



Bord Altranais agus  
Cnáimhseachais na hÉireann  
Nursing and Midwifery  
Board of Ireland

**NURSING** and  
**MIDWIFERY**  
Board of IRELAND

**Customer  
Action Plan  
2020-2022**





## Introduction

The Nursing and Midwifery Board of Ireland (NMBI) is committed to delivering high quality and efficient customer service.

Our Customer Action Plan notes the commitments of our Customer Charter and details how these will be delivered in the context of the government's Twelve Guiding Principles of Quality Customer Service for public sector organisations. Both documents are informed by stakeholder consultation (Reputation Inc, 2019). As progress is important to us, we intend to benchmark our performance again in two years.

In the interim, all our staff have a role in delivering high quality customer service and we will work to ensure that these valued internal customers are supported with the appropriate information and training to carry this out.

To our staff, in anticipation of the impact we need to continue to make and the improvements we need to consider, thank you. To all our customers who have supported us to this point, I hope you feel the benefits of your feedback.



Sheila McClelland  
Chief Executive Officer, NMBI

## Our Role

Our vision is to provide leadership to registered nurses and midwives in delivering safe care through innovative and proactive professional regulation.

Our mission is to protect the public and the integrity of the professions of nursing and midwifery through the promotion of high standards of education, training and professional conduct.

In our role as regulator for the professions of nursing and midwifery and in fulfilling our mission we:

- maintain the Register of Nurses and Midwives and a Candidate Register for student nurses and midwives
- set the standards for education and training of nurses and midwives
- approve programmes of education necessary for registration and renewal of registration and monitor these programmes on an ongoing basis
- provide appropriate guidance on professional conduct and ethics for both registered nurses and midwives
- promote high standards of professional education, training and practice and professional conduct
- inquire into complaints about our registrants. The Board make decisions relating to the imposition of sanctions on registered nurses and midwives who have findings made against them, and
- advise the minister and the public on all matters of relevance relating to our functions.

We work collaboratively with the Department of Health, employers, managers, unions, educators, other regulatory bodies and our registrants. We consider all of these stakeholders our customers.

We communicate with our customers through numerous channels including letters, emails, the telephone, our website, ezine, media, publications, events and meetings. We evaluate the effectiveness of these channels on a regular basis with the ongoing intention of updating our approach as required to enable better communication.

For the period 2020-2022 we have five strategic priorities. These inform our actions which will ultimately benefit our customers.

- Evolving our model of regulation.
- Digitising and improving the efficiency of our services.
- Utilising data and research to inform our actions.
- Communicating more frequently and effectively with our stakeholders.
- Further developing our organisation.

## Our Commitment

This plan provides the details of how we aim to deliver the commitments outlined in our Customer Charter. It does this by addressing the Twelve Principals of Quality Customer Service below:

### 1. Quality Service Standards

*'Publish a statement that outlines the nature and quality of service which customers can expect, and display it prominently at the point of service delivery.'*

- a) We will publish our 2020-2022 - Customer Charter and Customer Action Plan on our website. It will also be available in our reception area.
- b) We will reflect the importance of communication, collaboration and feedback with our customers and broader stakeholders in our communications plan.
- c) We will aim to monitor and review our strategic priorities which aim to develop our organisation so that it can better support our customers.

### 2. Equality and Diversity

*'Ensure the rights to equal treatment established by equality legislation, and accommodate diversity, so as to contribute to equality for the groups covered by the equality legislation (under the grounds of gender, marital status, family status, sexual orientation, religious beliefs, age, disability, race and membership of the Traveller Community). Identify and work to eliminate barriers to access to services for people experiencing poverty and social exclusion, and for those facing geographic barriers to services.'*

- a) We will aim to comply with the Employment Equality Act, 1998, the Equal Status Act, 2000 and the Equality Act, 2004.
- b) We will aim to ensure that all our customers are treated equally and in a courteous and respectful manner, in line with this legislation.
- c) We will aim to make equality and diversity training available to staff, as required.
- d) We will aim to communicate and provide materials in an easy to use understandable format, that take into account the language (as far as is practicable) of our customers.

### 3. Physical Access

*'Provide clean, accessible public offices that ensure privacy, comply with occupational and safety standards and, as part of this, facilitate access for people with disabilities and others with specific needs.'*

- a) We aim to review on an ongoing basis the accessibility and safety of our offices and maintain our facilities in line with expected standards.
- b) We aim to have an access officer available to assist anyone with a disability who visits.
- c) We aim to always have staff trained to execute the roles of safety officer, fire warden and access officer.
- d) We aim to execute regular emergency drills to ensure preparedness.
- e) We aim to ensure appropriate meeting facilities are available for customers who need to visit us.

### 4. Information

*'Take a proactive approach in providing information that is clear, timely and accurate, is available at all points of contact, and meets the requirements of people with specific needs. Ensure that the potential offered by Information Technology is fully availed of and that the information available on public service websites follows the guidelines on web publication. Continue the drive for simplification of rules, regulations, forms, information leaflets and procedures.'*

- a) We aim to make what we communicate as understandable and appealing to our customers as possible. To support this we aim to implement Plain English, as much as possible, across our written communications, limiting overly formal language, technical terms and jargon.
- b) We aim to continue to communicate with our customers across different channels, realising that not everyone consumes news in the same way. We communicate information, updates and guidance to our customers in letters, emails, through our ezine and website, and our customer care line. We will increasingly use MyNMBI. We will also develop our social media channels and video communications during the period of this plan.
- c) We aim to keep all communication channels in working order and will take feedback from customers to enable us to fix issues or amend the way we distribute information.
- d) We aim to process all information in accordance with data protection legislation.

## 5. Timeliness and Courtesy in our Customer Service

*'Deliver quality services with courtesy, sensitivity and the minimum delay, fostering a climate of mutual respect between provider and customer.'*

- a) We aim to ensure that our dealings with customers are timely, courteous and useful. We will treat all customers equally.
- b) We aim to answer phone calls promptly.
- c) We aim to acknowledge correspondence within three working days. We would expect to get the final reply to a customer within 15 working days but if this is not possible there will be an interim update.

## 6. NMBI Customer Service

*'Maintain a well-publicised, accessible, transparent and simple-to-use system of dealing with complaints about the quality of service provided.'*

- a) Corporate - While we aim to always provide the best customer service, we know that we will not always get it right. We encourage feedback, good and bad through [feedback@nmbi.ie](mailto:feedback@nmbi.ie) to help us address this.

We aim to act on all feedback. We have a documented escalation process for dealing with corporate complaints which could be the result of an administration error, poor communication, unprofessional behaviour or a failure to follow our own process. Customers who are not satisfied with this process can escalate their complaint to our CEO.

Outside of our corporate complaints process we deal with other complaints and they have their own route and process:

- b) Fitness to practise – A complaint about a nurse or midwife on our Register in relation to their [fitness to practise](#) can be addressed through the form on our website or through [complaints@nmbi.ie](mailto:complaints@nmbi.ie).

Complaints will normally be initially considered by the [Preliminary Proceedings Committee](#) (PPC) and may progress through to the fitness to practise process.

- c) Freedom of information or data - A complaint in relation to the freedom of information or the disclosure of data should be addressed to [foi@nmbi.ie](mailto:foi@nmbi.ie) or [info@dataprotection.ie](mailto:info@dataprotection.ie).
- d) Staff - An internal staff complaint should be brought to HR or if it is a whistle blowing concern it should follow that specific process.

We aim to audit our customer service in the context of customer feedback every year and implement change as necessary.



## 7. Appeals

*'Similarly, maintain a formalised, well-publicised, accessible, transparent and simple-to-use system of appeal/review for customers who are dissatisfied with decisions in relation to services.'*

- a) Appealing the outcome of a corporate complaint - While we aim to deal with all feedback in a fair, reasonable and timely manner, if we do not live up to your expectations in terms of a corporate complaint you can appeal to the Ombudsman. The Ombudsman staff examine complaints about the administrative actions of government departments and offices.
- b) Appealing a registration decision - An applicant can [appeal a registration decision](#) and the details of this process are available on our website.
- c) A fitness to practise complaint against a nurse or midwife is also a separate process. For more information please visit the [Fitness to Practise](#) section of our website.

## 8. Consultation and Evaluation

*'Provide an approach to meaningful consultation with, and participation by, the customer in relation to the development, delivery and review of services. Ensure meaningful evaluation of service delivery.'*

- a) We have published our approach to [consultation](#) and aim to consult with customers and our broader stakeholder group when material changes are proposed to the way we operate, interact and also provide guidance.
- b) We aim to use the most appropriate consultation method for the subject matter. This could be online, through a facilitated consultation event, a series of roundtables, focus groups or through telephone polling. Sometimes it could be a mixture of the above.
- c) Following a consultation we aim to publish the outcome on our website and in our ezine.
- d) We aim to evaluate our levels of service provision regularly.

## 9. Choice

*'Provide choice, where feasible, in service delivery including payment methods, location of contact points, opening hours and delivery times. Use available and emerging technologies to ensure maximum access and choice, and quality of delivery.'*

- a) We aim to be accessible to all. Customers can contact us by phone and by email. All contact details are on our [website](#).
- b) We aim to provide our customers with up to date and easy to use ways of interacting with us and paying their registration fee. MyNMBI, our easy to use self-serve registration system supports this.
- c) We aim to provide guidance and updates through all our channels, as appropriate.
- d) We aim to assess our channels of communication and supplement as necessary, to enable the broadest reach.

## 10. Official Languages

*'Provide quality services through Irish and/or bilingually and inform customers of their right to choose to be dealt with through one or other of the official languages.'*

- a) We aim to comply with our obligations under the Official Languages Act 2003.
- b) We aim to publish our key documents in Irish and English.
- c) We aim to ensure that customers who wish to deal with us in Irish can do so. We will reply in Irish to correspondence received in Irish.

## 11. Better Coordination

*'Foster a more coordinated and integrated approach to delivery of public services.'*

- a) We aim to provide a coordinated and integrated approach in the delivery of our services to our customers.
- b) We aim to work with sector businesses, regulators and government departments. We also aim to coordinate with other regulators in relation to their experiences in an effort to better inform our output. We would also offer this in return.
- c) Where appropriate we aim to have formal agreements to facilitate better coordination in the sector.
- d) We aim to also participate in relevant networks and meetings.

## 12. Internal Customers

*'Ensure staff are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues.'*

- a) We aim to keep staff informed of developments across the organisation.
- b) We aim to consider our approach to internal communications and also consider technology that could support this.
- c) We aim to ensure that all staff that are customer facing have the information, tools and training to support good service.
- d) We aim to check in with our staff in a formal and informal way to determine their satisfaction and also their first hand perception of customer satisfaction and potential fixes to problems that they have encountered.

## Measuring and Evaluating Our Performance

*'We aim at key junctures to measure and evaluate our performance against our Customer Charter to ensure that we correct issues and deliver high quality customer service.'*

- We aim to benchmark our performance against previous results. We aim to repeat our stakeholder survey in 2022.
- We aim to act on feedback and suggestions from our *'customers'*.
- We aim to continue our consultation on material changes to the context and content of our operations.
- We aim to comply with requirements, standards and regulations relevant to us.

# Appendix 1



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## Introduction

Our Customer Charter outlines the level of service we aim to provide to our customers. We aim to provide high quality, timely, efficient and courteous customer service, always treating customers equally. All complaints corporate or otherwise will always be treated confidentially and sensitively.

We aim to action our Customer Service Charter within the framework of the Twelve Principals of Quality Customer Service, as outlined in our Customer Service Action Plan 2020-2022.

## Our Role

NMBI is the professional, statutory organisation that regulates the professions of nursing and midwifery in Ireland. Protecting patients and other members of the public is at the heart of what we do. We are committed to fulfilling this objective by supporting registered nurses and midwives in their provision of the highest standard of patient care.

## Our Customers

In our role as regulator of the nursing and midwifery professions, we deal with a wide range of customers including the general public, nurses and midwives, employers and students, health care professionals, educators, researchers, professional representative bodies and unions as well as staff from other regulators and public sector bodies. The term 'customer' is used throughout our Charter and Action Plan to refer to all of these groups.

## Our Commitment to You

High quality customer service is important to us. This Charter summarises the standards you are entitled to expect from us. Our standards focus on accessibility, effectiveness and efficiency.

### **Specifically, we aim to provide you with:**

- polite and efficient customer service
- clear, easy to understand information about our processes, and
- answers to questions and timely responses to complaints.

**In addition to this, we will provide nurses and midwives with the:**

- support to either renew their registration or to complete their application
- support to join the Candidate Register and the Register of Nurses and Midwives in Ireland for the first time
- information and guidance on the Nurses and Midwives Act 2011 and any other legislation which may be relevant to their registration or practice, and
- guidance if they are subject to a complaint and or inquiry.

## Our Communication with You

Whether you telephone, write or email, we will deal with your enquiry efficiently and promptly and treat you with courtesy and respect.

- Calls will be answered promptly and every effort will be made to answer your enquiry or redirect your call.
- Correspondence will be acknowledged within three working days. We would expect to get a final reply to you within 15 working days\* but if this is not possible an interim reply will issue before this timeline expires.
- Replies will be clear, in Plain English and free of technical terms as much as possible.
- Our staff will provide you with their name and contact details on all calls and correspondence as appropriate.
- If your enquiry relates to something outside our remit we will make every effort to inform you of the most appropriate body to deal with your enquiry.
- The NMBI website is designed to provide information. It is also a mechanism to facilitate nurses and midwives in the payment of their annual registration fee.
- We work to ensure that all our publications, which are available on our website, are clear and meet our customer needs.
- Our staff or our internal customers are our biggest asset and are the key to the delivery of quality customer care. We aim to support and consult with our staff regarding service delivery on a regular basis.

*\*Please note that this timeline refers to our corporate customer service. For information on the fitness to practise process please refer to our [website](#).*

## Languages

We aim to meet our commitments under the Official Languages Act which includes accommodating those who wish to deal with us in Irish.

## Feedback - comment, compliment or complaint

We would be happy to take your feedback on your experience, good or bad. It is our aim to always provide high quality service. If, however, we fall short please make your complaint through our [feedback form](#) outlining the specific details.

If you are unhappy with the response you receive from us following a complaint concerning our corporate services, please let us know your reasons and we can escalate your complaint for further investigation by our CEO. Following this you have the option of contacting the [Ombudsman](#). The Ombudsman's staff examine complaints about the administrative actions of Government Departments and Offices.

Please note that for complaints against a registered nurse or midwife there is a different [process](#).

## Statutory Obligations

NMBI is committed to fulfilling all its relevant statutory obligations in the areas of freedom of information, data protection, equality and safety, and health and welfare at work.

## Freedom of Information

NMBI is listed as a public body under the Freedom of Information Act. Freedom of information requests can be sent to:

Freedom of Information Officer,  
Nursing and Midwifery Board of Ireland,  
18/20 Carysfort Avenue, Blackrock, Co. Dublin A94 R299, or emailed to:  
[foi@nmbi.ie](mailto:foi@nmbi.ie)



## How to Contact Us

The business hours of the NMBI are Monday to Thursday 9:00am to 5:30pm and Friday 9:00am to 5:00pm

### Address:

Nursing and Midwifery Board of Ireland (NMBI),  
18/20 Carysfort Avenue,  
Blackrock,  
Co Dublin,  
A94 R299, Ireland.

### General enquiries:

T: +353-1-639 8500

### Annual retention fee payments:

T: +353-1-890 200 116

### Registration:

[IEreg@nmbi.ie](mailto:IEreg@nmbi.ie) (Applicants: trained in Ireland/ Registered with NMBI only)

[EUregistration@nmbi.ie](mailto:EUregistration@nmbi.ie) (Applicants: trained in the EU-EEA)

[G3reg@nmbi.ie](mailto:G3reg@nmbi.ie) (Overseas registration)

### Feedback:

Please complete our [customer feedback form](#)

### Accounts:

[accounts@nmbi.ie](mailto:accounts@nmbi.ie)

### Professional Guidance:

[professionalguidance@nmbi.ie](mailto:professionalguidance@nmbi.ie)

### Fitness to practise:

[ftp@nmbi.ie](mailto:ftp@nmbi.ie)

### Careers information:

[careersinformation@nmbi.ie](mailto:careersinformation@nmbi.ie)

### Midwifery:

[midwifery@nmbi.ie](mailto:midwifery@nmbi.ie)

### Education:

[education@nmbi.ie](mailto:education@nmbi.ie)

### Communications and media:

[communications@nmbi.ie](mailto:communications@nmbi.ie)



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