

Findings Report: Registrant Engagement Survey 2026

Human Resources Committee - Cultural Workplan Action

As part of the cultural workplan, an action was identified to seek feedback from our registrants on their preferred methods of communication. In response, an Engagement Survey was conducted in January 2026 to gather insights and inform future communication strategies. Appendix 1 contains a comprehensive breakdown of all the responses received.

Survey Overview

The purpose of the Registrant Engagement Survey was to elicit views and perceptions from registrants as to whether or not our communication methods are accessible, efficient and meet their needs. The survey was sent to all registrants requesting feedback on their communication preferences and experiences. In total, 128 registrants (4%) submitted a survey response. Just over 71% of those who responded reported being satisfied or very satisfied with the current communication methods used by the Pharmaceutical Society of Northern Ireland (email, newsletters, website updates and postal communications).

Key Findings

- **Email remains the most preferred method** of communication, with over 96% of respondents indicating that they prefer receiving updates and important information via email. Almost 43% of respondents stated that they preferred to receive communication from us on a monthly basis, whilst a further 43% preferred to receive communication only when deemed necessary by the Society. Almost 70% felt that the information provided was clear and relevant to them always or most of the time.
- **Online portals and websites** are gaining popularity, with a few registrants expressing interest in accessing resources and notifications through a secure online platform.
- **Social media channels** were cited by a few registrants as useful for general updates, but not for official correspondence or sensitive matters.
- **Traditional methods** such as postal mail and telephone calls were preferred by a minority, mainly among those who have limited access to digital platforms.

Additional Feedback

Registrants highlighted the importance of timely and clear communication, with a few suggesting more frequent updates and reminders, particularly for deadlines and regulatory changes. There was also interest in receiving information through webinars and virtual events, especially for professional development topics.

Recommendations

- Continue prioritising email as the main communication channel for important updates.
- Enhance the ROL online portal to include notifications and document access.

- Maintain a presence on social media for general engagement, while reserving sensitive matters for more secure channels.
- Offer alternative options, such as postal mail, for registrants who request them.

Conclusion

The findings from the Registrant Engagement Survey 2026 demonstrate that overall satisfaction with communications received from the Pharmaceutical Society NI is high, with email clearly identified as the preferred and most effective channel for receiving information. Registrants value communications that are timely, clear and relevant, with a strong preference for concise updates delivered either on a monthly basis or when information is considered necessary.

While the results highlight many positive aspects of current communication approaches, the feedback also identifies opportunities for improvement, particularly in relation to clarity, consistency, targeting of messages and keeping website content up to date. Registrants expressed a desire for more focused, visually engaging communications and greater transparency on organisational activity, regulatory developments and the use of registration fees.

These insights will help inform future communication planning and support the Society's ongoing commitment to improving engagement with registrants. By refining content, enhancing digital platforms and ensuring communications are accessible, relevant and purposeful, the Society can strengthen trust, improve understanding and better meet the needs of the profession.

It will be important to ensure that future Registrant Engagement Surveys are conducted to keep abreast of registrant views and perceptions and to enable the Society to communicate professionally and in a way that meets expectations. Further work is also needed in order to gain insights into how registrants prefer to communicate with the Society, rather than focusing solely on how they prefer to receive communications from us.

Registrant Engagement Survey January 2026

1. How satisfied are you with the current communication methods used by our organisation? (e.g. email, newsletters, website updates, postal communications)

			Response Percent	Response Total
1	Very satisfied		21.09	27
2	Satisfied		50.00	64
3	Neutral		21.88	28
4	Dissatisfied		5.47	7
5	Very dissatisfied		1.56	2
Total			100	128

2. Which communication methods do you prefer for receiving updates and information? (Select all that apply)

			Response Percent	Response Total
1	Email		96.09	123
2	Website updates		10.94	14
3	Newsletters		23.44	30
4	Postal Mail		11.72	15
5	Phone calls		1.56	2
6	Text messages		17.19	22
7	Other (please specify):		3.13	4
Total			100	128

3. How frequently would you like to receive communications from us?

			Response Percent	Response Total
1	Weekly		4.69	6
2	Monthly		42.97	55
3	Quarterly		9.38	12
4	Only when deemed necessary by the Society		42.97	55
Total			100	128

4. Do you feel the information provided is clear and relevant to you?

			Response Percent	Response Total
1	Always		16.41	21
2	Most of the time		53.13	68
3	Sometimes		23.44	30
4	Rarely		7.03	9
5	Never		0.00	0
Total			100	128

5. Are there any topics or types of information you would like us to communicate more about?

			Response Percent	Response Total
1	No		78.13	100
2	Yes (please specify):		21.88	28
Total			100	128

6. Do you have any suggestions for improving our communication with registrants?

			Response Percent	Response Total
1	No		87.50	112
2	Yes (please use the box below to tell us):		12.50	16
Total			100	128

7. Would you be interested in participating in future feedback sessions or focus groups?

			Response Percent	Response Total
1	No		95.31	122
2	Yes (please tell us your preferred contact details):		4.69	6
Total			100	128