The New Agenda: Collecting “Just in Time” Feedback

June 2nd, 12-1pm
Webinar

Special thanks to our funders:
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
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 3rd 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

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<th>Method</th>
<th>Considerations</th>
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| Surveys         | 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                                                                                  |
| Comment cards   | 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                                                      |
| Observations “fly on the wall” | 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                                          |
| Intercepts      | 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                                                                  |