

Building Surveys & Sampling Methods for Assessing Patient Experience

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The Agenda!

- Welcome
- OQHC Attributes & 2010 Report (Why we need surveys!)
 - “Excellent Care for All” Act!
- Process of Building Surveys
- Best Practices in Survey Development
- Survey Sampling Methods
- Questions and Answers



Ontario Quality Health Council Reports' Nine Attributes

- **Accessible**
 - *People should be able to get the right care at the right time in the right setting by the right health-care provider.*
- **Effective**
 - *People should receive care that works and is based on the best available scientific information.*
- **Safe**
 - *People should not be harmed by an accident or mistakes when they receive care.*
- **Patient-centred**
 - *Health-care providers should offer services in a way that is sensitive to an individual's needs and preferences.*
- **Equitable**
 - *People should get the same quality of care regardless of who they are and where they live.*
- **Efficient**
 - *The health system should continually look for ways to reduce waste, including waste of supplies, equipment, time, ideas and information.*
- **Appropriately resourced**
 - *The health system should have enough qualified providers, funding, information, equipment, supplies and facilities to look after people's health needs.*
- **Focused on population health**
 - *The health system should work to prevent sickness and improve the health of the people of Ontario.*
- **Integrated**
 - *All parts of the health system should be organized, connected and work with one another to provide high-quality care.*
- **Focused on population health**
 - *The health system should work to prevent sickness and improve the health of the people of Ontario.*



Excellent Care for All Act

- Bill 46 (MOHLTC)
- Relationship to data collection
 - Patient/Caregiver surveys
 - Staff surveys
 - Patient relations process
- Will lead to policies & procedures related to survey management and data collection /use
- Evidence-based modelling
- Data (information) management leads to benchmarks
- Benchmarks define Best Practices!



Highlights of the OHQC 2010 Report

- Serious issues concerning how patients move through the healthcare system (wait times & wasted resources).
- Solid improvements in cardiovascular care. Heart attack incidence, mortality and readmissions are declining.
- Wait times are good for cataract and cardiovascular surgeries and have improved for hip and knee replacements, but the largest area for improvement is urgent (priority 2) cases for all surgeries; only one-third of MRI scans on time .
- Signs of improvement in care for diabetes and other chronic diseases.
- Ontario has made significant improvements in use of information technology, particularly in doctors' use of electronic medical records (EMR) up from 26% in 2007 to 43 percent in 2009. UK, Australia and the Netherlands at 95%to 99%.
- About 7.1 percent of adult Ontarians (aged 18 and over)continue not to have a family doctor; that's roughly 730,000 people. Nine in 10 Ontarians say they are waiting too long to see their doctor.
- Progress has been stalled for three years in reducing unhealthy lifestyle activities, including smoking, heavy drinking, and physical inactivity.
- C difficile infection rates have been decreasing gradually over the past year. However, handwashing rates are still far too low — only 53% at the moment just before a health professional sees a patient.



Queensway Carleton Hospital - Process of Care

- Assessment and diagnosis with special emphasis on disease related changes
- Planning emphasis on avoiding long-term hospitalization
- Implementation-use of aids to compensate for sensory or motor losses
- Evaluation - consider response to hospitalization, impact of treatment

Emotional and Behavioural Environment

- Courtesy of staff
- Respect
- Information sharing and listening
- Individualized approach to each patient
- Culturally and gender sensitive

Ethics in Clinical Care and Research

- Confirm patient's understanding of informed consent
- Use of Advanced Directives
- Thoughtful discussion of treatment options and palliative care options

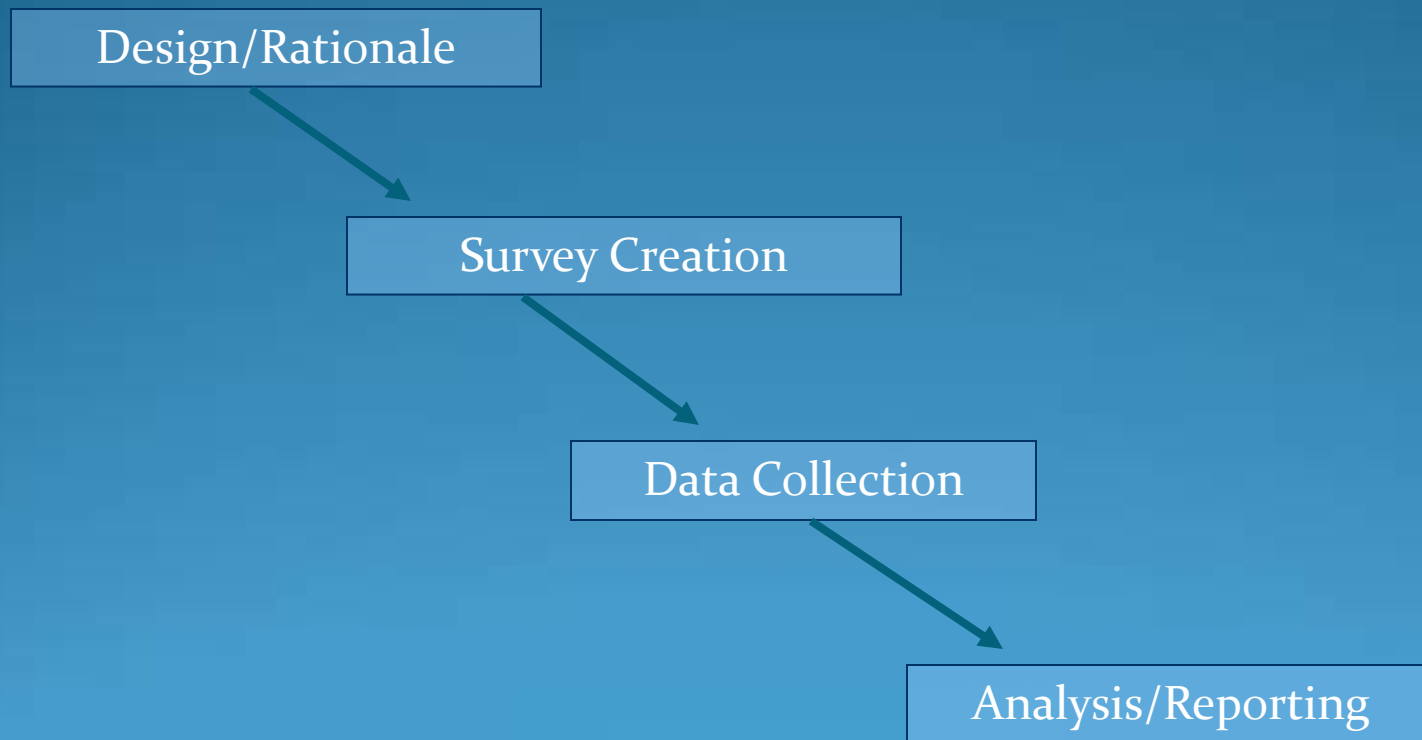
Organizational Support

- Relevant policies and procedures
- Inclusion into program development
- Staff recruitment, orientation, ongoing education
- Membership and TOR for committees dealing with patient

Physical Environment

- Visual aspects
- Physical space including external surfaces/crosswalks, speed bumps, sidewalks / grounds
- Sensory Comfort
- Furniture

Anatomy of the Survey Process



After Halteman & Vanek, 2007



Design/Rationale: Start with your objectives, not questions

Examples – Urgent Care Clinic services walk-in patients.

- Objective #1: To monitor patient satisfaction to identify improvement opportunities quickly to maintain good quality care
- Objective #2: To decide where to focus limited improvement resources
- **Objective #3:** To improve patient satisfaction.

Think Actions/Decisions



Design/Rationale: Start with your objectives, not questions

Questions –

Overall how satisfied are you with the Urgent Care Clinic?

Very satisfied, Satisfied, Neutral, Dissatisfied, Very dissatisfied, Uncertain

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know / NA
Timeliness to triage (Wait Time)						
Ability to understand your urgent care needs						
Accessibility of staff to answer questions						
Attitude of staff						
Overall response to your urgent care need						

After Halteman & Vanek, 2007



Survey Creation: Introduce Your Survey & How Long it Will Take

Welcome to the Urgent Care Clinic Patient Survey and thank you for taking the time to respond.

This dynamic survey is driven by your answers and should take approximately 6 minutes to complete.

Your answers are 100% anonymous, unless you consent to participate in a follow-up interview with one of our researchers.



Survey Creation: Include “Not Applicable” and “Don’t Know”

- How often do you get asked a question where you answer, “I don’t know” or “I’m not sure”? Yet, on surveys many just don’t think to include them.
 - **The Reason? They are focused on their perspective (I want an answer) and not that of the respondent!**
- What about the argument, “ ‘Don’t know’ is a way to avoid answering”
 - Forcing responses contaminates your good data.
 - It creates lack of closure which keeps respondents distracted on subsequent questions.
- **Simple Rule: For all questions ask yourself, “Will this be applicable to everyone? How would I answer it? Could ‘don’t know’ be a possible answer?”**



Survey Creation: Use clear and concise questions and options

Select your age range so that we have a good sampling of patients from different age groups that have visited the clinic during the period of service times that the clinic is open

- $1 \geq n \leq 15$
- $16 \geq n \leq 20$
- $21 \geq n \leq 30$
- $31 \geq n \leq 40$
- $41 \geq n \leq 50$
- $51 \geq n \leq 60$
- $61 \geq n \leq 105$

Age

- under 16
- 16 to 20
- 21 to 30
- 31 to 40
- 41 to 50
- 51 to 60
- Over 60



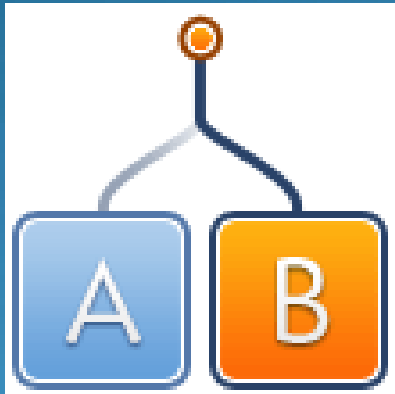
Survey Creation: “Nice-to-knows” not allowed

- **How often do you hear?**
 - “It would be nice to know what are customers think about such and such. . . .” or “I’d like to know . . .”
 - This usually comes up during question generation but can happen w/ objectives as well. “I’d like to know what patients think of our new waiting area”
- **The Easy Fix for “Nice-to know”s**
 - Ask “What actions/decisions will opinions drive?”
- **Example**
 - Objective level: What specific actions will be undertaken as a result?
 - Question level: “How satisfied are you with the waiting room door position?”
- **One Exception: Last question**
 - Question level: Ask “How effective do you feel this survey measured. . .

After Halteman & Vanek, 2007



Survey Creation: Use branching and show/hide to shorten your survey's appearance



- A percentage branch allows a researcher to perform A/B Split Testing. A percentage of individuals in a branch to see a specific set of questions that differs from another branch's set of questions.
- The survey contains a single page with 2 questions that ask the same thing, but phrased slightly differently. The branching is setup to give each branch 50%: Group A would see question 1 while Group B would only see question 2; a coin flip chance.



Data Collection: **Test your Survey**

- Provide a limited size “run” of the survey
- See what results are received
- Determine if the survey design is effective
- If it isn't...change it!
- (Keep in mind that simple polling surveys are easy to change)
- (Research Ethics Board approved surveys are not easy to change)



Data Collection: **Test your Survey**

- Paper based surveys
 - Easiest to deliver but hardest to analyze and compare in your survey strategy
- Verbal surveys (interview approach)
 - Best understanding for patient but very time consuming and almost impossible to avoid internal bias
- Computer based surveys
 - Most effective, but require technology support
 - Needs to be “easy use” and safe for patients
 - May be “kiosk based (fixed) or portable (PDA’s)



Data Collection: Use your survey results as an incentive.

- Examples that help obtain survey results
 - We value your response in addition to 300 patients surveyed thus far
 - Your response helps save lives
 - Results from similar surveys have improved our wait times by 3 % over last year
- One example that survey administrator's understand!
 - Acting upon survey results has reduced costs for our clinic by 3 % over last year



Data Collection: **Sample whenever your target audience is greater than 500**

- Benefits of sampling
 - Better accuracy
 - Shows respect for patient's time
 - Builds good will with respondents
 - Saves time and money
- Consider
 - Remember you never get everyone to respond.
 - What action/decision are you trying to make (importance).
- Exceptions
 - Accuracy needs of specific objectives
 - Patient touch points



Analysis/Reporting: Electronic Survey Tools.

SelectSurvey.NET [Skip Navigation](#) | [Logout](#) | [My Account](#) | [Admin Tools](#)

Surveys Libraries Templates Email Lists **Reports** Users

Individual Responses

DELETE | EDIT | RESULTS OVERVIEW | PRINT RESPONSE

Response 57 of 75  go

User Information

Name:	Anonymous	Email:	N/A
Location:	N/A	Company:	N/A
Position:	N/A	IP Address:	
Started:	03/22/2010 7:28 PM	Completed:	03/22/2010 7:33 PM
Time Spent:	0 days, 0 hours, 5 minutes, 312 seconds, 312000 milliseconds	Custom 1:	N/A
Custom 2:	N/A	Custom 3:	N/A

Display: 

Manage Filters 0 filters

Share Results Disabled



Analysis/Reporting: Interpretive Response Views.

SelectSurvey.NET [Skip Navigation](#) | [Logout](#) | [My Account](#) | [Admin Tools](#)

Surveys Libraries Templates Email Lists **Reports** Users

Results Overview EXPORT DATA INDIVIDUAL RESPONSES PRINT OVERVIEW

Respondents: 75 displayed, 75 total **Status:** Closed
Launched Date: 04/05/2010 **Closed Date:** 04/01/2010
Display: 19. Age **Manage Filters** 0 filters
 Active Report Filters: None Active. **Share Results** Disabled

19. Age

		Response Total	Response Percent	Points	Avg
<18		3	4%	n/a	n/a
19-30		7	10%	n/a	n/a
31-40		7	10%	n/a	n/a
41-50		19	26%	n/a	n/a
51-65		17	24%	n/a	n/a
65+		19	26%	n/a	n/a
Total Respondents		72			
(skipped this question)		3			



Analysis/Reporting: Examples of Types of Reports.



Reports Menu

Reports Menu

User/Respondent Reports

[Respondent Analysis Reports](#)

Select a user name, then view all surveys the user responded to. This report will show all contact and demographic data for this user, and links to this user's individual responses, which can be printed. Group responses can be exported from the Survey Overview reports below on the export data page.

Survey Reports

[Survey Overview, Individual Responses Reports, Data Export](#)

Select a survey name, then view cumulative responses and response totals related to that survey. Also links to individual responses report. You may also export responses.

Custom Reports

[Custom Reports](#) [Free-Form Reports](#)

Custom Reports: Select which question items to include in the report, and other report options. This report allows you to include individual text responses into an overview report with various formats to choose from.

Free-Form Reports: 100% customizable, paste in your html report with the text replacement tokens for a custom report design.

Multi-Survey Reports

[Multi-Survey Results Overview Report](#)

Select multiple surveys for combined results on one Results Overview report.

[Multi-Survey Reports](#)

Select multiple survey names, then view them in comparison to see trending, response totals, completion rates and demographics over time.



Analysis/Reporting: Exporting Results.



Export Data

Export Data for Survey

This page exports data in CSV (Excel) or XML format for the selected survey. Standard question and answer data is always exported for each report. To export, first select an export format. Next, select a data format. Then, optionally, select additional fields of response and/or user data.

Export Encoding

Western European (Windows) ▼

Export Format

- CSV (Excel)**- Export data to CSV (Excel) Format. This allows for easy opening and editing using Microsoft Excel.
- XML**- Export data to XML. This format is commonly used by data reporting applications such as Crystal Xcelcius.

Data Format

- User Responses**- Export each user's response as a row, with one column per question.
 - Show [No Answer Entered] instead of blank. (User Responses only)
- Individual Responses**- Export each answer as a row, with multiple rows for multiselect questions.
- SPSS Format Extended**- Export each response as row, one column per possible answer to each question.
- SPSS Format Condensed**- Condensed single option answers, selected options as '1' or '0'.



Building Surveys and Sampling Methods

1. **Start with your objectives, not questions**
2. **Introduce Your Survey & How Long it Will Take**
3. **Include “Not Applicable” and “Don’t Know”**
4. **Use clear and concise questions and options**
5. **Nice-to-knows Don’t Count**
6. **Use branching and show/hide to shorten your survey’s appearance.**
7. **Test your survey.**
8. **After testing, do a “conceptual analysis”**
9. **Use your survey results as an incentive.**
10. **Sample whenever your target audience is greater than 500**



Questions and Answers

