Post Discharge Call Centre to Conduct Patient Experience Survey and Improve Response Rates

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Description
Feedback from patients and families offer unique insights for healthcare organization improvement. However, obtaining feedback can be challenging in acute healthcare settings due to pre-existing biases and power dynamics in effect while patients hospitalized. To reduce bias as much as possible, patient experience surveys are conducted after discharge. While Humber River Hospital (HRH) traditionally employed a third-party vendor to conduct these surveys, consistently low volumes of respondents were reported. This prompted the creation the Post Discharge Call Centre (PDCC), an in-house system where HRH staff would conduct patient experience surveys with patients shortly after discharge to improve response rates.

Actions Taken
- Developed a system that utilized a team of short-term modified HRH staff to call patients and conduct patient experience surveys.
- Launched Calling Assignment Tool, which streamlines required information for contacting patients.
- Created digital survey tools for accurate and efficient collection of survey responses.

Summary of Results
The new PDCC system saw great success, as it significantly increased the volume of patients surveyed. Increased responses ensured that data and reports produced from the results were more accurate and provided a better representation of patients’ experiences. When comparing survey samples, PDCC was able to complete an average of 171 more surveys per month than the vendor. By maintaining PDCC operations, HRH regularly uses patient experience feedback to support continuous improvement efforts.

Lessons Learned
As long as support and resources are continued, an in-house survey system can improve patient experience data collection processes in comparison to traditional methods.