitations were sent via post from this database according to the quotas set. These included recruiting no more than three from any particular profession, but with at least some representation from Chiropodists and Physiotherapists (the professions considered most likely to benefit from a kite mark).

Freepost envelopes were included in the mailout, and we asked the invited participants to disclose details as to whether they practise in the private or public sectors. Upon receipt of returned letters, interested parties were divided by profession and sector.

Further participants were recruited by targeted phone calls to boost the private sector representation, as the initial mailout return was mainly from the public sector.

Since it was important that we spoke to a mix of public and private sector healthcare professionals, the following quotas were set (the first column indicates the target sample and the second the achieved sample):

Professional group composition	Target	Achieved
Public health professionals	5	5
Private health professionals	5	3
Dual-sector health professionals	N/A	1

Overall	Target	Achieved
Healthcare professionals	8-10	9
General public	8-10	7
TOTAL	18-20	18

For the general public, Ipsos MORI's in-house recruitment team employed a face-to-face strategy in south London, with instructions to obtain a mix of genders, ages, social grades, and ethnic backgrounds.

Discussion groups were conducted on **11 November** (HPC registrants) and **12 November** (general public) **2008** by Ipsos MORI executives.

The topics covered in the groups were:

- Understanding of registration and regulation
- Attitudes toward kite marks in general
- Interest in a HPC logo or kite mark
- The potential design of a HPC kite mark
- Potential uses for a HPC logo or kite mark

We were also particularly keen to examine the differences in relevance of registration and regulation between the public and private sector. To view the topic guide in full, please refer to the appendices.

Executive Summary

Understanding of registration and regulation

- Registration and regulation were associated with the maintenance of standards
- Registration was understood to represent association with a standards body, whilst regulation is the ensuring that quality standards are being met by registrants, or conforming to these standards as registrants
- Registration demonstrates an integrity which sets individuals, or organisations, apart from non-compliant or unchecked organisations
- Registrants identified a lack of recognition for HPC in the public domain - something we found in the general public group
- ‘State registered’ was perceived to carry more weight than ‘HPC’ registered according to some health professionals, but the general public did not recognise either term
- The public were in strong agreement that healthcare professionals should be regulated – particularly in the private sector
- There is an assumption that if a healthcare professional is practising in the NHS, the individual must meet regulatory standards.

Attitudes toward kite marks in general

- CORGI and BSI were mentioned by participants without prompting in both groups when asked if they were aware of any kite marks
- CE and ATOL were recognised with picture prompts, but there was some uncertainty over what the kite marks meant, and the role of their respective organisations
- Healthcare professionals were positive towards kite marks – they are considered to communicate professionalism, approachability, confidence, and application of standards

- Healthcare professionals prefer the look of serious kite marks which demonstrate integrity, rather than flashy symbols
- The general public responded well to the visual design used on the CORGI shield, but less well to the 'Lion Mark' used by the British Toy & Hobby Association
- General, there was a feeling that the kite marks that incorporate an acronym, and a distinct but clear visual element, are the most effective.

Interest in an HPC kite mark

- Support for a kite mark grew among health professionals as the conversation progressed
- Both the general public and professionals felt a kite mark would be useful way to raise awareness of HPC – particularly if people are widely exposed to it
- Health professionals working in the NHS thought a kite mark was a good way to show they are trained professionals and not just support staff
- Professionals felt it would be useful if their personal registration number was incorporated into a kite mark they could wear
- The public were also positive towards a HPC kite mark; it could simultaneously raise awareness of HPC whilst also reassuring patients that their treatment is being regulated.

Look and feel of a HPC kite mark

- Professionals felt a kite mark should be a symbol representing standards and quality – such as the Investors in People kite mark – and not be flashy or frivolous
- Professionals also felt a kite mark should withstand changing trends, and be distinctive from the other kite marks in the public domain
- Additionally, it should contain text (HPC), and perhaps a strapline word such as 'Assured', 'Registered' or 'Protected'
- Both the general public and professionals felt any visual shapes should be simple and not superfluous

- There was some suggestion that lower casing could be used to keep the text accessible, but this also provoked others into stating that the kite mark needs to be formal and grammatically correct.

Potential uses for an HPC logo or kite mark

- Both groups suggested that the kite mark could be positioned on printed stationery, such as letterheads and business cards
- Professionals would like to wear a HPC kite mark badge, and those in the NHS would like it placed on their ID cards
- There was suggestion from the general public group that it would be helpful for patients if it was positioned as a sign within treatment rooms
- Professionals would like the option of downloading the kite mark, but this should only be available to registrants through unique access rights
- A customisable kite mark could incorporate registrants unique ID, and this might help to protect the kite mark's integrity
- There was complete agreement from professionals that guidance should be issued to communicate the correct terms and conditions for using a kite mark
- It may be difficult to create “a one size fits all kite mark”, so the trade off will have to be made between a customisable version and a standardised version – something to consider for the testing phase.

