

# Exceeding Patient Expectations

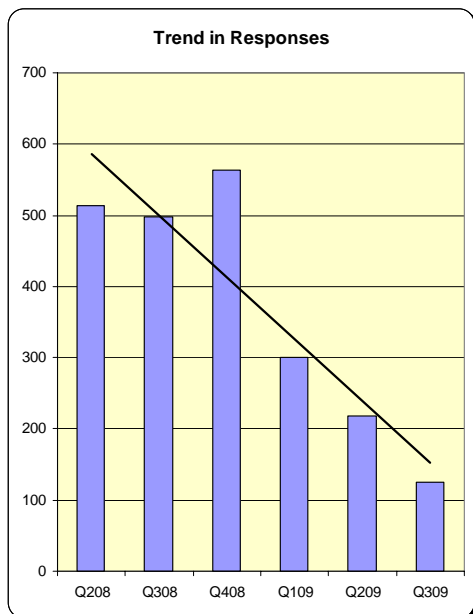
InHealth Group Patient Survey



## Patient perceptions of the way they are cared for at InHealth Group Treatment Centres

Report for July, August and September 2009  
Prepared by HWA Consulting  
for InHealth Group Diagnostics Service

# Introduction



The majority of questionnaires received during quarter 3 2009 were new style; in total 106 of the 125 received. In this report the results from both questionnaires have been combined, where possible.

This is the third consecutive quarter where response numbers have dropped. Increased response rates should provide a more accurate reflection of patient satisfaction and if we are able to maintain a level of 300 or more each quarter we should be able to have more confidence in the results.

Of the 125 respondents this quarter; patient satisfaction was more pronounced in the following areas:

- 99.2% rated the efficiency and courteousness of imaging staff as 'Good' or better
- 98.1% claimed that their privacy and dignity needs were met by staff
- 98.1% felt comfortable throughout the procedure by imaging staff.

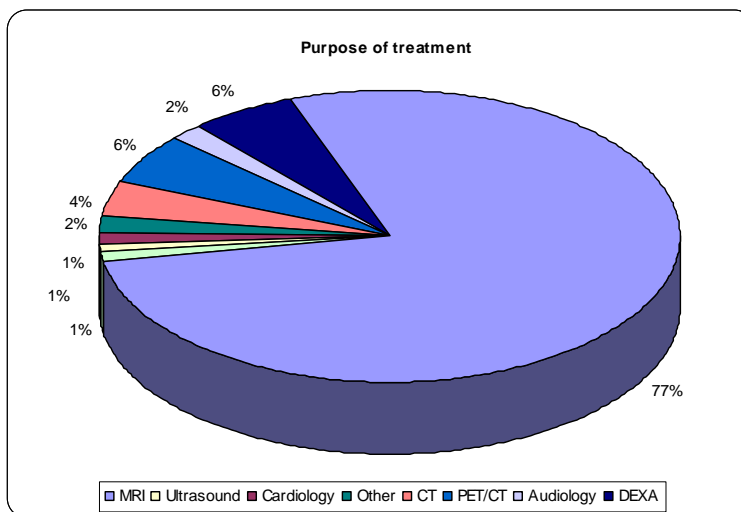
Overall patient satisfaction is high and 97.1% rated their overall satisfaction with the centre as 'Good' or better

This quarterly report follows the format of the new style questionnaire and is presented in four sections:

1. Appointment booking
2. Arrival
3. Staff
4. Procedure

### Services used

Of the eleven services provided by the London Diagnostic and Imaging Service, the majority of referrals are for MRI



Overall responses have decreased to 125; however, there is a wide range of participation from different units as the chart and table show:

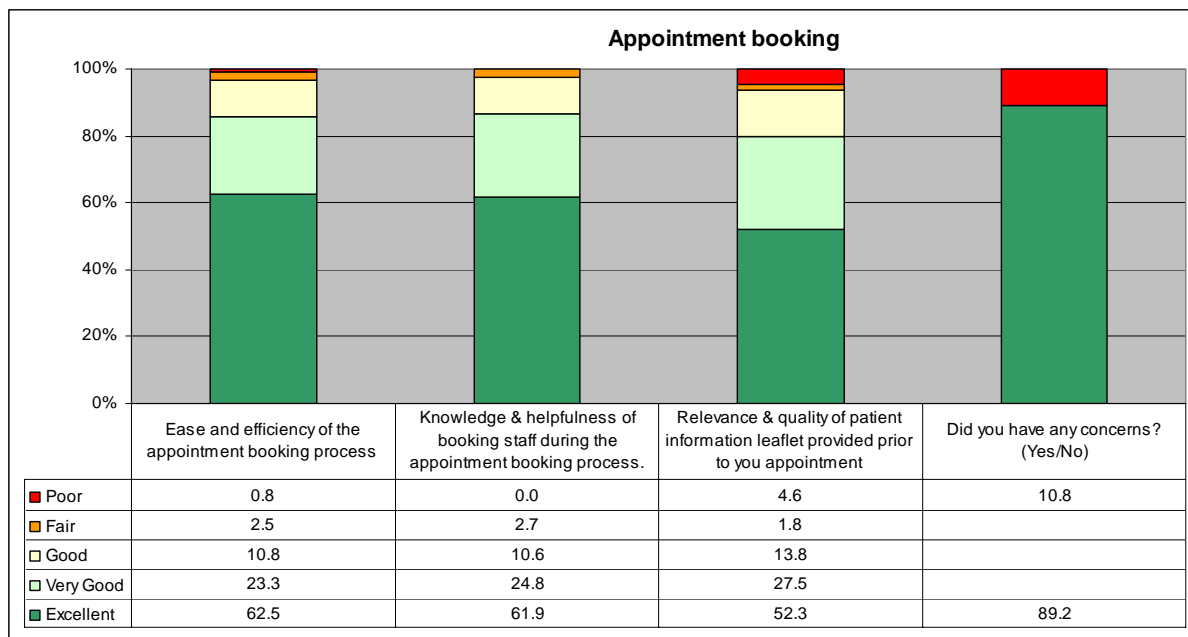
Unit	Responses Q3 2009	Unit	Responses Q3 2009
Barnet	5	North Tyneside	13
London Imaging Centre	27	Peterborough	2
Loughbough - Leicester	1	Quantum	1
London Pet/CT	5	St Peters Health Centre - Leicester	18
Milton Keynes	8	Sussex	11
Northwick park	3	Vincent Medical	3
Nottingham MRI	23	Unknown	4
Nottingham PET-CT	1		

Additional sets of graphs have been provided for all units producing over 10 responses, although it should be recognised that lower numbers will reduce confidence in the figures.

## Overall results for Quarter 3 2009

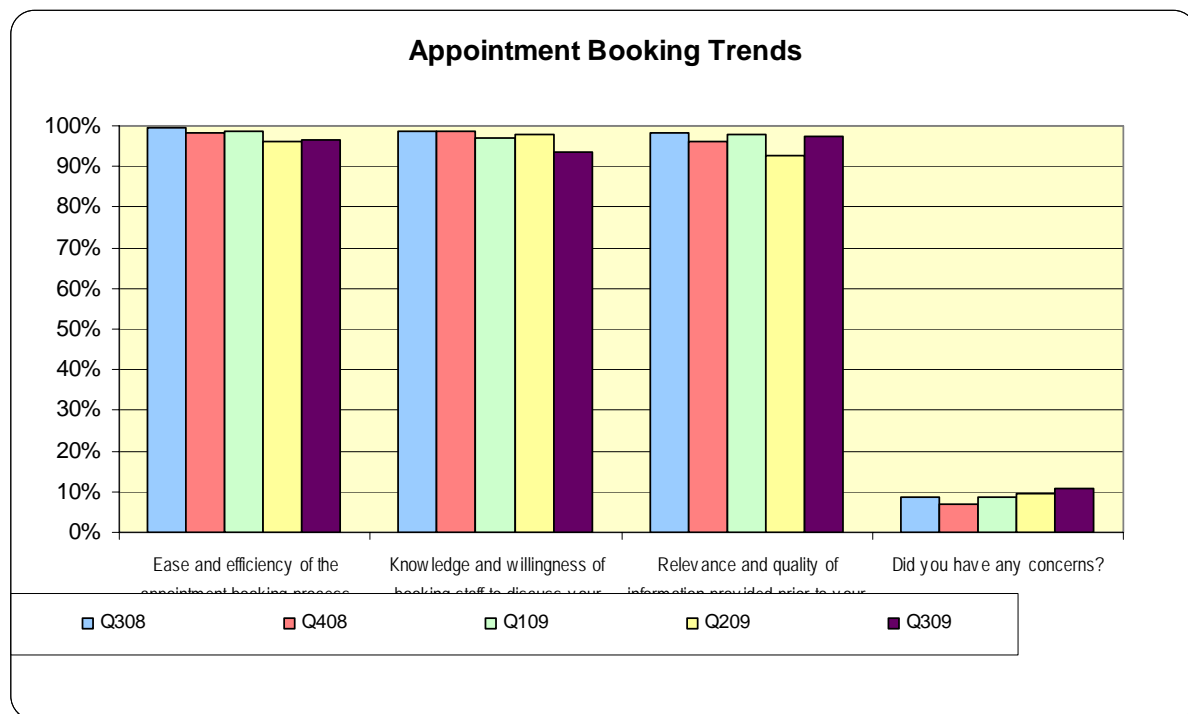
Quarter 3 2009 responses = 125	Excellent	Very Good	Good	Fair	Poor		% Satisfied	% Dissatisfied
<b>About You</b>								
	Male	Female						
Gender	56.2	43.8						
	Under 20	20-34	35-54	55+				
Age	0.0	15.4	25.0	59.6				
<b>Appointment booking</b>								
Ease and efficiency of the appointment booking process	62.5	23.3	10.8	2.5	0.8		96.7%	3.3%
Knowledge & helpfulness of booking staff during the appointment booking process.	61.9	24.8	10.6	2.7	0.0		97.3%	2.7%
Relevance & quality of patient information leaflet provided prior to you appointment	52.3	27.5	13.8	1.8	4.6		93.6%	6.4%
	Yes	No					% Yes	% No
Did you have any concerns?	10.8	89.2					10.8%	89.2%
<b>On Arrival</b>								
Parking facilities	25.6	26.8	17.1	14.6	15.9		69.5%	30.5%
Signage directing you to the centre	24.7	25.8	23.7	19.6	6.2		74.2%	25.8%
External appearance of the centre	29.3	31.3	23.2	12.1	4.0		83.9%	16.1%
Décor & internal appearance of the centre	44.3	30.2	21.7	2.8	0.9		96.3%	3.7%
Comfort & surroundings of the waiting room	43.4	29.2	20.8	3.8	2.8		93.4%	6.6%
Facilities available (changing rooms, toilets etc.)	45.4	34.5	16.0	3.4	0.8		95.8%	4.2%
Overall cleanliness and tidiness of the centre	56.9	26.8	12.2	1.6	2.4		96.0%	4.0%
<b>The Staff</b>								
	Yes	No					% Yes	% No
Were you made to feel comfortable throughout the procedure by the imaging staff?	98.1	1.9					98.1%	1.9%
Presentation of staff	64.2	27.4	5.7	2.8	0.0		97.2%	2.8%
Ease of identification of staff	53.9	25.5	14.7	3.9	2.0		94.1%	5.9%
Efficiency & courteousness of reception staff	68.5	21.8	4.8	1.6	3.2		95.2%	4.8%
Efficiency & courteousness of imaging staff	78.2	16.1	4.8	0.8	0.0		99.2%	0.8%
Staff knowledge & information provided	68.1	22.7	3.4	3.4	2.5		94.1%	5.9%
<b>The Procedure</b>								
	Yes	No					% Yes	% No
Did you feel the length of time you spent waiting for your test to be reasonable?	96.2	3.8					96.2%	3.8%
Did you feel at ease through your test?	95.3	4.7					95.3%	4.7%
Were your privacy & dignity needs met?	98.1	1.9					98.1%	1.9%
Were you told how you would find out the results of you scan?	91.8	8.2					91.8%	8.2%
<b>Overall experience</b>								
Please rate your overall satisfaction with the centre	63.5	26.0	7.7	1.0	1.9		97.1%	2.9%

# Appointment Booking



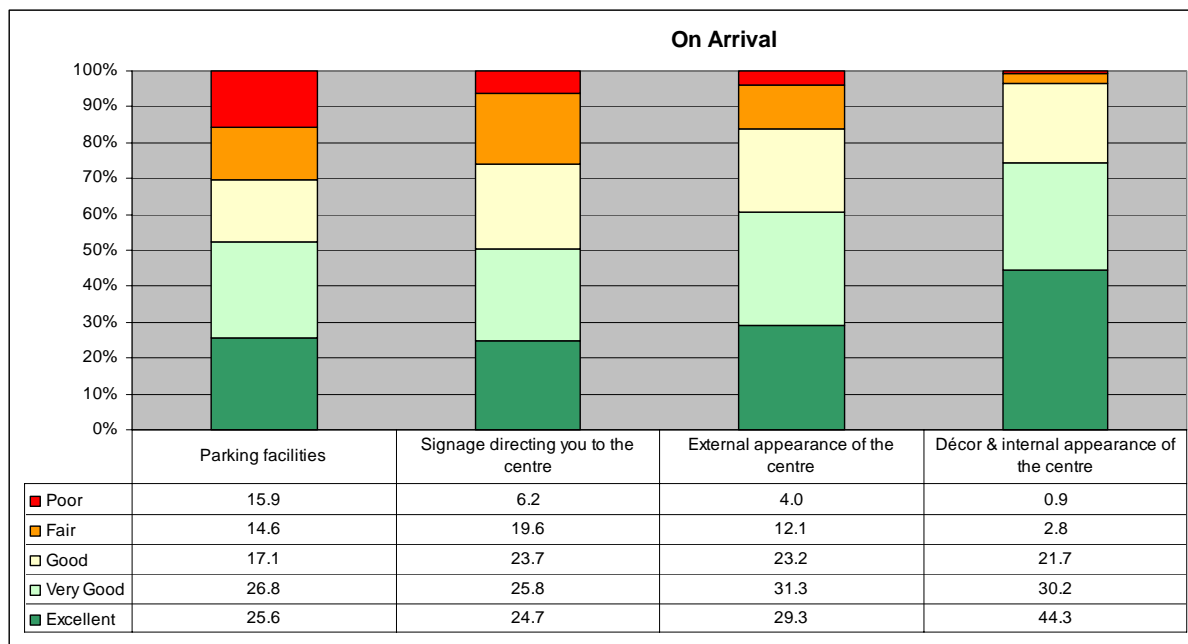
Patient satisfaction with booking appointments remains consistent with previous results.

However, patient concern with regards to their appointment has steadily increased over the last three quarters and is now at more than 10 percent.



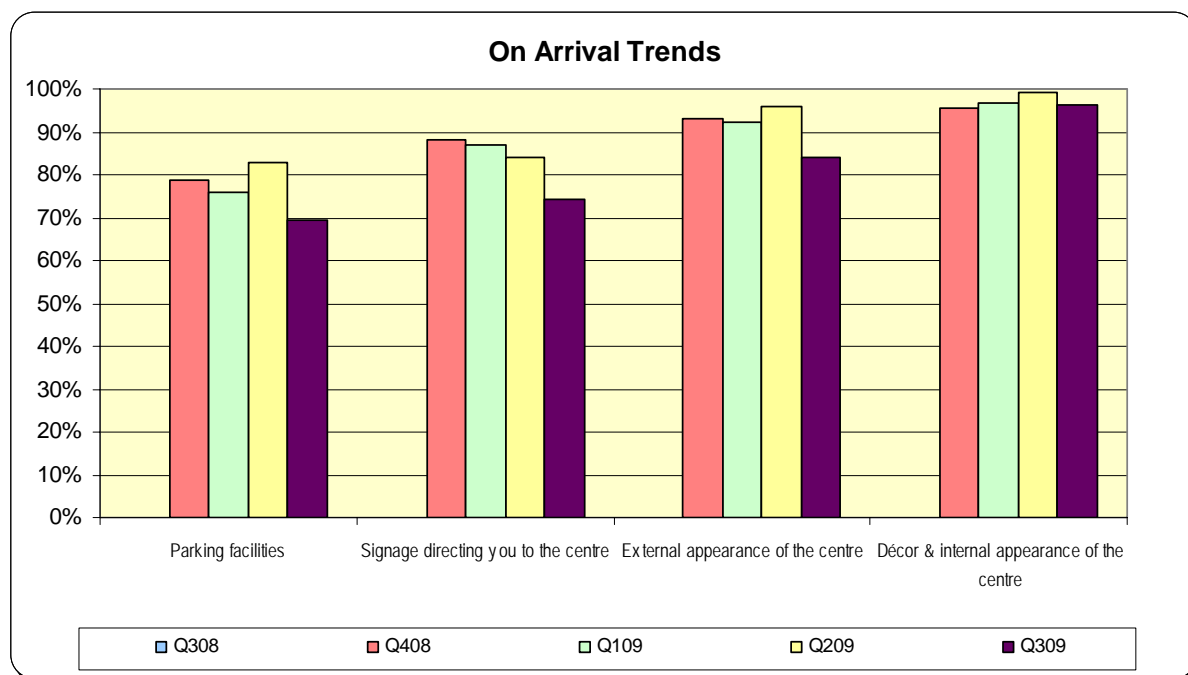
'Satisfaction' is the percentage of patients rating as 'Good' or better.

# On Arrival



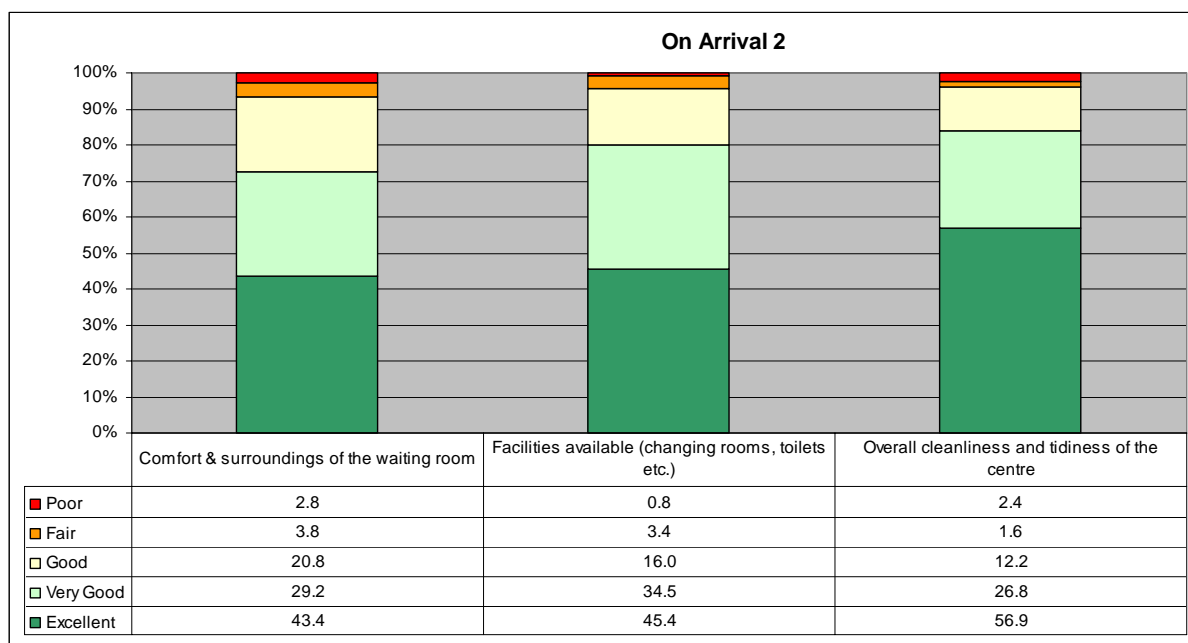
The table of results show a higher level of patient dissatisfaction in parking and signage. More than 10 percent of patients rated the parking facilities as poor.

The trend table show that patient satisfaction on arrival has dropped in all areas this quarter.



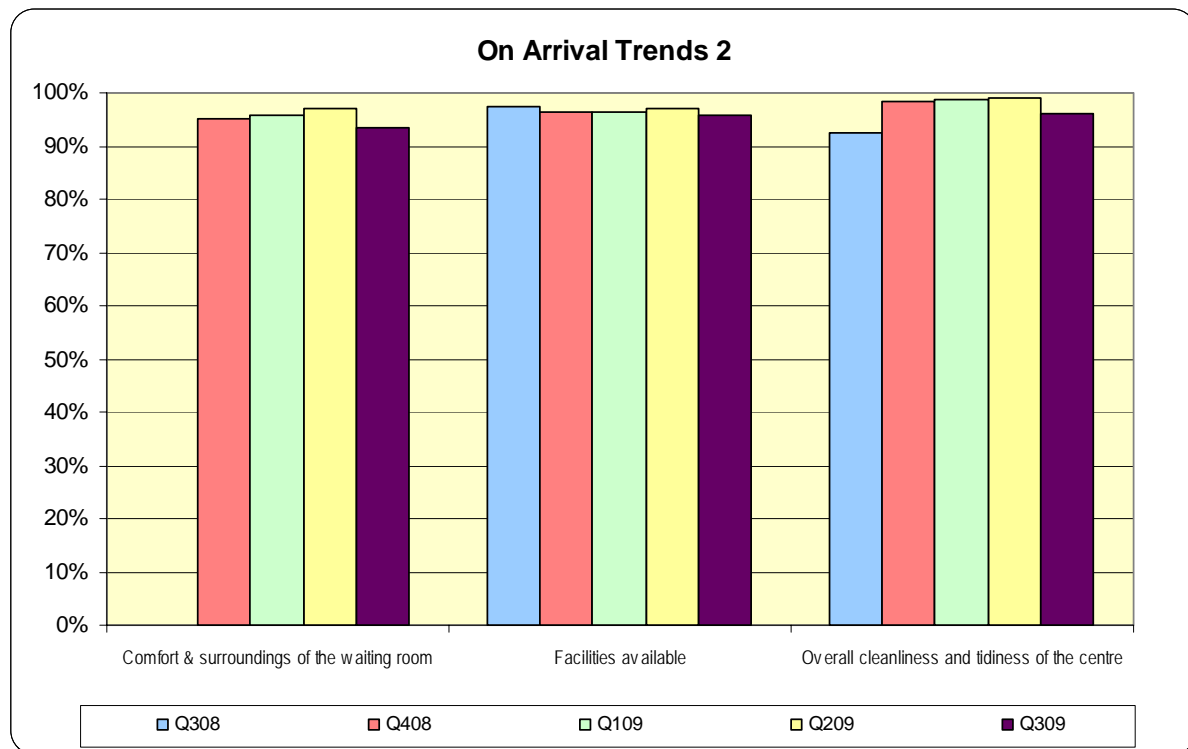
'Satisfaction' is the percentage of patients rating as 'Good' or better.

## On Arrival 2



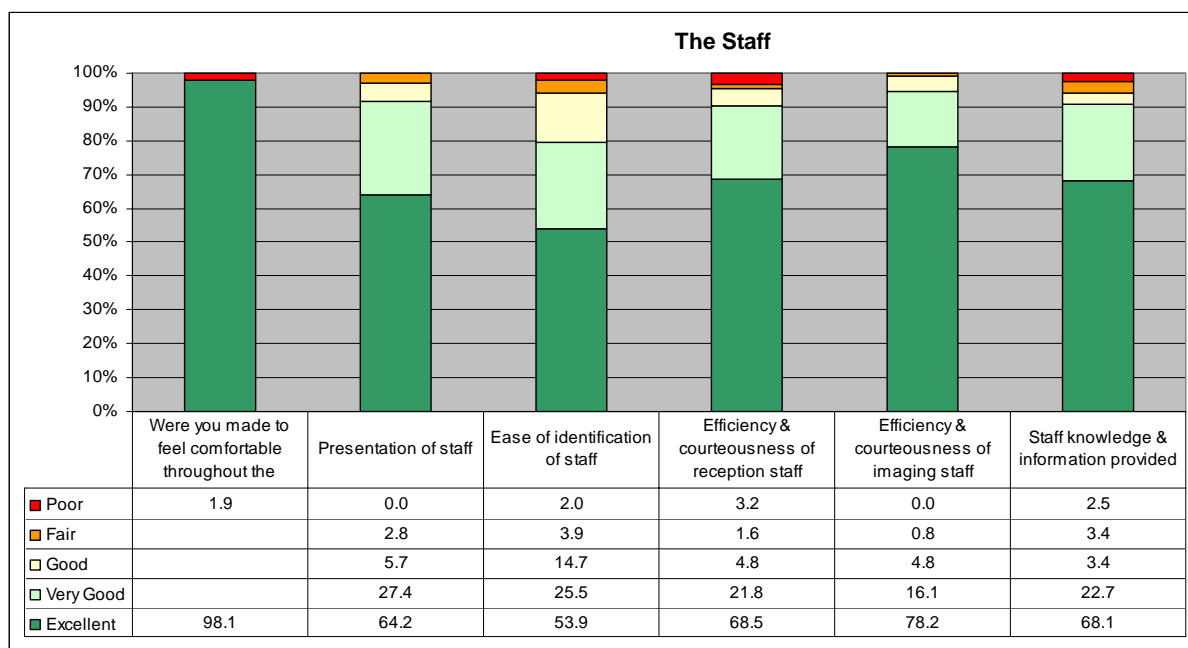
Once again rating for cleanliness is exceptionally high and 96.0% of patients rated the overall cleanliness and tidiness as 'Good' or better.

Hygiene ratings are generally good and there appears to be no underlying problems with cleanliness.



'Satisfaction' is the percentage of patients rating as 'Good' or better.

# The Staff



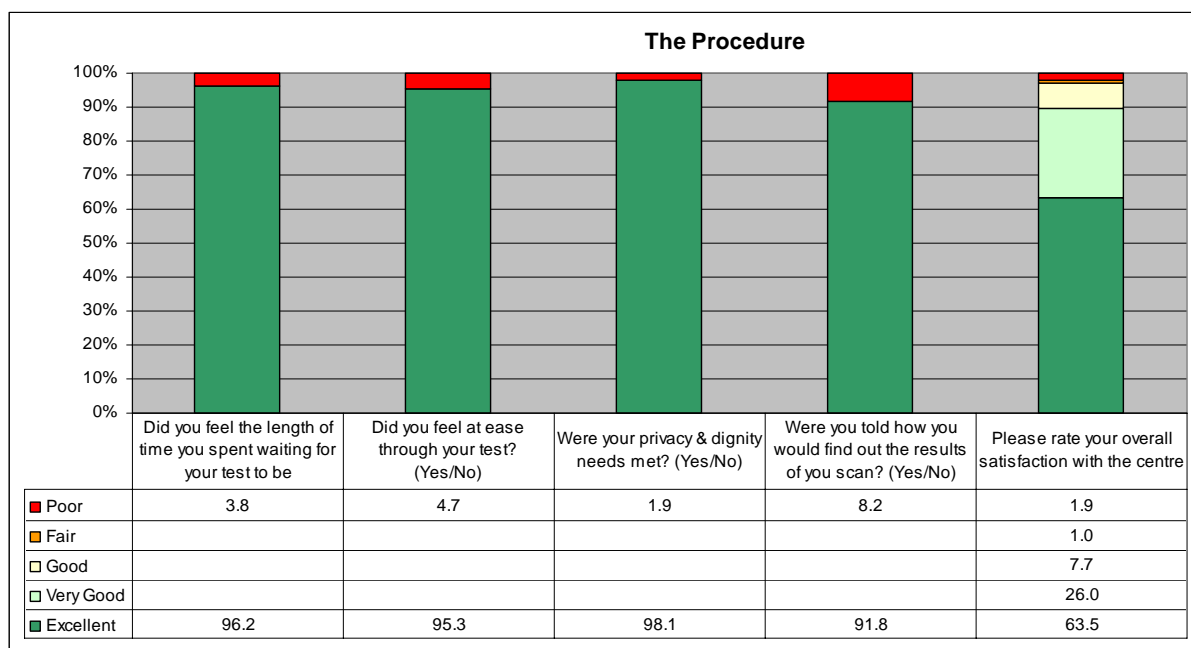
Please note the exceptionally high levels of patient satisfaction. It is difficult to see how these could be significantly improved upon.

Trends show that these opinions have not changed significantly. Note the consistent high results in patient satisfaction with staff.



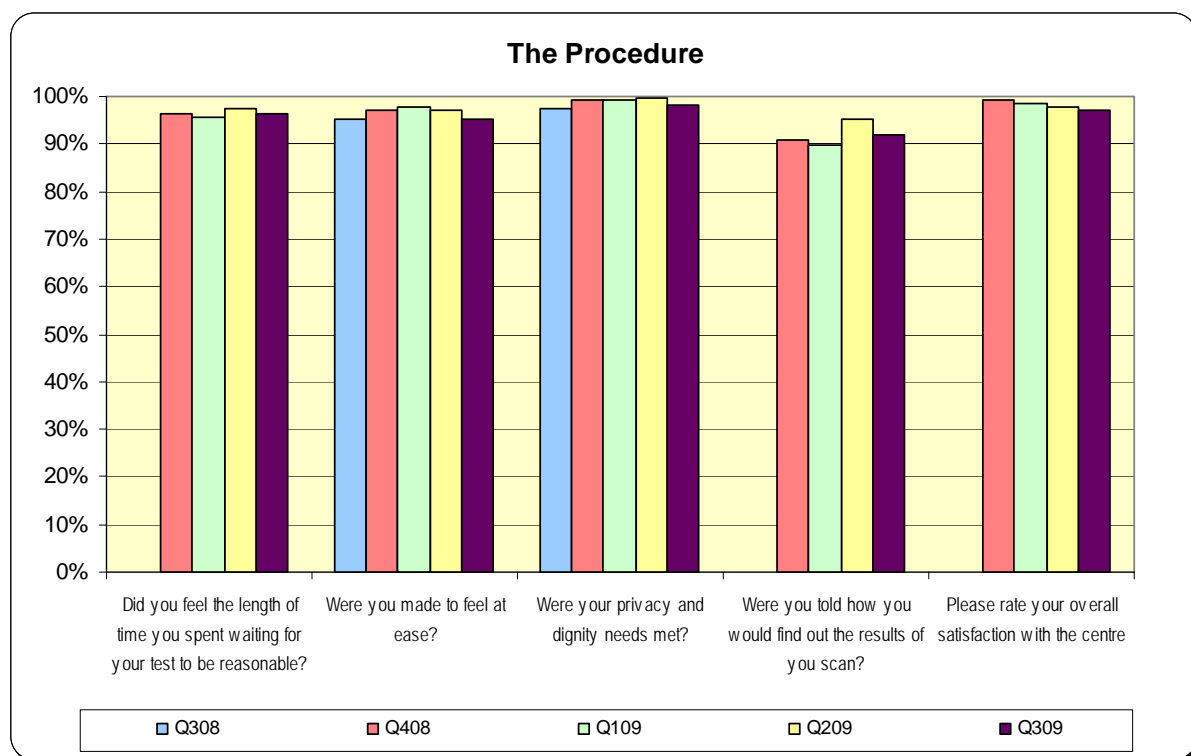
'Satisfaction' is the percentage of patients rating as 'Good' or better.

# The Procedure



Only results for 'were you told how you would find out the results of your scan' falls below the benchmark.

Trends show that these opinions have not changed significantly. Once again, results for patient privacy and overall satisfaction with the centre achieve exceptionally high ratings.



'Satisfaction' is the percentage of patients rating as 'Good' or better.

## Comments

A random selection of comments is shown below.

Detailed comments for each unit are provided later in the document.

'ADMIN WAS VERY GOOD AND HELPFUL.'

'EXCELLENT SERVICE AND A CREDIT TO ALL CONCERNED.'

'FRIENDLY STAFF THE NURSE MADE ME FEEL AT EASE AND EXPLAINED ALL I NEEDED TO KNOW.'

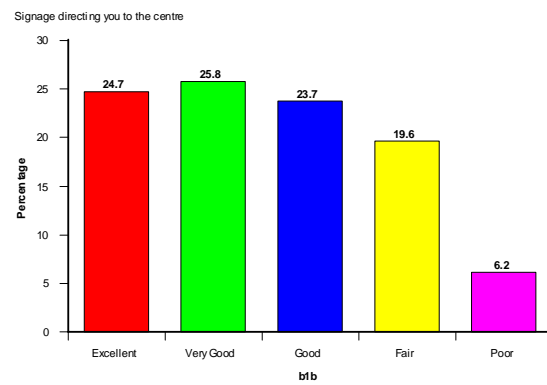
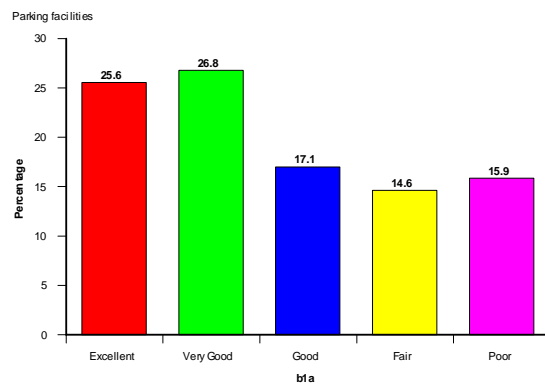
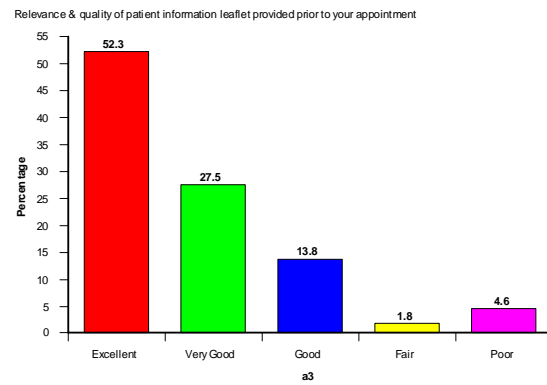
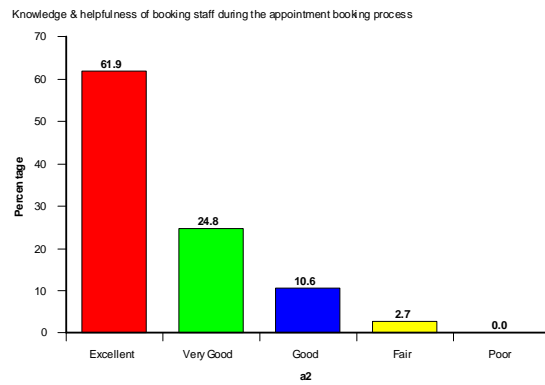
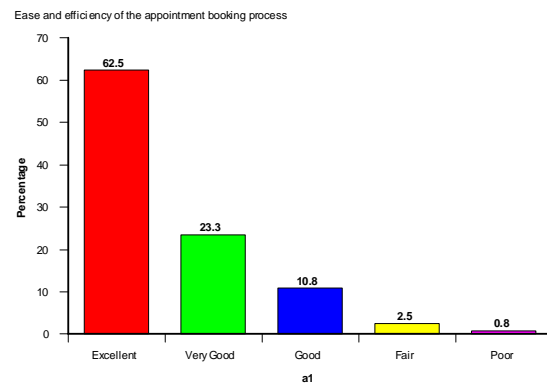
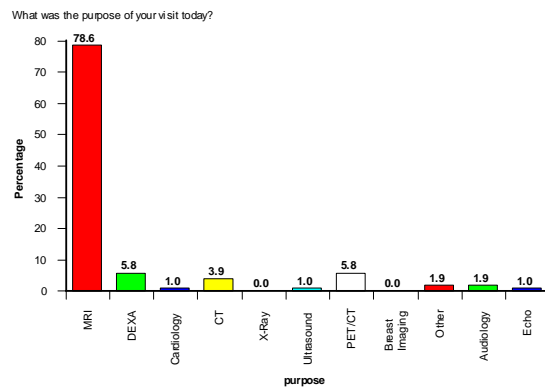
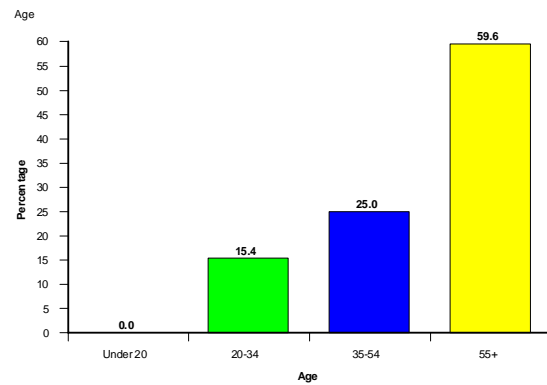
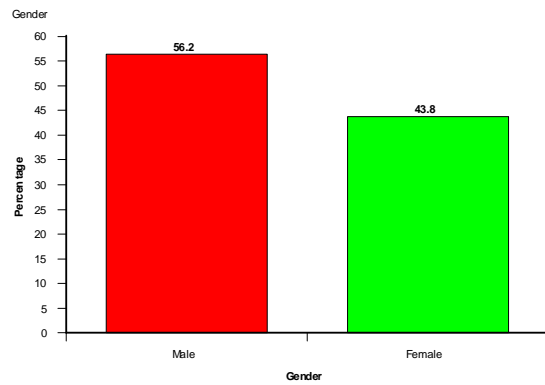
'THE STAFF WERE FRIENDLY AND VERY ATTENTIVE, THEY MADE ME FEEL AT HOME FROM THE START.'

'THIS IS WITHOUT DOUBT THE BEST SERVICE I HAVE EVER RECEIVED FROM THE NHS.'

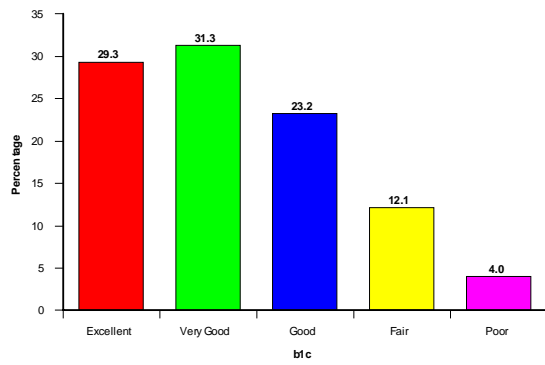
'THE LADY WHO DID THE TEST WAS VERY FRIENDLY AND REASSURING WHICH WAS GREAT AS I WAS A LITTLE NERVOUS.'

'FEEL WHEN YOU GO TO HOSPITAL YOU SHOULD BE RELAXED AND NOT AFRAID. THAT'S HOW STAFF MADE ME FEEL.'

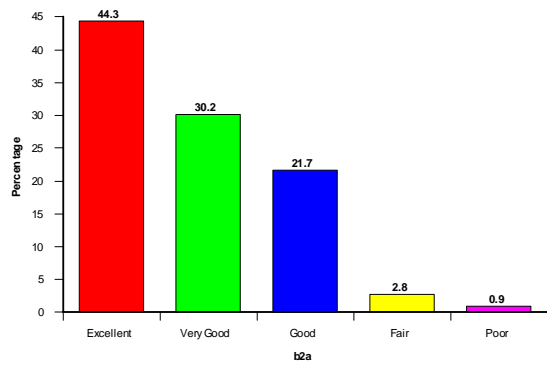
# All InHealth Units Patient Satisfaction Survey Q3 2009 - 125 Responses



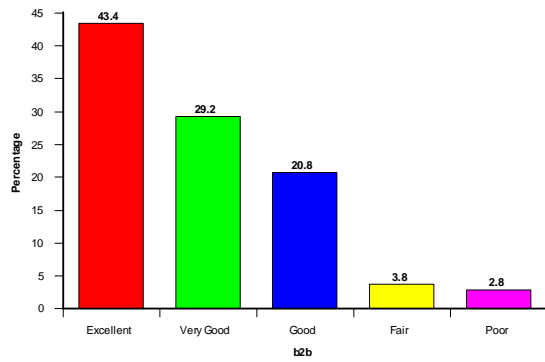
External appearance of the centre



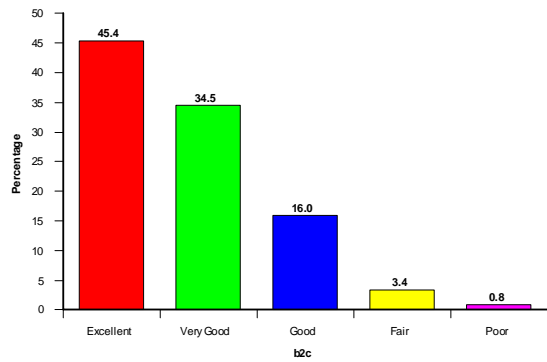
Decor & internal appearance of the centre



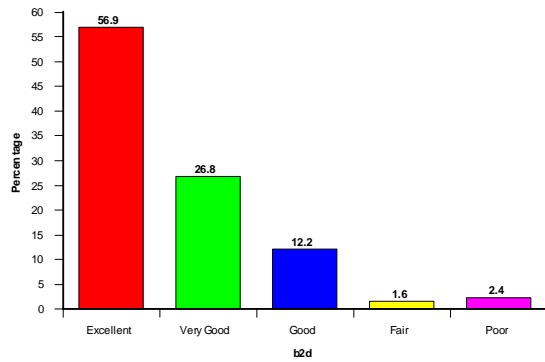
Comfort and surroundings of the waiting room



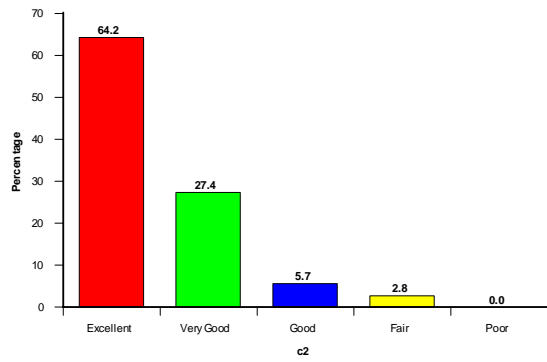
Facilities available (changing rooms, toilets etc)



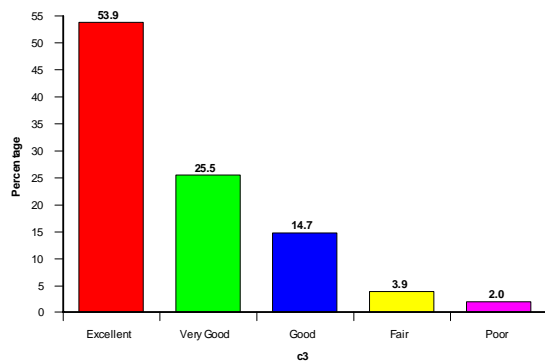
Overall cleanliness and tidiness of the centre



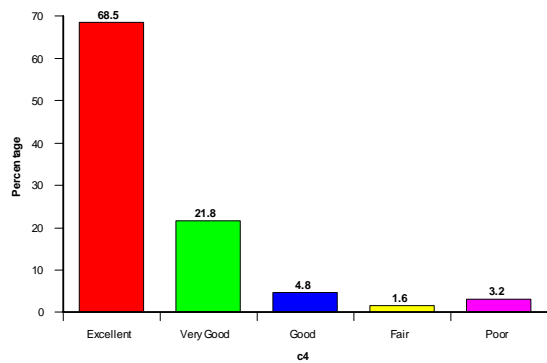
Presentation of staff



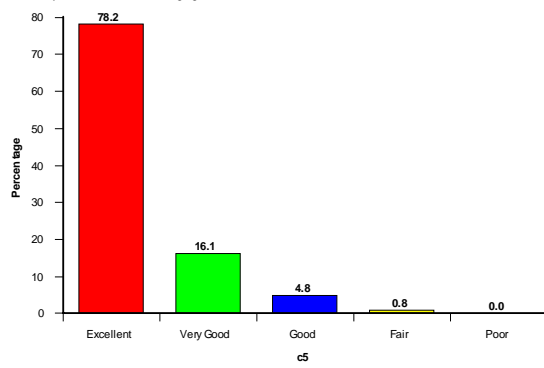
Ease of identification of staff



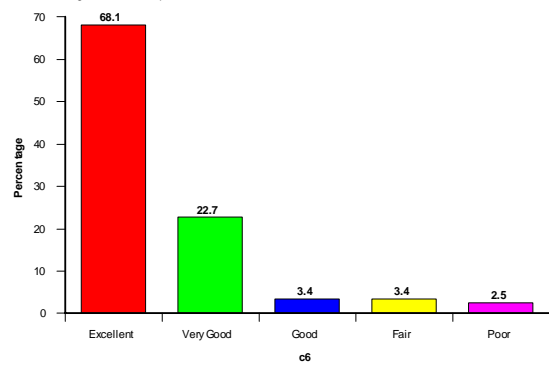
Efficiency & courteousness of reception staff



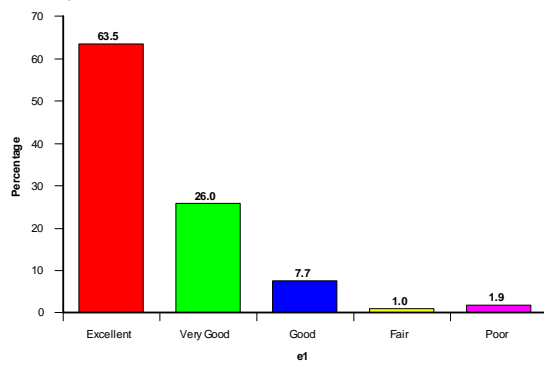
Efficiency & courteousness of imaging staff



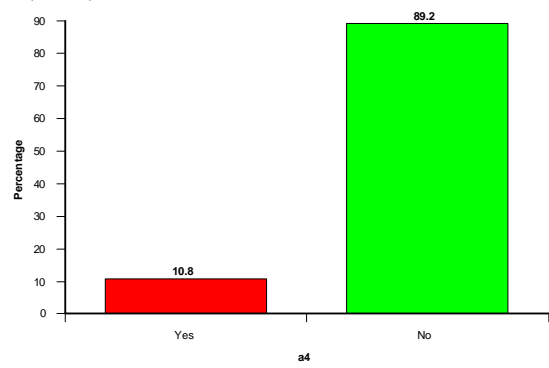
Staff knowledge & information provided



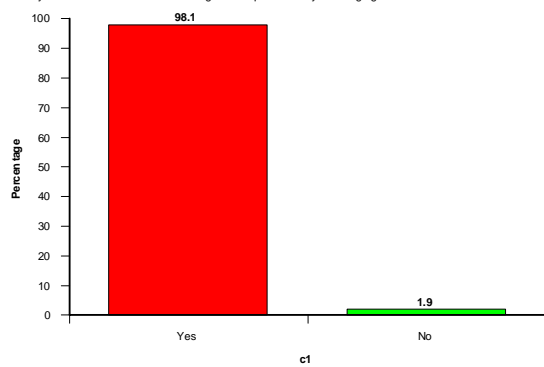
Please rate your overall satisfaction with the centre



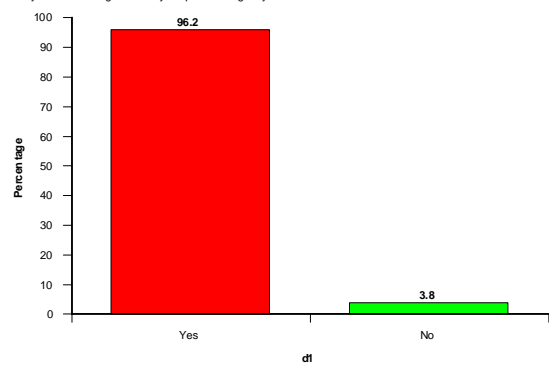
Did you have any concerns?



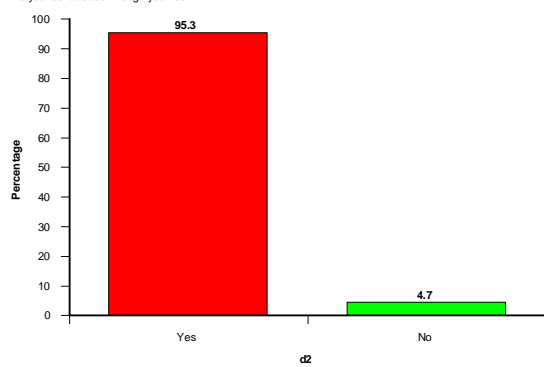
Were you made to feel comfortable throughout the procedure by the imaging staff?



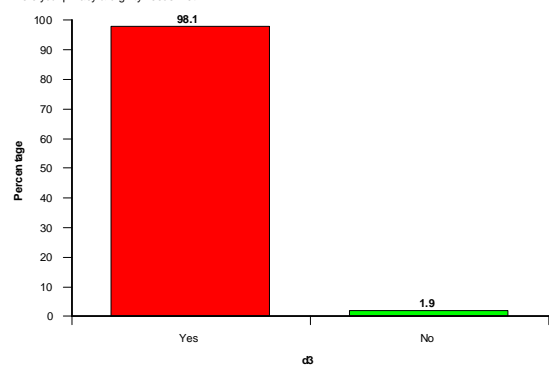
Did you feel the length of time you spent waiting for your test to be reasonable?



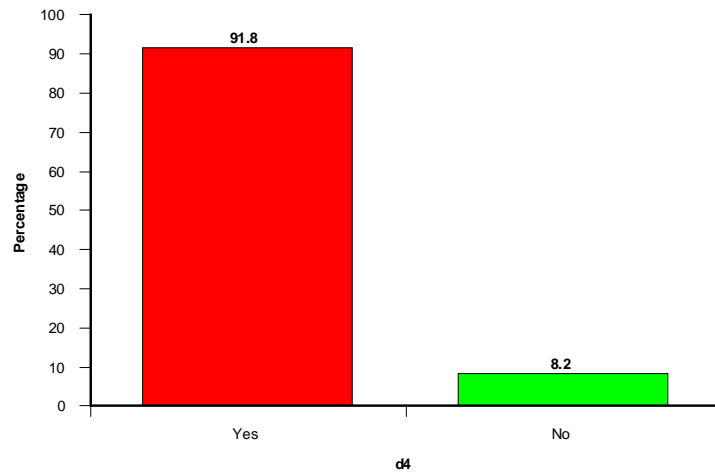
Did you feel at ease through your test?



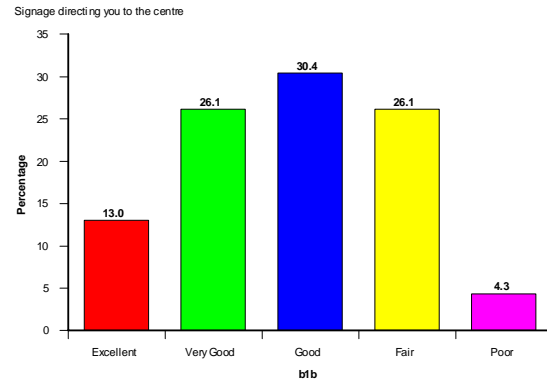
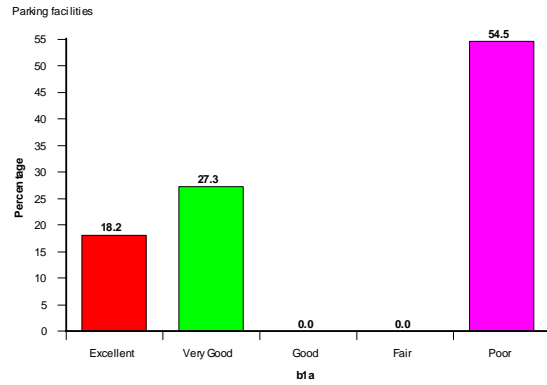
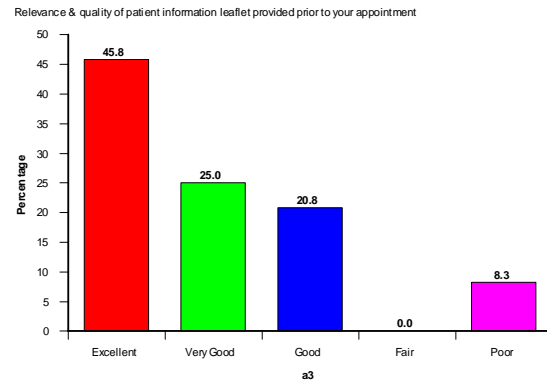
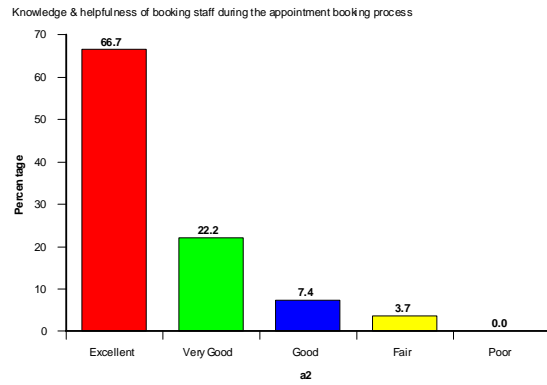
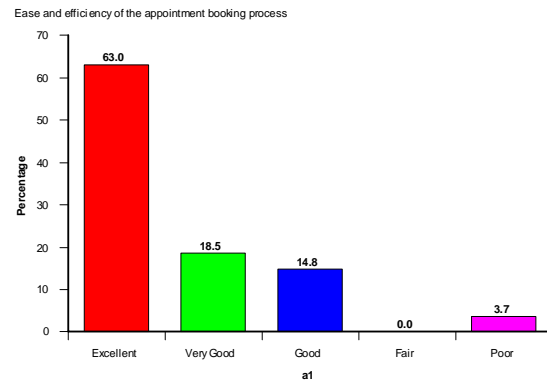
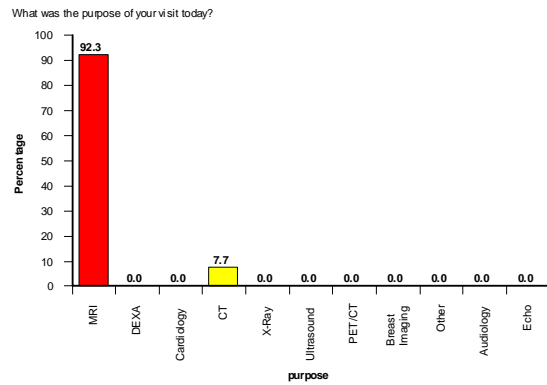
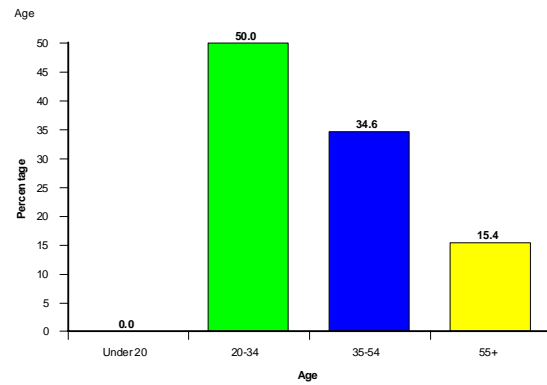
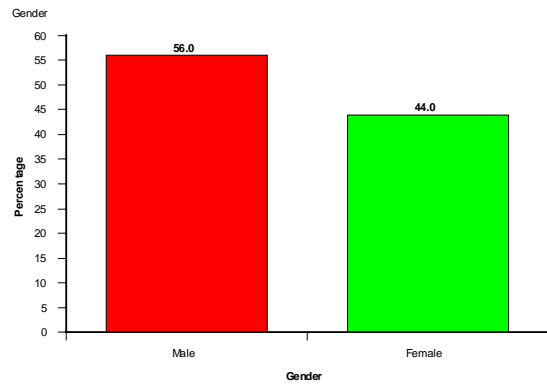
Were your privacy & dignity needs met?



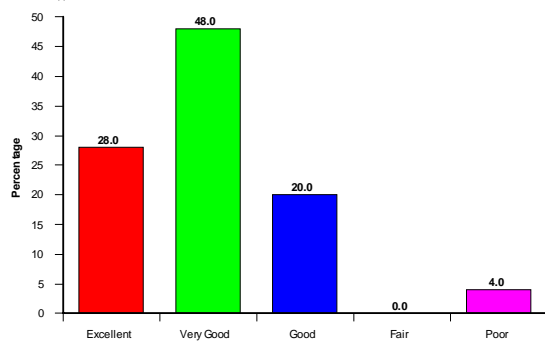
Were you told how you would find out the results of your scan?



# London Imaging Centre Patient Satisfaction Survey Q2 2009 - 27 Responses

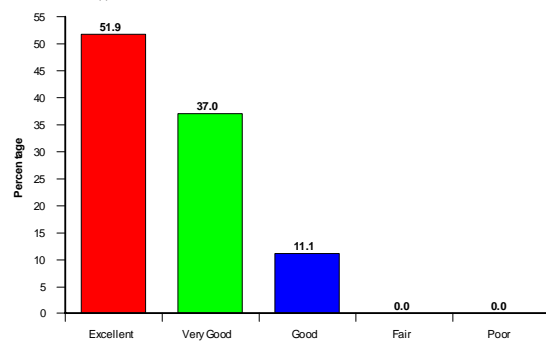


External appearance of the centre



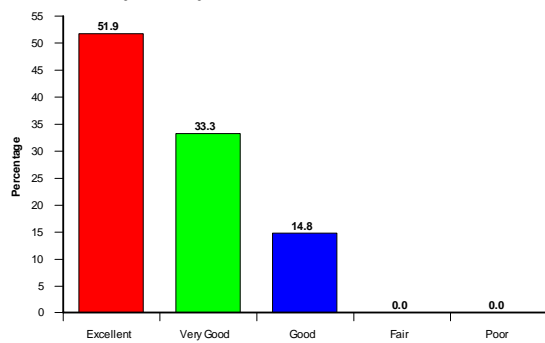
b1c

Decor & internal appearance of the centre



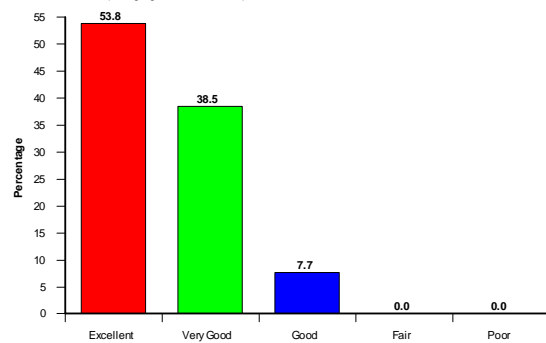
b2a

Comfort and surroundings of the waiting room



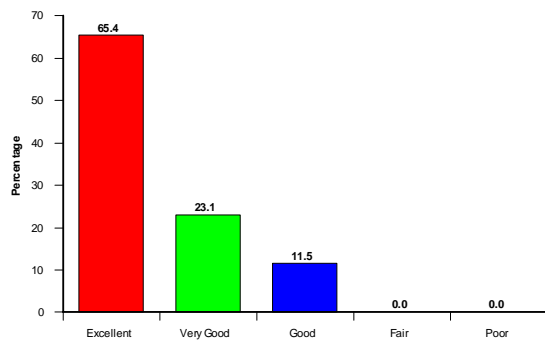
b2b

Facilities available (changing rooms, toilets etc)



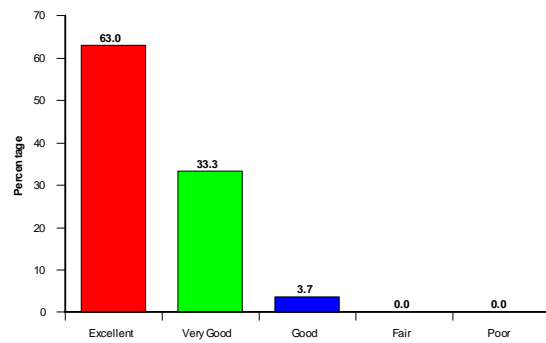
b2c

Overall cleanliness and tidiness of the centre



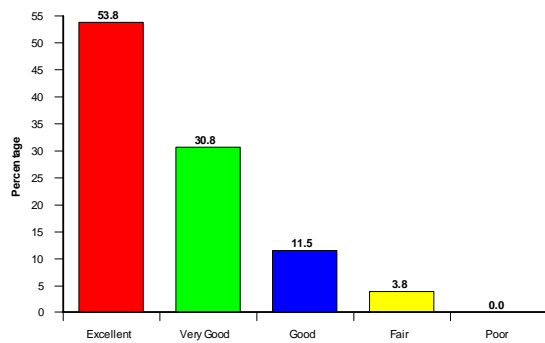
b2d

Presentation of staff



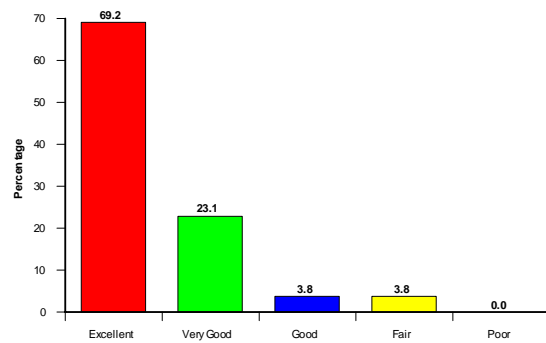
c2

Ease of identification of staff



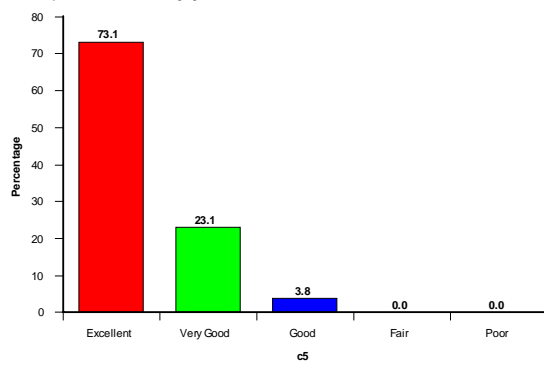
c3

Efficiency & courteousness of reception staff

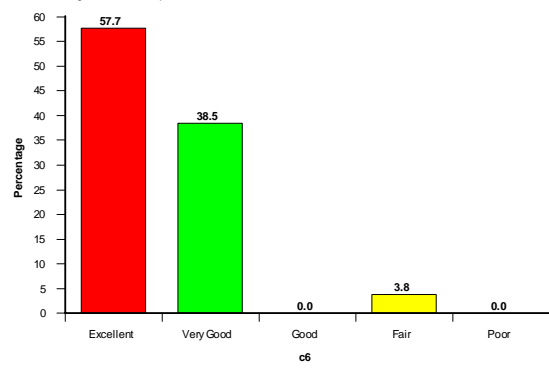


c4

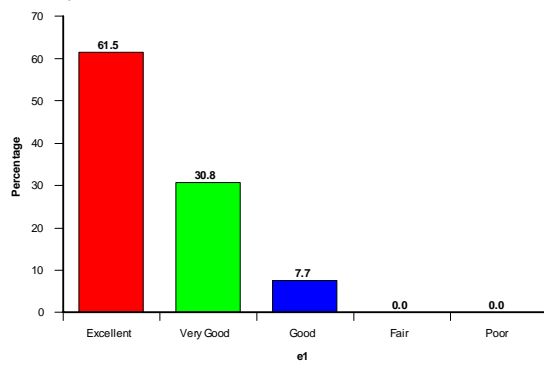
Efficiency & courteousness of imaging staff



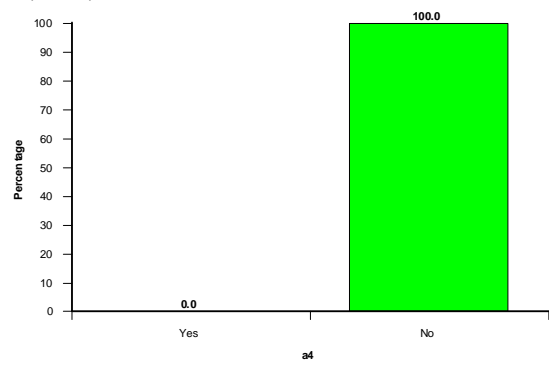
Staff knowledge & information provided



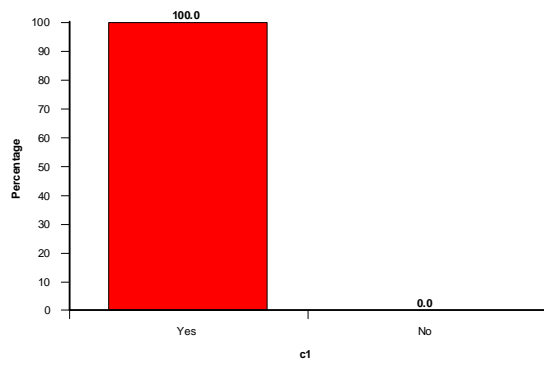
Please rate your overall satisfaction with the centre



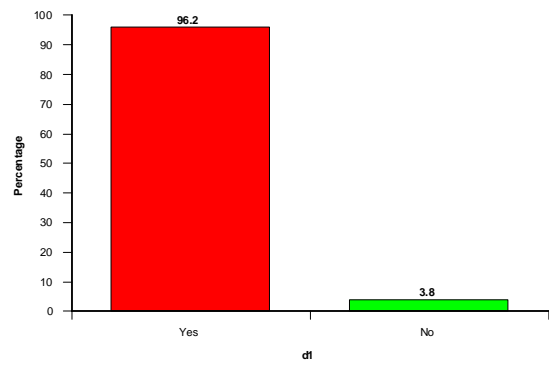
Did you have any concerns?



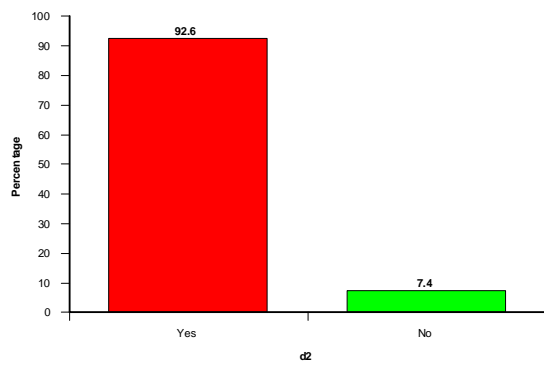
Were you made to feel comfortable throughout the procedure by the imaging staff?



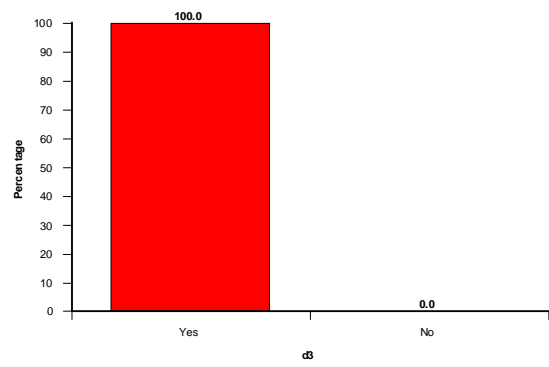
Did you feel the length of time you spent waiting for your test to be reasonable?



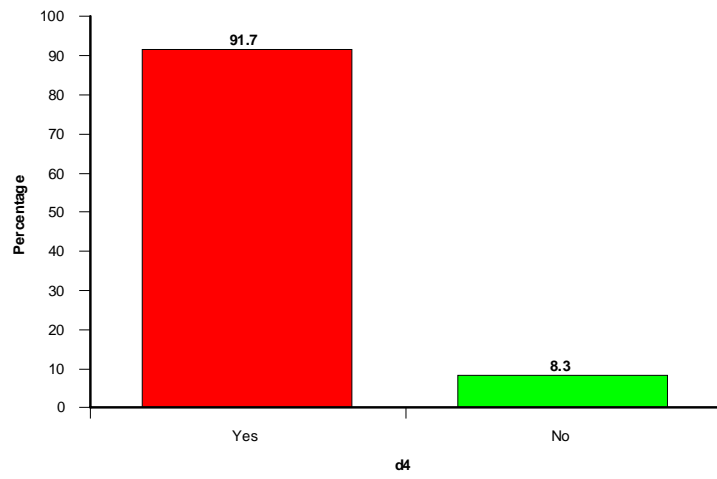
Did you feel at ease through your test?



Were your privacy & dignity needs met?



Were you told how you would find out the results of your scan?



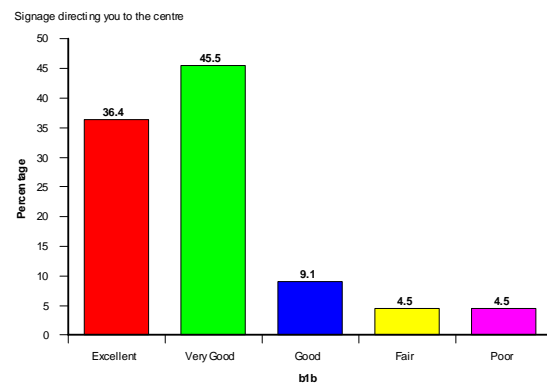
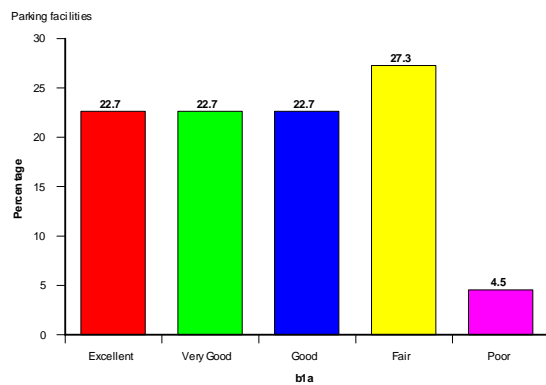
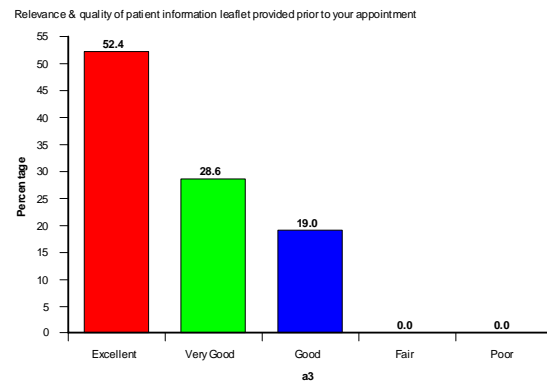
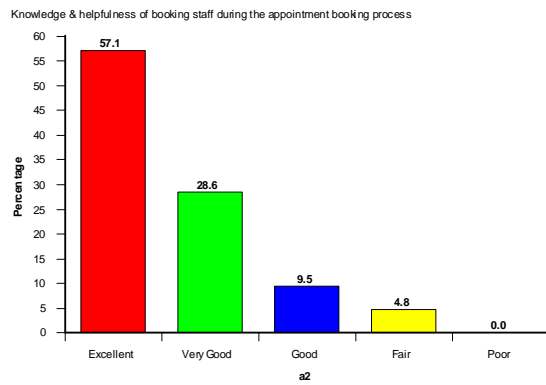
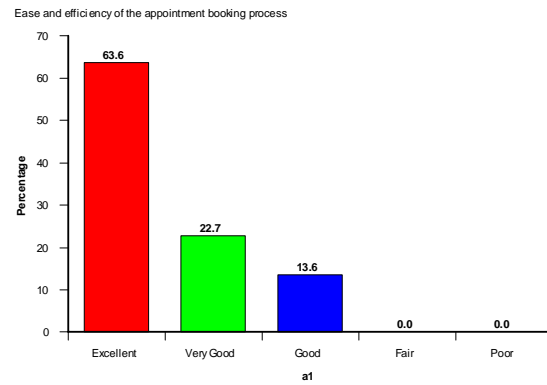
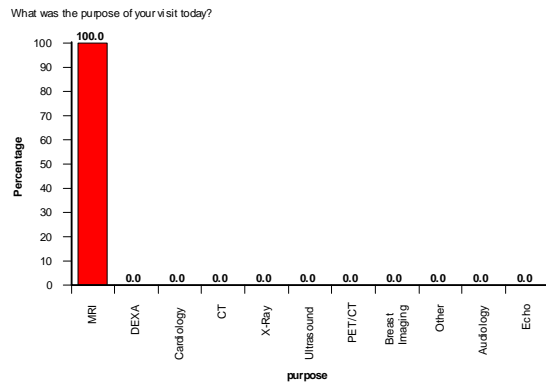
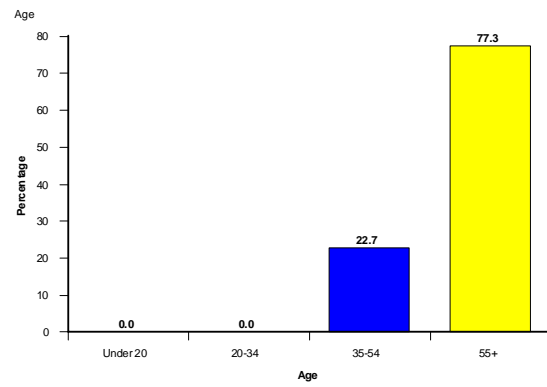
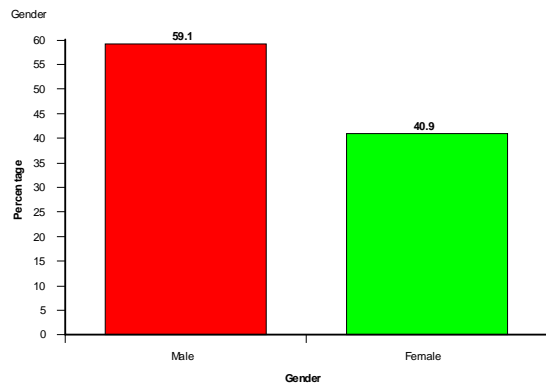
## London Imaging Centre Comments

Unit	Appointment Comments
LIC	BE GOOD TO HAVE MOTORING MAGAZINES TO READ
LIC	DID NOT GET A LEAFLET
LIC	I WAS TOLD THAT THE CENTRE WOULD CONTACT ME TO ARRANGE THE APPOINTMENT AFTER MY REFERRAL BUT THEY DID NOT - I HAD TO ARRANGE I WAS GIVEN NO INFORMATION PRIOR TO MY APPOINTMENT WHICH WOULDN'T HAVE BEEN USEFUL

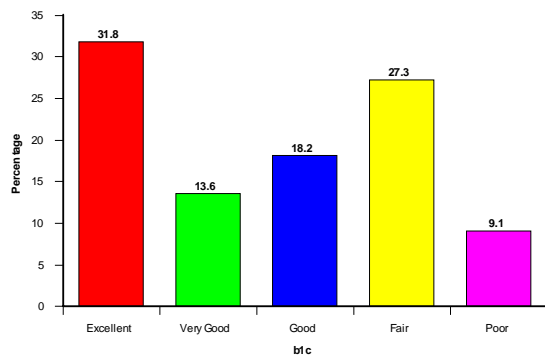
Unit	Procedure Comments
LIC	BUT UNDERSTAND REASONS FOR DELAY WITH TUBE STRIKE

Unit	Additional Comments
LIC	I WAS TOLD TO BRING AN AUTHORISATION NUMBER WITH ME BUT I ALSO NEEDED MY MEMBERSHIP NUMBER.
LIC	IT WOULD BE GOOD TO HAVE MAGAZINES FOR MOTOR SPORT OR CAR OTHERWISE.
LIC	THE LADY WHO DID THE TEST WAS VERY FRIENDLY AND REASSURING WHICH WAS GREAT AS I WAS A LITTLE NERVOUS.
LIC	VERY SENSITIVE AND CARING.

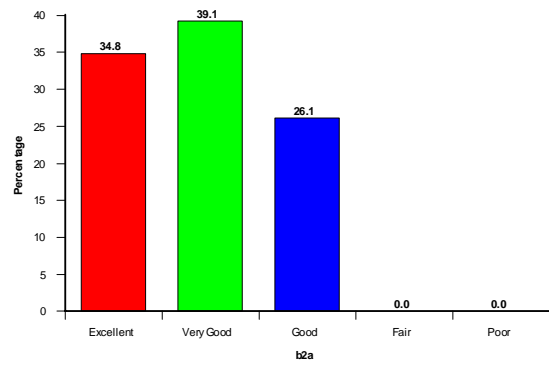
# Nottingham MRI Patient Satisfaction Survey Q3 2009 - 23 Responses



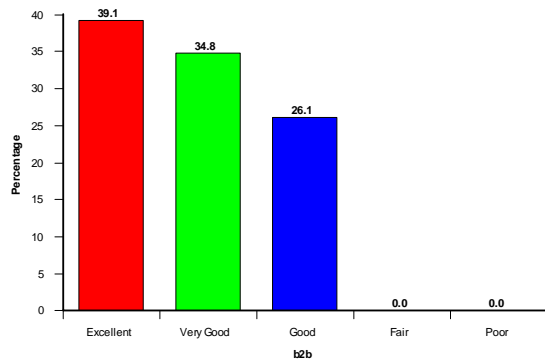
External appearance of the centre



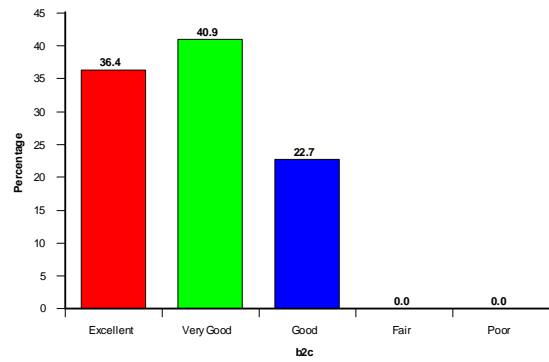
Decor & internal appearance of the centre



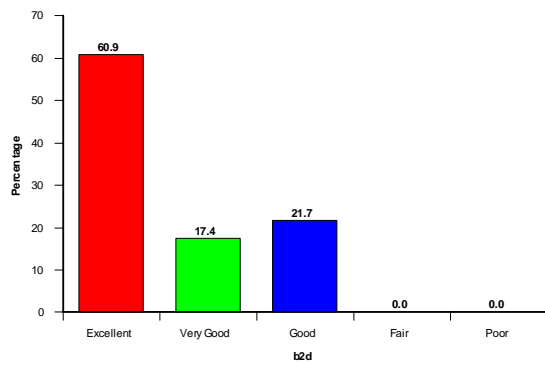
Comfort and surroundings of the waiting room



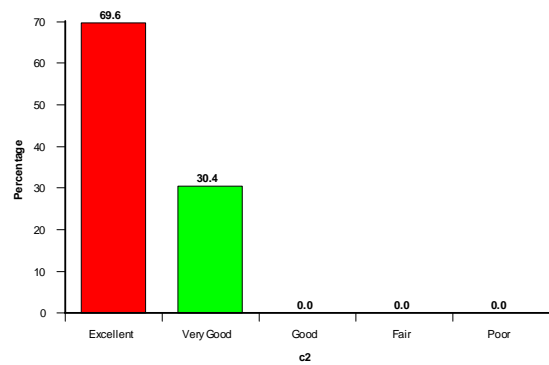
Facilities available (changing rooms, toilets etc)



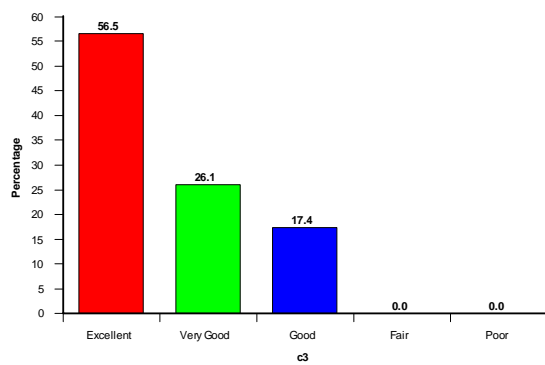
Overall cleanliness and tidiness of the centre



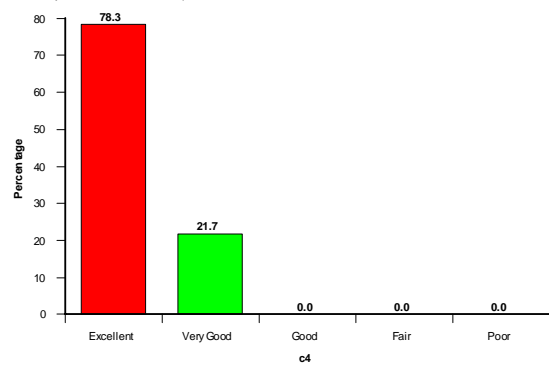
Presentation of staff



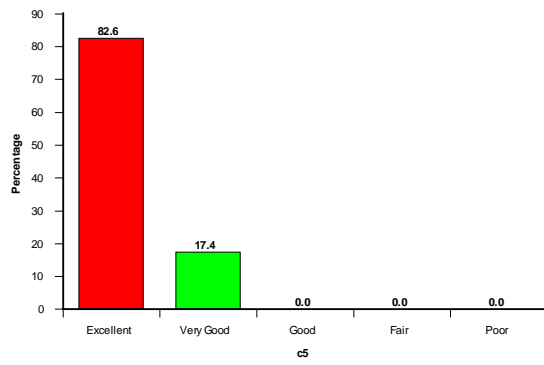
Ease of identification of staff



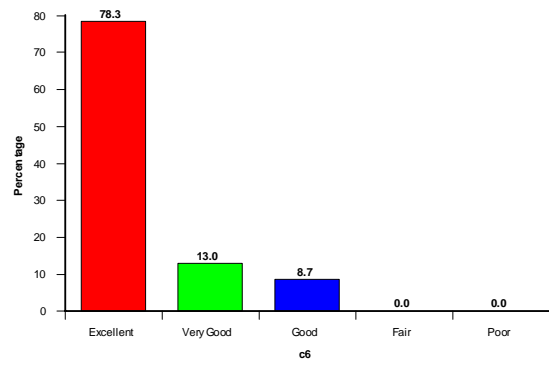
Efficiency & courteousness of reception staff



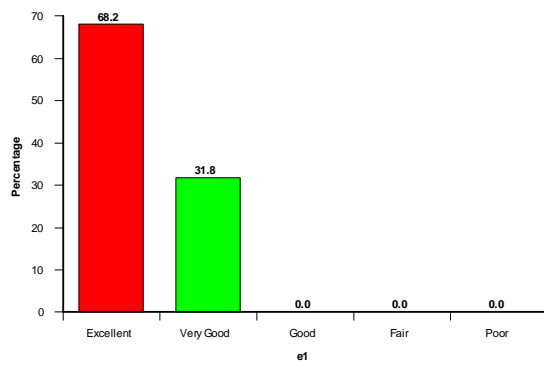
Efficiency & courteousness of imaging staff



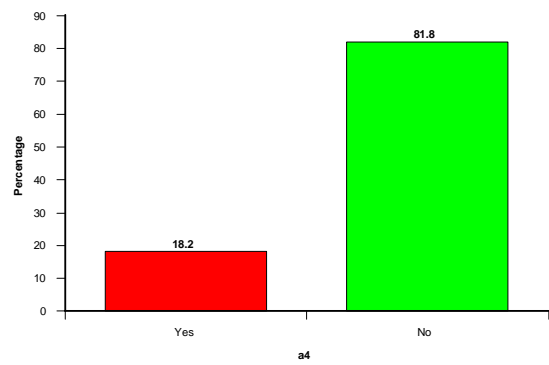
Staff knowledge & information provided



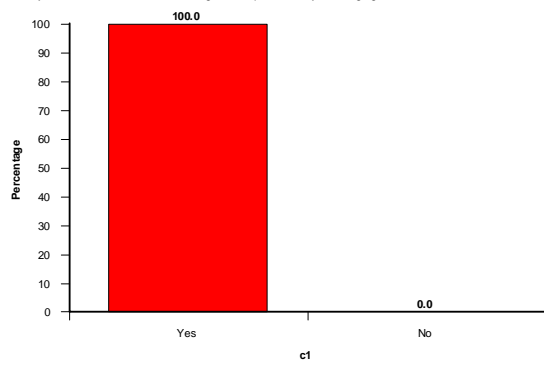
Please rate your overall satisfaction with the centre



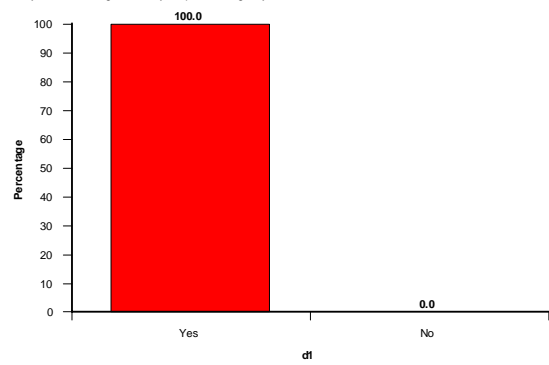
Did you have any concerns?



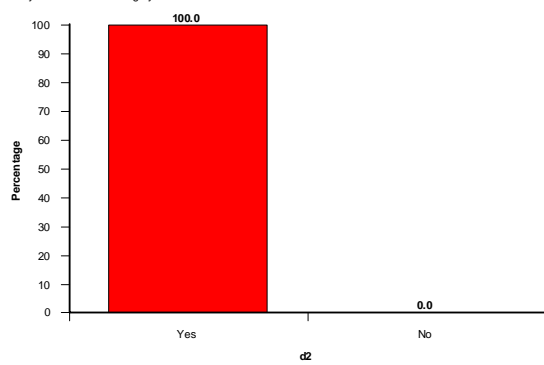
Were you made to feel comfortable throughout the procedure by the imaging staff?



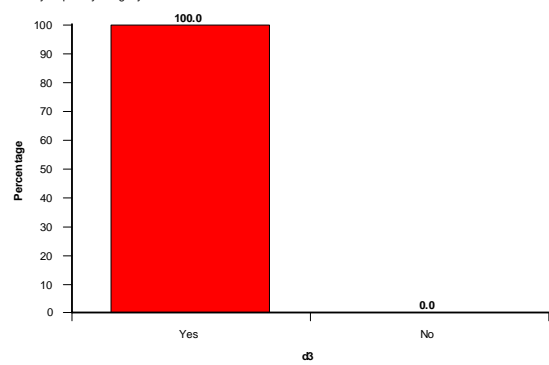
Did you feel the length of time you spent waiting for your test to be reasonable?



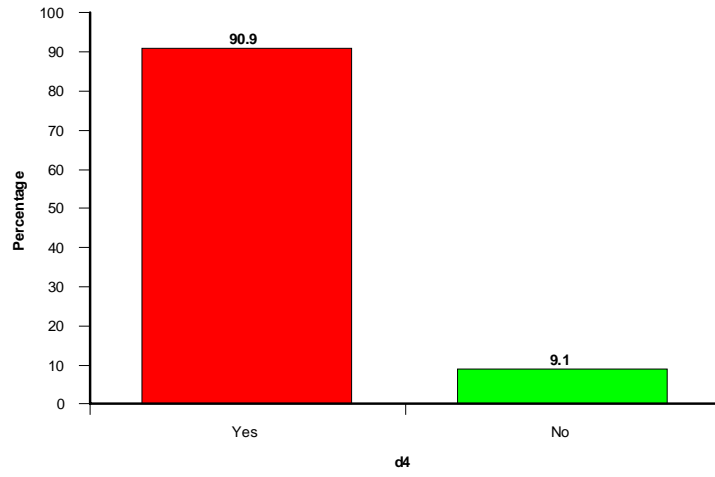
Did you feel at ease through your test?



Were your privacy & dignity needs met?



Were you told how you would find out the results of your scan?



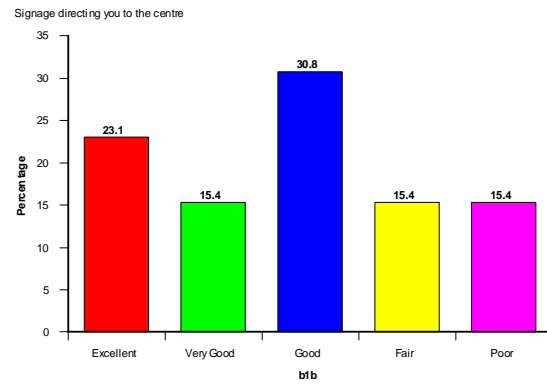
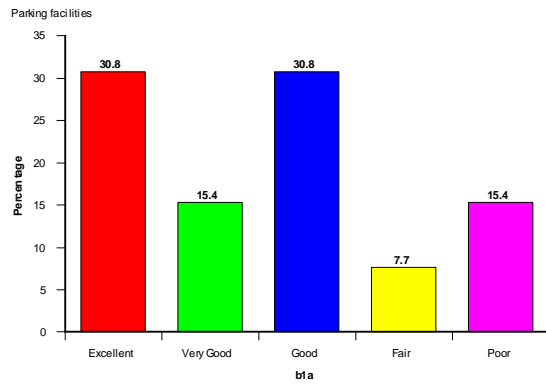
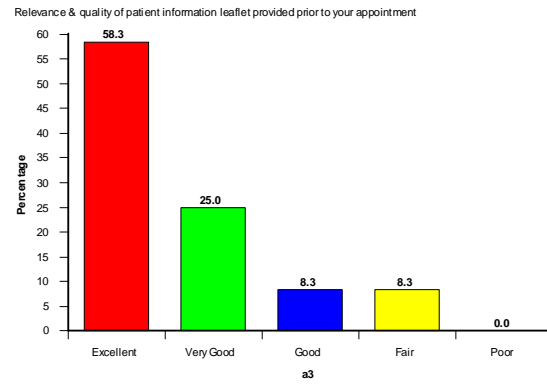
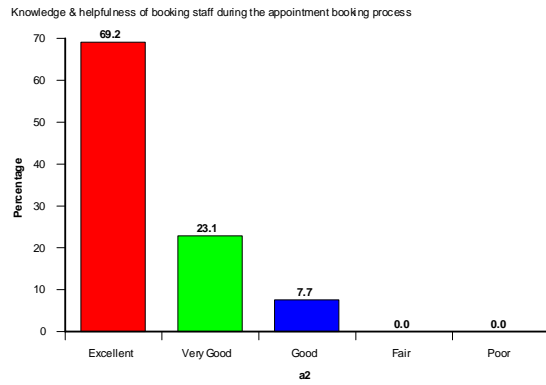
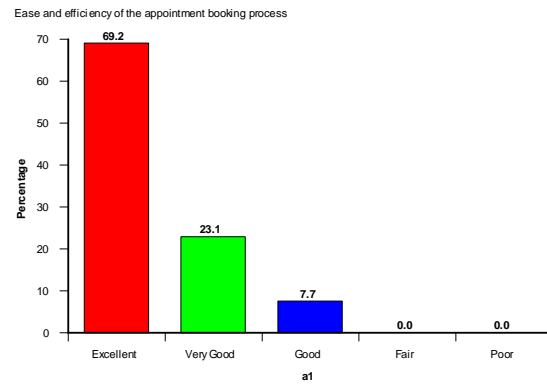
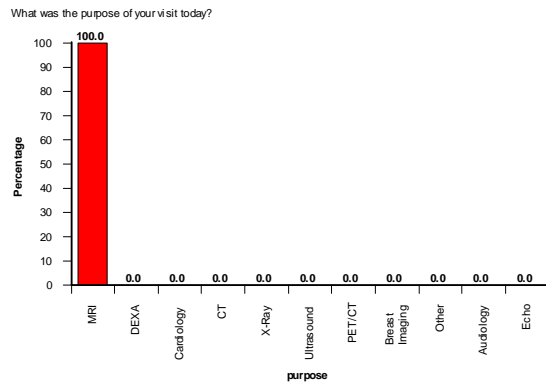
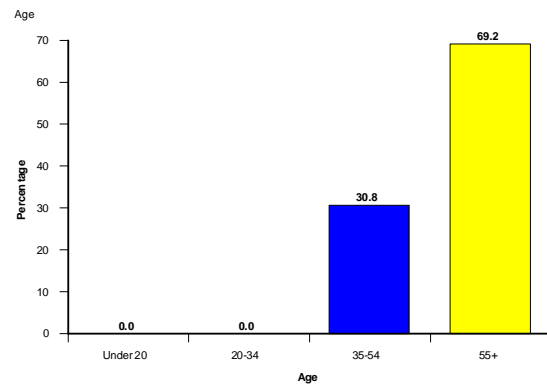
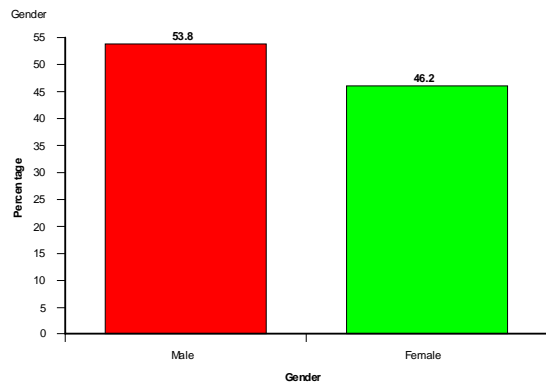
## Nottingham MRI Comments

Unit	Appointment Comments
NOTM	CLAUSTROPHOBIA
NOTM	FEAR OF BEING ENCLOSED
NOTM	JUST CONCERNED ABOUT WHERE MY CANCER IS COMING FROM

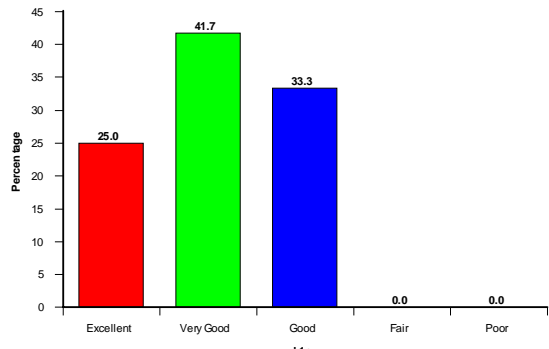
Unit	Procedure Comments
NOTM	NO WHERE TO PUT YOUR THINGS IF YOU GO ON YOUR OWN AND THE LEAVING OF YOUR SHOES OUTSIDE.

Unit	Additional Comments
NOTM	COULDN'T TELL ME ANYTHING IT IS PASSED ON TO MY DOCTOR TO TELL ME.
NOTM	I WAS MADE TO FEEL AT EASE. EVERYTHING WAS EXPLAINED TO ME. THE NURSE WAS WONDERFUL - ALSO THE RECEPTIONIST.
NOTM	I WAS REALLY NERVOUS BUT THEY WERE VERY NICE.
NOTM	IT WAS VERY NOISY BUT THE MUSIC HELPED EVEN THOUGH IT WAS VERY LOW YOU FALL ASLEEP (MAKE THE MUSIC LOUDER)
NOTM	OUTSTANDING, EFFICIENT & PLEASANT EXPERIENCE. INFORMATIVE & CONGENIAL STAFF.
NOTM	PARTICULAR COMMENDATION OF LYNDY MOULDER WHO MADE THE WHOLE PROCESS COMFORTABLE, WAS HIGHLY PROFESSIONAL
NOTM	STAFF WERE WARM, POLITE, HELPFUL AND INFORMATIVE. FIRST RATE
NOTM	FIRSTLY, CAN I SAY THE STAFF WHO DEALT WITH MY APPOINTMENT WERE EXCELLENT AND A CREDIT TO YOUR ORGANISATION. KINDLY THANK THEM ON MY BEHALF.

# North Tyneside Patient Satisfaction Survey Q3 2009 - 13 Responses

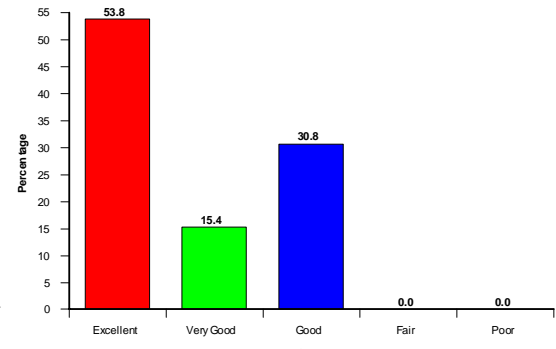


External appearance of the centre



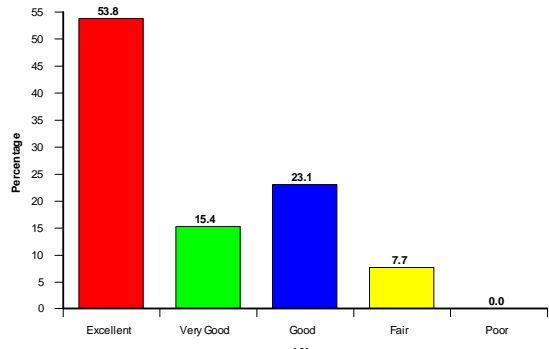
b1c

Decor & internal appearance of the centre



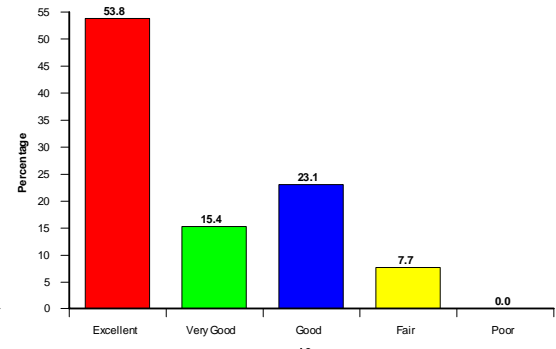
b2a

Comfort and surroundings of the waiting room



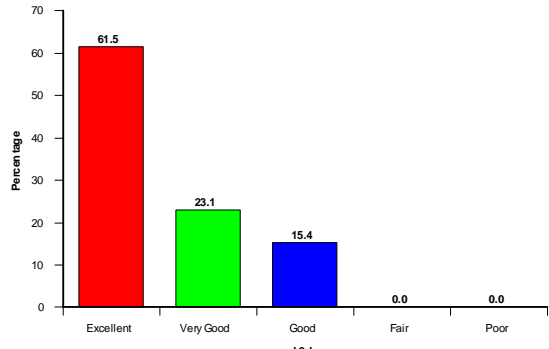
b2b

Facilities available (changing rooms, toilets etc)



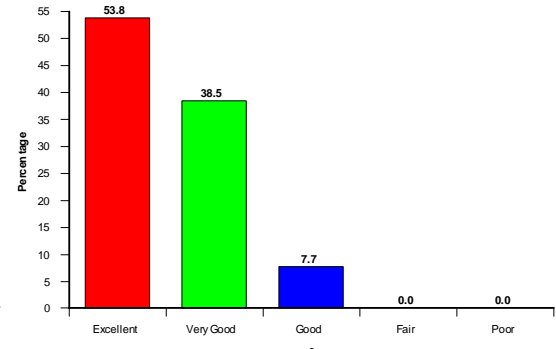
b2c

Overall cleanliness and tidiness of the centre



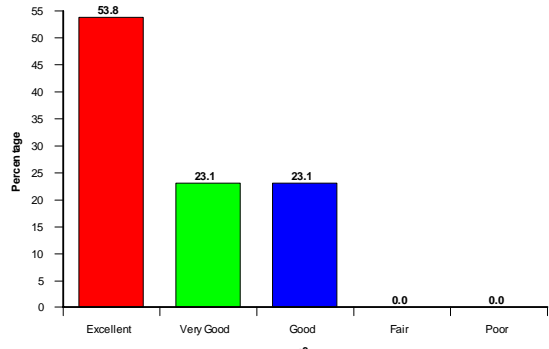
b2d

Presentation of staff



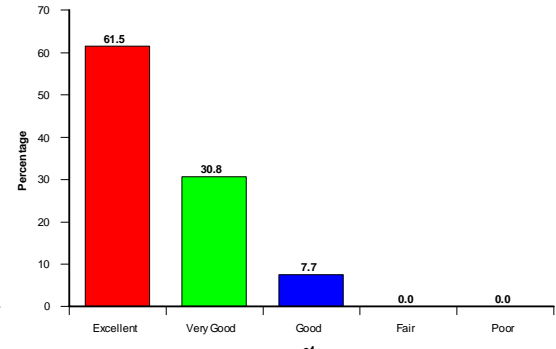
c2

Ease of identification of staff



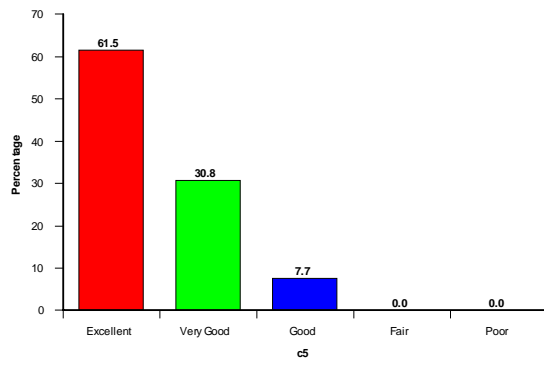
c3

Efficiency & courteousness of reception staff

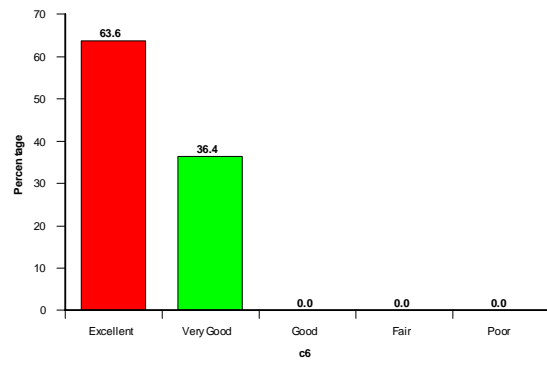


c4

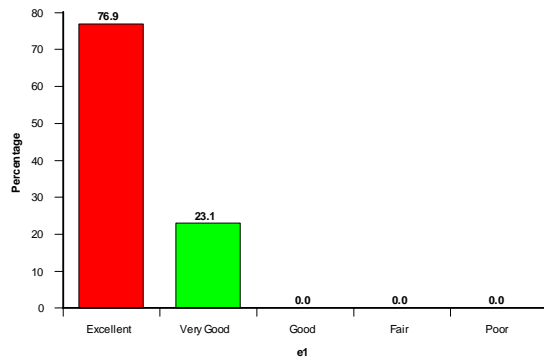
Efficiency & courteousness of imaging staff



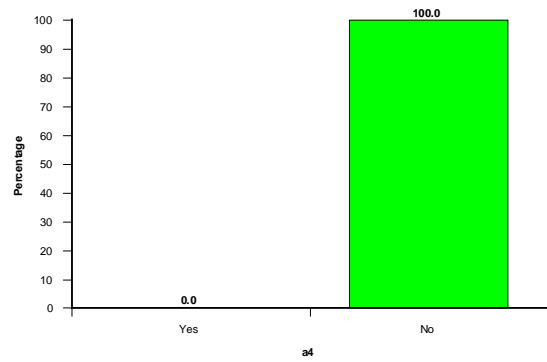
Staff knowledge & information provided



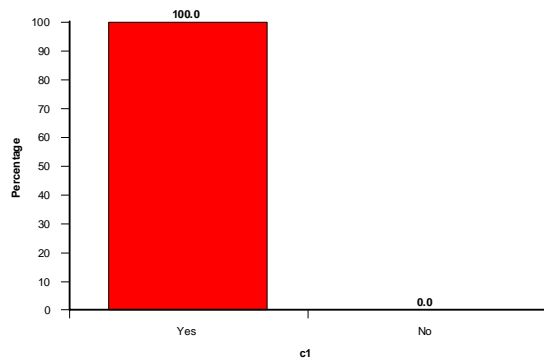
Please rate your overall satisfaction with the centre



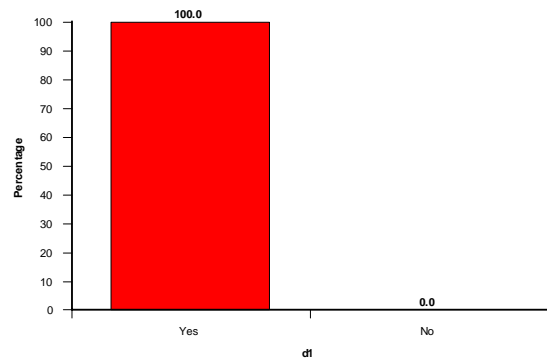
Did you have any concerns?



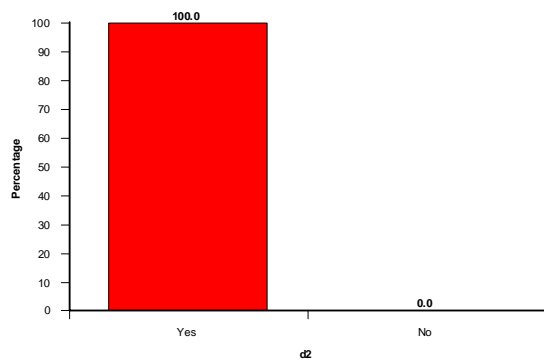
Were you made to feel comfortable throughout the procedure by the imaging staff?



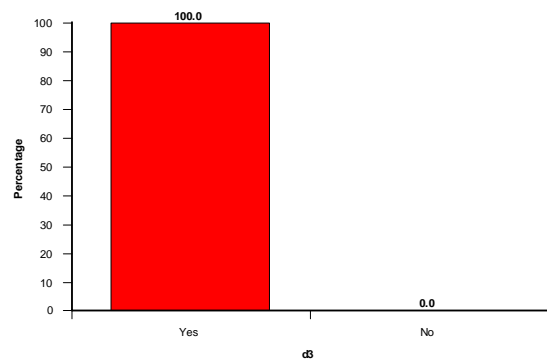
Did you feel the length of time you spent waiting for your test to be reasonable?



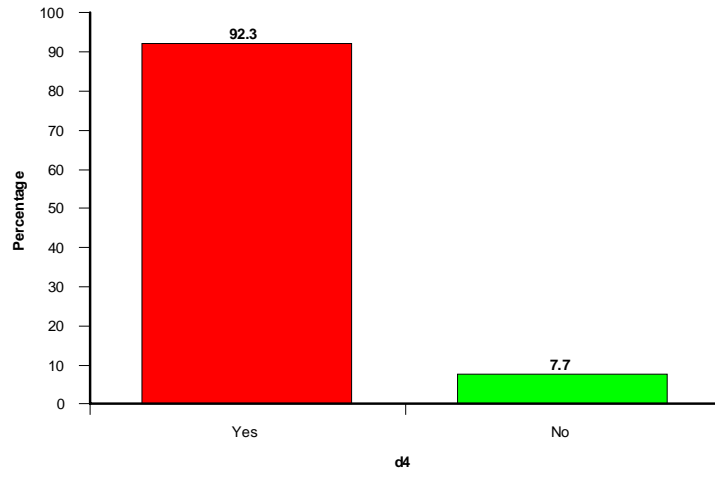
Did you feel at ease through your test?



Were your privacy & dignity needs met?



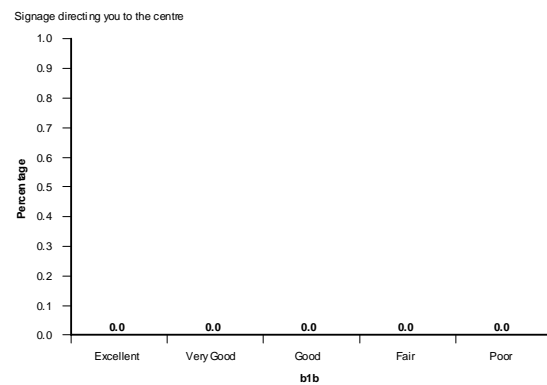
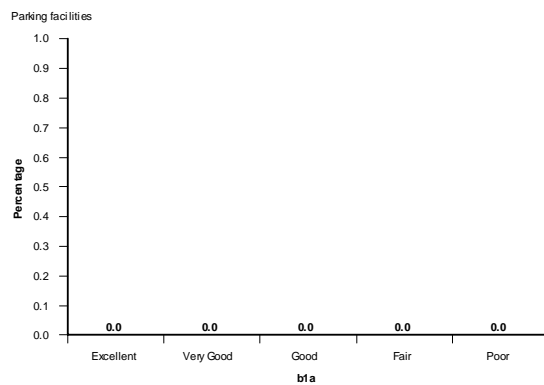
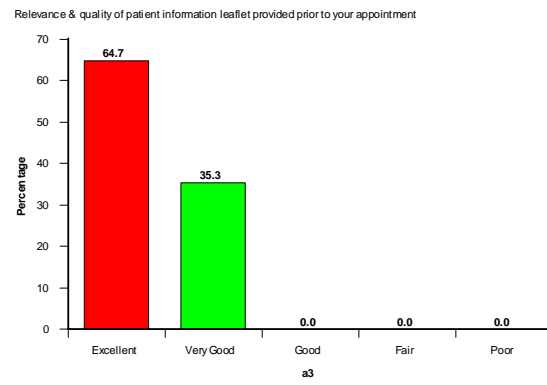
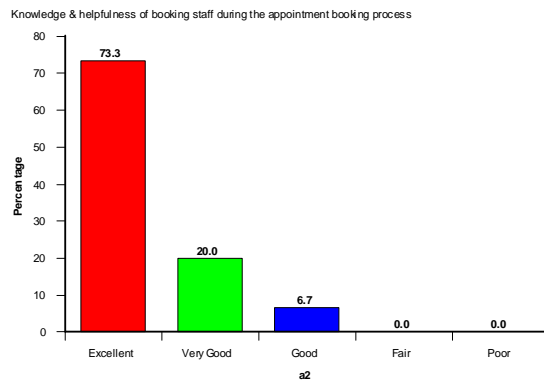
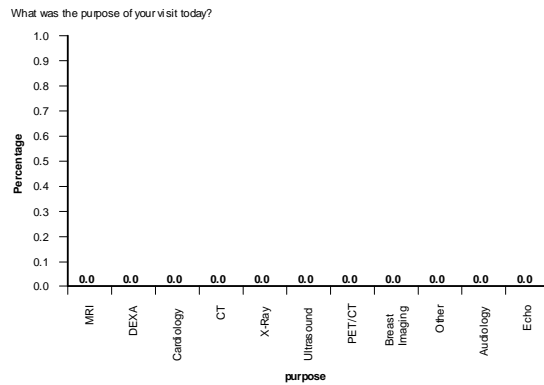
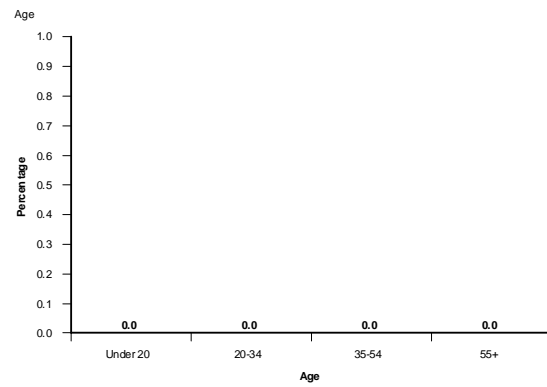
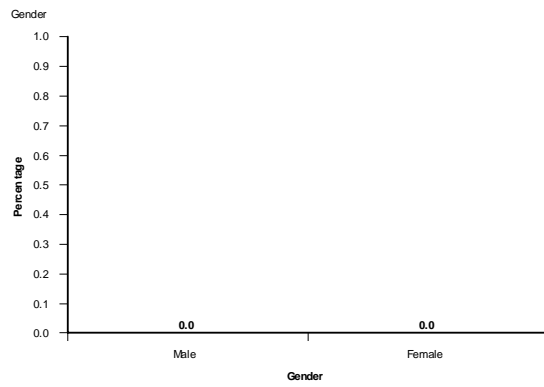
Were you told how you would find out the results of your scan?



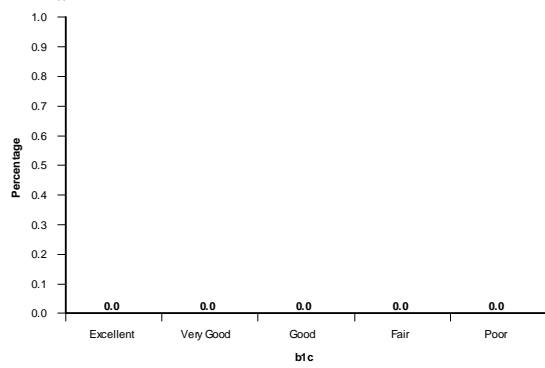
## North Tyneside Comments

Unit	Additional Comments
NTYN	FEEL WHEN YOU GO TO HOSPITAL YOU SHOULD BE RELAXED AND NOT AFRAID. THAT'S HOW STAFF MADE ME FEEL.
NTYN	VERY WELL EXPLAINED TO ME AND ALL QUESTIONS THAT I HAD WERE ANSWERED TO MY SATISFACTORY NEEDS.

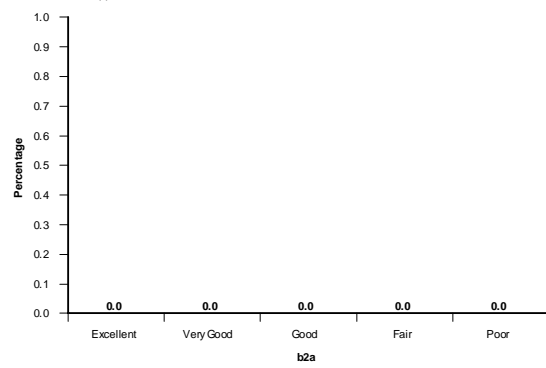
# St Peters Health Centre Patient Satisfaction Survey Q3 2009 - 18 Responses



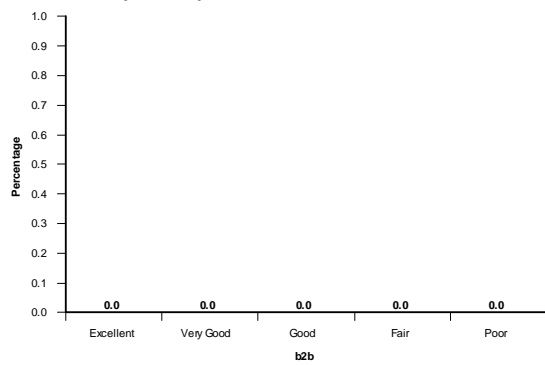
External appearance of the centre



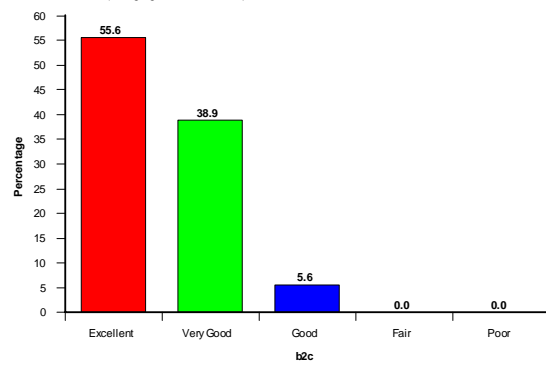
Decor & internal appearance of the centre



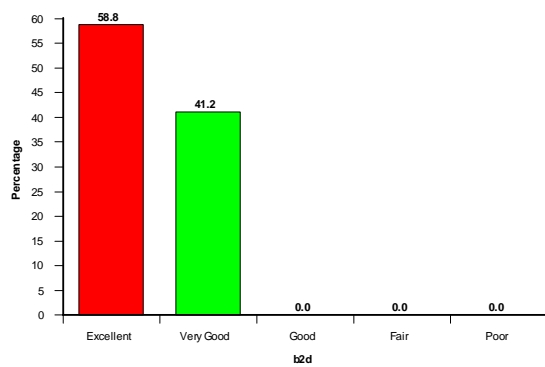
Comfort and surroundings of the waiting room



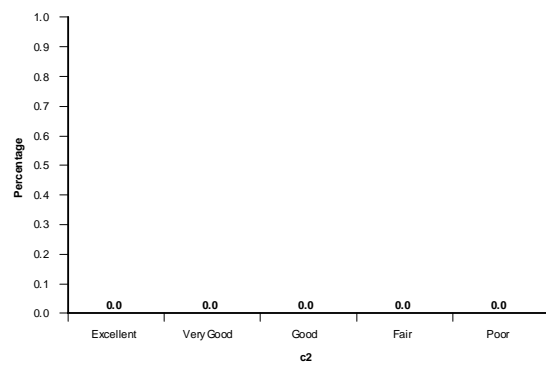
Facilities available (changing rooms, toilets etc)



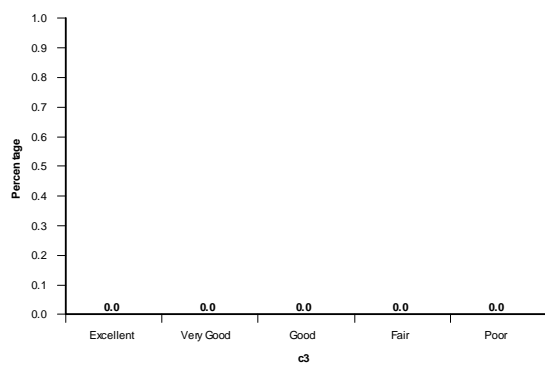
Overall cleanliness and tidiness of the centre



Presentation of staff



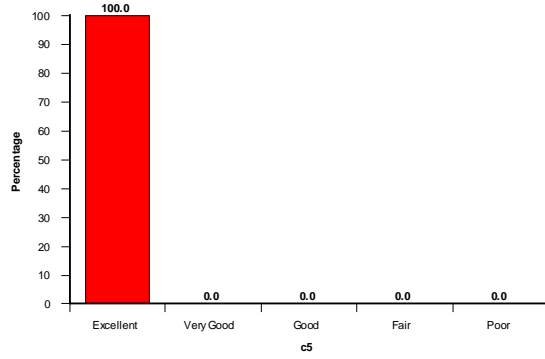
Ease of identification of staff



Efficiency & courteousness of reception staff



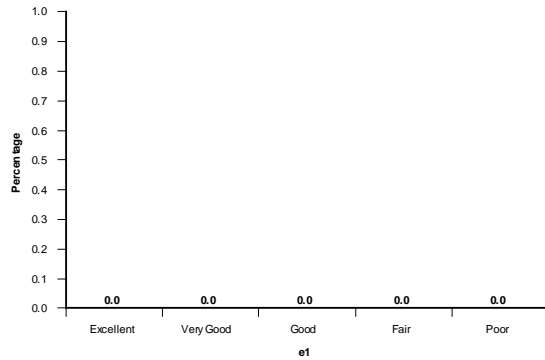
Efficiency & courteousness of imaging staff



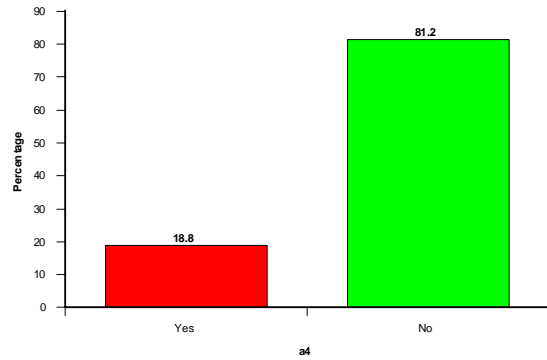
Staff knowledge & information provided



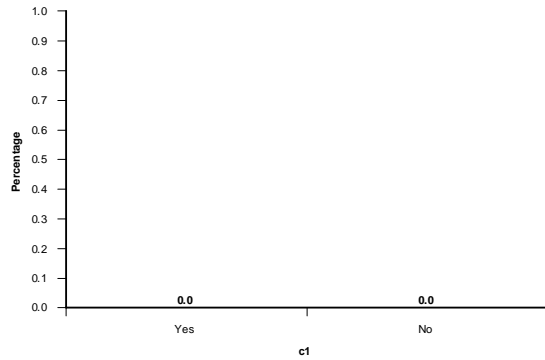
Please rate your overall satisfaction with the centre



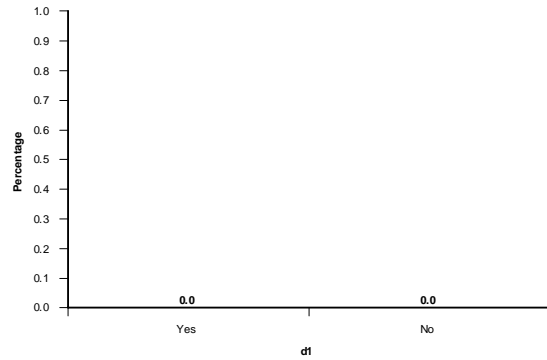
Did you have any concerns?



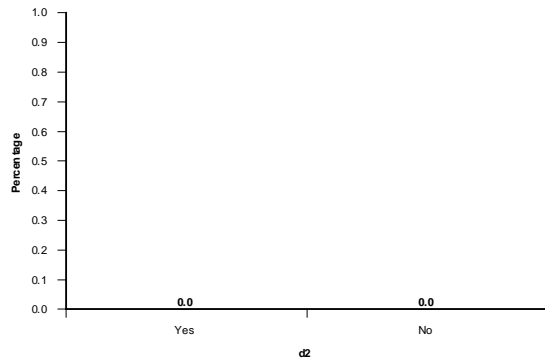
Were you made to feel comfortable throughout the procedure by the imaging staff?



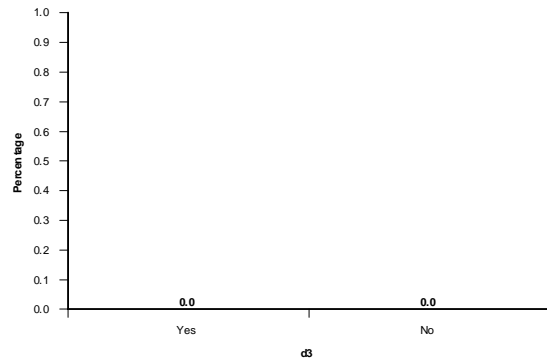
Did you feel the length of time you spent waiting for your test to be reasonable?



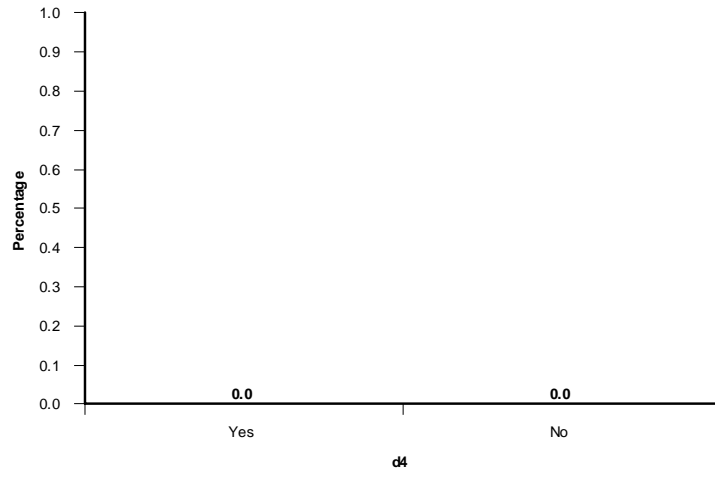
Did you feel at ease through your test?



Were your privacy & dignity needs met?



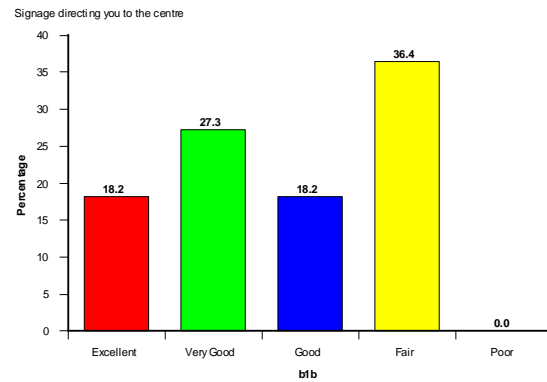
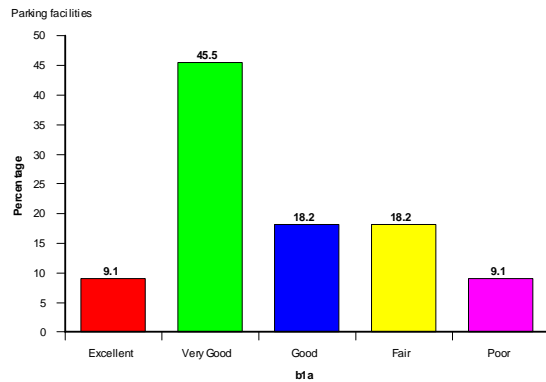
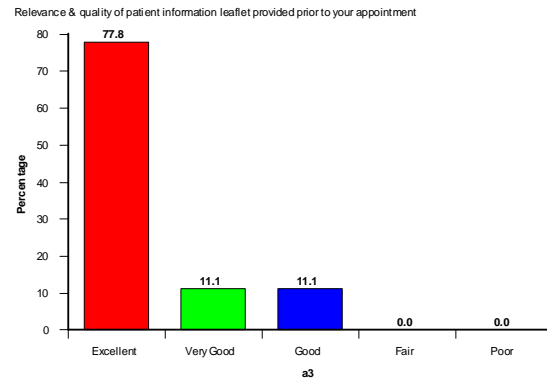
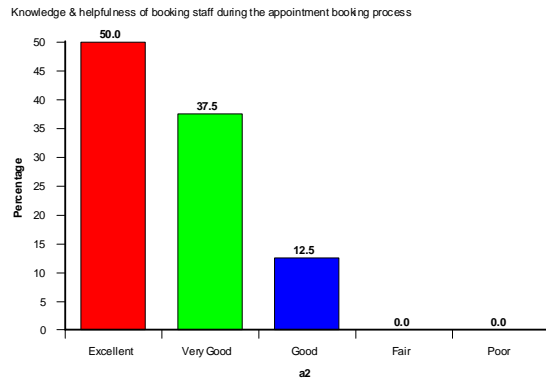
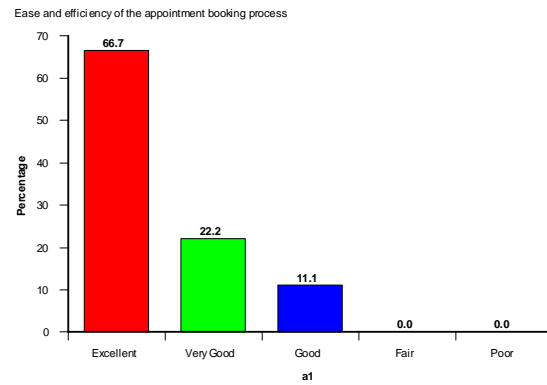
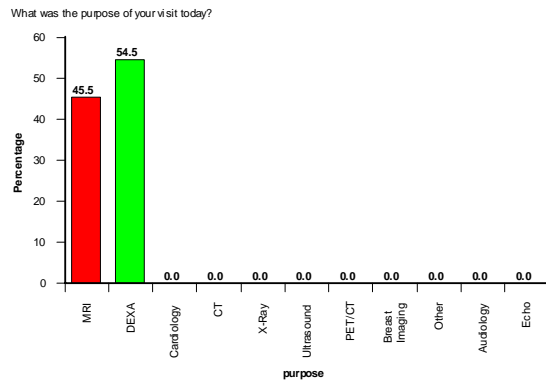
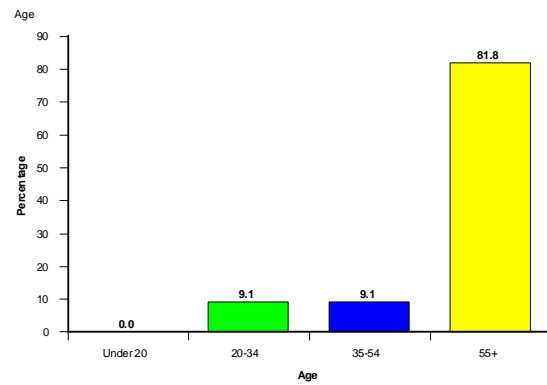
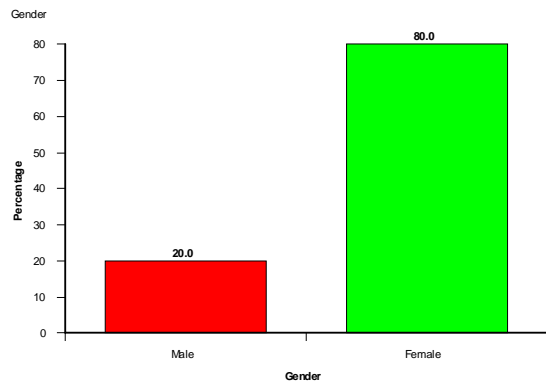
Were you told how you would find out the results of your scan?



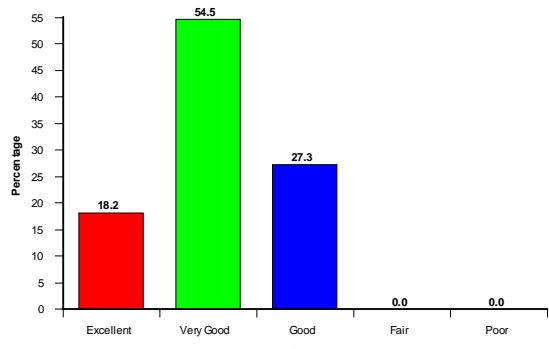
## St Peters Comments

Unit	Additional Comments
STPE	CAR PARKING SHOULD BE FREE OR REDUCED RATE FOR PATIENTS/CARERS.
STPE	EVERYTHING WAS EXCELLENT IN THE WARD, HOWEVER I HAD TO BE WHEELED ON MY HOSPITAL BED IN THE OPEN AIR TO A MOBILE UNIT WHERE THE STAFF WERE HELPFUL IN CRAMPED CONDITIONS.
STPE	I CANNOT SPEAK HIGHLY ENOUGH OF THE STAF WHO CARED FOR ME ON THE WARD AND DURING THE PROCEDURE, THEY MADE EVERYTHING SO EASY FOR ME, AND TURNED A PARTICULARLY DIFFICULT EXPERIENCE INTO A PLEASANT ONE. I FEEL ALL THE STAFF CONCERNED ARE A CREDIT TO ST PETERS HOSPITAL AND MY THANKS AND BEST WISHES GO TO THEM ALL.
STPE	I FELT THE STAFF WERE VERY PROFESSIONAL AND CONSIDERATE, KIND AND FRIENDLY.
STPE	I WONDER WHAT HAPPENS WITH BAD WEATHER CONDITIONS, SPECIALLY WHEN THE PATIENT IS COMING BACK FOM THE PROCEDURE SITE TO THE RECEPTION SITE.
STPE	IT WAS A BIT CHAOTIC AS ALL PATIENTS ARRIVED AT ONCE, BUT STAFF WERE ABSOLUTELY DELIGHTFUL.
STPE	IT WAS A PLEASURE TO BE TREATED BY PROFESSIONAL STAFF WHO KNEW ALL ABOUT ANGIOGRAMS FROM THE START TO END. IT WAS ALSO VERY IMPRESSIVE THAT THE POST OPERATIVE NURSES HAD A HIGH STANDARD OF PERFORMANCE. THEIR EXPERIENCE RECOGNISED WHEN YOU WERE WERE GIVING A POLITE ANSWER BUT REALLY NEEDED A LITTLE BIT MORE NURSING.I ALSO FOUND THE UNIFORM VERY GOOD.
STPE	LARGER PAPER PANTS PLEASE!
STPE	MY ONLY CONCERN WAS THE GHASTLY, TASTLESS SANDWICH. TO ALL THE MEDICAL, NURSING AND TECHY STAFF WHO JOINTLY DID MY ANGIO, MANY MANY THANKS.
STPE	STAFF IN RECEPTION/FINAL RECOVERY ROOM VERY PLEASANT, REASSURING AND HELPFUL. DOCTOR (NADIA?) ALSO REASSURING PROFESSIONAL THROUGHOUT ALOUNG WITH HER STAFF. THANK YOU VERY MUCH TO ALL INVOLVED.
STPE	THE STAFF WERE FRIENDLY AND VERY ATTENTIVE, THEY MADE ME FEEL AT HOME FROM THE START.

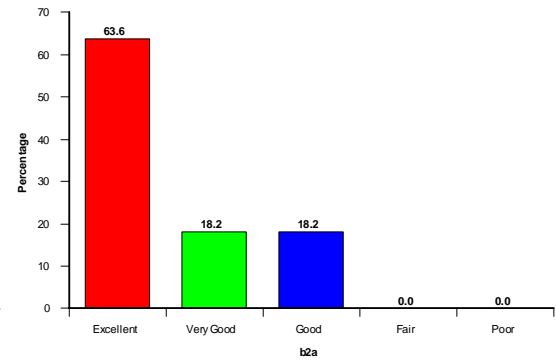
# Sussex Patient Satisfaction Survey Q3 2009 - 11 Responses



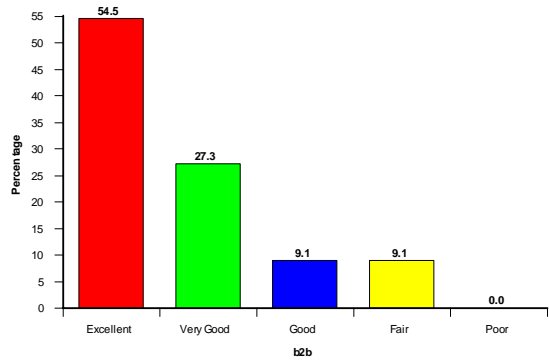
External appearance of the centre



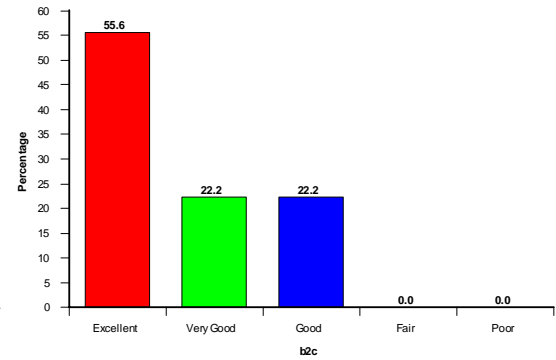
Decor & internal appearance of the centre



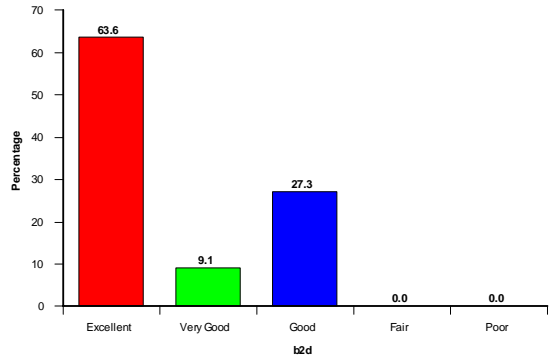
Comfort and surroundings of the waiting room



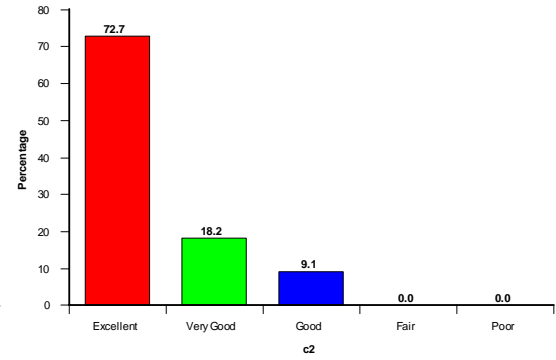
Facilities available (changing rooms, toilets etc)



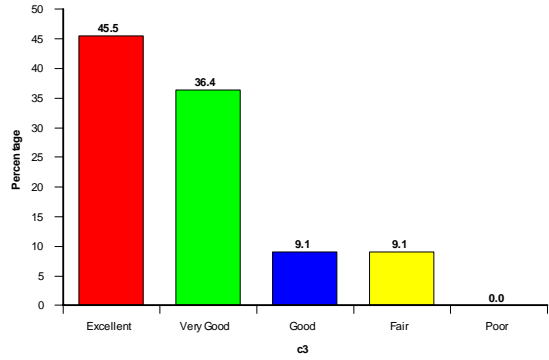
Overall cleanliness and tidiness of the centre



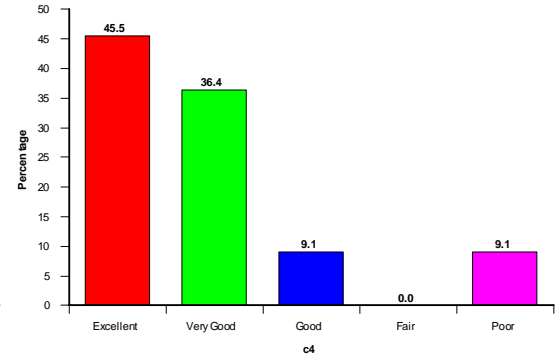
Presentation of staff



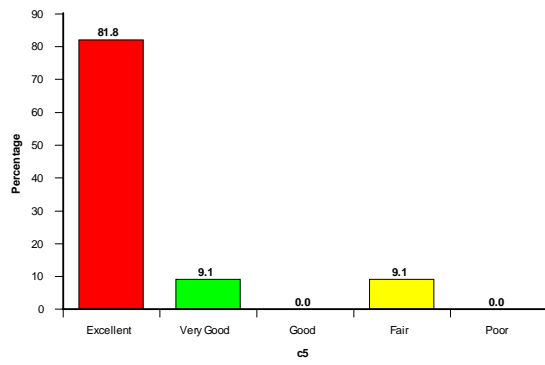
Ease of identification of staff



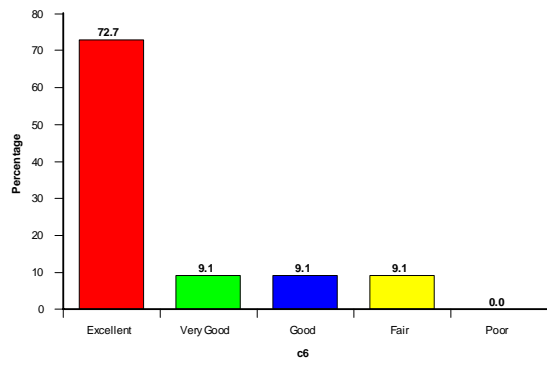
Efficiency & courteousness of reception staff



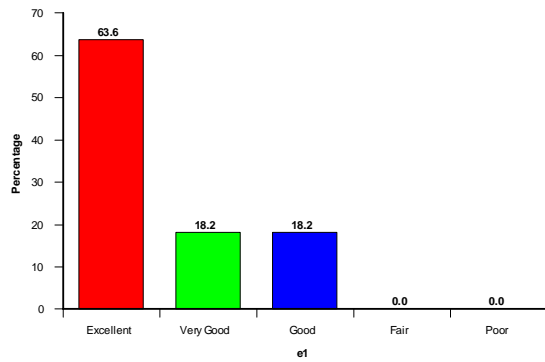
Efficiency & courteousness of imaging staff



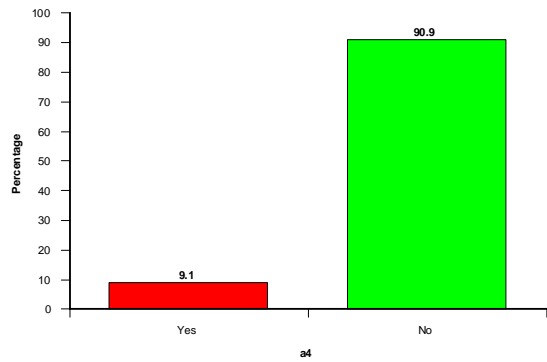
Staff knowledge & information provided



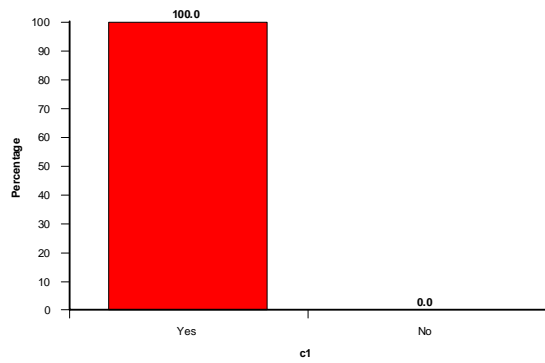
Please rate your overall satisfaction with the centre



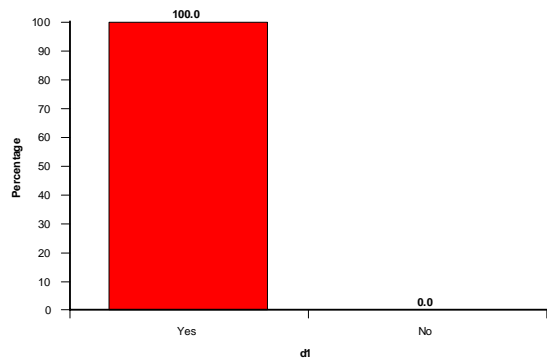
Did you have any concerns?



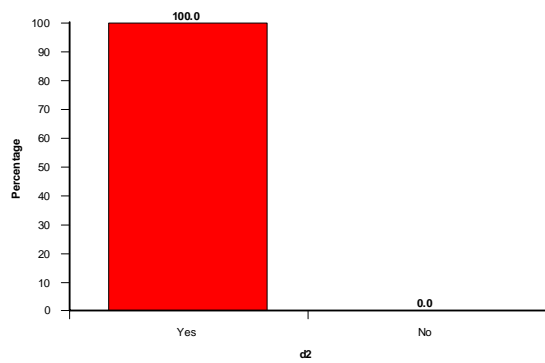
Were you made to feel comfortable throughout the procedure by the imaging staff?



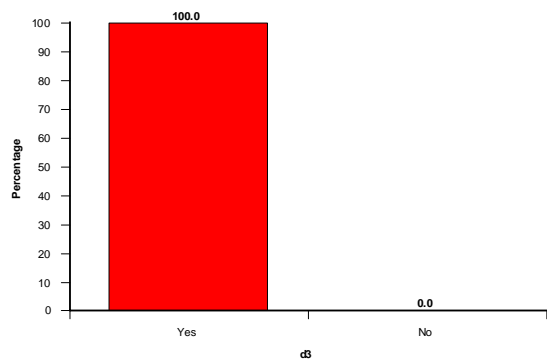
Did you feel the length of time you spent waiting for your test to be reasonable?



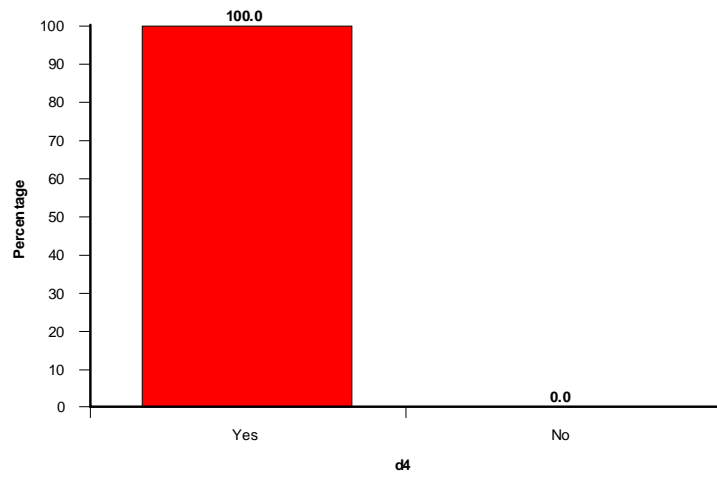
Did you feel at ease through your test?



Were your privacy & dignity needs met?



Were you told how you would find out the results of your scan?



## Sussex Comments

Unit	Appointment Comments
SUSS	POSSIBLE METAL FRAGMENTS IN EYE FROM AN INDUSTRIAL INJURY 10 YEARS AGO.

Unit	Additional Comments
SUSS	ADMIN WAS VERY GOOD AND HELPFUL.
SUSS	ALL THE STAFF WERE KIND, CONSIDERATE AND HELPFUL. WELL DONE.
SUSS	CAR PARK TOO EXPENSIVE (FOR PENSIONER EXPECIALLY)
SUSS	EXCELLENT SERVICE AND A CREDIT TO ALL CONCERNED.
SUSS	FRIENDLINESS OF STAFF, THE MRI PROCEDURE COULD BE EXPLAINED IN MORE DETAILS TO PUT PATIENT AT EASE.
SUSS	FRIENDLY STAFF THE NURSE MADE ME FEEL AT EASE AND EXPLAINED ALL I NEEDED TO KNOW.
SUSS	IF ONLY ALL NHS IN ALL REGIONS WERE AS EXCELLENT AS THIS EXPERIENCE. ONLY MINOR PROBLEM WAS HAVING TO PAY FOR PARK WHICH I RESENT.
SUSS	SARAH WAS AN EXCELLENT TECHNICIAN. WONDERFUL NON-PATRONIZING MANNER.