

We're Listening



Resident, Patient, & Family Experience Measurement
and Employee Engagement Campaigns

“We’re Listening” Campaign Overview

Welcome to the National Research Corporation “We’re Listening” campaign manual. Whether you want to promote resident, patient, 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.

Goals

- Increase resident, patient, family, or employee awareness of and participation in experience surveys.
- Increase staff understanding about experience measurement and how to engage resident, patients, and families in it.
- Increase response rates.
- Inform family members that residents and patients will be receiving questionnaires to assess their 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 four targeted audiences:

1. Residents
2. Patients
3. Families
4. Employees

Message

Launching a “We’re Listening” campaign directed at your target audiences promotes your organization’s commitment to measuring the resident, patient, 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, patients, and families receive at our care center.
- In order to understand the resident, patient, and family experience, we are committed to measuring the quality of the care received.
- Residents, patients, 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 patients and their families, and identifying ways to continually improve those experiences.
- We are committed to understanding the experience of our employees and to continually improve those experiences.

Communicating to Your 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.

Promoting Your Resident, Patient, and Family Experience Campaign

In-facility Tactics Targeting Residents, Patients, and Families

During the facility stay, remind residents, patients, and families of your attention to their experience. Use campaign materials to emphasize the high priority of resident, patient 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 a questionnaire asking specific questions about your experience. 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

As individuals wait 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 an experience questionnaire, please take a few minutes to respond 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 experience measurement. Posters should have engaging graphics of residents, patients, families, and staff and highlight the key message points.

- Place posters in community areas such as hallways, dining room, and elevators.
- Post results data in your lobby and/or dining room thanking individuals 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.

In-facility Tactics Targeting Employees

Staff awareness of resident, patient, and family satisfaction scores will always serve to better the quality of care they deliver.

Table Tents

Place table tents around in staff lounges. Use images of residents, patients, 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, patient, and family-centered excellence! As part of our commitment to residents and their families, Methodist Senior Living regularly asks residents, patients, and families about their experiences while at our community. It is part of our campaign to listen and improve the quality of care. Please help us remind them their opinions count 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 experience measurement surveys, 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, patients, 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 about:

- The possibility of receiving a resident, patient, or family experience questionnaire
- What it measures and why it is important 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 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 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, patient, 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 Tactics Targeting Residents, Patients, and Families

In the discharge process, reiterate the importance of feedback on surveys. While the individual should always be verbally informed they will be receiving a survey, combining this with an eye-catching print piece will drive the message home.

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 individuals 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 individuals 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 residents, patients, and families postcard is 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 their 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, patients, 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.

Press Releases

Press releases let the public know how important resident, patient, 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 healthcare.

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.

Promoting Your Employee Engagement Campaign

In-facility Tactics

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, patients, and families.

Table Tents

Place table tents around staff lounges. 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, patients, 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 and 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 and Bulletin Boards

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.

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

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.