



eQuipping for Quality: Steps to Measure Up!

Why is this Important?

[Customer Satisfaction](#) surveys provide valuable feedback about performance through measurement of a wide range of quality of care and quality of life indicators. Through data collection and analysis, centers can identify areas of opportunities to improve both the quality and experience of care, and demonstrate success through an increase in positive feedback. Satisfaction ratings also provide those seeking long term care services for themselves or a loved one with a rich source of information to make decisions regarding care.

Best Practices:

Here are a few quick and easy ways to implement interventions identified by organizations that have successfully improved [Customer Satisfaction](#):

- Incorporate feedback into the quality improvement program.
 - Feedback reports from standardized Customer Satisfaction surveys provide focused and valuable information for identification and design of improvement actions. Focus on quality of care indicators, quality of life indicators and customer service indicators that are rated below par. Charter Performance Improvement Project (PIP) teams to identify solutions, and include residents as members of the team where appropriate.
 - Analysis of data collected from grievances is also useful in identifying opportunities for improvement. Identify recurring themes and charter PIP teams to identify solutions.
 - Target recurring resident council concerns for possible PIP's.
- Ensure all associates are aware of the centers mission, vision, and values and practice them daily
 - Focus on a different aspect of the mission/vision/values at daily stand-up meetings, and share examples of a staff embracing those values.
 - Each day post and announce a “value of the day” and provide suggestion boxes for implementation ideas. This will show staff, residents, families and visitors that you care and value their suggestions.
 - Provide scheduled customer service education that clearly articulates the organization's expectations.
- Be present!
 - Leadership/department heads should make a habit of asking residents and families what can be done to improve their stay. Collect that information in a central location so it can be reviewed and action items developed.
 - Conduct leadership shift rounds for additional opportunities to offer "on-the-spot" interventions and address immediate issues.
- Start a “book club” that meets periodically to discuss insights and reflect on ways to apply things learned. Think about holding discussions on a chapter by chapter basis and





rotate responsibility for facilitating these discussions among different staff. Consider starting with the leadership team and then rolling out for groups of diverse staff to talk together on a unit-by-unit basis. Suggested books include:

- *Good to Great: Why Some Companies Make the Leap...And Others Don't* by Jim Collins (2001).
- *If Disney Ran Your Hospital: 9 1/2 Things You Would Do Differently* by Fred Lee (2005).

Tools:

- Apply for the [AHCA/NCAL National Quality Award Program](#) at the Bronze level to gain an understanding of your key customers and focus on improving satisfaction.
- Download AHCA's [Improving the Patient, Resident and Family Experience](#) guide.
- Listen to AHCA's [7 Tips for Improving Resident Satisfaction](#) webinar.

Measure Up/Follow Up:

- In addition to annual Customer Satisfaction surveys, conduct Quality Improvement Survey (QIS) resident and family interviews once a quarter to identify and address concerns. Review the findings and identify at least one opportunity for improvement. Charter a PIP team to address the opportunity and encourage them to use Plan Do Study Act (PDSA) to develop and test the improvement.
- The administrator or a designated leader should establish a regular meeting (either quarterly or monthly) with the resident council president in order to maintain open lines of communication, discuss concerns and communicate actions and improvements.
- Communicate with your Ombudsman to identify any concerns called into their office. If a volunteer Ombudsman visits, request an exit meeting to review concerns and seek input.
- Measure internal improvement in areas of typical concern (food, call light response time, activities, etc.).
- Post the quality improvement outcomes for all to see and celebrate improvements!

More on the Topic:

- [AHCA Customer Satisfaction Resource Website](#)

DISCLAIMER: The AHCA/NCAL quality programs' contents, including their goals and standards, represent some preferred practices, but do not represent minimum standards or expected norms for skilled nursing and/or assisted living providers. As always, the provider is responsible for making clinical decisions and providing care that is best for each individual person.



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qualityinitiative.ahcancal.org

