Vital Signs: How to Transform Your Healthcare Organization With Surveys
All healthcare professionals have one simple goal: Keep patients as healthy as they can be. But running an organization that consistently and efficiently meets those needs is an entirely different matter.

Whether you’re a provider, caregiver, administrator, or just about anybody else involved in making people healthier, you know that a lot of things have to align to ensure patients get the care they deserve. To diagnose and treat patients, employees need to be engaged, everyone needs to communicate, state and national healthcare standards must be met—not to mention scheduling, billing, and a hundred other little pieces need to come together.

So how can you diagnose problems with your organization to make sure it earns a clean bill of health? We’ve got a simple, easy, sure-fire prescription for you: online surveys.

Properly used, surveys are a powerful tool to help you run a better medical organization by improving everybody’s experience, from your patients to your employees.

This eGuide is divided into two parts. In Part I, you’ll learn how to improve your medical organization with surveys so you can:

- Understand the patient experience—and get patients the care they need
- Stay compliant and become an accredited organization
- Measure employee engagement and assess gaps in training, communication, and more
- Manage your medical practice and organize patient data like a pro
- Perform medical research and reach study participants

And in Part II our survey scientists help you perform survey triage to make sure your survey is ready to go—from question-writing dos and don’ts to survey design tips and tricks.

Two-thirds of senior-level healthcare professionals say their organization collects patient feedback. Do You?
Healthcare Providers Use Surveys

We wanted to know more about how healthcare providers feel about many aspects of the healthcare industry. So in June 2014, we sent a survey to 717 self-reported senior-level healthcare professionals (HCPs). We found that two-thirds of HCPs say their organization uses surveys to gather patient feedback.

But are patients taking these surveys? We also surveyed 1,043 adults, including 167 who had been admitted to a hospital and 856 who had seen any medical provider in the last year.

And yes—your patients are taking your surveys. 86% of those who received a post-visit feedback survey completed it. That’s great! However, less than half of the adults we surveyed said they received any post-visit feedback survey in the past year.

We also learned that HCPs are using surveys in lots of different ways. In January/February 2014, we asked SurveyMonkey customers how they use healthcare surveys. And here’s what they said:

- More than half use surveys to gauge employee satisfaction
- One-third are using surveys to monitor their patients’ diet and health habits
- Nearly 40% use surveys as tools to probe the efficacy of patient safety culture in their organization

Smarter Decisions for Your Entire Organization

Empower staff across your healthcare organization with SurveyMonkey Enterprise, an easy-to-use survey platform that improves patient care and employee engagement.

Questions? Email us at healthcare@surveymonkey.com or visit surveymonkey.com/healthcare to get started today.

SurveyMonkey Enterprise: Your HIPAA-Compliant Partner

Keep protected healthcare information safe and secure. In addition to giving anyone on your team powerful survey tools, SurveyMonkey Enterprise gives your organization enhanced security and more control over your survey data. Visit surveymonkey.com/mp/hipaa-compliance/ for more on SurveyMonkey and HIPAA.
Do Patients See Eye to Eye with You?

Uh oh! When analyzing results from our surveys, we also noticed gaps between what HCPs say their healthcare organizations provide—and what their patients want.

We asked patients to rank how important certain pieces of information are to them when choosing a provider. Then we asked HCPs which types of information their facilities provide about their healthcare providers to new patients.

<table>
<thead>
<tr>
<th>Types of provider information:</th>
<th>HCPs whose facilities provide information:</th>
<th>Patients who say it’s very important to know the following about their provider:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education/Training</td>
<td>56%</td>
<td>89%</td>
</tr>
<tr>
<td>Research</td>
<td>17%</td>
<td>44%</td>
</tr>
<tr>
<td>Patient Testimonials</td>
<td>18%</td>
<td>43%</td>
</tr>
</tbody>
</table>

As you can see, HCPs aren’t giving patients the information they care about most. For example, 56% of HCPs say their organization tells patients about their providers’ education and training, while 89% of patients want to know this information.

Use feedback surveys to find out where you’re missing opportunities to connect with patients.
Do Patients See Eye to Eye with You?

Appointments

- 8 in 10 senior-level healthcare professionals believe that appointments at their facility start on time at least most of the time, but only 52% of patients who have seen a provider in the last year agree.

- Patients and healthcare professionals do see eye to eye on the amount of time spent with providers. 7 in 10 patients who had been admitted to the hospital were satisfied with the amount of time spent with them. And 8 in 10 HCPs think that patients at their hospital are satisfied with the amount of time spent with providers during their stay.

Technology

- While 3 out of 4 healthcare professionals say their facility uses electronic medical records (EMRs), it has not translated to the patient experience. Fewer than half of patients (42%) have accessed medical records or results online.

- The good news: Both patients and healthcare professionals who have had experiences with EMRs or online test results feel that EMRs have had an overwhelmingly positive impact on the quality of medical care.

And even better news: You can bridge these gaps in perception with, well, you guessed it: surveys! By asking patients about their experience, you can make sure that you (and your patients’ goals) are aligned.

Use our Post-Visit Patient Satisfaction Survey Template or any of our other expert-certified patient satisfaction surveys at surveymonkey.com/mp/patient-satisfaction-survey/

Only 52% of patients who have gone to the doctor in the last year say their appointments started on time.
Part I: Get Inspired

Why, When, and How to Use Surveys to Improve Your Medical Organization
Patient Satisfaction Surveys

A healthy patient is (usually) a happy patient. The good news is that even though patients and healthcare professionals may not see eye-to-eye when it comes to every aspect of patient care, the patients overwhelmingly agreed that their providers communicate well. 3 in 4 said that their provider does a good job listening to their needs, explaining their options and follow-up care, and answering their questions.

So how do you get closer to getting the approval of 4 out of 4 patients? And why should you? Well, listening to your patients is an important way to make sure you stay true to the Hippocratic Oath (Primum non nocere—First, do no harm). And, of course, making sure your patients are happy is good business. In fact, a study published by the Harvard Business Review\(^1\) showed that organizations that send feedback surveys to their customers are more successful than those that don’t—even if they don’t react to the results!

You may also need surveys to meet state and national standards when it comes to patient care. For example, the entire premise behind the U.S. Department of Health and Human Services Agency for Healthcare Research & Quality (AHRQ) recommends a series of “surveys and tools to advance patient-centered care.”

These surveys have three goals:

1. **Produce data about patients’ perspectives** of care that allow objective and meaningful comparisons of hospitals on topics that are important to consumers.

2. **Enhance accountability in healthcare** by increasing transparency of the quality of hospital care provided in return for the public investment.

3. **Encourage public reporting of the survey results**—which creates new incentives for hospitals to improve quality of care.

According to a recent study, just the act of asking people for their feedback can make them happier with you.

\(^1\)hbr.org/2002/05/how-surveys-influence-customers/ar/1
Compliance? Accreditation? Check (and Check!)

Surveys can also be required by the Centers for Medicare & Medicaid Services (CMS) for certain healthcare providers, hospitals, home health agencies, hospices, and durable medical equipment, prosthetics, orthotics, and supplies agencies that participate in the Medicare program.

For these programs and services, Medicare requires organizations to become accredited by meeting national healthcare standards before they are able to participate with Medicare. CMS took steps to help you collect this patient data by using AHRQ’s Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey templates.

To help you get started, visit surveymonkey.com/mp/healthcare-surveys/ where you’ll find the following CAHPS survey templates:

- HCAHPS Survey
- CAHPS Visit Survey
- CAHPS Health Plan Survey
- CAHPS Dental Plan Survey
- CAHPS 12-Month Survey

These CAHPS surveys ask patients to report on and evaluate their healthcare experiences. They also cover topics that are important to consumers and focus on aspects of quality that consumers are best qualified to assess, such as the communication skills of providers and ease of access to healthcare services.

“SurveyMonkey was instrumental in the success of a major project at MCCHD: public health accreditation. As part of the lengthy process, I had to assess staff competencies and develop training. I also needed to make sure staff were aware of certain policies and how to put them into action. Surveys made getting feedback needed to make these requirements incredibly easy and fast. MCCHD received its accreditation in 2014, and is currently one of only a handful accredited U.S. health departments (out of 3,000).”

- Robin Neilson-Cerquone, Accreditation Specialist, Missoula City-County Health Department
Patient Safety Culture

Along with the CAHPS surveys, which focus on patient feedback, AHRQ created a series of patient safety culture surveys to get vital information from doctors, nurses, and staff about the patient safety practices at their organization. In order to meet AHRQ’s national patient safety standards, many organizations—from nursing homes to pharmacies—are required to collect and submit their patient safety culture survey results regularly.

To help healthcare professionals like you meet these patient safety goals, we recreated the AHRQ patient safety culture survey templates so you can collect and analyze the data you collect much more quickly.

Patient safety surveys can help you:

- Determine which aspects of your operation need improvement
- Discover how comfortable your staff are addressing patient safety concerns
- Understand the efficacy of your teamwork goals and philosophies in achieving a safe patient experience
- Find out where your organization needs to invest more in staff training

Online surveys are also a great way to allow employees to file incident reports and offer an anonymous way to enable healthcare workers to give recommendations or call out unsafe practices.

It’s Easy to Create Safety Surveys

We’ve done the heavy lifting so you can get right down to business and focus on maximizing patient safety. Visit surveymonkey.com/blog/en/patient-safety-culture-surveys-ahrq/ for the following patient safety culture survey templates:

- Hospital Patient Safety
- Medical Office Patient Safety
- Nursing Home Patient Safety
- Community Pharmacy Patient Safety
The Employee Experience

Patient satisfaction. Accreditation. Patient safety culture. It’s tough to go above and beyond in any of these areas if you don’t have a dedicated team on hand. Find out how engaged your employees are by learning more about how they view working in your organization. Are they happy with their benefits? Are they satisfied with their overall job security? Do they enjoy the workplace culture and feel aligned with their organization’s goals? Attract (and retain) top talent by finding out where your organization is falling short—so you can help your employees feel loyal towards the success of your organization.

What Do Healthcare Workers Say?

Our survey of senior-level healthcare professionals showed that although a majority are satisfied with the training their organization provides (68%) and with the amount of patient interaction they have in their position (74%), they’re less enthusiastic about the level of communication at their organization.

Retaining employees can be especially difficult in larger organizations. Less than half of the people we surveyed who work in hospital setting say the senior leaders in their organizations are good communicators (45%). However, when we looked at smaller organizations or practices, that number rises to 63%.

How well do senior leaders in your organizations communicate with employees?

- Extremely well
- Very well
- Moderately well
- Slightly well
- Not at all well
Improving Employee Engagement

So how can you make sure you’re communicating effectively—and fostering a safe, productive work environment founded on trust, openness, and engagement?

We partnered with the Society for Human Resources Management Foundation (SHRMF) to develop a series of surveys designed to assess every aspect of your employees’ engagement. Visit surveymonkey.com/mp/employee-engagement-survey/ to check out the following employee engagement templates:

- Employee Engagement Survey
- Employee Benefits Survey
- Career Development Survey
- Compensation Survey
- Employee-Employer Relationship Management Survey
- Work Engagement Survey
- Work Environment Survey

Running engagement surveys regularly helps you establish performance benchmarks and make sure everything’s moving in the right direction. If it’s not, you’ll also get the feedback you need to make changes that are vital to your workplace.

Send surveys to your healthcare staff to take the pulse of your workplace environment.

When your employees are engaged, you foster a better environment for patient care and organization growth.
Gather Patient Information

From large medical organizations to private practices, the majority of senior-level healthcare professionals (77%) say their facility uses electronic medical records. But HCPs can also struggle with transcribing patient data from handwritten forms, follow up surveys, (and more) into EMRs.

For more efficient patient intake, ask patients to give you their medical information via a survey before they visit your facility. Or, if you want patients to fill out your survey in the office, have patients fill out the survey on a mobile device in the waiting room—cutting down on paperwork and errors from illegible data.

People are willing to enter personal information online, which makes collecting their information easier on you. And now you can make your patients even more comfortable with entering in their personal information by letting them know you’re HIPAA compliant.

How do we know? In November 2013, we surveyed more than 300 Americans on their perception of online privacy and their willingness to put personal medical information online. When we asked, “Do you think laws like HIPAA improve the privacy and security of personal information?” Of those who knew what HIPAA is, the majority answered, “Yes.”

Nearly 60% think laws like HIPAA improve the privacy and security of personal information.
Check in Without a Checkup

A key part of patient care occurs after a patient walks out of your office: the follow-up. Check in on patients and assess whether or not you need to see them again without making them come back into the office.

Send them a survey to find out if they're still experiencing symptoms, how their medications and treatments are working, and whether or not they would like to schedule a follow-up call or appointment.

This approach is especially useful for eye care, dental, or other practices that do not see patients as frequently—but it’s also useful as follow-ups to inpatient and outpatient procedures.

And you’ll appreciate the efficiency and efficacy of having your patients’ medical information always at the ready, properly organized, and easily searchable whenever you need it.

Mobility Means Maximum Results

Imagine you’re working the receptionist’s desk and your patients are inputting their personal information on a tablet device. With the SurveyMonkey App, you can turn any iPhone®, iPad®, or iPod touch® into an online survey kiosk, which allows you to run a survey so your patients can enter in their medical information directly into your mobile device.

Not only can you free up your time (and save some trees) by collecting information electronically, you have peace of mind knowing that all of your patients’ personal information is safe and secure after each form submission. Get the SurveyMonkey App for free in the Apple App Store℠, or visit surveymonkey.com/mp/iphone-survey-app/ to learn more.
Mastering Meaningful Medical Research

Medical breakthroughs start with you (and your research team). But according to our survey, only 47% of senior-level healthcare professionals are satisfied with the research opportunities available to them. Luckily, surveys are a cost-effective tool to launch research projects and collect and analyze data.

Research in Action

Dr. Shaun Fitzgerald, a Pediatric Hospitalist, used SurveyMonkey to find a better way to speed the delivery of medications to patients when he was in his residence at a Massachusetts hospital:

“When a serious bacterial illness is suspected, time is of the essence when it comes to getting the right antibiotic to the patient.

We used a survey of ER staff to understand what the limiting factors were that slowed down delivery time of critical antibiotics to patients.

Our survey identified which antibiotics were used most often. Those medications were then stored in the ER, eliminating the delay caused by having to request the drug from the inpatient pharmacy on premises.”

Reach the Right Study Participants with SurveyMonkey Audience

Plan your study. Fine-tune your goals. But how do you track down your population? Whether you need to talk to 300 female smokers who live in the southern states, or 100 unemployed men between the ages of 29 and 34, we can connect you.

SurveyMonkey Audience is your entré to millions of potential study participants. Choose from hundreds of demographic options and get results within two days.

Visit surveymonkey.com/mp/audience/ to learn more.
Part II: Survey Science

Survey Writing Tips and Tricks to Get Great Results
Different Question Types and Responses

What’s the difference between a good survey and a bad survey? The quality of the data produced, of course. Because you’re a healthcare professional, you know that successful patient outcomes involve careful planning, attention, and testing. The same goes for survey writing!

Our survey scientists give you the inside scoop on how to create surveys the right way—so you collect meaningful data that drive your important decisions.

Pro Tip #1: Start with a Goal

Before you start asking specific questions, it’s a good idea to set a goal for your survey. What do you want to know? And why?

Imagine you run a small medical office, and one of your success metrics is reducing the number of patients who return for treatment for the same issue within 3 months of their initial visit. Your survey goal could look like this:

Goal: Get feedback from medical office staff to assess strengths and weaknesses diagnosing and treating patients. We need to find out where we can fill in the gaps so patients get the proper treatment they need the first time.

Make sure you keep your goal in mind while you’re writing your survey questions. That way, you won’t stray from the purpose of your survey and you can make sure every question helps you reach your goal.

Want the full Survey Writing 101 course?

Speak Their Language

You’ve got your survey goal in front of you, and now it’s time to write questions. Making sure your questions will get you the data you need to achieve your goal means you need to consider who’s going to be taking your survey. When you recognize the who, you can write your survey using language, examples, and definitions that cater to their knowledge and needs.

In this case, you’re talking to your medical office staff, so you can assume they have knowledge of healthcare industry terms that you wouldn’t want to use if you were writing a survey to get feedback from your patients.

Pro Tip #2: Be Clear

Generally, you should strive to write questions using language that is easily understood. Regardless of who’s taking your survey, use clear, concise, and uncomplicated language.

Avoid:  What is the state of the cleanliness of the patient intake area?

Use:  In general, how clean is the waiting room?

Pro Tip #3: Build Their Trust

From patients to study participants to healthcare staff, answering survey questions can be intimidating, especially if respondents don’t think they’re qualified to answer questions (or if you ask them for sensitive personal information).

You can assuage respondents’ fears by using phrases like “Do you think,” “Do you feel,” and “In your opinion,” so your respondents get the sense that you’re really listening—and that there’s no “right” answer.
Frame Your Questions the Right Way

Part of writing good survey questions is also knowing how to frame them. For example, imagine you asked the following question of your medical office staff:

How many event reports have you filled out and submitted?

Um, when? In the past month? Year? Since they've been working at your medical office? Make estimation easier by giving your respondents a time frame. Their answers will be better-informed, and your data will be more accurate too.

Avoid: How many event reports have you filled out and submitted?

Use: In the past 12 months, how many event reports have you filled out and submitted?

If you don't have a specific time period in mind, begin questions with “In general,” “Overall,” or “Typically,” to be sure respondents are thinking about their behaviors on average. But be warned: These general questions can be more difficult for respondents to answer.

Pro Tip #4: None of the Above?

You may want to avoid “none of the above,” “don't know,” or “not applicable” answer options, because they make it easy for respondents to skip answering questions. And if you are getting a bunch of “none” responses, it doesn’t tell you anything about how respondents would have answered the question if you made the right options available.

Instead, give respondents an “Other (please specify)” option so they won't be forced to choose an answer that doesn’t apply to them. You may even learn about an answer to your question you never even considered!

Example

What is your position at our healthcare facility?
- Nurse
- Doctor
- Administrative staff
- Other (please specify)

Want to create a survey? Sign in or sign up to get started today!
Write Unbiased Questions

Want high quality data that represents how your respondents truly feel? Read on to see five common mistakes that can lead to low quality results: leading, loaded, unbalanced, double-barreled, and confusing questions.

1. **Leading questions** tend to force a respondent into an answer they may not want to give, or influence how they respond.

   - **Avoid:** Does our excellent staff communication help us give patients the best care possible?
   - **Use:** In your opinion, how much does staff communication affect patient care at this hospital?

2. **Loaded questions** contain language that may produce a strong emotional response in your respondents—and can create bias. So make sure your questions avoid value judgments. For example, don’t ask staff how much time they “waste” on the computer. Just ask how many hours they use the computer each day.

   - **Avoid:** Do you eat healthy foods and exercise every day?
   - **Use:** In the past seven days, how many days did you exercise?

3. **Double-barreled questions** include two questions at once. That’s pretty confusing, as your respondent may not have the same answer for both questions!

   - **Avoid:** Do you eat healthy foods and exercise every day?
   - **Use:** In the past seven days, how many days did you exercise?

4. **Unbalanced questions**, like “Would you recommend our medical office to others?” may make respondents feel uncomfortable expressing their opinion. Balance the question by showing there are two sides: “Would you recommend our medical office to others, or not?”

5. **Overly broad questions** probably won’t get you the information you’re looking for, so make sure you’re specific.

   - **Avoid:** What do you think about our medical office staff?
   - **Use:** In your opinion, how courteous were our medical office staff?
Open-ended or Closed-ended Questions?

When you want results that are easy to quantify, use closed-ended questions that ask your respondents to choose from pre-specified answer choices. These multiple-choice questions give results in terms of simple percentages (e.g., “74% of our employees say they’re happy!”) that are more actionable and easier to share.

Example: Closed-ended question

<table>
<thead>
<tr>
<th>Not at all likely</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10</td>
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<tr>
<td>1</td>
<td>9</td>
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<td>2</td>
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<td>2</td>
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<td>10</td>
<td></td>
</tr>
</tbody>
</table>

On the flip side, open-ended questions ask respondents to answer in their own words. They give respondents the freedom to express themselves and share more thoughtful answers, but they also tend to be harder to answer—and the results are harder to quantify.

Example: Open-ended question

What changes would this medical office have to make for you to give it a higher rating?

Use multiple choice questions to get the hard data. And use comment boxes to collect qualitative feedback that gives you more insight into the why behind the numbers.
Open-ended or Closed-ended Questions?

Pro Tip #5: Get the Why Behind the Data

You can follow a closed-ended question with an open-ended question to get the quantitative data you need—and the follow-up feedback to give you the full picture. For example, in our patient experience study, we asked patients, “Thinking about your most recent hospital stay, what improvements, if any, could the hospital have made to make your visit better?”

Here’s a quick overview of the most important words and phrases we collected:

Better Communication Diagnosis Discharge Process
Doctor Faster Food Hospital Husband
Improvements Needed Job Medication Mind Nurses
Pain Patient Procedure Quicker Release Room
Scheduled Speak English Staff Survey Test Think Stage
Waiting Worry
Flow and Best Practices

Great! You’ve got the basics down when it comes to writing good survey questions. Now make sure all your questions get answered by following these best practices and creating a smooth survey flow:

✓ **Asking employees for their feedback?** In the survey’s introduction, assure your staff that their responses are completely anonymous so they’ll feel comfortable answering the survey truthfully.

✓ If you’re conducting a study, you may need to **adhere to Institutional Review Board (IRB) guidelines**. You can do this using SurveyMonkey by including an electronic consent form at the beginning of our survey. (For an example of an IRB-approved consent form, visit surveymonkey.com/consent)

✓ **Require answers** to all questions if possible to avoid missing key data. However, it’s not always a good idea to require answers on open-ended questions, as respondents may balk at having to write in feedback.

✓ **Randomize answer choices** when possible or relevant, but only if it doesn’t matter whether the answer choices are in a particular order. You wouldn’t, for example, want to randomize ranges of numbers or word scales like, “Extremely likely,” “Very likely,” etc.

### Pro Tip #6: Survey Design Extras

Include a survey title and page subtitles if possible—this helps you organize the survey and gives your respondents a sense of order. But use progress bars sparingly because these can be distracting to respondents and may cause them to rush through the survey. Keep them focused on answering your questions.
Flow and Best Practices

- **Create a natural question flow** by giving respondents easier (and not overly sensitive) questions in the beginning of the survey. Keep related questions together, and make sure the first questions in your survey are directly related to your survey’s topic.

  For example, don’t start a survey with a sensitive and/or demographic question, like “Have you ever used illegal drugs, or not?” Save that for the end, after you’ve built a rapport with your respondent.

- **Be brief and direct.** If you’re asking patients for feedback, try to keep your survey on the short side. They’re doing you a favor by giving you their feedback. But if you’re assessing your patient safety culture or employee engagement, your surveys will be longer in order to assess the many dynamics of any healthcare organization. We see response rates start to drop for surveys with more than 10 questions.

- **Make sure the right people take your survey.** If you want to find out whether patients who’ve visited your facility in the past year are satisfied with the care they received, you definitely don’t want people who haven’t been to your facility in more than a year to respond to your survey.

  Ask a qualifying question at the beginning of your survey, like “Have you been treated at our facility in the past year, or not?” first. Patients who select “No” can be automatically disqualified from the survey using skip logic—or you can filter out all the “No” results from your data. Visit surveymonkey.com/mp/tour/skiplogic/ to learn how.

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**Pro Tip #7: Pre-Test Your Survey**

Before you embed your survey into your website or send it to people via an email or through social channels like Facebook, send it to your friends or colleagues to make sure your survey makes sense. Avoid unusable results by clearing up confusing questions, making sure respondents have applicable answer choices, and more.
Get Some Perspective

Let's say 64% of your medical office staff say they're feeling engaged at work. That sounds scary! Or does it sound good? What if you learned that your 64% employee engagement rating is the highest in a hospital in your state?

Bottom line, your survey results might not mean a whole lot unless you have something to compare them to. That's why we recommend setting up benchmarks. There are two ways to do it:

Internal benchmarks compare your own scores over time. The first time you run a given survey, you'll be setting the benchmark. Then use subsequent surveys to try to improve your score. Next year, when your 64% turns into a 74%, you'll know you're making progress.

To use internal benchmarks, you need to send the same exact surveys on a regular basis.

External benchmarks are also known as industry benchmarks. They compare your scores to the scores of organizations like yours. They give great context, but the data can be hard to come by.

For the Record

Data we've collected shows that only 54% of employees agree or strongly agree that they are inspired to meet their goals at work. How do you compare? Inquire about benchmarks specific to your healthcare organization when it comes to employee engagement or customer loyalty at smbd.wufoo.com/forms/benchmark-inquiry-form/
Confident and Compliant—HIPAA and SurveyMonkey

The purpose of all your surveying endeavors is to improve your patient's experience through every means available. However, without HIPAA compliance, your surveys could do more harm than good to your patients (and your organization).

But there's no need to worry when it comes to keeping your protected healthcare information safe and secure because SurveyMonkey offers HIPAA-compliant features.

Visit surveymonkey.com/mp/hipaa-compliance/ to learn more.

"Healthcare organizations have complex operational needs—everything from staffing clinics, to registering patients to billing insurers, to monitoring for HIPAA compliance. SurveyMonkey Enterprise lets us manage surveys of staff and health providers from one central location, giving us a more accurate view of our performance and helping us serve patients better and faster."

—Eric Johnson,
Business Services Analyst and HIPAA Officer,
Vidant Medical Group
Resources

SurveyMonkey is used by 240,000 (and counting!) healthcare professionals, representing thousands of healthcare companies including:

Kaiser Permanente®  Siemens
Aetna®  Quantum Health

Join the Top Names in the Medical Industry

With SurveyMonkey Enterprise, empower your employees with our easy-to-use survey platform that improves patient care and employee engagement.

Email us at healthcare@surveymonkey.com or visit surveymonkey.com/healthcare to find out how SurveyMonkey Enterprise can help your entire healthcare organization make smarter decisions.
Resources

**All the surveys you need**

Get expert-certified questions and ready-made templates including:

- HCAHPS and CAHPS® Surveys
- Patient Satisfaction Surveys
- Physician and Hospital Performance Evaluation Surveys
- Patient Safety Culture Surveys (AHRQ®)

**All the features you want**

- Data ownership: Control all your survey data from one place
- Team management: Manage multiple users and streamline billing
- 24/7 support: Access expert advice by phone and email
- HIPAA compliant: Protect your data using the latest security technologies

**Contact Us**

Email us at healthcare@ surveymonkey.com or visit surveymonkey.com/healthcare to find out how SurveyMonkey Enterprise can help your entire healthcare organization make smarter decisions.

**Surveys 101**

Need to learn how to write surveys that get you accurate, actionable data? We’ve got you covered from start to finish. Visit Surveys 101 at surveymonkey.com/mp/survey-guidelines/ or get our free eGuide at surveymonkey.com/mp/survey-writing-e-guide on how to write survey questions like a pro.

**Performance Benchmarks**

See how you stack up against other medical organizations when it comes to patient loyalty and employee engagement.

Inquire about SurveyMonkey Benchmarks: smbd.wufoo.com/forms/benchmark-inquiry-form/


Net Promoter Score is a trademark of Satmetrix Systems, Inc., F. Reichheld, and Bain & Company.