

## An Exploration of Wellbeing:

### A Case Study of Feedback Employees in Healthcare

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#### 1. Context and Aims



**Research Aim:**  
To explore the wellbeing of feedback employees

**Research Objectives:**

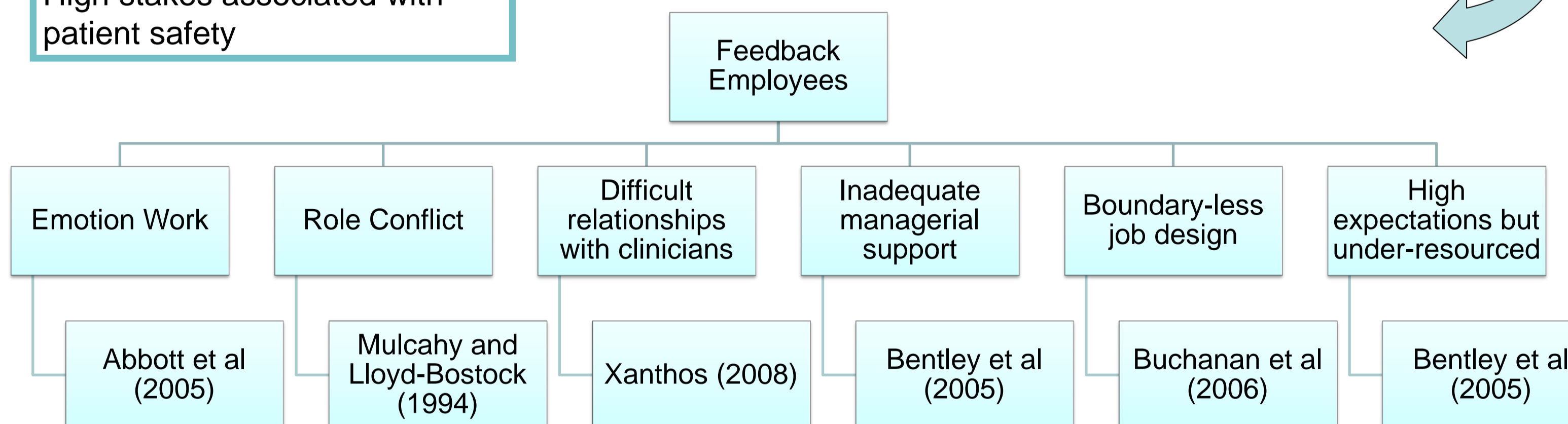
- To assess current levels of wellbeing
- To determine particulars of job role that may impact on wellbeing
- To understand how feedback employees may cope with their job role

##### Why feedback employees?

- Some job roles, for example customer service representatives, are considered high risk groups (Johnson et al, 2005).
- However participants in these samples (e.g., Bakker et al, 2003; Belt, 2002; Holman, 2002; Holdsworth and Cartwright, 2003; Wegg et al, 2010; Zapf, 2003) were employed in call centres.
- Fewer studies such as Boles and Babin (1996) researched face to face customer service
- This means that conclusions drawn on 'customer service' wellbeing largely stem from call centre research (a distinct type of customer service confined to telephone communications)
- Largely ignored, even in face to face customer service samples, is a distinct type of customer service that involves customer feedback.
- In essence, these groups of employees engage with service user feedback as their primary job task.

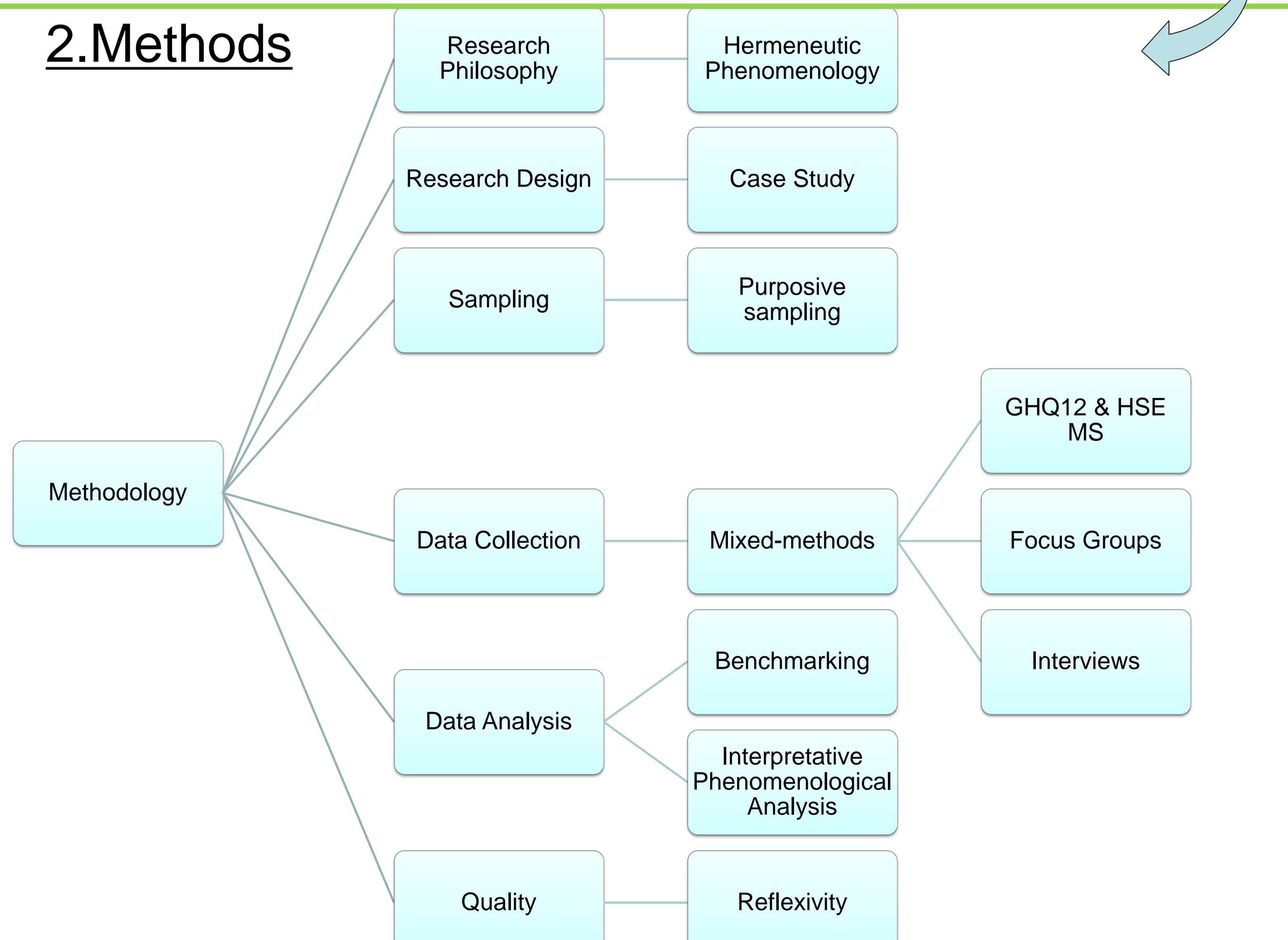
##### Why healthcare?

Change  
High stakes associated with patient safety

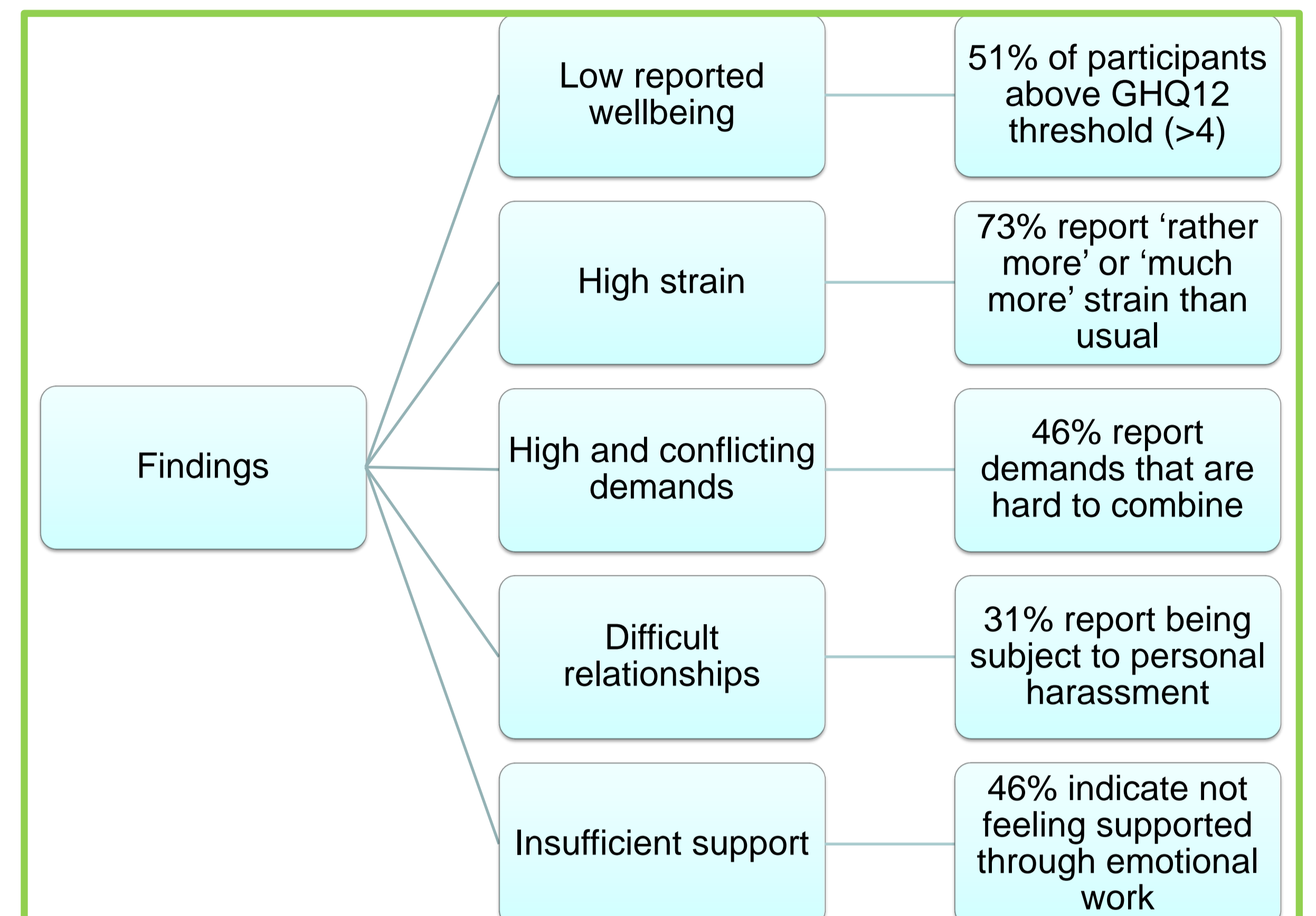


- RQ1: What is the current level of wellbeing of feedback employees in healthcare?  
 RQ2: Why do feedback employees in healthcare experience this level of wellbeing?  
 RQ3: How do feedback employees in healthcare cope with their job role?

#### 2. Methods



#### 3. Analysis and Discussion



Low reported wellbeing of participating FE more comparable to professions such as the police force and civil service/social workers than to call centre, sales and customer service, and administrative roles (table 1).

Table 1. GHQ12 Benchmarks

	n	%>4
FE participants	137	51%
Mixed industry call centre	1095	32%
Sales and customer service	1729	28%
Police force	152	47%
Civil service and social work	307	45%

##### Next steps

Qualitative studies: To explore in-depth meanings of findings from study one while remaining open to additional inductive themes that may emerge.

##### How?

Semi-structured IPA focus groups and interviews

#### 4. Implications and Impact

- Findings indicate that although FE job descriptions allude to customer service and administrative tasks, the low level of wellbeing experienced by the case study participants is more comparable to high strain professions such as the police force and social workers.
- These findings may impact on the conceptualisation of the FE job role and the extent of psychological strain associated with managing patient feedback.

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