



# The New Agenda: Collecting “Just in Time” Feedback

June 2<sup>nd</sup>, 12-1pm  
Webinar

Special thanks to  
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foundation



# Today we will cover...

- Why collect “just in time” feedback?
- Have you been doing it and what have you learned?



# Why collect “just in time” feedback?

- Understand how skills are working
- Identify new opportunities for focus



# Tell us, what has been your experience?

- Are you collecting “just in time feedback”? How are you doing it?
- How does it feel to get information this way?
- What surprised you?



# What methods have you used to collect real time patient feedback? Check all that apply.

- Surveys?
- Comment cards?
- Quick conversations with patients, directly following their visit?
- Observation?
- Patient shadowing?



# Surveys

Method to capture patient reported responses to specific questions with specific response choices.

**Objective:** to gather information in a non-disruptive way about a patient's experience with some specific or broad questions about their care.

**Result:** Synthesis of responses to specific questions as reported by patients and an ability to quantify data to pull out key themes.

## 'How To' Tips:

- Brief, no more than 5 Qs,
- Closed ended plus 1-2 open ended Qs
- Scaled questions are better
- Avoid using "biased" questions



# Comment cards

Method to capture patient reported experiences, open-ended questions, gets more at “experience”, unsurfaced information missed in closed ended Qs

**Objective:** to gather information in a non-disruptive way about a patient’s experience using broad, open ended questions to promote sharing of information they think is important.

**Result:** Synthesis of what end users are sharing about their experience with care; opportunity to identify strengths and ideas for improvement opportunities

## ‘How To’ Tips:

- Include 1-3 open ended questions
- Include broad questions
- Start with who, what, when and why
- Avoid biased questions
- Use 3<sup>rd</sup> grade level verbiage



# Observations 'Fly on the Wall'

Method to capture experiences / interactions in real time. What are you seeing, hearing? Tasks, language, actions, body language, emotions, etc.

**Objective:** to gather different layers of information in a non-disruptive way that does not impact the end users.

**Result:** Synthesis of what end users are feeling, saying, doing as they engage and experience their environment; work, home, care delivery.

## 'How To' Tips:

- With users in their 'contextual environment'
- Avoid carrying assumptions from prior experience
- Keep an open mind; use a beginners mindset
- Note things that surprise you
- Look for disconnects, 'workarounds' and contradictions; things people do to make their lives easier





# Intercepts

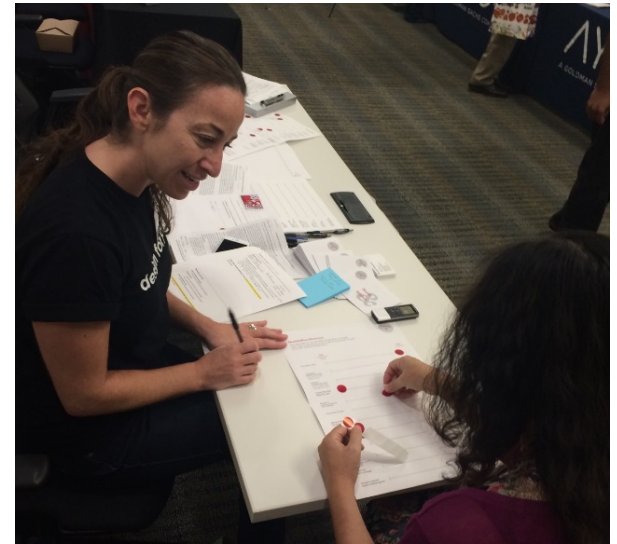
Method to capture real-time user opinions related to a specific experience in a very **rapid, informal, yet focused way**.

**Objective:** to gather as much 'data' in a short amount of time from many users and analyze immediately.

**Result:** Synthesis of user perceptions of what is working well and what they would like to be better/ different about a service or experience.

## 'How To' Tips:

- Done with users in an 'active environment'
- Uses a good pick-up line
- Be 'on-call' as real time questions come up
- Keep time, but don't rush them through it
- Set a time window of 5-10 min.



# Methods – key considerations

Method	Considerations
<b>Surveys</b>	Useful if using vetted Questions “tells you the what and not the why” Quick way to get a lot of feedback and where to go deeper, Minimal choice Not ideal for low literacy populations
<b>Comment cards</b>	Open ended questions More experiential – closer to face to face feedback Uncover areas you may have missed, people have a choice Requires more time and thought to analyze data for key themes
<b>Observations “fly on the wall”</b>	Want to see the experience in action – helps fill in the details Do in the real environment Preparation for doing it – don’t assume you can just do it Not about changing the experience - requires listening and being present
<b>Intercepts</b>	Experience is “fresh” in persons mind Requires a short amount of time Get immediate information and analyze quickly Can do a lot in a short amount of time, no tool needed

