

# SOLUTION: Promoting a High Patient Survey Response



## TIPS & TACTICS

### WHAT TO SAY - Key Words/Talking Points:

- (WHY) Example: “We are always striving to improve . . . as well as recognize our outstanding staff. One of the most helpful tools we have to do this is receiving timely and honest feedback from our patients about their experience with us.”

Create your version of how to explain the WHY:

- (HOW) Example: “In follow up to your services today, you will receive a survey (briefly describe when they can expect it - such as “the survey will be mailed to your address on file within 14 days”). (NOTE: if not all patients will receive a survey, you can let them know that it is a randomly selected group of patients that will receive them, and if they don’t receive one, how they can provide feedback on their experience in other ways - e.g., website, calling a certain person - in these cases, handing them a small business size card with the info about the survey on one side and how to give feedback if you don’t receive a survey would be helpful).

Create your version of explaining the HOW:

- (CALL TO ACTION): Example: “We sincerely hope that you will complete the survey when it arrives. It takes approximately 5 minutes of your time and could provide us with valuable information for improvements and recognition.”



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Create your version of a CALL TO ACTION:

## WHO/WHEN TO SAY IT

### INTERNALLY

#### Outpatient Services/Clinics/ED/Amb Surgery:

- At the registration/reception desk (this prompts the patient to start evaluating their encounter in anticipation of providing feedback on it)
- At the end of the visit (another gentle reminder - lets them know how serious we are about this; they've heard it twice) - and highly impactful when the physician/provider are the ones who mention this to the patient
- Signage in the exam/treatment rooms (include the key talking points of why and how we survey and could include actual examples of positive change and/or recognition that resulted from past surveys)
- Post-Visit Phone Calls - if these are done in follow up to the service, this is another key encounter in which the survey can be promoted.

#### Inpatients:

- By the person overseeing the admission packet (can include written info as part of the info in the admission packet or signage in the room, as well as a verbal statement about the survey)
- By the discharge planner (include it in the conversations regarding what to expect when you go home)
- By the person providing discharge information
- During nurse leaders during validation (patient) rounding
- During post-discharge phone calls

### PUBLICLY



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## Social Media and/or Community Newsletter:

- Educate the community on survey process (who gets a survey, how, when, and what you use them for - recognition/improvement)
- Recognize staff publicly that were mentioned by name in a survey (make sure the community knows that the reason the staff were recognized in this way was that comments were provided by patients via the survey)
- “We heard you” - announce to the community a positive change that resulted because of patient feedback via the survey.



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