

# Best Practices: Patient Satisfaction Survey

*Intended for: Office Staff*

*Quality Management Department  
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# Learning Objectives

1. Why do patient satisfaction surveys matter?: Slide 3
2. Best Practices: Patient Satisfaction: Slides 4-5
3. Checkpoint #1: Slide 6
4. Best Practices: Patient Satisfaction: Slides 7-8
5. Checkpoint #2: Slide 9
6. Conclusion: Slide 10

# Why do patient satisfaction surveys matter?

**Patient satisfaction has been shown to have a positive impact on clinical outcomes.**

- Any interaction with a healthcare provider and/or their staff can influence the patient experience and their perceived access to care.

**Positive Patient Experience Improves:**

- Employee satisfaction and employee rates
- Patient loyalty and health outcomes
- Self-management of disease and quality of life  
Adherence to medication and treatment plans
- Coordination of care



# Best Practices: Patient Satisfaction

## Survey Development

### Clear and concise questions:

- Ensure that your survey questions are easy to understand and concise. Avoid using jargon or complex language.

### Focus on key areas:

- Identify the most critical aspects of the clinic experience to assess, such as waiting times, staff courtesy, communication, cleanliness, and the quality of care.

### Use a mix of question types:

- Incorporate a variety of question types, including multiple-choice, Likert scale (rating scale), and open-ended questions to gather both quantitative and qualitative feedback



# Best Practices: Patient Satisfaction

## Strategies to Improve Patient Experience

### Cleanliness and Comfort:

- Regularly assess and improve the cleanliness and comfort of waiting areas and examination rooms.
- Seek patient feedback on the physical environment and make necessary changes.

### Reduce Waiting Times:

- Streamline appointment scheduling to minimize patient wait times.
- Implement appointment reminders to reduce no-shows and optimize the patient flow.



# Checkpoint #1:

Based on survey results, patients have expressed discomfort with in-office appointments due to fear of getting sick from other patients in the waiting room. How can this be addressed?

- Consider changing around the wait area and have a Sick versus Well waiting area
- Offer telehealth to appointments
- Develop a texting system for patients to wait in their vehicles until they're ready to be seen.

# Best Practices: Patient Satisfaction

## Provide Employee Training

### Feedback Mechanisms:

- Establish a system for real-time feedback during and after appointments to address immediate concerns.
- **Staff Training and Development:**
- Provide ongoing training to clinic staff in customer service, empathy, and effective communication.
- Conduct role-playing exercises to simulate patient interactions and improve staff's interpersonal skills.



# Best Practices: Patient Satisfaction

## Monitor and Provide Rewards

### Benchmarking and Best Practices:

- Continuously monitor survey results and compare them to benchmarks to identify areas that need improvement.
- Research and implement best practices from leading healthcare organizations.

### Recognition and Rewards:

- Acknowledge and reward staff members for exceptional patient care and service.
- Consider implementing a "Patient's Choice Award" based on survey feedback.





# Checkpoint #2:

Based on the survey information, it has come to your attention that patients do not feel welcomed upon entering your facility. Additionally, they have reported that your staff is not always friendly. What steps can you take to improve the level of kindness exhibited by your staff?

- Provide Staff Training on staff expectations
- Offer rewards/ incentives to staff members who provide great survey, and their name is mentioned on the survey

# Conclusion

**Thank you for your continued efforts in providing our members with the highest level of quality care.**

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