We’re Listening

Resident & Family Experience Measurement
Promotional Campaign

My InnerView by
National Research Corporation
We’re Listening Campaign Overview

Welcome to the National Research Corporation “We’re Listening” Campaign Manual. Whether you want to promote resident, family, or employee experience measurement, My InnerView by National Research has designed the right campaign to help reach your goals. Many of National Research clients have utilized the “We’re Listening” campaign to promote awareness and to significantly increase response rates.

We’ve included many samples and examples for the “We’re Listening” campaign, but we encourage you to be creative and design or name your own campaign to promote your programs. We’ll be there to help you along the way.

Promotional Campaign

Goals
- Increase resident, family, or employee awareness of and participation in experience surveys.
- Increase staff understanding about resident and family experience measurement and how to engage residents and families in it.
- Increase response rates.
- Inform family members that residents will be receiving questionnaires to assess the resident’s experience and that the results will be used for improvement.
- Set specific, measurable goals to increase scores on certain questions over a specific period of time.
- Increase employee awareness and participation through the employee engagement survey

Target Audiences

In order to achieve these goals, there are three targeted audiences:
1. Residents
2. Families
3. Employees

Message

Launching a “We’re Listening” campaign directed at your target audiences promotes your organization’s commitment to measuring the resident, family, and employee experience.

As part of this campaign, there are several key message points you want to convey.
- We are deeply concerned with the quality of care residents and families receive at our care center.
- In order to understand the resident and family experience, we are committed to measuring the quality of the care received by our residents.
- Residents and families will receive a questionnaire about their experience at our facility shortly after their visit/stay.
- We are committed to understanding the experiences of our residents and their families, and identifying ways to continually improve those experiences.
- We are committed to understand the experience of our employees and to continually improve those experiences.
Tactics to Communicate to Target Audiences

To achieve your goals, National Research recommends selecting tactics from the following list that match your budget and community or care center. Each tactic is designed to reach specific target audiences.

**In-Facility**

**Resident and Family Campaign**

During the facility stay, remind residents and families of your attention to their experience. Use campaign materials to emphasize the high priority of resident and family satisfaction, and that your organization believes the quality of care should always be improving.

**Table Tents**

In the dining room or lobby, place table tents around the room. These can be up all the time or spaced throughout the year in and around other campaigns.

“You’re the reason we’re here. At Methodist Senior Living, it’s very important we understand how we’re meeting your - and our - expectation of providing excellent resident and family care.

In a few weeks, you might receive an envelope from us and National Research Corporation containing a questionnaire asking specific questions about your experience in our care. We know you’re busy, but please take a few minutes to honestly answer the questions and drop the completed questionnaire back in the mail.

We need to hear from you to improve our quality of care.”

**Hold Message**

While residents and families are on hold waiting to schedule appointments or talk to someone, have the on hold message reinforce the “We’re Listening” campaign messages.

“At Methodist Senior Living, we strive to make our community healthier. When you receive a resident and family experience questionnaire, please take a few minutes to answer the questions and tell us how we did caring for you.

Without your voice and perspective, we can’t improve our care.

We’re Listening, because your opinion matters.”

**Posters**

Posters are a highly effective way to communicate the campaign’s focus on resident and family experience measurement. They should have engaging graphics of residents, family and staff and highlight the key message points. Target messages based on where the poster is to be placed.

- Place posters in resident/family areas such as hallways, dining room, elevators.
- Post result data in your lobby and/or dining room, thanking resident and families for helping you to improve.

**Video**

If your community or care center has installed television monitors or electronic signage throughout your building, create a television program about the “We’re Listening” campaign.

- Use video and animation if the technology allows it.
- Create a three to five slide PowerPoint highlighting message points and testimonials.
**Employee Campaign**
Staff awareness of resident and family satisfaction scores will always serve to better the quality of care they deliver.

**Table Tents**
In the staff lounge(s) place table tents around the rooms. Use images of residents and families that evoke a feeling of needing to be cared for. Copy should be something along the lines of:

> “Thank you for everything you do to achieve resident and family-centered excellence! As part of our commitment to residents and their families, Methodist Senior Living regularly asks residents and families about their experiences while at our community. It is part of our campaign to listen to residents and improve their quality of care. Please help us remind residents and families their opinions counts and We’re Listening.”

Incorporate key metrics on the table tents relating to quality improvement goals. These can be up all the time or spaced throughout the year in and around other campaigns.

**Internal Communications**
Internal communications distributed to staff are excellent channels for communicating that your organization is conducting resident and family experience measurement, conveying the key message points and sharing the results of the measurement as available.

Internal memos or emails inform staff about the program and remind them to talk to their residents and families about the importance of their feedback.

**Training**
Training is a wonderful way to share information with your teams and have a quality discussion about the impact resident and family experience measurement can have on your hospital. Quality leaders and managers can prepare staff to talk to residents and families about:

- The possibility of receiving a resident and family experience questionnaire
- What it measures
- Why it is important for the resident and/or family to complete it
- How your organization will use the results

Try making a discharge script available for staff to look over.

> “I wanted to let you know that you may receive a survey after this visit asking you about your experience today. Your feedback helps us improve on the care we provide. I’d appreciate it if you could take a couple of minutes to fill it in and send it back.”

**Desktop Customization**
Reinforce “We’re Listening” with staff by creating and pushing out custom screen savers or wallpapers with key message points and data specific to each facility area.

**Posters**
Posters can be placed to emphasize resident and family satisfaction scores to staff. Target messages based on where the poster is to be placed.

Bulletin boards in staff areas are an ideal place to highlight scores and improvement initiatives staff is working on to improve the resident and family experience.

As you achieve measurement and improvement, allow staff to create and hang posters on the individual floors highlighting their successes, awards and goals achieved. If a specific area hits its goal for the quarter, they receive a poster for the floor, stars for ID badges and leadership (we recommend the CEO) presents the area with its award.
Out-of-Facility
In the discharge process, reiterate the importance of resident and family feedback on surveys. While the patient should always be verbally informed they will be receiving a survey, combining this with an eye-catching print piece will drive the message home. Continue this communication of commitment to better resident and family experiences by expanding the campaign even more into the public eye.

Resident and Family Campaign

Pens
During discharge, provide residents and families with a pen with the “We’re Listening” campaign logo along with a descriptive sentence such as, “Your feedback helps us improve our quality of care.”

Business Cards
In each discharge packet (or with every set of discharge instructions), place a simple business card in the slits in the front pocket. In addition to reminding residents and family to complete the experience questionnaire, communicate any nursing or post-discharge hotline or other emergency information.

Stickers
On discharge information, place a large, attention-getting sticker in a bold color reminding residents and families to complete the experience questionnaire. This promotional piece serves to remind the resident and family of the rest of the campaign and the overarching message that your organization is always trying to improve, and to do that, feedback from experience surveys is of high importance.

Postcards
Sending a direct mail piece shows residents and families a personal touch that will raise your community or care center above others. A postcard should emphasize your organization’s mission and the goal of better understanding how to improve the resident and family experience and quality of care. Postcards could be sent out before a survey or even afterward to thank them for their time.

“Methodist Senior Living would like to personally thank you for your efforts to help us improve. With the completion of your experience survey, we are able to determine best practices for the best quality of care.”

Billboards
In many cases, there are billboards located in close proximity to (or on) your facility grounds. The “We’re Listening” campaign translates well to this medium. Instead of focusing on the message point that residents and families will be receiving questionnaires, the message focuses on the organization’s commitment to improve the experience by listening to those who matter most - residents and families!

Press Releases
Press releases let the public know how important resident and family experience and employee engagement is to your organization. By partnering with My InnerView by National Research, your organization is utilizing survey instruments built on the foundation of thousands of interviews and focus groups conducted by the Picker Institute and Harvard University. Let the public know that your organization is working with the world expert in customer-centric care.

Request a press release template by contacting your Account Manager.

Website
Your website is an ideal place to introduce the “We’re Listening” campaign and provide information and details around the key message points.

- Use this flexible medium to include testimonials, videos, and notes.
- Outline your quality improvement goals and demonstrate through result metrics how you’re doing.
- Include an intranet page with results for staff.

Additionally, consider using “online ads” within your main website, your affiliated caregivers, and individual location websites that link back to your “We’re Listening” campaign page on your main website. Consider creating a tab or button for your website menu bar so the “We’re Listening” page can be easily accessed from every part of your site. Use social media outlets (Facebook, Twitter, LinkedIn) to further drive traffic to your “We’re Listening” page on your website. Mention the program in your posts or go further by posting a link to your wall.
In-Facility

Employee Campaign

Employee satisfaction scores will always serve to improve the engagement and happiness of employees at your community or care center; they will also help improve the quality of care employees give to residents and families.

Table Tents

In the staff lounge(s) place table tents around the rooms. Use images of employees that evoke a feeling of happiness, fulfillment, and engagement. Copy should be something along the lines of:

"Thank you for everything you do to achieve excellence at Methodist Senior Living! As part of our commitment to you, Methodist Senior Living regularly asks employees about their experiences working here. It is part of our campaign to listen to you so you can achieve a high quality of work-life balance and improve the quality of care you deliver to residents and families.

Incorporate key metrics on the table tents relating to quality improvement goals. These can be up all the time or spaced throughout the year in and around other campaigns.

Internal Communications

Internal communications distributed to staff are excellent channels for communicating that your organization is conducting employee experience measurement, conveying the key message points, and sharing the results of the measurement as available.

Internal memos or email inform staff about the program and remind them the importance of providing their feedback.

Training

Training is a wonderful way to share information with your teams and have a quality discussion about the impact employee engagement measurement can have on their culture. Some talking points include:

- The possibility of receiving an employee experience questionnaire
- What it measures
- Why it is important for the employee to complete it
- How your organization will use the results

Desktop Customization

Reinforce “We’re Listening” with staff by creating and pushing out custom screen savers or wallpapers with key message points and data specific.

Posters

Posters can be placed to emphasize the importance of employee satisfaction scores. Target messages based on where the poster is to be placed.

Bulletin boards in staff areas are an ideal place to highlight scores and improvement initiatives that your community or care center is working on to improve the employee experience.

As you achieve measurement and improvement, allow staff to create and hang posters on the individual floors highlighting their successes, awards, and goals achieved. If a specific area hits its goal for the quarter, they receive a poster for the floor, stars for ID badges, and leadership (we recommend the CEO) presents the area with its award.

Intranet

Utilize your internal intranet page to highlight the importance of completing the employee engagement survey. Some talking points include:

- What the survey measures
- How your organization will use the results
- Improvement initiatives and strategies