



PSA Conference 2020

Measuring the Social Return on Investment of the Dental Complaints Service

(Note that our presentation content was drafted pre-Covid 19 and therefore any plans and next steps referred to in this presentation may be amended)

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Introduction



- The Dental Complaints Service (DCS)
- Measuring DCS impact – Social Return on Investment (SROI)
- Methods
- Key findings
- Next steps
- Questions

Aims and objectives



- What is the DCS?
- ‘Feasibility’ study as part of our DCS review
- Multiple impact/outcome measures SROI presents impact as one measure.
- Scaling up to evaluate FtP/complaints handling
- Limitations and caveats

Why Social Return on Investment (SROI)?



- Multiple meanings of ‘value’ and ‘return on investment’
- Does SROI offer an appropriate method of understanding the value of our approach to regulation?
- ‘Co-operative enquiry’ – working with Social Value Lab to build GDC research capacity

Method – what did we do?

- Logic modelling with DCS/GDC staff
- Interviews with dental professionals and patients
- Online survey dental professionals and patients
- Interviews with partner organisations



Stakeholders



Dental professionals

Their colleagues

Family

Patients

Patients family

Patients advice only

Partner organisations



Outcomes for patients

- **Reduced stress (43%)**
- **Increased feeling of wellbeing (53%)**
- **Increased confidence (39%)**
- **Increased knowledge (63%)**
- **Improved finance (53%)**
- **Families: less stress or worry (23%)**

Outcomes for dental professionals



- **Reduced stress (54%)**
- **Increased confidence (58%)**
- **Reduced chance of legal action (75%)**
- **Knowledge of complaints handling (67%)**
- **Improved relationships with patients (36%)**
- **Understanding of professional benefits (50%)**
- **Less time spent resolving complaints (62%)**
- **Increased peace of mind for colleagues (36%)**
- **Reduced stress for families (45%)**



Outcomes partner organisations

- Improved experience for clients/members
- Increased efficiency in complaints processes
- Increased ability to meet strategic objectives

Impact

- Outcome indicators
- Financial proxies
- Deadweight and attribution

SROI Ratio:
£1 : £3.25



Limitations

- Small sample size
- Negative bias
- Unable to consult with family and colleagues
- Focus on numbers rather than the story



Conclusions – what does the study suggest?

- Considerable social value created - for every pound invested in the service a social value of £3.25 resulted.
- In total the service created almost £1.3m social value for patients, dentists and other stakeholders.
- Greatest value from the service is created for the patients (58%); the DCS approach also resulted in considerable value for dentists (19%)
- The work that the DCS does creates additional value for those around the dentists and patients – family and colleagues
- DCS also creates value for partner organisations.



Reflections – regulation and SROI

- What does our SROI feasibility study suggest?
 - That there is potential value in approaches that are as proportionate, timely and supportive as possible
- What doesn't SROI tell us?
 - FROI
 - Process - What is it that we are doing/how that results in positive outcomes
- How can SROI be incorporated into our monitoring and evaluation?
- SROI and the role of regulation in the future – what is the social impact of regulation and how can we capture (and improve) it?

Thank you

Questions?

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