

SURVEY INVITE CARDS

Tips to maximize participation from your patients



DISTRIBUTING THE CARDS AND/OR SURVEY LINK

All lung transplant patients should be invited to provide their feedback regarding their experience in your clinic.

For patients who are under 18, talk with the parent/guardian to identify if the patient would be capable of answering the short survey AND if the parent/guardian is comfortable with the patient completing a survey. If the parent/guardian prefers to complete the survey on behalf of the patient, or to assist the patient with completing the survey, that is fine.

For in-person visits

Talk with the staff to identify when, during the patient's time with you, it makes the most sense to give them a survey invitation card. Most organizations hand them out as a component of closing the visit or as part of the check-out process. This is the best timing for being able to capture the patient's perceptions of the entire experience. However, if there will be downtime during their time with you, you may decide to give them the survey invite card earlier, so that the patient can fill it out during periods of waiting.

Example language: "We would really appreciate your feedback on your visit today. (*Hand patient invite card.*) This card has a URL address and a QR code that will take you to our confidential online survey. You can answer the short survey here on-site, or from the comfort of your own home. Just scan the QR code with your smartphone or mobile device, or you can type the website address into the address bar of any web browser to be directed to the survey. We use the feedback from our surveys to identify ways in which we can improve the care and services we provide to you and to other patients."

For telehealth visits

Assuming there is less downtime during a telehealth visit, the best approach will be to invite the patient to complete a survey when you reach the end of the appointment. If your telehealth connection software includes a chat function, you can send the website link to the patient through the chat. If not, you can send the website link to the patient through your standard post-visit communication channels (email or text).

If the telehealth visit is audio only, you can offer to read the website address to the patient as you are finishing the call, but there is a risk that the patient will not write it down correctly. It will be easier for you and for the patient if you can send them the link electronically.

Example language (for speaking or for writing): "We would really appreciate your feedback on your experience today. Here is a link that will take you to our brief, confidential online survey. We use the feedback from our surveys to identify ways in which we can improve the care and services we provide to you and to other patients."



ENCOURAGING PARTICIPATION

One of the most important things going for you is that people generally feel invested in the success of the organization that is providing their health care. We see that to an even greater degree in settings where patients have regular visits and the opportunity to build a relationship with the care team.

Patients want health care to improve, especially when they know they will be returning for future visits.

Patients who feel that their comments and feedback are truly valued by your clinic will be more likely to follow the link and complete a survey. The language provided above includes statements to this effect, but you should feel free to personalize the sentiment so that it comes across as sincere. In addition, **examples of improvements you have made** as a result of patient feedback will help convey that your clinic really is paying attention to what patients have to say.

The survey is a great opportunity for patients to **provide recognition** for someone who went above and beyond for them, someone who made their day. Feel free to let patients know that the positive feedback they share will most certainly be used (anonymously) to recognize individuals and teams for their commitment to providing an excellent patient experience!

Patients will take their cues about the importance of the survey from the person who talks to them about the survey. If you treat it as an afterthought, patients will also; if you can **introduce the survey as an important part of the total process**, however, patients will take that to heart and give you meaningful feedback.

As noted in the statements above, **the survey is short**, only 6 questions. It should only take a patient a few minutes to complete the survey; it will be longer if they have many comments to provide. If a patient is completing the survey with a smartphone, they can use the speech-to-text capabilities of their phone to speak their comments into the boxes for the open-ended questions; this is usually much faster than typing!

But be careful, **you don't want to overdo it** on selling them on completing a survey. If you go on too long about the survey, you will sound like the car dealer who tells you that the survey only counts for his performance if you give him a 10, and now you are the opposite of genuine and sincere.

The bottom line

If patients know that you care about what they have to say, if they understand that the information they provide is important to you, that you are sincere in wanting to know what your team is doing well and where you have opportunities to improve, then they will take the time to help you out by completing the survey!

