Joint Initiative to Develop an Outpatient Satisfaction Survey

1) Project initiation
2) Use of quality framework model
   • Plan
   • Do
   • Study
   • Act
3) Project success: Process model for joint initiatives
4) Next steps
Joint Initiative to Develop an Outpatient Satisfaction Survey

Project initiation

- Informal discussions recognizing the following:
  - Common strategic directions
  - Common commitment to
    - measuring organizational performance;
    - ensuring accountability; and
    - improve services to meet needs of patients
  - Lack of current outpatient satisfaction tools
  - Lack of data on outpatient satisfaction

Moving the Project Forward

- Joint task force established
  - common goal - mutual benefit - equal contributions
  - hospital work groups at TRI and SJRH

- Project objective:
  To work together to implement an outpatient rehabilitation satisfaction tool that is reliable and valid; economically feasible; generalizable across a range of outpatient populations; results in timely reports to assess services for improvement
Joint Initiative Process Model

**Plan**

**Do**

**Study**

**Act**

**Actions**

- Review of literature
- Assessment of current outpatient satisfaction survey tools
  - Cardiac Care Network; WSIB
  - In-house tools developed by specific programs
  - National tools (WASCANA Client-Centred Care Survey)
  - Inpatient Satisfaction Survey
- Input from front-line staff from TRI and SJRH
  - Agreement that existing tools not sufficient

**Survey Design Principles:**

- Survey Length: Abbreviate through grouping of dimensions
- Scaling: 5 point scale with visual cue/written cue/numerical cue
- Questions based on general dimensions of patient satisfaction
- Open-ended questions with understandable, clear and concise wording
- Use an existing question where possible
- Ease of analysis
- Design questions to allow for comparability to inpatient data
Joint Initiative Process Model

Actions Continued:
- Development of an initial survey template
- Feedback from managers, directors and clinicians
- Template revised
- Focus groups with patients from all outpatient programs
- Pilot study of the survey

Evaluation of pilot test outcomes:
- Reliability and validity
- Qualitative feedback from outpatient staff
- The importance of language translations
- Task force discussion of final modifications to the survey tool based on the pilot study
Joint Initiative Process Model

Current Initiatives

- Implementation of tool across both hospitals in all outpatient programs and clinics
- The use of language translations
- Best method of reporting results
- Current status report
- Future trimesterly reports and continuous monitoring of outpatient satisfaction

Objective 1: Tools model for Joint Initiatives

Objective 2: Development of an outpatient satisfaction survey

PLAN

- Coordination of ideas
- Initial survey template

DO

- Pilot survey
- Final survey
- Measure targets

STUDY

- Evaluation:
  - Basis of distribution of survey
  - Survey mechanics
  - Determination of results

ACT

- Implementation of outcomes:
  - Use of model for other initiatives

Research:
- Current tools
- Client practices
- Design principles
- Survey dimensions
- Cost

Patient focus groups to measure generalizability & ease of use

Pilot test for reliability

Finalize:
- Resources for printing, scanning
- Analysis turnaround

- Scientific rigor
- Generalizability
- Relevance
- Feasibility
- Feasibility
- One common tool
- Client-centeredness
- Joint-inivative model
Joint Initiative to Develop an Outpatient Satisfaction Survey

**Project success: a model for ongoing joint initiatives**

- Development of trust
- Common goal
- Shared information and resources
- Setting outcomes with measurable targets
- External recognition of the survey tool and the joint initiative

**Joint Initiative to Develop an Outpatient Satisfaction Survey**

**Next steps for survey tool**

- Sharing of results between hospitals to determine best practice and initiatives for quality improvement
- Promote survey use in acute care and non-hospital settings
- Promote use of survey data for inclusion in Hospital Report

**Next steps for process model**

- Use for other joint initiatives