

Add some SaaS to your patient experience surveys

Nicole Bourgeois, MSc, RD

Holly Finn, PMP, Dr. Susie Kim, MD CCFP MScCH,
Craig Thompson, P. Eng.

Disclosures

- Presenters: Nicole Bourgeois, Holly Finn, Susie Kim, Craig Thompson
- None of the presenters have relationships with commercial interests
- This presentation has received no financial or in-kind support from commercial organizations

Project Drivers and Initial Challenges

- MOH requirement to collect experience data
- No in-house expertise; limited IT support
- No budget for additional human resources
- How to do it “right” – adopting best practices
- Needed a flexible solution

Software as a Service

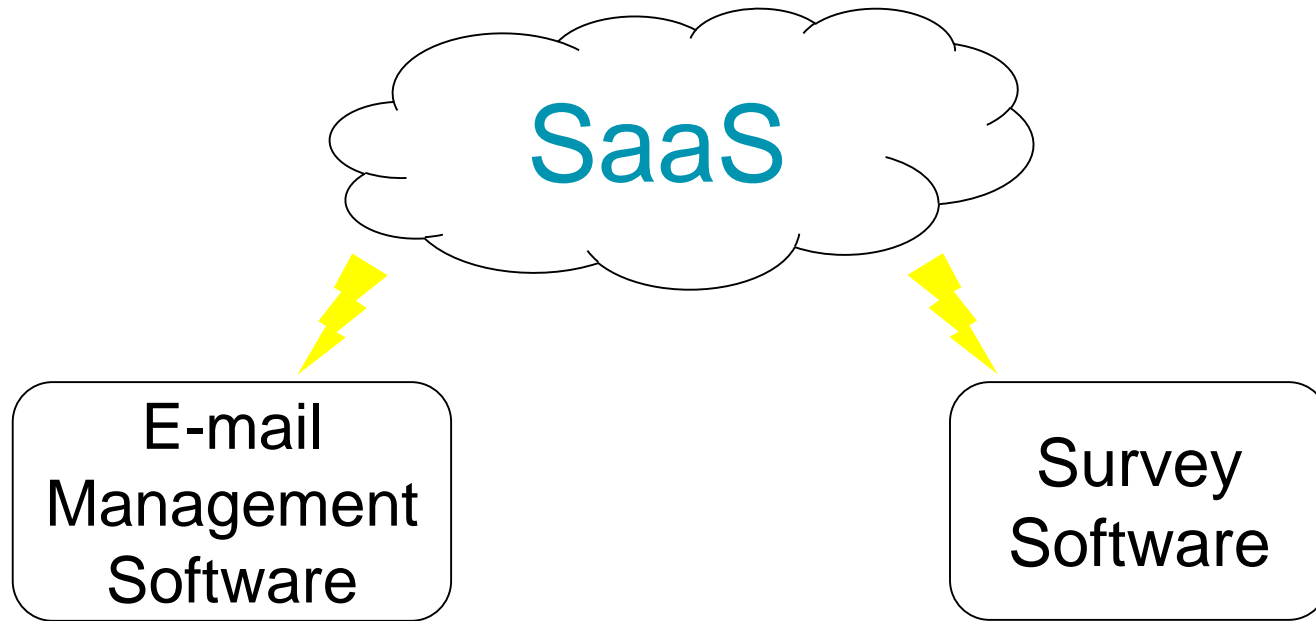
SaaS

- On Demand
- Pay as you go
- Subscription-based
- A-la cart

SaaS

E-mail
Management
Software

Survey
Software



- Manages email lists
- Distributes emails
- Reports

- Quantitative/ Qualitative
- Dashboarding
- Sharing

Survey Design and Distribution

- Creation of 3 short, themed surveys – rotated
 - Continuity, Access, Communication
- Each survey includes:
 - MOH-Mandated questions
 - Questions on the theme
 - Open-ended feedback
 - Demographics
- Electronic Surveys emailed to all patients in the FHT
 - 1 survey per patient, per year

Our SaaS survey strategy: Pros and cons

✓ Easy to implement and use	✗ Can be costly (depending on level of subscription)
✓ Flexible (low commitment)	✗ Not point-of-care
✓ Limited human resources required (and expertise)	✗ Not reaching patients who have not provided an email address
✓ Powerful reporting (including comments)	
✓ Manages unsubscribes	
✓ Reaches wide population	
✓ No software upgrades required, new features frequently added	
✓ Works on any platform	

Lessons learned

- Easy-to-use SaaS solutions are available, and can reduce human resource requirements for patient experience surveys
- These options offer flexibility, as needs change
- Not necessary to pursue the “perfect” solution

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