

E-bulletin Evaluation Report

E-bulletin Survey Results

Developed by: Inner East Primary Care Partnership

Date: June 2017



The [E-bulletin evaluation survey](#) link was sent to the 400 IEPCP E-bulletin subscribers in February 2017. 30% of subscribers (n. 106) opened the E-bulletin, which is the usual percentage of subscribers who open and read the first edition of the E-bulletin every month. The survey E-bulletin was re-sent to subscribers who had not opened the original email two weeks later. Of those 295 subscribers, 19% (n. 55) opened the E-bulletin. Overall, 161/400 subscribers opened the E-bulletin (40.25%).

In total, only 12 individuals responded and completed the survey on Survey Monkey between 15th February and 2nd March 2017 (7.5% of subscribers who opened the E-bulletin). All respondents answered the multiple choice question from 1 to 6. Only one respondent answered question 7, which required a descriptive answer.

Ten respondents worked in the IEPCP catchment area (Monash, Whitehorse, Boroondara, Manningham). Two respondents worked outside the IEPCP catchment area.

Key findings

The most popular sections of the IEPCP E-Bulletin were

- IEPCP update (At the Office)
- Events notification (Save the Date)
- Current release resources (Must Reads)

The section of least interest was

- Achievements of local organisations (Good News)

Top three benefit or value of the IEPCP E-Bulletin were

- Knowing what is happening in the inner east
- Hearing about new resources that are important for my work
- Reading about the work that others are doing

Least beneficial aspect of the IEPCP E-Bulletin were

- Getting to know the people that I work with (both at IEPCP and at their partner organisations)
- Being alerted to interesting health news

Level of satisfaction of IEPCP E-Bulletin

- 67% were “very satisfied” (n.8)
- 25% were “extremely satisfied” (n. 3)
- 8% were “somewhat satisfied.” (n.1)
- 0% were “Not at all satisfied” or “Not so satisfied.”

Number of respondents who contacted the IEPCP to share their event or achievements, or to nominate a colleague for a Coffee with...interview: One

Likelihood to recommend the IEPCP E-Bulletin to a colleague

- 42% were “quite likely” (n.12)
- 25% were “extremely likely” (n.3)
- 25% were “very likely” (n.3)
- 8% were “not likely” (n.1)

Other ideas about how we can improve the IEPCP E-Bulletin?

One response collected: *‘You are doing a good job’.*

Monthly E-Bulletin Statistics from Mailchimp 2016-17

The Mailchimp statistics show that the E-Bulletin items clicked on most often were (in order of popularity):

- 1) At The Office/EO’s Report
- 2) Events
- 3) Coffee With...
- 4) Must Reads (Reports and links to articles of interest for IEPCP partners)
- 5) EMR/Local news
- 6) What’s Trending (Links to health related news and resources of more general interest)
- 7) Odd Spot (Fun reports on health related topics)
- 8) Knowledge Exchange (Webinars, apps, and other resources or training opportunities)

Other unsolicited comments via email from E-bulletin readers over 2016-2017 include:

‘I really enjoy the e-bulletin, so am very happy to be on the mailing list’

‘Great E-bulletin again... Well done to you & the team’

‘EBulletin looks fabulous!’