



M3PatientExperience **Increasing Patient Participation Checklist**

A. Communicating with Patients via Email

Proactively pushing the patient an email is the number one action that will generate/sustain adequate and better survey response rates. Practices that collect the patient's email address as part of the practice's normal registration process, similar to collecting the patient's phone number, physical address and other contact information, have on-going, good response rates. MedicalGPS offers assistance to all M3 clients, at no additional cost, with harvesting patient data from EMRs and Accounting Systems, and uploading that data directly into M3. The process is straight forward and can usually be accomplished during one short conference call between MedicalGPS and the practice's IT resource. Please contact MedicalGPS to learn more.

- ☐ Patient Emails: Patients email addresses are entered into the practice's EMR and/or patient accounting system as part of the standard registration process.
- ☐ Registration Forms: The practice's patient registration form(s) include obtaining the patient's email address as an approved method for communicating with the patient.
- ☐ Appointment Scheduling: Whenever appointments are scheduled, the practice's support staff confirms that the patient's email address is accurate and up-to-date.
- ☐ Patient Check-in Procedures: Whenever patients check-in, the practice's support staff confirms that the patient's email address is accurate and up-to-date.

B. Practice Website

Many M3 clients add a "Please Take Our Survey" link to the practice's website. The practice's internal resource (web-master and/or IT team) may assist with adding the survey URL link to your practice's website. MedicalGPS is available to provide advice to your IT resources as needed, at no additional cost. The unique URL for your practice's M3 survey may be obtained by logging into M3 and clicking "Edit Survey" and then, from the menu to the left-hand side of the page, click "Survey URL".

- ☐ The link to the M3 survey is placed on the practice website.
- ☐ M3 survey link is placed on the practice's HOME Page.
- ☐ M3 survey link is placed near the top of the HOME page in clear site.
- ☐ M3 survey link requires one-click to access the survey.



C. Survey Signage & Patient Handouts

Professionally produced survey signage may be reproduced locally and displayed in strategic areas such as waiting areas and exam rooms. Some M3 clients choose to utilize patient handouts such as the post-card size sample “survey invitation” that accompanied this check-list, which serves as a reminder when the patient returns home to take the survey. The sample “survey invitation”, which accompanied this check-list, was originally provided to StoneCrest Family Physicians in Nashville, TN. If you’d like to use the sample, feel free to remove the StoneCrest Logo, and change the text as needed.

- ☐ M3 Survey signage is displayed in the main waiting area.
- ☐ M3 Survey signage is displayed in the exam rooms.
- ☐ Post-card size “survey invitations” are made available to your patients.
- ☐ Appointment reminder cards have the survey URL printed on the back.
- ☐ Practice support staff are trained and encouraged to personally thank patients for their business, requesting that the patient take the survey.

D. Communicating the Need for M3-Patient Experience

There are TIPS listed in the M3 tutorial that may be useful to assist with communicating to physicians and support staff related to how the M3 survey works, and the need for obtaining real-time patient feedback as a way to sustain and/or improve customer service levels. Some of those TIPS are listed below as part of the checklist.

- ☐ Support staff has taken the M3 survey and are familiar with what the patient sees when the patient answers the survey.
- ☐ Physicians and other healthcare providers have taken the M3 survey and are familiar with what the patient sees when the patient answers the survey.
- ☐ M3 FLASH reports are used to provide feedback to support staff and providers soon after the patient’s survey is received.
- ☐ M3 reports/results are reviewed with executive leaders during monthly executive committee meeting.
- ☐ M3 reports/results are reviewed with support staff leadership during monthly staff meetings.

E. Kiosks, PC Tablets

Placing a PC or Kiosk in the practice’s waiting area or using PC Tablets to obtain patient feedback as the patient checks-out after their visit may be utilized with the M3 survey. Some M3 clients have positioned PC’s and/or Kiosks in the practice’s waiting areas along with signage advertising the survey, and some have utilized iPads or other hand-held PC tablet devices. An on-site kiosk, PC, or Tablet add a nice PR touch, especially with professional signage posted around the PC or kiosk. To maximize patient utilization of on-site PCs, kiosks and tablets, a member of the practice’s support staff may be assigned



the responsibility for encouraging patients to use the kiosk/PC/tablet, assisting patients as needed with the technology, and otherwise monitoring and maintaining the device to ensure devices are not abused or pilfered. **Note: Check with your organization's Information Technology group to ensure your wireless device configuration and deployment meets all HIPAA security/organizational security protocols.**

- ☐ An on-site kiosk (or PC) is available to patients to take the M3 survey.
- ☐ An iPad or PC tablet is made available to patients at checkout to take the M3 survey.

F. Support Staff Feedback and Incentives

Patient and/or Support Staff incentives and feedback: Some M3 clients have implemented patient incentives, such as a monthly drawing to win a cash prize, and/or implemented a support staff contest whereby support staff are encouraged and rewarded for achieving a short term goal; i.e. obtaining the greatest number of patient email addresses, receiving the greatest number of patient compliments via the M3 survey, and various other incentives to create front-line support staff enthusiasm for the survey process. Some effective initiatives are listed below as part of this check-list.

- ☐ Our practice utilizes **patient** promotions and/ or contests from time to time.
- ☐ Our practice utilizes **employee** promotions and/ or contests from time to time.
- ☐ Employees are congratulated for a "job well done" whenever the patient identifies the employee as providing exceptional service or care as part of the patients M3 survey.
- ☐ Employees are coached and counseled whenever the patient identifies the employee as providing less-than-acceptable service or care as part of the patients M3 survey.
- ☐ Physicians (and other healthcare providers that see patients) are provided copies of patient feedback whenever the patient specifically identifies the practice as part of the patient's general comments.

G. Use of Paper Surveys

Using Paper Surveys: MedicalGPS does not recommend using paper surveys. M3 clients are strongly encouraged to use some or all of the techniques listed above before considering the use of paper surveys. Paper surveys are generally not cost effective, may jeopardize data integrity, and often times diminishes the timeliness of the patient's feedback.



Summary

Of all of the items mentioned above, items listed under “A” (utilizing email to communicate with patients) have the greatest favorable impact, by far, with increasing patient participation. While it may take some time and effort to create a culture to “always collect the patient’s email”, the favorable impact will be long-lasting and low-maintenance going forward.

While items “B”, “C”, and “D” mentioned above are worth doing, the incremental increases in surveys taken will most likely not equal items listed under bullet “A”.

MedicalGPS considers assisting our clients with maximizing the use of M3 part of our normal service offering, and covered by the on-going normal M3 subscription fee. There is no additional cost beyond the subscription fee for your practice to reach out to MedicalGPS for support as it relates to assistance with the items listed as part of this check list.