

15565 Improving Survey Response Rate Among ACCESS Program Clients

Introduction

Measuring customer satisfaction is one of the performance metrics the Ryan White's Boston EMA is prioritizing for FY18-20. This is an important metric because when consumers are satisfied with their services, they may be more likely to stay engaged in comprehensive quality care. Prior to this intervention, clients attending a medical visit were mailed a satisfaction survey with a stamped, self-addressed envelope on a quarterly basis. The return rate for completed surveys was 33% in FY18.

Aim/Goal

1. Increase the rate of completed satisfaction surveys by collecting them at the time of the medical visit using an ipad.
2. Increase the survey response rate from 33% to 60% by the end of FY19.

The Team

Ruth Cooper, RN, Nurse Manager; Marcia Richards, RD MEd MCHES
Ashley Frazier, Medical Case Management Coordinator; Karyn Bubbins, Medical Case Manager; Dr. Stephanie Marglin, Program Physician

The Intervention

- Increasing the number of surveys completed was identified as a FY19 Quality Improvement project.
- Survey completion rates between FY18 through Quarter 2 of FY19 were assessed to be at 33%. Having clients complete surveys in “real time” using an ipad versus mailing them was selected as an intervention to increase the response rate.
- The ACCESS Program applied for and received a Quality Improvement Mini Grant from Boston Public Health Commission's Ryan White Part A Program to implement this project.
- The existing satisfaction survey was reviewed by the ACCESS Program's Continuous Quality Improvement Committee, which includes an HIV+ consumer.
- Survey Monkey was used to create the survey which was uploaded to four ipads. Immediately following their visit, clients were given an ipad to complete the survey.

Results

Between December 2019 and March 2020, 31 out of 46 potential surveys were completed. This reflects a 67% survey response rate compared to 33% achieved when using a mailed version.

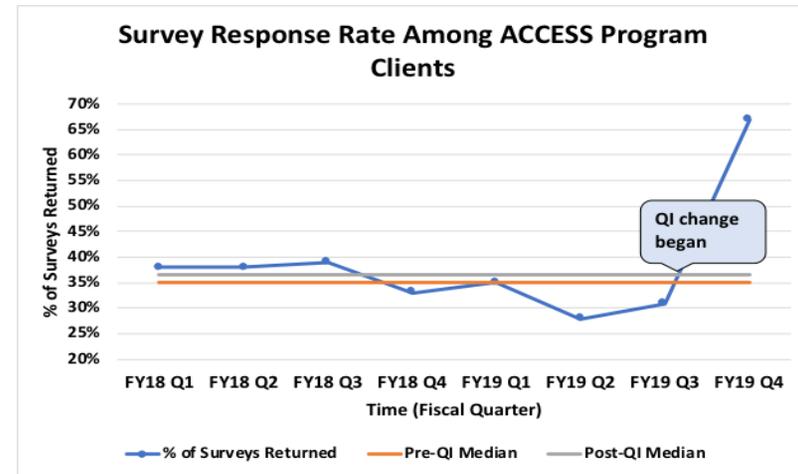


Figure 1 Impact of ipad versus mailed paper survey

Lessons Learned

- Creating a schedule and designating which staff member will give the ipad to the client is necessary; the medical office setting gets busy, making it easy for staff to prioritize this task.
- Need to add a statement at the beginning of the survey assuring the client that their responses are anonymous.

Challenges/Limitations

- Some clients struggled with the technology – provide verbal instructions first. We will continue to use ipads for satisfaction, as well as other types of surveys.
- Translate current English only surveys into Spanish and Portuguese to capture our entire client population.

