



**FRESENIUS  
KABI**

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# 2025 MEDICAL INFORMATION CUSTOMER SATISFACTION SURVEY RESULTS

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# INTRODUCTION

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At Fresenius Kabi, our customers' feedback is invaluable to us, not only does feedback highlight areas we are performing well in, but it also helps to enhance our services. Our customer satisfaction survey provides critical feedback so that we can better understand the needs and expectations of our customers. Therefore, by participating in our surveys, our customers are directly contributing to the continuous improvement of our services.

# THE SURVEY

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The survey is conducted to evaluate the Customer Satisfaction Index (CSI), a vital metric for assessing how satisfied customers are with a company's products or services. The CSI score is calculated by gathering feedback from customers through surveys that include questions about various aspects of their experience. In our survey customers were asked to rate, on a scale from 1 to 10, how satisfied they are with the service versus how important that aspect of the service is. The CSI score highlights areas of strength and can also identify areas for improvement.

The CSI can be classified as

- >90% = Excellent service provider
- 60 - 90% = Good service provider
- <60% = Poor service provider

- Average satisfaction scores highlight the best aspects of our service.
- Average importance scores highlights what matters most to our customers.

Priorities for improvement (PFI) can be identified by comparing the difference between the satisfaction and importance score allows companies to react to any immediate needs for improvement. A PFI score of 2 or above is deemed a priority for improvement, therefore once identified appropriate actions can be implemented to improve the specific area of our service.



# MEDICAL INFORMATION

The Medical Information Team are a dedicated department which provides technical support and knowledge across multiple therapy areas. Currently, the team manages between 1500-2000 enquiries per month, providing a direct source of accessible information to all of our UK customers. The aim of the Medical Information Team is to deliver a highly specialised service to our customers, providing them with clear and knowledgeable information to ensure confidence in Fresenius Kabi products and services.



● SATISFACTION ● IMPORTANCE



## PRIORITIES FOR IMPROVEMENT

No specific areas were identified as PFIs, some areas we aim to focus on in 2026 are:

- Streamline procedures to improve our response times for homecare customers. As well as efficiently managing the workload to ensure response times are in line with customer requirements
- Increase promotion of training opportunities so all customers are aware of the available support

Customer Satisfaction Score (CSAT)

63%



## CUSTOMER COMMENTS

*"The team is always very responsive and knowledgeable, able to advise on stability issues"*

*"MI team is always very prompt and professional in responding to queries"*





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## SUMMARY

We are thrilled to present the results from our recent survey, which have highlighted both our strengths and opportunities for improvement within our services. The feedback has been incredibly insightful, with participants expressing satisfaction regarding the professionalism, clarity and accessibility of our medical information team, as well as the format of stability statements. We have also identified some areas for improvement, which we are keen to start working on to enhance our services, further aligning with the needs of our customers.

We are grateful to all of our customers who took part in the survey. Your insights are invaluable, and we appreciate the time and effort you invested. Your feedback plays a crucial role in enabling us to provide an excellent service for you and your patients.

Document number: GB-NP-2500183  
Date of preparation: February 2026

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