



Healthcare Quality Reporting Program

NURSING HOME SUBCOMMITTEE

3-4:30pm, 10/15/13

Healthcentric Advisors, 235 Promenade Street, Suite 500, Providence, RI 02908

Goals/Objectives

- To advise the Department on nursing home reporting and implement agreed-upon policies

Invitees

- | | | |
|--|---|--|
| <input type="checkbox"/> Rosa Baier, MPH | <input type="checkbox"/> Hugh Hall, MA | <input type="checkbox"/> Gail Patry, RN, CPEHR (Chair) |
| <input type="checkbox"/> Lonnie Bisbano | <input type="checkbox"/> Kathleen Nee, RN | <input type="checkbox"/> Arthur Pullano |
| <input type="checkbox"/> Emily Cooper, MPH | <input type="checkbox"/> Maureen Marsella, RN, BS | <input type="checkbox"/> Adele Renzulli |
| <input type="checkbox"/> John Gage, MBA, CNHA, CAS, FACHCA | <input type="checkbox"/> Ann Messier | <input type="checkbox"/> Janet Robinson, RN, MEd, CIC |
| <input type="checkbox"/> Diane Gallagher | <input type="checkbox"/> Jim Nyberg, MPA | <input type="checkbox"/> Samara Viner-Brown, MS |

| Time | Topic/Notes |
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| 3:00pm | <p>Welcome <i>Rosa Baier, MPH</i> <i>Gail Patry, RN, CPEHR</i></p> <ul style="list-style-type: none"> - Today's objectives - Meeting location survey - Previous meeting's action items: <ul style="list-style-type: none"> • Send out MIV cover letter and timeline to nursing homes (Ann) • Complete Nursing Home flu reports (Emily) • Speak with Ray about Facilities Regulation's nursing home report (Rosa) • Obtain a list of hospital case managers (or point of contact) (Rosa/Emily) • Send Stefan's collection of flu articles to the subcommittee (Emily) • Outreach to Hanna Kim and Dr. Bandy re: flu incidence (Emily/Rosa) |
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- | | |
|--------|---|
| 3:05pm | <p>Resident and Family Satisfaction Surveys <i>Rosa Baier, MPH</i> <i>Emily Cooper, MPH</i></p> <ul style="list-style-type: none"> - Process improvements: <ul style="list-style-type: none"> • Timing (time of year and time given for tasks) • How to make instructions more clear • Follow-up calls (helpful?) - Next steps (handout) |
|--------|---|

| Time | Topic/Notes |
|--------|---|
| 3:45pm | <p data-bbox="358 153 837 184">Discussion: “Consumer-friendly” report</p> <p data-bbox="358 191 558 222"><i>Rosa Baier, MPH</i></p> <ul style="list-style-type: none"> <li data-bbox="358 239 711 270">– Update from last meeting <li data-bbox="358 289 829 321">– Updated report template (handout) <li data-bbox="358 340 537 371">– Discussion: <ul style="list-style-type: none"> <li data-bbox="407 396 1146 428">• Does the template include all of the information it should? <li data-bbox="407 436 760 468">• Is there anything missing? <li data-bbox="407 476 1084 508">• Is there anything that can be condensed or removed? |
| 4:00pm | <p data-bbox="358 531 672 562">Program Google Analytics</p> <p data-bbox="358 569 558 600"><i>Rosa Baier, MPH</i></p> <p data-bbox="358 606 586 638"><i>Emily Cooper, MPH</i></p> <ul style="list-style-type: none"> <li data-bbox="358 655 678 686">– Review data (handout) |
| 4:25pm | <p data-bbox="358 720 675 751">Open Forum & Next Steps</p> <p data-bbox="358 758 558 789"><i>Rosa Baier, MPH</i></p> <ul style="list-style-type: none"> <li data-bbox="358 806 922 837">– Flu reporting, how to increase participation <li data-bbox="358 856 699 888">– Next meeting: 12/17/13 |



Department of Health

Three Capitol Hill
Providence, RI 02908-5097

TTY: 711
www.health.ri.gov

**IMPORTANT INFORMATION ABOUT THE
2013 NURSING HOME SATISFACTION SURVEY**

October **XX**, 2013

Thank you for your participation thus far in the Rhode Island Nursing Home Satisfaction Survey process. We appreciate your assistance in providing consumers with up to date, accurate and much sought after information. At this point in the process, we would like to provide you with some helpful resources and remind you of important upcoming deadlines:

- **There are important attachments with this letter.** You will find materials to assist you in ensuring family and resident participation and in helping residents to complete the survey.
- **For help with any of the tasks below, please contact Erin Hobelman at My InnerView:** (800) 601-3884 or ehobelman@nationalresearch.com.
- **If you have questions, or would like to participate in the stakeholder group that advises the public reporting program about nursing home reports, please contact Gail Patry:** 401-528-3256 or gpatry@healthcentricadvisors.org.
- **Survey due dates have been sent previously and are included for your convenience below:**

| Due Date | Task |
|--------------------------------------|---|
| 10/18/13 (Suggested) | Notify family members and residents about the survey: <ul style="list-style-type: none">• Mail notification letters to family members and or other individuals knowledgeable of the resident (see attached template)• Distribute notification letters to residents (see attached template) |
| 11/11/13 (Required) | Mail sealed surveys to My InnerView: <ul style="list-style-type: none">• You can choose to collect the resident surveys at the facility or instruct the residents to mail their individual surveys directly to My InnerView• If you collect the surveys, do not open surveys at the facility. You will mail (in bulk) sealed envelopes directly to My InnerView |
| 11/15/13 (Required) | My InnerView's due date for accepting surveys. |

Please Remember – Participation in the survey process is mandatory and these dates are firm. The Department of Health (HEALTH) tracks participation closely, and the Office of Facilities Regulations follows up with nursing homes regarding state citations, as needed.



Nursing Home Reporting

| Setting | Eliminated | Current Reports | |
|--------------|--|----------------------------------|--------------------------------|
| | | State \$ | CDC \$ |
| Nursing home | <i>Clinical quality measure diamonds</i> | Resident and family satisfaction | Employee influenza vaccination |

Web statistics: 4,162 unique page views (+1,500); 2 min on page

Resident satisfaction: 93% in 2012 (+1% since 2009)

Family satisfaction: 91% in 2012 (-1% since 2009)

Vaccination: 50 facilities reporting in 2012/2013 (+14 since 2010/2011)

Discussion considerations:

- Facilities Regulations reports in circulation at hospitals
- Case managers' needs
- Subcommittee recommendation for 'all inclusive' report

Dear [name],

We are committed to providing excellent care and service. My InnerView, an independent outside resource, has been commissioned to conduct a satisfaction survey of our [insert all that apply: residents, patients, participants, clients, families and other involved individuals]. We are asking for your assistance in completing the short survey, designed to give us feedback on levels of satisfaction with the care and service we provide.

Your input will help us in two very important ways. It will help us identify opportunities for improvement, and it will also help us to identify areas in which our staff has achieved excellence in the care and service they deliver.

Watch your mail for this envelope!

The envelope will contain the survey from My InnerView.

IMPORTANT INFORMATION:

1. It will take only a few minutes of your time to complete the survey.
2. Your responses are confidential. Surveys are processed by My InnerView and a summary report is prepared. This report does not include any information that can be linked to individual responses.
3. There is a form for written comments. If you choose to submit comments, the form will be shared with us. It is not necessary for you to identify yourself on the survey or comment form.

We strive for excellence, and we need your input so that we can continue to improve in areas that are important to you.

We ask that you take the time to complete the survey and return it to My InnerView in the postage-paid envelope provided. Please return the survey by the date posted on the survey. We appreciate your help.

If you need further information, please contact My InnerView Client Services at 800.601.3884



Guidelines to Select and Train Survey Helpers

Although 'resident' is used in this document to reference the recipient of care, this tool is also appropriate for home care clients and adult day services participants.

➤ **Which residents should respond to the satisfaction survey?**

Ideally every resident should participate in the survey. In practice, many residents will not be able to complete the survey themselves while others with physical limitations will require assistance from a Survey Helper. Use My InnerView's simple **Screening Tool for Resident Satisfaction Survey** to determine who can complete the satisfaction survey by themselves or with assistance from a Survey Helper. Such assistance should be arranged for those individuals who are eligible to receive the survey but are unable to complete it without assistance due to physical limitations (e.g. impaired vision or writing ability).

'Go to the My InnerView e-Learning site and click on Satisfaction Survey and look under Pre-Survey Toolkit'

➤ **What factors are important to consider when arranging for Survey Helpers?**

Surveys may seem uncomplicated when, in fact, specific steps are taken to ensure that responses are both valid and reliable. Important goals for coordinating Survey Helpers should include:

- Maximizing participation so that as many of those who can complete the survey have an opportunity to do so
- Ensuring that responses reflect the respondent's true opinion rather than what may be interpreted as the 'right' or desired response
- Providing objective assistance without interpreting questions or influencing responses
- Maintaining the confidentiality of survey responses and discussions so that the respondents feel safe enough to answer questions honestly

➤ **Who can help?**

Several different individuals may serve as the Survey Helpers. Primary helpers include the resident's family members or responsible parties. A secondary option includes a friend of the resident who might live at the facility or in the community. Volunteers may also be trained to help complete satisfaction surveys. When neither of these options are available, management may need to identify certain employees who may serve as Survey Helpers.

There are several important factors to consider when selecting volunteers and employees to serve as Survey Helpers. First, the individual should have the skills and qualities necessary to:

- a. Establish rapport with an older or disabled adult
- b. Be viewed as trustworthy
- c. Maintain responses as confidential
- d. Gather information without influencing the respondent

Second, the individual's personal or work responsibilities should avoid any conflicts of interest. This means that employee helpers should not be involved in providing services to the person who is rating those services.

Guidelines to Select and Train Survey Helpers

➤ ***What are some other considerations for preparing Survey Helpers and providing help?***

When preparing individuals to serve as Survey Helpers, first review the survey and discuss the questions and response categories individually. Then, instruct Survey Helpers to read questions and response choices exactly as written. Helpers should avoid interpreting or rephrasing questions since that may change the intended meaning and scope of the question. Instead, they should simply re-read questions and response options slowly while encouraging responses based on the respondent's own understanding of the question's meaning or intent.

When reviewing the questionnaire with Survey Helpers, reiterate the importance of gathering factual information from the respondent. Also point out that response may be left blank if the question is not applicable.

Finally, spend some time discussing other ways to avoid influencing responses. For example, Survey Helpers need to be mindful of how their own responses to the respondent's answers, whether through phrases (e.g. 'that's great') or body language (i.e. gestures, facial expressions), can influence the impression of what are acceptable responses. Pay close attention to the following guidelines when making arrangements to complete a survey:

- Choose a private, quiet place to meet so the respondent will speak honestly and stay focused on the survey
- Remind the respondent that his/her honest feedback is not only appreciated but extremely important
- Avoid disruptions. Make sure ample, uninterrupted time is allowed to complete the interview
- Explain the Survey Helper role and how the respondent's responses will be maintained confidential

➤ ***How should management prepare family members, staff, or others to assist those who need help in completing the survey?***

Management plays a critical role in preparing for the satisfaction survey. A Survey Coordinator should be appointed to:

- Serve as the main contact person staying in touch with My InnerView
- Ensures that everything is in place to conduct the satisfaction survey efficiently and in a timely manner
- Keeps residents, family members, and staff informed about the upcoming survey
- Recruits and prepares Survey Helpers as needed while also explaining their roles and responsibilities to respondents

At the end of survey-data collection, pull your team together, list the team's accomplishments, discuss what you would do better the next time and CELEBRATE!

We're Listening



Resident & Family Experience Measurement
Promotional Campaign

My InnerView by



NATIONAL RESEARCH
Corporation

We're Listening Campaign Overview

Welcome to the National Research Corporation “*We're Listening*” Campaign Manual. Whether you want to promote resident, family, or employee experience measurement, My InnerView by National Research has designed the right campaign to help reach your goals. Many of National Research clients have utilized the “*We're Listening*” campaign to promote awareness and to significantly increase response rates.

We've included many samples and examples for the “*We're Listening*” campaign, but we encourage you to be creative and design or name your own campaign to promote your programs. We'll be there to help you along the way.

Promotional Campaign

Goals

- Increase resident, family, or employee awareness of and participation in experience surveys.
- Increase staff understanding about resident and family experience measurement and how to engage residents and families in it.
- Increase response rates.
- Inform family members that residents will be receiving questionnaires to assess the resident's experience and that the results will be used for improvement.
- Set specific, measurable goals to increase scores on certain questions over a specific period of time.
- Increase employee awareness and participation through the employee engagement survey

Target Audiences

In order to achieve these goals, there are three targeted audiences:

1. Residents
2. Families
3. Employees

Message

Launching a “*We're Listening*” campaign directed at your target audiences promotes your organization's commitment to measuring the resident, family, and employee experience.

As part of this campaign, there are several key message points you want to convey.

- We are deeply concerned with the quality of care residents and families receive at our care center.
- In order to understand the resident and family experience, we are committed to measuring the quality of the care received by our residents.
- Residents and families will receive a questionnaire about their experience at our facility shortly after their visit/stay.
- We are committed to understanding the experiences of our residents and their families, and identifying ways to continually improve those experiences.
- We are committed to understand the experience of our employees and to continually improve those experiences.

Tactics to Communicate to Target Audiences

To achieve your goals, National Research recommends selecting tactics from the following list that match your budget and community or care center. Each tactic is designed to reach specific target audiences.

In-Facility

Resident and Family Campaign

During the facility stay, remind residents and families of your attention to their experience. Use campaign materials to emphasize the high priority of resident and family satisfaction, and that your organization believes the quality of care should always be improving.

Table Tents

In the dining room or lobby, place table tents around the room. These can be up all the time or spaced throughout the year in and around other campaigns.

“You’re the reason we’re here. At Methodist Senior Living, it’s very important we understand how we’re meeting your - and our - expectation of providing excellent resident and family care.

In a few weeks, you might receive an envelope from us and National Research Corporation containing a questionnaire asking specific questions about your experience in our care. We know you’re busy, but please take a few minutes to honestly answer the questions and drop the completed questionnaire back in the mail.

We need to hear from you to improve our quality of care.”

Hold Message

While residents and families are on hold waiting to schedule appointments or talk to someone, have the on hold message reinforce the “We’re Listening” campaign messages.

“At Methodist Senior Living, we strive to make our community healthier. When you receive a resident and family experience questionnaire, please take a few minutes to answer the questions and tell us how we did caring for you. Without your voice and perspective, we can’t improve our care.

We’re Listening, because your opinion matters.”

Posters

Posters are a highly effective way to communicate the campaign’s focus on resident and family experience measurement. They should have engaging graphics of residents, family and staff and highlight the key message points. Target messages based on where the poster is to be placed..

- Place posters in resident/family areas such as hallways, dining room, elevators.
- Post result data in your lobby and/or dining room, thanking resident and families for helping you to improve.

Video

If your community or care center has installed television monitors or electronic signage throughout your building, create a television program about the “We’re Listening” campaign.

- Use video and animation if the technology allows it.
- Create a three to five slide PowerPoint highlighting message points and testimonials.

Employee Campaign

Staff awareness of resident and family satisfaction scores will always serve to better the quality of care they deliver.

Table Tents

In the staff lounge(s) place table tents around the rooms. Use images of residents and families that evoke a feeling of needing to be cared for. Copy should be something along the lines of:

“Thank you for everything you do to achieve resident and family-centered excellence! As part of our commitment to residents and their families, Methodist Senior Living regularly asks residents and families about their experiences while at our community. It is part of our campaign to listen to residents and improve their quality of care. Please help us remind residents and families their opinions counts and We’re Listening.”

Incorporate key metrics on the table tents relating to quality improvement goals. These can be up all the time or spaced throughout the year in and around other campaigns.

Internal Communications

Internal communications distributed to staff are excellent channels for communicating that your organization is conducting resident and family experience measurement, conveying the key message points and sharing the results of the measurement as available.

Internal memos or emails inform staff about the program and remind them to talk to their residents and families about the importance of their feedback.

Training

Training is a wonderful way to share information with your teams and have a quality discussion about the impact resident and family experience measurement can have on your hospital. Quality leaders and managers can prepare staff to talk to residents and families about:

- The possibility of receiving a resident and family experience questionnaire
- What it measures
- Why it is important for the resident and/or family to complete it
- How your organization will use the results

Try making a discharge script available for staff to look over.

“I wanted to let you know that you may receive a survey after this visit asking you about your experience today. Your feedback helps us improve on the care we provide. I’d appreciate it if you could take a couple of minutes to fill it in and send it back.”

Desktop Customization

Reinforce “We’re Listening” with staff by creating and pushing out custom screen savers or wallpapers with key message points and data specific to each facility area.

Posters

Posters can be placed to emphasize resident and family satisfaction scores to staff. Target messages based on where the poster is to be placed.

Bulletin boards in staff areas are an ideal place to highlight scores and improvement initiatives staff is working on to improve the resident and family experience.

As you achieve measurement and improvement, allow staff to create and hang posters on the individual floors highlighting their successes, awards and goals achieved. If a specific area hits its goal for the quarter, they receive a poster for the floor, stars for ID badges and leadership (we recommend the CEO) presents the area with its award.

Out-of-Facility

In the discharge process, reiterate the importance of resident and family feedback on surveys. While the patient should always be verbally informed they will be receiving a survey, combining this with an eye-catching print piece will drive the message home. Continue this communication of commitment to better resident and family experiences by expanding the campaign even more into the public eye.

Resident and Family Campaign

Pens

During discharge, provide residents and families with a pen with the “*We’re Listening*” campaign logo along with a descriptive sentence such as, “Your feedback helps us improve our quality of care.”

Business Cards

In each discharge packet (or with every set of discharge instructions), place a simple business card in the slits in the front pocket. In addition to reminding residents and family to complete the experience questionnaire, communicate any nursing or post-discharge hotline or other emergency information.

Stickers

On discharge information, place a large, attention-getting sticker in a bold color reminding residents and families to complete the experience questionnaire. This promotional piece serves to remind the resident and family of the rest of the campaign and the overarching message that your organization is always trying to improve, and to do that, feedback from experience surveys is of high importance.

Postcards

Sending a direct mail piece shows residents and families a personal touch that will raise your community or care center above others. A postcard should emphasize your organization’s mission and the goal of better understanding how to improve the resident and family experience and quality of care. Postcards could be sent out before a survey or even afterward to thank them for their time.

“Methodist Senior Living would like to personally thank you for your efforts to help us improve. With the completion of your experience survey, we are able to determine best practices for the best quality of care.”

Billboards

In many cases, there are billboards located in close proximity to (or on) your facility grounds. The “*We’re Listening*” campaign translates well to this medium. Instead of focusing on the message point that residents and families will be receiving questionnaires, the message focuses on the organization’s commitment to improve the experience by listening to those who matter most - residents and families!

Press Releases

Press releases let the public know how important resident and family experience and employee engagement is to your organization. By partnering with My InnerView by National Research, your organization is utilizing survey instruments built on the foundation of thousands of interviews and focus groups conducted by the Picker Institute and Harvard University. Let the public know that your organization is working with the world expert in customer-centric care.

Request a press release template by contacting your Account Manager.

Website

Your website is an ideal place to introduce the “*We’re Listening*” campaign and provide information and details around the key message points.

- Use this flexible medium to include testimonials, videos, and notes.
- Outline your quality improvement goals and demonstrate through result metrics how you’re doing.
- Include an intranet page with results for staff.

Additionally, consider using “online ads” within your main website, your affiliated caregivers, and individual location websites that link back to your “*We’re Listening*” campaign page on your main website. Consider creating a tab or button for your website menu bar so the “*We’re Listening*” page can be easily accessed from every part of your site. Use social media outlets (Facebook, Twitter, LinkedIn) to further drive traffic to your “*We’re Listening*” page on your website. Mention the program in your posts or go further by posting a link to your wall.

In-Facility

Employee Campaign

Employee satisfaction scores will always serve to improve the engagement and happiness of employees at your community or care center; they will also help improve the quality of care employees give to residents and families.

Table Tents

In the staff lounge(s) place table tents around the rooms. Use images of employees that evoke a feeling of happiness, fulfillment, and engagement. Copy should be something along the lines of:

“Thank you for everything you do to achieve excellence at Methodist Senior Living! As part of our commitment to you, Methodist Senior Living regularly asks employees about their experiences working here. It is part of our campaign to listen to you so you can achieve a high quality of work-life balance and improve the quality of care you deliver to residents and families.”

Incorporate key metrics on the table tents relating to quality improvement goals. These can be up all the time or spaced throughout the year in and around other campaigns.

Internal Communications

Internal communications distributed to staff are excellent channels for communicating that your organization is conducting employee experience measurement, conveying the key message points, and sharing the results of the measurement as available.

Internal memos or email inform staff about the program and remind them the importance of providing their feedback.

Training

Training is a wonderful way to share information with your teams and have a quality discussion about the impact employee engagement measurement can have on their culture. Some talking points include:

- The possibility of receiving an employee experience questionnaire
- What it measures
- Why it is important for the employee to complete it
- How your organization will use the results

Desktop Customization

Reinforce “*We’re Listening*” with staff by creating and pushing out custom screen savers or wallpapers with key message points and data specific.

Posters

Posters can be placed to emphasize the importance of employee satisfaction scores. Target messages based on where the poster is to be placed.

Bulletin boards in staff areas are an ideal place to highlight scores and improvement initiatives that your community or care center is working on to improve the employee experience.

As you achieve measurement and improvement, allow staff to create and hang posters on the individual floors highlighting their successes, awards, and goals achieved. If a specific area hits its goal for the quarter, they receive a poster for the floor, stars for ID badges, and leadership (we recommend the CEO) presents the area with its award.

Intranet

Utilize your internal intranet page to highlight the importance of completing the employee engagement survey. Some talking points include:

- What the survey measures
- How your organization will use the results
- Improvement initiatives and strategies