

# We're Listening

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RESIDENT, PATIENT, AND FAMILY EXPERIENCE  
MEASUREMENT AND EMPLOYEE ENGAGEMENT  
CAMPAIGN MANUAL

VERSION 2.0



Human understanding

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# We're Listening Campaign Overview

Welcome to the NRC Health “*We’re Listening*” manual. Whether you want to promote resident, patient, family, or employee experience measurement, 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 and you can too!

We have included examples of how to use the We’re Listening campaign, but we encourage you to be creative and design your own campaign utilizing the editable files which have been provided. We are here to help answer any questions you may have.

## 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 Audience

In order to achieve these goals, you must first consider your target audience. We’re Listening materials exist for four targeted audiences:

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

## Message

Launching a We’re Listening campaign directed at a specific target audience 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 organization.
- 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.

## Promotional Tactics

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

### PROMOTING YOUR RESIDENT, PATIENT, AND/OR FAMILY EXPERIENCE CAMPAIGN

#### In-facility Tactics

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During the facility stay, remind residents, patients, and families of your attention to their experience. Use campaign materials to emphasize the high priority of 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 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.*

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

#### Hold Message

As individuals wait on-hold, have the on-hold message reinforce the We're Listening campaign message.

*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 improve.

## **Video**

If your organization 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.

## **Out-of-Facility Tactics**

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Reiterate the importance of feedback. While an individual should always be verbally informed that they will be receiving a questionnaire, combining this with an eye-catching print piece will drive the message home.

### **Pens**

Provide residents, patients, and families 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 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**

Use stickers to call attention to your campaign. Add them to any documents or promotional items your organization utilizes.

### **Postcards**

Sending a direct mail piece to residents, patients, and families is a personal touch that will set your organization apart from 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 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 message applies readily to this tactic. 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**

A press release informs the public how important resident, patient, 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 healthcare.

## **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. 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 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 social profile pages.

## **PROMOTING YOUR EMPLOYEE ENGAGEMENT CAMPAIGN**

Understanding employee satisfaction serves as the groundwork to improving the engagement and happiness of employees at your organization; they will also help improve the quality of care employees give to residents, patients, and families. We recommend that you review the Employee Engagement Communication plan, in addition to this manual.

## **Table Tents**

Place table tents in staff lounges. Use images of employees that evoke a feeling of happiness, fulfillment, and engagement. The message should reflect similar sentiments:

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 experience 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**

Utilize internal communication channels to inform staff 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 disseminating 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 organization 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 group hits its goal for the quarter, create a special poster for the floor, stars for ID badges, or ask leadership (we recommend the resident director) may present the floor or unit with an award.