

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



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## 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.

## 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

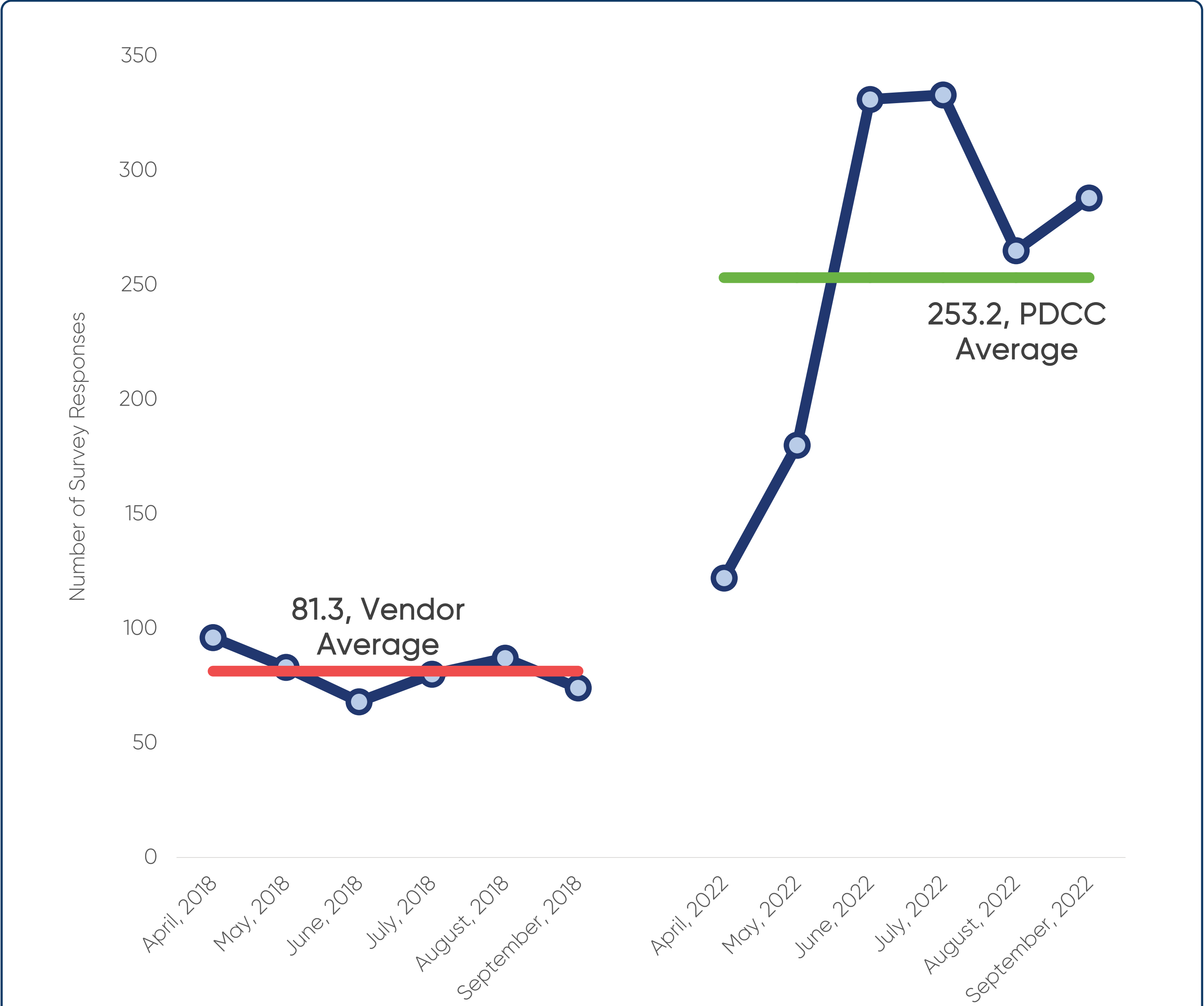
- Developed a system that utilized a team of short-term modified HRH staff to call patients and conduct patient experience surveys.
- Launched Calling Assignment Tool, which streamlines required information for contacting patients.
- Created digital survey tools for accurate and efficient collection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

The screenshot shows a web-based calling tool interface. It includes fields for 'Last name, First Name', 'Age', 'ENG', '000-000-0000', 'Discharge details' (AC00000/00, Unit, room number, Date of discharge), 'PDCC details' (attempts so far, last update), 'PDCC notes', and 'Interpreter ID'. There are buttons for 'Open Survey', 'Flag Concern', 'No Answer', 'Do Not Call', 'Successful', 'Call Later', 'Wrong Number', and 'Unsuccessful'.

**Figure 1.** Screen of the calling tool used by PDCC team to call patients. Provides needed details to make calls and complete surveys. This screen also allows for the management of calls, in cases where patients wish to be called later or do not want to participate.



**Figure 2.** Comparing vendor survey results from April to September 2018 to PDCC survey results for the same time period in 2022. Through the PDCC, HRH was able to consistently bring in more survey results.



**Figure 3.** PDCC team preparing quarterly CIHI patient experience data after results are collected.