

# Client Communication Package

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Employee Engagement

VERSION 3.2



Human Understanding®

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# Communication Plans

Creating a communications plan is crucial to the overall success of your survey, ensuring staff participation, trust and valuable feedback. Within this section you will find suggested timelines for distributing those communications, drafts of suggested communication pieces, and examples of marketing materials you may choose to distribute and post within your facilities.

## Why is participation important?

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 5 data returns required before providing unit results.

### COMMUNICATIONS TIMELINE EXAMPLE

Recommended Pre-Survey Communications			
Assigned To	Task	Due Date	Date Completed
Customer	Initial leadership memo encouraging participation and explaining the process/key initiatives		
Customer	Local leadership memo/communication reminding team to participate		
Customer	Executive Sponsor email all survey participants to inform them of upcoming survey opportunity, introduce NRC Health as the vendor, and encourage participation.		
Customer	Marketing materials created and displayed in facilities (examples include internal newsletters, team meeting agendas, intranet memo, TV screens, posters/fliers/postcards)		
Customer	Survey marketing completed at each facility		
Communications Plan - During Administration			
Assigned To	Task	Due Date	Date Completed
NRC Health	Launch Web Survey with Emailed Invitation		
Customer	Leaders in each facility sends out regular communications on increasing participation		

Customer	Receive weekly updates from leaders		
NRC Health	Launch First Reminder Email Blast to Non-Respondents		
NRC Health	Launch Second Reminder Email Blast to Non-Respondents		
NRC Health	Launch Third/Final Reminder Email Blast to Non-Respondents		

Post-Survey Communications			
Assigned To	Task	Due Date	Date Completed
Customer	Internal announcement when survey has closed thanking everyone for their participation, advising of response rate, and plans for cascading communications		
Customer	Communicate final response rate and "thank you" message along with projected dates of formal results presentations		

## COMMUNICATIONS PLAN (CUSTOMER INTERNAL AGENDA):

Associate Engagement Communication Plan	
List Site Champions Here:	
<b>Pre-Launch</b> [insert date(s)]	
	Leaders approve team rosters
	Tag Line for Survey
	Letter from Executive Sponsor (i.e. CEO/President)
	Internal Newsletters
	Team Meetings
	Intranet
	TV Screens
	Posters/fliers/postcards
	Weekly Meeting on [insert date]
<b>Survey Launch</b> [insert date(s)]	
	Formal launch event by site/department
	Survey Email Blast from NRC
<b>Survey Fielding</b> [insert date(s)]	
	Email updates (i.e. site champions to send out a note with participation rates and reinforcing survey)
	Participation Contest by site/department
<b>Survey Close</b> [insert date(s)]	
	Thank all participants
<b>Action Planning</b> [insert date(s)]	
	Confirm decision on initiatives at the overall level or lower levels of the organization
	Form a committee of team members covering representation across the organization

# Pre-Survey Communication from Executive Sponsor (i.e. CEO)

We are excited to announce the upcoming launch of our new employee engagement survey!

To ensure confidentiality, we have partnered with NRC Health, a leader in healthcare analytics, patient experience measurement, and organizational improvement to cultivate Human Understanding™, to field and analyze the employee engagement survey results.

On <<DATE>>, you will receive an email from NRC Health with instructions to access the survey. This email will come through tagged as an external email with the subject line of ***INSERT SUBJECT LINE***. Please plan to set aside 5 - 10 minutes to participate.

This survey is an opportunity for all employees to identify strengths and weaknesses in the workplace by providing honest and candid feedback. It is also one of the most effective ways of improving working conditions and implementing new quality initiatives. Please help us by participating! Again, your individual results will be held by an independent third party in strict confidence and will not be reported in groups of less than 5 responses.

If you have any questions, please reach out to <<insert internal contact name and email/phone number>>, or your direct leader.

Thank you in advance for your participation, **Signature of Executive Sponsor**

# Manager and Supervisor Communication

It is important for Managers and Supervisors to feel empowered to motivate their teams both before and during the survey.

## Best Practices:

- Reinforce the “why” behind the survey.
- Ensure managers remind their teams about survey deadlines and reminder emails.
- Provide teams with FAQ materials or a direct contact to address concerns.
- Reiterate confidentiality and the importance of feedback.
- Set aside 30 seconds at the beginning of team meetings and huddles to remind employees about taking the survey.

## Additional Communication and Best Practices

1. Intranet or internal landing page announcement
  - a. Post an announcement on the hospital’s internal page(s).
2. Survey participation incentives
  - a. Put together rewards for participation, such as gift cards or a raffle.
  - b. Can reward floors, units or departments with the highest participation.

# Standard Engagement Survey Emailed Invitation

**Subject Line:** You're invited to take the [company] [branded survey name] survey!

Dear \$FIRSTNAME\$,

We invite you to participate in the \$COMPANY\_NAME\$ [branded survey name] survey!  
We need your voice to ensure we are creating a great employee experience!

Please take a few minutes to help us create an environment where all employees can feel engaged, motivated, and empowered!

This survey should take no more than [x] minutes of your time. We ask that you be completely honest in your feedback so we can improve our employee experience! This survey will close on \$EXPIRATIONDATE\_PRETTY\$.

Rest assured that this survey is confidential, and your data will only be shared on dashboards at an aggregate level. Our survey partner, NRC Health, will be collecting your data, and they are committed to your data privacy and security!

If you have any questions or concerns, please contact [contact name + email].

Thank you again for helping us to continuously improve!

Sincerely,

[CEO]

# Engagement Reminder Email

**Subject Line:** Reminder: You're invited to take the [company] [branded survey name] survey!

Dear \$FIRSTNAME\$,

We want to remind you to participate in the \$COMPANY\_NAME\$ [branded survey name] survey! We need your voice to ensure we are creating a great employee experience!

Please take a few minutes to help us create an environment where all employees can feel engaged, motivated, and empowered!

This survey should take no more than [x] minutes of your time. We ask that you be completely honest in your feedback so we can improve our employee experience! This survey will close on \$EXPIRATIONDATE\_PRETTY\$.

Rest assured that this survey is confidential, and your data will only be shared on dashboards at an aggregate level. Our survey partner, NRC Health, will be collecting your data, and they are committed to your data privacy and security!

If you have any questions or concerns, please contact [contact name + email].

Thank you again for helping us to continuously improve!

Sincerely,

[CEO]



# Engagement FINAL Reminder Email

**Subject Line:** Last Chance: You're invited to take the [company] [branded survey name] survey!

Dear \$FIRSTNAME\$,

The \$COMPANY\_NAME\$ [branded survey name] survey closes soon! Don't miss your chance to make your voice heard!

Please take a few minutes to help us create an environment where all employees can feel engaged, motivated, and empowered! This survey will close on \$EXPIRATIONDATE\_PRETTY\$.

Thank you in advance for helping us continuously improve!

Sincerely,

[CEO]

# Standard AHRQ Survey Emailed Invitation

**Subject Line:** You're invited to take the \$COMPANY\_NAME\$ Culture of Safety Survey!

Dear \$FIRSTNAME\$,

You are invited to participate in an important survey that is part of \$COMPANY\_NAME\$'s patient safety program.

The Culture of Safety Survey helps the organization assess the current state of \$COMPANY\_NAME\$'s safety culture by identifying strengths and areas for improvement focused on preventing patient harm.

This survey should take no more than 10-15 minutes to complete. Individual responses will remain confidential, and only group statistics will be prepared and reported. Participation is voluntary, but completing the survey allows your valuable feedback to be incorporated into \$COMPANY\_NAME\$'s quality and patient safety improvement initiatives. This survey will close on \$EXPIRATIONDATE\_PRETTY\$.

If you have any questions or concerns, please contact [contact name + email].

Thank you for helping us by taking the survey.

Sincerely,

Insert Organization Contact

# AHRQ Reminder Email

**Subject Line:** Reminder: You're invited to take the \$COMPANY\_NAME\$ Culture of Safety Survey!

Dear \$FIRSTNAME\$,

We want to remind you to participate in the \$COMPANY\_NAME\$ Culture of Safety Survey.

The Culture of Safety Survey helps the organization assess the current state of \$COMPANY\_NAME\$'s safety culture by identifying strengths and areas for improvement focused on preventing patient harm.

This survey should take no more than 10-15 minutes to complete. Individual responses will remain confidential, and only group statistics will be prepared and reported. Participation is voluntary, but completing the survey allows your valuable feedback to be incorporated into \$COMPANY\_NAME\$'s quality and patient safety improvement initiatives. This survey will close on \$EXPIRATIONDATE\_PRETTY\$.

If you have any questions or concerns, please contact [contact name + email].

Sincerely,

Insert Organization Contact

# AHRQ FINAL Reminder Email

**Subject Line:** Last Chance to take the \$COMPANY\_NAME\$ Culture of Safety Survey!

Dear \$FIRSTNAME\$,

The \$COMPANY\_NAME\$ Culture of Safety Survey closes in 24 hours. Don't miss your chance to provide critical feedback, so that \$COMPANY\_NAME\$ can identify strengths and areas for improvement focused on preventing patient harm.

Please take a few minutes to complete the survey before it closes on \$EXPIRATIONDATE\_PRETTY\$.

Sincerely,

Insert Organization Contact

# Post-Survey Communication

1. Post survey email from Executive Sponsor thanking employees for participating.
2. Communication strategy to your organization on results and action planning strategy.
3. Share progress on action plans and successes.
4. Town Halls and staff meetings are great places to share results and reinforce action plans or next steps.