

Share Your Experience

PATIENT EXPERIENCE MEASUREMENT PROMOTIONAL CAMPAIGN

VERSION 2.20.1.0



Human understanding

1245 Q Street | Lincoln, NE 68508
P: 1 800 388 4264 | F: 1 402 475 9061

nrchealth.com

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Campaign Overview

Welcome to the NRC Health Share Your Experience Campaign Manual. Whether you want to promote patient, physician or employee campaigns, the materials are flexible and can be customized for any or all experience measurement campaigns. Many of our NRC Health clients have utilized the “Share Your Experience” campaign to promote awareness and to significantly increase response rates.

We’ve included many samples and examples for the Share Your Experience 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 patient awareness of and participation in post-visit patient experience surveys.
- Increase staff understanding about patient experience measurement and how to engage patient and families in it.
- Increase response rates.
- Inform family members that patients will be receiving questionnaires to assess the patient’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.

TARGET AUDIENCES

In order to achieve these goals, there are three targeted audiences:

1. Patients
2. Frontline and medical staff, as well as administrators and support teams
3. Family members and in particular, family members in caregiver roles*

*HCAHPS does not allow for family members to complete the HCAHPS survey on behalf of patients

MESSAGE

- Launching a *Share Your Experience* campaign directed at your target audiences promotes your facility’s commitment to measuring the patient 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 patients receive at our facility.
- In order to understand the patient experience, we are committed to measuring the quality of the care received by our patients.
- Patients will receive a questionnaire about their experience at your facility shortly after their visit/stay.

- We are committed as a facility to understanding our patients' experiences and identifying ways to continually improve those experiences.

Tactics to Communicate to Target Audiences

To achieve your goals, NRC Health recommends selecting tactics from the following list that match your budget and facility. Each tactic is designed to reach specific target audiences.

In-facility

PATIENT AND FAMILY CAMPAIGN

During the facility stay, remind patients of your attention to their experience. Use campaign materials to emphasize the high priority of patient experience, and that your facility believes the quality of care should always be improving.

Table Tents

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

"We want to hear from you. At Memorial Medical Center it's very important we understand how we're meeting your – and our – expectation of improving patient and family care.

In a few weeks, you might receive an envelope from us and NRC Health 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.

Please let us know how we can improve your care experience."

Hold Message

While patients are on hold waiting to schedule appointments or talk to someone, have the on hold message reinforce the *Share Your Experience* campaign messages.

"At First Healthcare Hospital, we strive to make our community healthier. When you receive a patient 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.

Share Your Experience, because your opinion is the heartbeat of the hospital"

Posters

Posters are a very effective way to communicate the campaign's focus on patient experience measurement. Posters should relate to your target audience of patients and family. They should have

engaging graphics of patients, family and staff and highlight the key message points. Target messages based on where the poster is to be placed (hallways, waiting rooms, patient testing areas).

- Place posters in patient/family areas such as hallways, waiting rooms, and elevators.
- In the ED, place posters in the waiting room and lobby to be viewed during wait times.
- Post result data in your lobby and/or cafeteria, thanking patients for helping you to improve.

Video

If your facility has installed television monitors or electronic signage throughout your building, create a television program about the *Share Your Experience* campaign.

- Use video and animation if the technology allows it.
- Create a three to five slide PowerPoint highlighting message points and testimonials.

STAFF AND PHYSICIAN CAMPAIGN

Staff and physician awareness of patient experience 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 patients that evoke a feeling of needing to be cared for – children and adults. Copy should be something along the lines of:

“Thank you for everything you do to achieve patient-centered excellence! As part of our commitment to patients and their families, Fernando Valley Hospital regularly asks patients about their experiences while at our facility. It is part of our campaign to listen to patients and improve their quality of care. Please help us remind patients their opinions count.”

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 facility is conducting patient experience measurement, conveying the key message points and sharing the results of the measurement as available.

Internal memos or emails inform physicians and other staff about the program and remind them to talk to their patients 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 patient experience measurement can have on your hospital. Quality leaders and managers can prepare staff to talk to patients about:

- The possibility of receiving a patient experience questionnaire.
- What it measures.
- Why it is important for the patient or family to complete it.
- How your facility 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. 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 out and send it back."

Desktop Customization

Reinforce *Share Your Experience* with staff by creating and pushing out custom screen savers or wallpapers with key message points and data specific to each department or unit.

Posters

Posters can be placed to emphasize patient experience 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 patient experience.

As you achieve measurement and improvement staff, create and hang posters on the individual floors and units highlighting their successes, awards and goals achieved. If a unit 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 unit with its award.

Out-of-facility

In the discharge process, reiterate the importance of patient feedback on surveys. While the patient should always be verbally informed they could be receiving a survey, combining this with an eye-catching print piece will drive the message home. Continue this communication of commitment to better patient experiences by expanding the campaign even more into the public eye.

PATIENT AND FAMILY CAMPAIGN

Pens

During discharge, provide patients with a pen with the *Share Your Experience* 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 patients to complete the patient 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 patients to complete the patient experience questionnaire. This promotional piece serves to remind the patient and family of the rest of the campaign and the overarching message that your facility always is trying to improve and to do that, feedback from patient surveys is of high importance.

Billboards

In many cases, there are billboards located in close proximity to (or on) your facility grounds. The *Share Your Experience* campaign translates well to this medium. Instead of focusing on the message point that patients will be receiving questionnaires, the message focuses on the facility’s commitment to improve the patient experience by listening to those who matter most – the patients!

Press Releases

Press releases let the public know how important your facility finds patient experience improvement. By partnering with NRC Health, your facility is utilizing patient 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 facility is working with the world expert in patient-centered care.

Website

Your facility website is an ideal place to introduce the *Share Your Experience* campaign and providing 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 site and your affiliated caregivers and facility sites to link back to your *Share Your Experience* campaign page on your website. Consider creating a tab or button for your website menu bar so the *Share Your Experience* page can be easily accessed from every

part of your site. Use social media outlets (Facebook, Twitter, LinkedIn) to further drive traffic to your “Share Your Experience” page on your website. Mention the program in your posts or go further by posting a link to your wall.