Coffee Break Boost: Get the Buzz on Your Data

Best Practices for Improving Customer and Employee Satisfaction Response Rates

Today’s Conference Phone Number: (800) 408-6335
Introductions

• Mollie Hopper
  - Client Service Manager for National Research Corporation
Upcoming Events

• **Reporting Refresher**
  - Thursday, February 28, 2013 at 12 p.m. ET

• **Coffee Break**
  - Tuesday, March 19, 2013 at 1 p.m. ET
Why Does Your Facility Want to Have a High Response Rate?

A high survey response rate helps to ensure that the survey results are representative of the survey population.

\[
\frac{\text{Number of completed surveys}}{\text{Number of participants contracted}} = \text{Response Rate}
\]

Key Terms:
Customer = Family/Residents
Satisfaction Surveys
Best Practice Response Rate

• A high response rate is influenced by the visible support and encouragement facility leaders exhibit during the Customer/Employee satisfaction survey process. The following are best practices for increasing the number of surveys returned.

• The employee engagement survey run is particularly important because there is a correlation between Employee satisfaction and Customer Satisfaction.
Planning: Create an Implementation Plan for your Satisfaction Survey

- One person in charge of the entire survey process
- Establish an overall response rate goal

### National Average Response Rate 2011/2012

#### Family/Resident 2011/2012

<table>
<thead>
<tr>
<th></th>
<th>SNF</th>
<th>ALF</th>
<th>ILF</th>
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<tbody>
<tr>
<td>Resident</td>
<td>56%</td>
<td>58%</td>
<td>64%</td>
</tr>
<tr>
<td>Family</td>
<td>38%</td>
<td>44%</td>
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#### Employee 2011/2012

<table>
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<tr>
<th></th>
<th>SNF</th>
<th>ALF</th>
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<tbody>
<tr>
<td>2011</td>
<td>62%</td>
<td>58%</td>
<td>67%</td>
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Work with your Client Service Manager at National Research Corporation

• Working with your Client Service Manager to help achieve your goals

• Discuss with your Client Service Manager (CSM) goals for your facility
Gain Support of Senior Manager

The support of senior managers is essential to a high response rate:

Communicate to ALL Managers

- The importance of participation
- The confidential nature of the survey
- As applicable for employees: The organization has agreed to allow employees to complete the survey on company time
Education: Make Sure Everyone is Aware of the Upcoming Survey

- Always ensure confidentiality
- Begin your communication efforts two or three weeks prior to the survey

We need your feedback

Please take time to respond to the Satisfaction Survey you receive.

With your feedback, we will know how we need to improve and where we excel.

To ensure confidentiality, we are using an outside resource, My InnerView, to survey our residents, families and other involved individuals. For more information, go to: www.myinnerview.com/satisfaction
For Employees:

- Managers should meet with their employees to create an awareness of the upcoming survey. For a consistent and effective message, provide a Q&A sheet for all managers to use in the employee meetings.
Education: Make Sure Everyone is Aware of the Upcoming Survey

- Send notification letters to each survey recipient to promote a higher response rate
Reminding Customers Once the Survey Process Has Begun

- Send postcards to the Customers on your mailing list
- Make reminder phone calls

We need your feedback

Please take time to respond to the survey we recently sent you. With your feedback, we will know how we need to improve and where we excel. Your satisfaction is important to us. If you have already returned a survey, please disregard this reminder. Thank you.

Please complete your survey TODAY!
Reminding Employees Once the Survey Process Has Begun

- Send reminder emails to employees
- Have managers remind employees about the survey and if applicable, any incentive program that is being offered
Extend Invitation for Face-To-Face Meeting

- Encourage your Customers/Employees that if they have any other questions or concerns about the survey process to please come and ask
- Make sure that everyone knows who they can speak with at each facility
Share Results From Previous Surveys

- The one thing that is most important to the Customers/Employees, is knowing that something is actually being done with the survey results

- When respondents hear the results and see change, they feel their opinions matter
Share Results From Previous Surveys for Residents and Family Members

- Having a meeting for all residents or family members
- Place the survey results in a public place for family members and residents to view
- Send a post-survey letter to family and residents to share the results
- Share the results in a flyer or a newsletter
Share Results From Previous Surveys for Employees

• Have a meeting for all employees
• Place the survey results in a binder in the break room to show past results to the current year’s results.
• Your facility can also share the results in an employee newsletter or in their paycheck stubs
• Post the top one or two things the employees are doing well on a bulletin board in the break room to celebrate their success!
Survey Distribution Options

- There are multiple ways on how to distribute your surveys
- Whichever method of delivery your facility chooses to go with, it is important to follow the education guidelines above. We have found that educating your Customers and Employees on the survey process rather than the distribution method is the key to increasing your response rates.
Survey Distribution Options

- Individual Mail
- Window Ship Bulk
- Bulk

Survey Options

- Paper Survey
- Paper Survey with Web Option
- Web Option Only
Survey Distribution Option: Individual Mail

- Client provides National Research with completed data file of Customer/Employee’s names and addresses.

- National Research will mail surveys individually to the addresses provided in the data file.
Survey Distribution Option: Window Ship Bulk

- Client provides National Research with completed data file of Customer/Employee names and addresses
- National Research mails surveys to facility address in a bulk shipping method. The facility is responsible for distributing the pre-addressed surveys to the individuals on the data file
Survey Distribution Option: Bulk

- Client provides National Research with a bulk amount of surveys needed for the facility
- The facility is in charge of distributing the surveys to each Customer/Employee

Testimony
“I personally handed out each survey to the family members and residents at the facility; this way is was much more personal.”

- Fairburn Healthcare Center; 100% family response rate
Survey Distribution Option: Bulk for Employees

- Surveys could be distributed in a variety of ways including:
  - In paycheck stubs
  - At an employee meeting
  - Functions such as employee pizza party or family BBQ’s and providing an area so that the employees can fill out a survey or are given the option to take it home
Survey Option: Paper Survey

- The Customer/Employee will receive the paper survey. The survey includes a self-addressed postage paid envelope.
Survey Option: Paper Survey with Web Option

- The Customer/Employee will receive a paper survey that has a web address along with a survey code.
- They can fill out the paper survey and send it back in the self-addressed postage paid envelope, or they can go online and fill out the survey with the access code that is provided on the paper survey.
Survey Option: Web Only Option

- **Bulk Codes:** The facility will receive a link that Customers/Employees will use to fill out the survey
- The facility will be provided with a bulk number of codes (one code will be used for each customer).
- The facility is in charge of distributing the codes to the customer so that they can go online and take the survey

- **Data File:** The facility will provide My InnerView with a Data File of the Customer/Employee email addresses.
- My InnerView will email a survey to each email address that was provided on the Data File.
- The customer will fill out the survey directly from their email address
Create a “Successful” Data File

• Provide an accurate and complete data file.
• Surveys inaccurately addressed will be returned by the post office as “undeliverable”
• Make sure that there are not any duplicated individuals on the data file
2012 Survey Distribution Methodology: Skilled Nursing Facility

- **Resident**: 53%
  - Bulk: 26%
  - Mailing List: 53%
  - Window Ship Bulk: 21%

- **Family**: 84%
  - Bulk: 15%
  - Mailing List: 84%
  - Window Ship Bulk: 1%

- **Employee**: 78%
  - Bulk: 10%
  - Mailing List: 12%
  - Window Ship Bulk: 10%
2012 Survey Distribution Methodology Assisted Living Facility

**Resident**
- Bulk: 33%
- Mailing List: 44%
- Window Ship Bulk: 23%

**Family**
- Bulk: 19%
- Mailing List: 81%
- Window Ship Bulk: 0%

**Employee**
- Bulk: 83%
- Mailing List: 8%
- Window Ship Bulk: 9%
2012 Survey Distribution Methodology
Independent Living Facility

**Resident**
- Bulk: 25%
- Mailing List: 56%
- Window Ship Bulk: 19%

**Employee**
- Bulk: 94%
- Mailing List: 2%
- Window Ship Bulk: 4%
Employee Testimonial

Keys to Success for Increasing Response Rates

• Team Work
• Meetings/Webinars to review the survey timeline and process
• Communicating updates and reminders
• Creative events/drawings

“Our response rate went from 72% for all 36 facilities in 2011 to 81% in 2012 and I am very excited to see what numbers 2013 will bring!!”

- Hatti Olson, Executive Assistant
Edgewood Management Group, LLC
Where to find Best Practice Response Rate Document

Welcome to your My InnerView Reporting System

Access your satisfaction survey results to begin your journey of organizational improvement. Use the Navigation Bar on the left-hand side of this page to download and review your reports.

- **Attention Superusers:** Use the Organization Editor for initial setup and ongoing updates to your organizational information.

To access the My InnerView e-Learning site, click [here](#). The following client resources are available to you:

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**My InnerView e-Learning**

- **Satisfaction Survey Resources**
  - Quality Profile Resources
  - Video Tutorials
  - Upcoming Webinars
  - Recorded Webinars
  - Archived Recorded Webinars
  - Publications

**Quality Profile**

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**Pre-Survey Toolkit**

- **Satisfaction Survey Resources**
- **Pre-Survey Toolkit**
  - Following the Timeline:
    - Sample Timeline
  - Submitting Customer Addresses:
    - How To Upload Files to ShareFile
    - How To Submit Addresses
    - Data File Template
  - Notifying Survey Recipients - Employee:
    - Notification Letter
    - Post-Survey Letter
    - Notification Letter to Leadership
    - Employee Notification Poster
    - Employee Notification Poster2
  - Notifying Survey Recipients - Customer:
    - Notification Letter
    - Post-Survey Letter
    - Notification Letter to Leadership
    - Postcard Reminder for Family Survey
    - Customer Notification Poster
  - Best Practices:
    - Employee Survey
    - Customer Survey
    - Drilldown Tools
Questions?

• Contact us with your questions
  - help@myinnerview.com
  - (800) 601-3884

• Please complete our post-meeting survey