Now we hear you - Increasing Our Response Rate Emergency Department Satisfaction Survey

The Problem

The Emergency Department was participating in the Press Ganey Survey to measure our patient satisfaction. Addressing BIDMC's operating goals around patient centered care and likelihood to recommend BIDMC to family and friends, the Emergency Department was using the Press Ganey Satisfaction Survey process as one way to measure and respond to patients' perceptions. However, we were only surveying a very small percentage of our patients -- the mail back reply and the volume of patients we were hearing back from represented an even smaller fraction of our patient population.

Aim/Goal

In an effort to gain a better understanding of our patients' experiences in the Emergency Department, we moved to an inhouse, hand delivered 10 question patient satisfaction survey provided to patients at the end of their encounter. The initial goal was to at least double the volume of responses from that of the Press Ganey methodology each quarter. We also set a goal to hear back from about 300 patients a month.

The Team

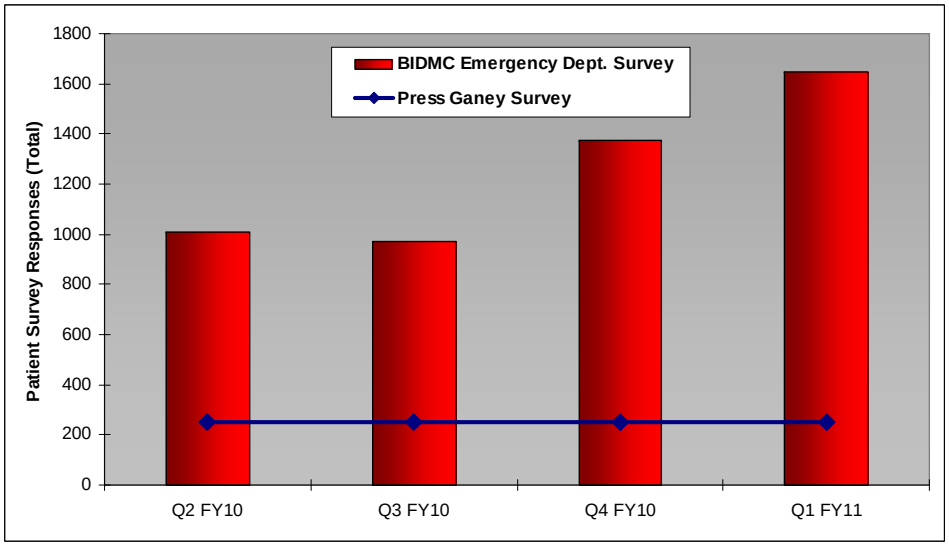
- Emily Cherecwich, Practice Manager, Emergency Department
- Kirsten Boyd, Director, Emergency Department
- Rich Wolfe, Chief, Emergency Department
- Patricia Hall, Patient Liaison, Emergency Department
- Kathleen Murray, Director, Health Care Quality
- Vinny Mina, Data Analyst, Health Care Quality
- Charlie Johnson, Programmer, HMFP

The Interventions

- July of 2009 developed a draft15 question electronic patient satisfaction survey.
- January 2010 we issued the final 10 question survey and started to track out data.
- June of 2010 we translated the survey into 5 different languages.
- Patient Liaisons (PL) and Volunteers approach all discharged patients and ask them if they would like to participate in our survey.
- PL or Volunteer then enters the results of survey electronically into our ED Dashboard.

The Results/Progress to Date

Since January of 2010 we have continued to increase our response rate. We average about 425 surveys a month.



Lessons Learned

The less questions the better.
Paper survey more user friendly for patient vs. the electronic tablet.

Next Steps/What Should Happen Next:

Start to analyze specific questions more in depth and understand what may be driving scores to go up or down.

Have the ability to show the patient satisfaction of a particular MD or Nurse compared to the total group.

Beth Israel Deaconess Medical Center | A teaching hospital of Harvard Medical School | The Silverman Institute For Health Care Quality and Safety

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