

Primary Care Patient Experience Measurement: Approaches, ideas, and tools for your practice

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Meaningful measurement of patient experience in your practice



Presenter Disclosure

- Sharon Johnston, University of Ottawa, Bruyere Academic Family Health Team
- Gail Dobell, Director, Performance Measurement, Health Quality Ontario
- Ellie Kingsbury, QIDSS, Équipe de santé familiale académique Montfort
- Susan Taylor, Director, Quality Improvement Program Delivery, Health Quality Ontario

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The provincial advisor on the quality of health care in Ontario



Patient Experience Measurement

Population-level surveys:

- Commonwealth International Health Policy Survey
- Canadian Community Health Survey (CCHS)
- Health Care Experience Survey (HCES)

Practice-level surveys:

- Quality Improvement/Quality Improvement Plans
- Multiple surveys with varying degrees of rigour
- HQO survey

Primary Care Collaboration

A multi-phase collaborative project to:

- Identify a primary care practice-level patient experience survey
- Recommend an implementation strategy to maximize the ability of practices to measure patient experience to the highest possible standard

Guided by two committees:

- Joint Committee – overarching strategy
- Advisory Committee – development of survey content and process

A Successful Survey

Critical factors to survey success:

- Content relevant to Ontario patients
- Actionable information for quality improvement
- Standardized for, at minimum, a core set of survey questions
- Aligned, where appropriate, to the population level surveys
- Aligned to QIP requirements for patient experience
- Easy and quick to implement and analyze

Development and Testing Phases

- Literature review and conceptual framework development
- Initial pilot testing
 - Revisions and stakeholder validation
- Rapid cycle evaluation
 - Revisions and stakeholder validation
- Full field evaluation
 - Revisions and stakeholder validation
- Public release

The Final Survey

Process highlights:

- Two versions:
 - CHC/AHAC version and all other models of PC version
- Word and .pdf version
 - Customizable for practice letterhead
- English and 11 other languages
- Support guide

Content highlights:

- Visit specific and longer term experience
- QIP and population-level questions embedded within
- Average 5 minutes to complete
- Five-point scale

Survey Examples

- The last time you were sick or were concerned you had a health problem...
 - Did you get an appointment on the date you wanted?
 - How many days did it take from when you first tried to see your doctor or nurse practitioner to when you actually SAW him/her or someone else in their office?
- ...The last time when you needed medical care in the evening, on a weekend, or on a public holiday, how easy was it to get care without going to the emergency department?
- The [provider] knew about [my] medical history
- The [provider] explained things in a way that was easy to understand

Use and Support

- Availability in multiple languages to capture as broad representation as possible
- Online tools - checklists, posters etc.
- Online Support Guide
 - Walks through survey step-by-step
 - Includes guidance on everything from sampling to communicating to team
 - Focuses on taking action in response to results
- Quality Improvement Plan

Champlain LHIN FHT Patient Survey

- In 2014, Champlain LHIN FHT Executive Directors agreed to develop, distribute and analyze a standardized patient experience survey for all 21 FHTs
- Initially, objectives were:
 - To have common questions
 - To have baseline reporting for Quality Improvement Plan (QIP)
- 3rd year running with FHT participation increased from 15 for 2014 to 20 for 2016

Common survey content

- Working group with representatives from 7 FHTS and QIDSS member
 - Regular consultation with FHT ED's
- Select best measures available on priority items
 - Actionable to FHTs
 - Includes questions from the Quality Improvement Plan document and demographic questions
- Actionable data
 - Must be timely
 - capacity to address
- Identify, adapt, or create questions to meet needs
 - CIHI Primary Care Patient Survey
https://www.cihi.ca/en/info_phc_patient_en.pdf
 - HQO Patient Survey
<http://www.hqontario.ca/Quality-Improvement/Primary-Care/Patient-Experience-Survey>

Varied survey delivery

- Paper survey given to patients in waiting room
 - Handed out on appointment registration
 - Left in pile for patients to pick up
 - Handed out at random times in waiting room
- Electronic tablet survey given to patients in waiting room
- Email survey sent to all consenting patients with recent appointment
- Web link to survey posted on FHT Website

Shared unblinded reporting of results

- **Common report presents unblinded results of each FHT to:**
- Provide data for QI Plans
- Enable benchmarking for individual FHTS year to year
- Identify regional best practice leaders to learn with
- Identify common regional issues

- NOT for cross-FHT comparison- due to different methods and patient populations

Challenges

- Short and manageable versus longer and comprehensive
- Common core measures versus local priorities
- Different samples and response rates (if known)
- Actionable information and important information

A Successful Survey

Critical factors to survey success:

- Content relevant to Ontario patients
- Actionable information for quality improvement
- Standardized for, at minimum, a core set of survey questions for practice benchmarking and comparative learning
- Aligned, where appropriate, to QIP requirements and to population level surveys
- Easy and quick to implement and analyze