

Tips for Patient Satisfaction Survey Data Collection

We have become so used to people asking us to take a survey or rate their services that it is very easy to ignore the request. With a little more effort, you can get increased participation and better quality data:

1. **Make a personalized plea.** Explain how the data will be used, how important their feedback is, and that their feedback is anonymous. This can help increase the number and quality of responses (not necessarily *better* ratings—but hopefully, more thoughtful ones!)

Try: "We are working on making some changes to improve the patient experience here. We'd really appreciate it if you can take a couple minutes to let us know how we could improve. Responses are completely anonymous. Would you be able to help us with that today? Thanks so much!"

2. **Keep it short.** Only ask for information you can use to directly inform the way you structure your services. A short survey with a few key questions is more valuable than a long survey that clients gloss over.

Try: "What is one thing we could have done to make your visit better today?"

3. **Provide a convenient way to fill out and submit the survey.** Make sure there is a clipboard, a pen, and a seat available. Provide a box or envelope in which patients can return surveys anonymously before they leave (staff should not collect surveys personally).

Try: "When you've filled it out, you can just drop it in the envelope over there."

4. **Set a routine and stick to it.** The same staff member/role should offer (and collect) the surveys consistently, for all clients, in the same way, at the same point in the visit.

Try: "You can tell us what you thought about your visit today while I work on checking you out. When you're done, you can drop it in the box over there. Thanks!"