

HOMECARE CLIENT EXPERIENCE SURVEY

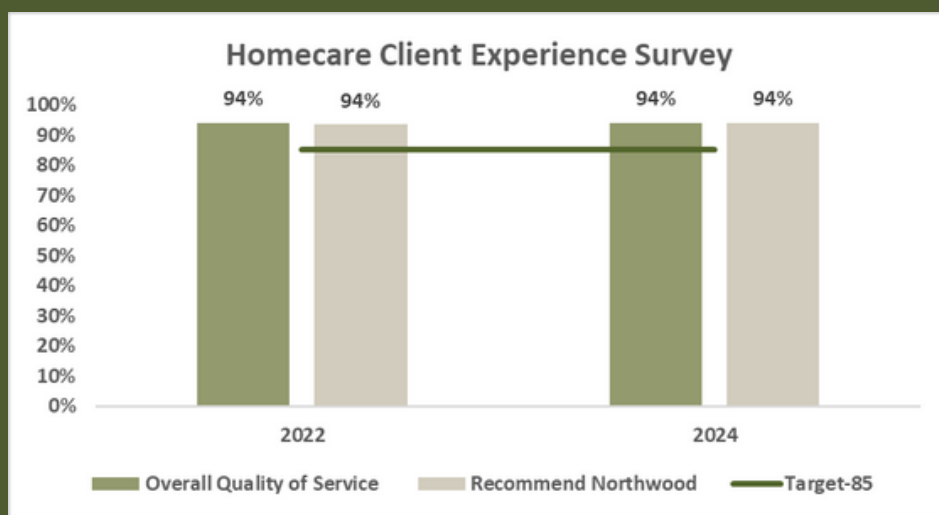
Between September 23 and November 14, 2024, Northwood Homecare conducted its Home Support Client Experience Survey to assess the quality of care and overall client satisfaction. The survey reached 1,674 clients through direct mail and QR code, with a 27.5% response rate (461 completed surveys).

Why This Matters

Understanding the experiences of clients receiving home support is essential to delivering compassionate, consistent, and high-quality care. The Client Experience Survey provides valuable insights into what's working well and where improvements are needed. By listening to the voices of those we serve, Northwood can:

- Ensure care meets client expectations
- Identify and address service gaps
- Strengthen trust and transparency
- Support continuous improvement across teams

Northwood achieved an 94% overall quality of service rating and an 94% recommendation rate, meeting the internal target of 85% for both measures.



The 2024 Home Support Client Experience Survey highlights both the strengths and opportunities within Northwood's service delivery. **With over 94% of clients expressing satisfaction and willingness to recommend the service**, the results affirm the dedication of our staff and the value of our care. At the same time, client feedback has illuminated areas where we can grow, particularly in consistency, communication, and service standards.

Northwood is taking these insights seriously. Through targeted initiatives and a commitment to continuous improvement, we are working to ensure that every client receives care that is not only reliable and professional, but also responsive to their individual needs. This survey is more than a snapshot, it's a roadmap for enhancing the client experience and strengthening the trust placed in our home support services.