



Beyond patient satisfaction surveys: How to improve the entire experience with feedback



Healthcare organizations have gotten serious about the patient experience. Regulatory agencies are promoting the idea that a better patient experience directly impacts the quality of care, and in some cases, can lead to better outcomes. Patient satisfaction reporting is now a part of the reimbursement process—moving it from a “nice to have” to a valued metric that has an impact on the bottom line.

But, feedback can track much more than patient satisfaction—it has the power to impact the entire patient experience. From making an appointment to staff responsiveness and follow up—every step can be continuously monitored to drive improvements.

Forward-thinking organizations are going beyond transactional surveys and connecting with patients between office visits to monitor their well-being, track progress, and check in on care plans.

The end result? In a competitive industry, where healthcare organizations are motivated to make improvements, feedback has the power to drive changes to raise the bar on the patient experience.

Here are some guidelines that can help healthcare organizations leverage surveys to improve the patient experience.

01

MAKE SURE YOUR SURVEY PLATFORM INCLUDES HIPAA-COMPLIANT FEATURES

02

CONTINUOUSLY MONITOR THE PATIENT EXPERIENCE

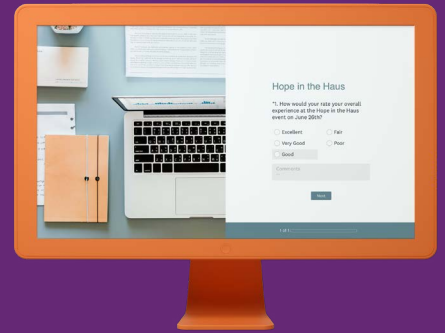
03

IMPROVE EMPLOYEE ENGAGEMENT

04

USE MOBILE TO REACH PATIENTS WHEREVER THEY ARE

Make sure your survey platform includes HIPAA-compliant features



1/3

of customers use surveys to monitor patients' health and safety habits¹

If you're sending surveys, chances are you are collecting sensitive PHI (Protected Health Information) that needs to be in compliance. [HIPAA compliance](#) should be part of any survey vendor evaluation, and a HIPAA-compliant survey solution should protect survey data the same way a healthcare organization protects patient data.

Here are a list of issues that can signal non-compliance:

- No structure or guidelines for survey creation
- Lack of visibility into what kind of data is being collected
- Lack of transparency into how data is being used
- Lack of control over who can access survey data
- No ability to track who is sending surveys
- Shared accounts with multiple users on one account
- Multiple individual accounts with no centralized administration

At the very least, healthcare organizations should establish:

- A single platform for all surveys
- No shared accounts or PINs
- Centralized administration and controls
- HIPAA-compliant features, including at the very least timed logout

¹Source: June 2014 SurveyMonkey Survey of Senior-Level Healthcare Professionals



Continuously monitor the patient experience



86%

of Americans are willing to participate in a healthcare survey

Patients have become savvy healthcare consumers. They shop for providers and services the same way they shop for other products; they seek out reviews, ratings, and “extras” that equate to a better experience. Many patients are very willing to post their sentiments and experiences on review boards that can have a big influence on an organization’s success.

Despite the importance of this feedback, research shows that outside of [patient satisfaction surveys](#), other types of surveys might be underutilized by today’s healthcare providers. [A West Corporation survey](#) of 1,036 adults and 317 healthcare providers in the U.S. found that only 12% of healthcare providers use surveys to identify health risks, 7% use surveys to monitor metrics that indicate how well patients are managing health conditions, and just 9% use surveys to monitor patients after they have been discharged from the hospital.

The West survey also found that 86% of Americans are willing to participate in a healthcare survey if prompted by their doctor. And, the good news is that there are many types of surveys that patients are willing to respond to, that go beyond patient satisfaction.

Patients indicated interest in surveys about health risk assessments (83%), gaps-in-care surveys (78%), medication adherence surveys (74%), remote health monitoring surveys (79%), and post-discharge surveys (85%).

Using patient experience surveys throughout the journey can be easily accomplished with an enterprise-grade platform that offers flexibility, security, and compliance required by healthcare organizations.

Improve employee engagement



More than 50%

of healthcare orgs use surveys to track and improve employee engagement

Healthcare organizations can overlook the importance of employees on the patient experience. According to research, employee engagement can have a critical impact on a healthcare organization's overall ratings.

For example, [a recent study](#) shows that for every 1% increase in employee engagement, an organization's overall hospital HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) rating increased by .33%, and patients' willingness to recommend the hospital increased by .30%.

According to SurveyMonkey research², here are other ways healthcare organizations are using survey data:

- More than half use surveys to track and improve employee engagement
- 37% use surveys to help validate key decisions
- While 62% use surveys to plan more successful events and trainings

Here's a few of the surveys that can be used to gauge the [employee experience](#):

- Employee engagement
- Patient safety culture
- Training feedback and incident reports
- Event and meeting feedback
- Performance evaluation and reviews
- Exit interviews and other HR surveys

²Source: 2017 TechValidate Study of SurveyMonkey Enterprise for Healthcare

Use mobile to reach patients wherever they are



90%

of healthcare organizations
use or plan to launch a
mobile devices initiative

The trend towards mobile has made its way into the healthcare industry. According to [a recent survey](#), 90% of healthcare organizations use or plan to launch a mobile devices initiative, and nearly half (47%) plan to increase mobile device usage within the next two years.

In particular, hospital mobile usage is directly tied to patient satisfaction. Ninety-six percent of organizations using mobile devices see an increase in patient experience scores. Of those, 32% say their scores have risen drastically.

There are a lot of use cases for mobile devices in healthcare. The most common include facilitating better communications between nurses and doctors, and using mobile devices in nurses stations, administrative offices, and patient rooms as a way to improve the patient experience.

Mobile surveys allow organizations to:

- Collect fast, in-the-moment feedback
- Access more accurate health information
- Deliver a more personalized patient experience

Here's a list of just some of the ways healthcare organization can provide a better experience via mobile surveys:

- Send post-visit surveys via sms
- Offer pre-registration surveys on mobile
- Provide a survey kiosk in patient rooms
- Send staff surveys
- Collect feedback offline



Getting the most out of your survey platform

Not all platforms can support the many use cases that healthcare organizations need. Make sure yours has HIPAA-compliant features, centralized admin and controls, and can support mobile surveys so that you can reach patients the way they prefer to connect.

Find out how feedback can help you deliver best-in-class patient experiences that ensure your organization stays competitive.

[Contact us](#)