

Patient Satisfaction Surveys

Every healthcare organization puts “keeping customers well and happy” at the center of its mission. Surveying your customers is a good way to ensure that you’re succeeding in that goal – it’s also a way to effect positive change in your organization and stay ahead of your competitors.

At The Jackson Group, Inc. we realize that surveying your customer population can be a difficult task. The method that’s used to collect data directly affects response rates, and understanding that data is a critical part of the survey process. That’s why we take into account both traditional methods and innovative ones incorporating technology custom-designed for high traffic areas like the Emergency Department.

There are three ways of surveying your customers: **telephone surveys, hand held, self-entry devices, and written surveys.**



The Jackson Group’s Patient Surveys Provide:

- System planning to ensure that all areas of the organization receive the data they need
- Help with designing your survey and customizing the questionnaire
- Recommendations for gathering the most representative data samples
- User friendly reports and online access to your data
- Consultation & Coaching to assist in using survey results

Telephone surveys allow us to contact an entire group or a specific audience using a “hands-off” approach for your staff. Our trained callers conduct the surveys with a focus on customer service and enter all of the feedback received so that it can later be compiled into a report. A comprehensive overview of the data is provided, or if you prefer, data can be segregated for more detailed information.

An innovative way to collecting patient data is to use hand held, self-entry devices that allow patients to give feedback at the point of discharge. Data is stored electronically on the device and then downloaded to our office. Obtaining responses before the patient leaves the premises provides fresh feedback that will be beneficial to your organization.

Even though we promote technology for obtaining customer feedback, data can also be gathered through a more traditional approach...the written survey. We will work with you to develop a set of questions appropriate to your needs. From there, a written survey is mailed to your patients. As written surveys are mailed back to our offices, data is analyzed and reports are produced.

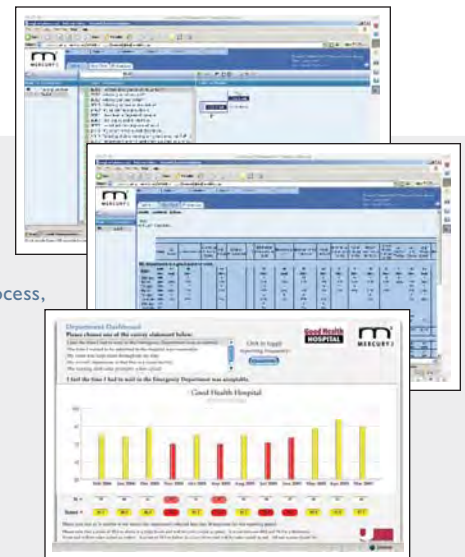
Consultants and Project Managers work with the organization to determine the best possible survey instrument, using standard templates as “starting points” but incorporating as many custom inquiries as needed to capture the data required. The survey instruments can be completely customized to accommodate different populations, questionnaire lengths, and learning opportunities.

Reports can be produced on a monthly or quarterly basis, depending on the needs of your organization. The reports are all “user-centric”, focusing more on a useful presentation of the data as opposed to overwhelming detail and statistics. However, the reports still offer analysis into the organization’s strengths and areas for improvement through “Top Ten” lists, Consultant’s Commentary, and descriptive summaries of the written comments offered. Reports are available in both hard copy and digital formats.

Our relationship with our clients does not stop at the delivery of the report; Consultants and Project Managers are both available for on-site or telephone/e-mail consultation on helping increase satisfaction scores in the future. An organization can also choose to utilize a more formal improvement process, using a combination of action plan development, training, and process enhancement tools to make a real difference in the perception of patient care. Using the healthcare-specific experience of The Jackson Group, many organizations have seen their scores improve and their staff become more involved in the survey process.

The Jackson Group is also an approved provider of the government-initiated HCAHPS survey, designed to give healthcare consumers a standard means to compare satisfaction scores across healthcare facilities. An organization can choose to take part in the HCAHPS process as a stand-alone survey, or incorporate it into an ongoing comprehensive patient satisfaction process. The Jackson Group handles all sampling of patients, submission of data to CMS systems, and comparing client data to national benchmarks.

The Jackson Group has offered Patient Satisfaction Surveys for more than 15 years. You will see the results of that expertise throughout the survey process and in our reader-friendly data reports that can be used at all levels of your organization. These reports are generated on a quarterly or monthly basis and can be sent in digital format or hard copy...everything we do is for your convenience.



Throughout the survey process,

our innovative data reporting system, Mercury 2, allows you online access to your data at any time. This feature provides you with the ability to access and view comprehensive survey results and utilize the data

before physical reports are generated. For a quick snapshot of your data, our Dashboards give you the option to look at individual statements and department specific results. Easy to read graphs and charts provide for a quick analysis of your results.

For more information or to request a proposal or on-site presentation, please contact us by telephone at 800.554.0373, on the web at www.thejacksongroup.com, or by email at info@thejacksongroup.com.

