

# We're Listening

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RESIDENT & FAMILY EXPERIENCE MEASUREMENT  
PROMOTIONAL CAMPAIGN



Human understanding

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# We're Listening Campaign Overview

Welcome to the NRC Health We're Listening Campaign Manual. We are pleased to partner with the Georgia Health Care Association to offer Skilled Nursing and Family Satisfaction Surveys. NRC Health has designed the right campaign to help reach your goals. Many NRC Health clients have utilized the "We're Listening" campaign to promote awareness and to significantly increase response rates.

NRC Health has developed sample posters and handouts and provided ideas for implementing the We're Listening campaign. However, we encourage you to be creative and design or rename your own marketing materials to promote your programs. The NRC Health client service team will be there to help you along the way.

## **What Is a Survey Response Rate?**

A survey response rate is the number of completed surveys returned by eligible respondents divided by the number of eligible people who were invited to participate in the survey.

## **Why Do Response Rates Matter?**

Response rates are important for the validity and integrity of the data. High response rates are more representative of your entire organization as opposed to insight into a small portion.

## **Addressing Confidentiality**

NRC Health will provide you standard communication pieces that address confidentiality concerns by reinforcing the use of NRC Health as a third-party vendor to store your data and report your results, as well as enforcing a minimum number of five data returns required before providing unit results.

# Promotional Campaign

## Goals

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- Increase resident, family, and 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.

## Target Audiences

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

1. Residents
2. Families
3. Employees

## Message

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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 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.
- 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, NRC Health 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

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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.

#### 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, and elevators.

Post result data in your lobby and/or dining room, thanking resident and families for helping you to improve.

### Employee Campaign

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

#### 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 communications inform staff about the program and remind individuals to talk to residents and families about the importance of their feedback.

Best Practices for internal communication:

- Assign a survey champion to be the point person for the project.
- Distribute memos or hand-outs in staff paychecks.

- Send reminders in employee e-mails.
- Include survey discussions during employee meetings and resident and family council meetings.

## **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 facility. 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.

## **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.

## **Out-of-facility**

Reiterate the importance of resident and family feedback on surveys. 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**

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### **Press Releases**

Press releases let the public know how important resident and family experience and employee engagement is to your organization. By partnering with NRC Health, 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 [mcastillo@nrchealth.com](mailto:mcastillo@nrchealth.com).

### **Notification letters or postcards**

Sending a personalized letter or postcard to family members will raise awareness that a survey will be sent to them and/or their resident. It should detail the survey distribution method and timing of the project. This communication should include the goal of the project as well as how the data will be utilized for improvement initiatives. Letters or postcards should be sent approximately two weeks prior to a survey distribution. This type of communication can also be sent afterward to thank them for their participation.