Patient Satisfaction Initiative

Customer Satisfaction Surveys for Outpatient Services

Aim

Gifford provided approximately 44,800 outpatient services to its patient population in fiscal year 2006. These services account for approximately 57 percent of Gifford's total revenue for the fiscal year. The goal of this initiative was to understand how well we were meeting the needs and expectations of our patients and to then define ways to improve those services in order to meet and exceed patient expectations. The survey focused on three distinct areas of outpatient services: laboratory services, radiological services and therapy services.

Time frame

July 2006 to present

Description

Gifford Medical Center conducted patient satisfaction surveys for a variety of outpatient services in 12 different categories. Gifford used the results of the initial survey in July of 2006 to target areas for improvement. A second survey was mailed to customers in January of 2007. Scores were then compared across the two surveys to look for areas of improvement.

The last page of this document shows the survey that was sent to customers.

Goals and measures

Patients were asked to rate their service using the following questions and criteria:

1. Ease of getting an appointment for when you wanted
2. Convenience/ease of the registration process including confirmation of personal information
3. How well you were informed about delays
4. Staff treated you with courtesy, respect and concern for your privacy throughout your visit
5. Explanations from the staff about what would happen during your test or treatment
6. Extent to which staff wore identification badges and introduced themselves
7. Professional appearance of staff
8. Instructions for home, if applicable, were clear and easy to understand
9. How many minutes did you wait past your scheduled appointment time before your test or treatment began?
10. Did staff identify you by either asking you your name or calling out your first and last name?

For questions one through eight, the average scores were tallied and converted to a percentage. For question nine, the percentage of patients who waited was measured as well as the average wait time. For question 10, the percentage of “yes” answers was calculated.

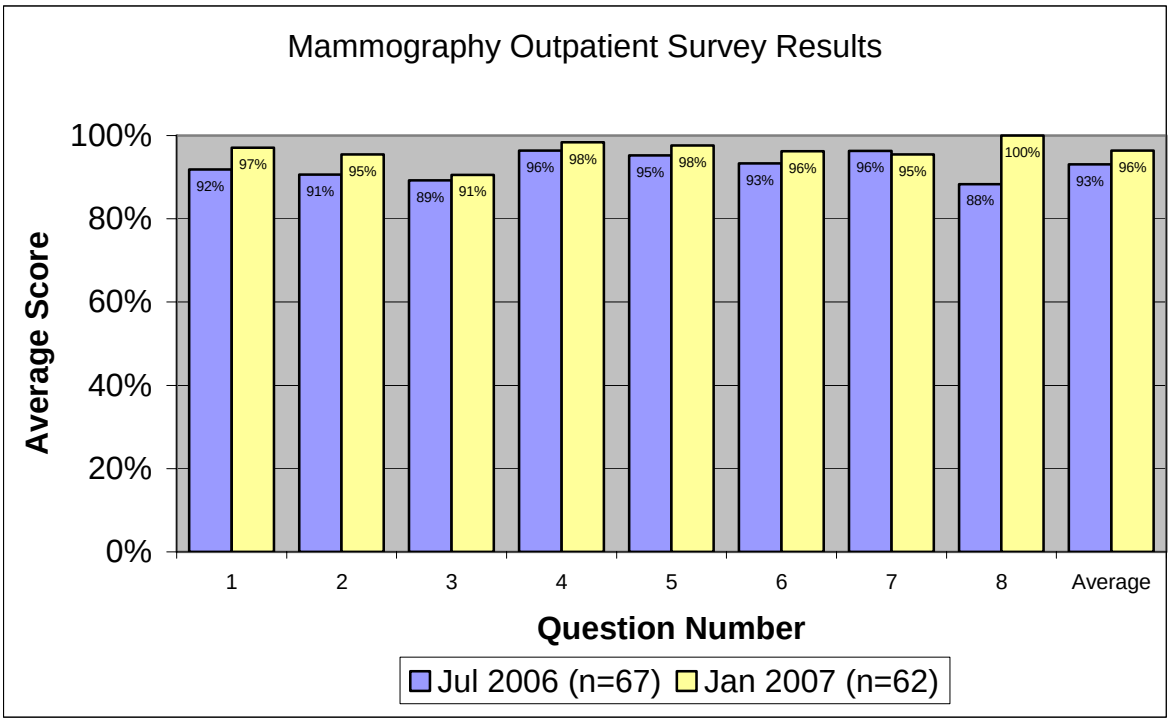
Of the 12 different services whose patients were surveyed, the largest volume of patients occurred in mammography. The overall satisfaction scores for mammography were very good in July of 2006, with an average rating of 93 percent.

New goals were established for the next reporting cycle. The goals that were established included attaining a score of 95 percent or higher for every question but No. 9 above. For question No. 9, the goals were to reduce the number of patients who waited past their scheduled time and to reduce the waiting time for those who wait.

Interventions

The results of the initial survey were shared with all staff involved in the mammography process. This included the registration and office staff as well as the radiation technologists who perform the mammography service. Target goals were explained and the timing of the next survey was provided. The current scores and questions themselves gave the staff clear direction for improving the patient experience.

Results



The question numbers in the chart above correspond to the questions listed earlier in this document.

The results for questions nine and 10 follow.

Question 9 – Percentage who waited beyond the scheduled time:

July 2006 – 43.3 percent (29 of 67)
January 2007 – 40.3 percent (25 of 62)

Average wait time for those who waited:

July 2006 – 12:29 (minutes:seconds)
January 2007 – 09:02 (minutes:seconds)

Question 10 – Percentage addressed appropriately:

July 2006 – 86.6 percent (58 of 67)
January 2007 – 91.9 percent (57 of 62)

The goal of 95 percent was attained for every question but Nos. 3 and 10. Question No. 3 asked patients how well they were informed about delays. The number of patients who had delays did drop somewhat and the average waiting time also dropped. However, these three results, taken together, show room for future improvement.

Another area for future improvement is how we address our patients by name, as indicated by question No. 10. While scores did improve substantially here, the 95 percent goal was not attained.

Of the 10 questions, the goal of 95 percent was met for eight of the questions, and the average satisfaction score increased from 93 percent to 96 percent.

Contact

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Gifford Medical Center

Outpatient Service Survey

Dear Patient,
We need your assistance in evaluating the quality of care and service you received while using our outpatient services. Your comments and opinions are important to us and will guide us in making changes to improve our services.

Please take a few minutes to comment on your recent visit and return this questionnaire in the envelope provided. Your response is appreciated, and your answers will be kept confidential.

Thank you.

THE OUTPATIENT SERVICE YOU RECEIVED

(Please evaluate your experience with the service listed to

INSTRUCTIONS: Circle the **number** that best describes your experience. If a question does not apply to you, **skip** to the next question.

	very poor	poor	fair	good	very good
1. Ease of getting an appointment for when you wanted.	1	2	3	4	5
2. Convenience/Ease of the registration process (confirmation of personal information).	1	2	3	4	5
3. How well you were informed about delays	1	2	3	4	5
4. Staff treated you with courtesy, respect and concern for your privacy throughout your visit.	1	2	3	4	5
5. Explanations from the staff about what would happen during your test or treatment.	1	2	3	4	5
6. Extent to which staff wore identification badges and introduced themselves.	1	2	3	4	5
7. Professional appearance of staff.	1	2	3	4	5
8. Instructions for home (if applicable) were clear and easy to understand.	1	2	3	4	5

How many minutes did you wait **past your scheduled appointment time** before your test or treatment began? _____

Did staff identify you by asking you or calling your first and last name? ☐ YES ☐ NO

Is (are) there a staff member (s) you would like to compliment? _____

What did we do well? _____

_____

What could we have done better? _____

_____

Would you like someone to call you in reference to any concerns you may have had with your visit? ☐ YES ☐ NO

If "Yes", your phone number and the best time of day to reach you _____

Your name (optional) _____

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