

I Can't Get No Satisfaction Data: The Trials and Tribulations of Obtaining Satisfaction Data in Our Outpatient Palliative Medicine Clinic

Kimberly Sickler, MS, RN, CNS, ACHPN
Mary Song, MPH
Ashley Bragg, BS
Stanford Health Care – Dept. of Palliative Medicine



ksickler@stanfordhealthcare.org
<https://stanfordhealthcare.org/medical-clinics/palliative-care.html>

Optimizing Patient Satisfaction Survey Data: Immediate surveying of patients post visit improves response rates

Background

There is limited patient satisfaction literature in the Palliative Medicine setting. We developed our own satisfaction survey, since our clinic was too small to use Press Ganey to assess our patient's satisfaction with care. We also wanted something that would capture video visit data which Press Ganey did not.

Methods

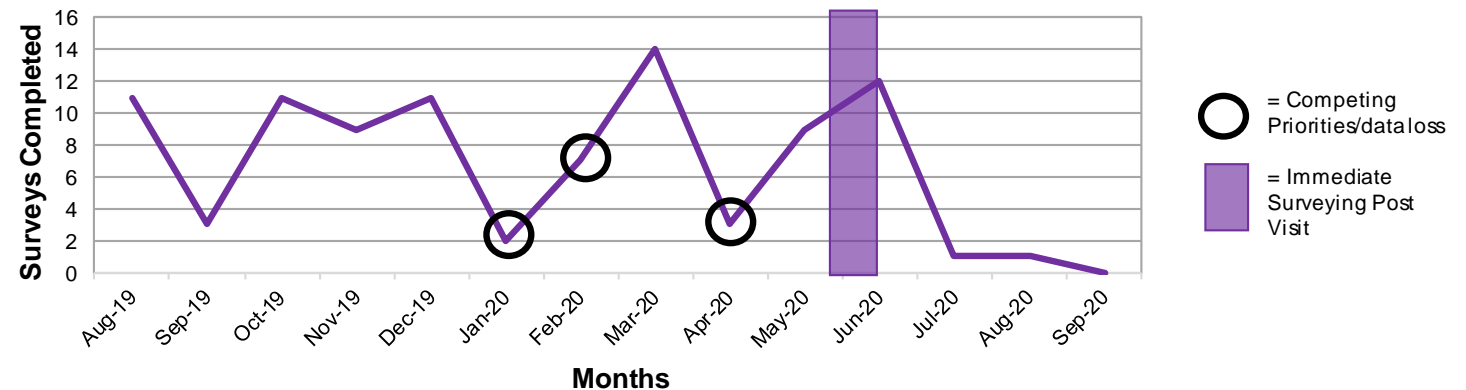
We developed a 17-item survey tool. We engaged known patients to pilot our survey for clarity and ease of use. Then our survey was sent to all new patients using the hospital's secure messaging portal. We created a standardized email with a link to our Qualtrics based survey. Our medical assistants sent the survey through our patient portal within 1-2 weeks of the patient visit. They documented weekly the number of messages sent and those unread. We reviewed weekly the number of responses. Six months in, we revised our process to send emails within two days of the visit.

Results

- We sent 652 surveys
- Received 94 responses (14%)
- 56 were unable to be surveyed because of access.
- After 6 months of surveying, our response rate dropped to nearly 0 and we lost approximately 12 weeks of data.
- During a two weeks trial we sent the surveys within 48 hours, the numbers of survey received more than doubled.

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Surveys Completed in FY 2020



Conclusion

- Despite standardizing and embedding messaging into workflows, **competing priorities may contribute to data loss**.
- Having a standard cadence for reviewing results with the department and management may create more buy in and assist with needed surveying adjustments.
- Most importantly, **immediate surveying post visit improved response rates**.
- Consider **automation of surveys through the patient portal**



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