

Health Professions Council
6 December 2005
FEEDBACK FROM MORI POLL –CHECK YOUR HEALTH
PROFESSIONAL IS REGISTERED

Executive Summary and Recommendations

Introduction

Mori were commissioned to conduct market research with 2,000 adult members of the public across the UK. Questions were asked about if they have seen a health professional, how they would source a health professional and what steps, if any, would they take to ensure the person treating them was qualified.

Decision

This paper is for information only. No decision is required.

Background information

The communications department commissioned the research for two reasons; the first is to ascertain the general level of awareness of HPC and to see if it had improved over the past three years. The second reason was to gather information and statistics that were used in the successful HPCheck campaign launched on the 22nd November.

Resource implications

None

Financial implications

None

Appendices

See enclosure 25

Date of paper

25th November 2005

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