Patient Contact System – Survey Service

Why this pilot project?

- long-standing priority for AFHTO members to have help with administering surveys

- measuring and improving patient experience is emerging as an increasingly important focus for the MOHLTC

- Improve efficiency and consistency of engaging patients in their care in meaningful ways

What does the system do?

Pulls demographic data automatically from
- Oscar, Telus PS, Accuro, AbelMed (1st 10 teams)
- P&P and maybe Nightingale* (may be included for next 40 teams)

And then sends surveys to patients (by phone or email)
- survey functionality developed for TRANSFORM project*
  - TRANSFORM is a multi-center, multi-year CIHR funded research project focused on primary care performance measurement, including a significant focus on patient experience measurement under the leadership of Sabrina Wong (UBC), Bill Hogg (Bruyere RI) and Fred Burge (Dalhousie University)
  - http://www.transformationphc.ca/about/our-team/

Voice Survey Structure

- **Intro:** This a call about a recent doctor's visit by "Jane". Please press 1 to continue.

- **User Input:** If you are "Jane", press 1. If this isn't "Jane", please hang up the call and we'll try again later. To repeat this message from the beginning, press 0

- **First Survey Question:** At your last visit with your family doctor or nurse practitioner, how good was the doctor or nurse at giving you enough time?

- **Demo** of patient interface

How does it do that?

- A "trigger" or rule will be pre-set for all pilot teams
- The rule will be (team decides variables)
  - "contact X patients with a visit in the past X weeks"
- Team decides how to contact patients
  - Using email address (if it exists)
  - By Phone
  - Eventually by text (future addition)

Can we change the trigger?

- For this pilot - all teams will have the same trigger: "contact X patients with a visit in the past X weeks"
  - for ease of rapid implementation and evaluation
  - Each team will decide on the variables (X) and be given instructions on how to change the variables as needed (at no additional cost)
- Creating a new trigger can be done outside the pilot
  - Teams can negotiate support and cost for new "triggers" directly with Anthony outside of the pilot.
  - Example: select all diabetes patients, or select all patients without an email address, or select all patients who haven't had a visit…

What about the survey questions?

- Each team uses their OWN survey
  - In an online survey (survey monkey etc) for email contacts
  - In a document ready to be recorded in the voice system by local team member (i.e. familiar voice)

- Demo of user portal

What are the terms and then costs after the pilot?

- Pilot is good for 1 year or 500 contacts (whichever comes first)
- One contact = 1 email sent or one phone call (2 tries)

- Costs after the pilot:
  - Monthly usage fees are tiered and start at $.75 per contact (for 1-500 contacts)
  - For new triggers, please consult with Anthony directly. We also suggest developing triggers within the EMR Communities of Practice to share costs.

But I already administer patient surveys just fine!?

- No problem! If you are happy with your own methods you might not want to participate in this pilot from the perspective of surveys

- You may still want to participate though - do a few survey questions to test the system, and then use your remaining contacts for other ways to involve patients in their own care:
  - Patient reminders
  - Invitations to programs
  - Tailored support

Next Steps

Complete 2 forms (Marg will email to all by end of week)

1. Survey Order Form

2. Service Agreement

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Please fill out this order form and fax it to:

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Questions or Comments?

Anthony Mar

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