

# PRC Best Practice Tips

## Increasing Awareness of PRC Surveys

### Why is it important to communicate about the PRC surveys?

PRC is proud to partner with your organization, as we know how important it is to capture your patients' voice to help drive improvement. A healthcare experience is an important part of a person's life, and PRC finds patients are quite willing to do the survey with us. The greatest challenge is reaching the patient. Everyone is busy, but participation can be increased by making sure patients are aware they may receive an invitation, and that it is legitimate. YOU can help by increasing awareness about the surveys. If a patient knows PRC may be reaching out to them, they are more likely to respond to the survey. This also is the most courteous thing to do so we are not surprising patients with the survey invitation. It is important to communicate about the survey carefully though, by following the tips outlined.

### Communicating to Staff

*It is important staff understand the basics of the survey process, so you are comfortable with the process yourself, and enough that you are equipped to communicate with patients/families about it. PRC is happy to provide you with further details on any of these items.*

- How is PRC reaching out to our patients? PRC has multiple methodologies available, such as phone, text, email, mail and handouts. It is important for staff to know which one(s) your organization has chosen for PRC to use so they are familiar with the process and well versed on how to communicate about it.
- Why are we doing the surveys?
- How often will a patient receive a survey?
- Will every patient receive a survey?
- What will a survey invitation look like from PRC?
  - If PRC is conducting phone surveys for you, what shows on caller ID?
  - If PRC is conducting electronic surveys for you, what will the text and/or email look like?
- PRC is not selling anything. The survey is focused on the patient's perception of their experience.
- Staff turnover happens often. Post FAQs about this in staff break rooms. Communicate about it during staff meetings periodically. Keep the conversation going across time.



## Staff Tips for Communicating to Patients

- Do staff need to have a conversation with every patient/family about the survey? No. Primarily focus on soft communication methods.
  - Posters in hospital and/or exam rooms
    - DO position by an area on the wall where the patient is likely to naturally draw their eye, when they are in either the bed, chair or exam table.
  - Posters in waiting rooms
    - DO position close to chairs patients/families sit in, on a wall facing most patients and/or family members.
    - DON'T position posters by the registration desk, unless there is no better option. Patients and families are here quickly, and often other signage is posted here that could dilute the focus.
- When is a conversation with a patient about the survey appropriate?
  - It is suggested to keep conversations with patients about the survey only where it would naturally fit in, such as at discharge or at another time during care when it seems relevant.
    - You can share a copy of PRC's patient communication flier that introduces PRC, the purpose of the surveys, and what to expect.
    - When you have this conversation with the patient, the PRC patient communication flier can serve as a nice supplement, along with the following talking point guidelines:
      - Talking Point DOs:
        - Our hospital/medical group/clinic uses a company called PRC to interview our patients/families because it is important to us to continually improve upon and provide the best care to our patients.
        - You may receive a survey invitation from PRC. *Again, it is important your staff know which are being used (phone call, email, text message with a link, or mail survey) so they can make a more specific reference to how they could be reached.*
        - What will the survey invitation from PRC look like?
        - If you receive a survey invitation, we would greatly appreciate your input because your opinion is important to us.
      - Talking Point DON'Ts
        - DON'T mention what questions will be asked.
        - DON'T mention what scale choices they can answer with.
        - DON'T mention how you would like them to rate you.
        - DON'T over-script "excellence".



- It is important during these conversations to emphasize why we need a valid email address for the patient (if email invitations are being sent for you), and/or the best contact phone number (for phone or text).
  - Express **what** you will be using the feedback for & **why** perceptions of their experience are important.

## **KEEP THE FOCUS ON THE CARE, NOT ON THE SCORE**

*The goal is to keep any conversations focused on being informative, with a feel for “we do this because we care **about** our patients and **how** we care for you” so patients don’t feel all of the wonderful care you just provided them was for the purpose of obtaining a certain score.*

## **PRC CONTACT INFORMATION**

*For further questions and/or to receive PRC’s Patient Communication Kit including posters and fliers you can use to communicate about the survey with your patients, please call PRC at 1-800-428-7455 and ask for your Project Manager.*

*Thank you for partnering with PRC!*

