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**POINT OF CARE SURVEYING -  
THE ONLY VIABLE, SUSTAINABLE, AND  
COST EFFECTIVE METHOD OF SURVEYING**



# POST-VISIT SURVEYING ISSUES

## WHY TRADITIONAL METHODS HAVE FAILED

For decades, the healthcare industry has depended on, and been conditioned to, traditional post-visit patient surveying. Modes such as mail, phone, email, and, more recently, SMS text messages, have been employed to establish levels of patient care received. These methods were mostly employed for two main reasons: (a) there were no other viable modes, and (b) the industry became conditioned and comfortable in using them.

The ramifications of using these traditional methods are significant. They yield very low response rates, which impacts data accuracy, and which, in turn, impacts the ability to affect improvements. This major obstacle is compounded by the fact that it can then take weeks, and sometimes months, to receive collected data. Therefore, healthcare leaders are waiting a long time to receive very little data, effectively setting them up to fail before they begin.

With the advent of the CAHPS era, medical leaders have been challenged in not only attaining high patient satisfaction scores through better outcomes, but also sustaining them month-after-month. Additionally, CAHPS has essentially created a “national beauty contest” where each medical facility is pitted against the others to avoid financial penalties and attain high star ratings, while also publishing hospital performance scores for public consumption and scrutiny.

CMS mandates the use of mail/phone surveys for CAHPS, but has made it clear that CAHPS data is for hospital level comparisons, and not for comparing wards, floors, or staff members. However, CMS does NOT preclude (as many commonly believe) hospitals from pre-surveying patients, as long as they follow CMS guidelines. This has resulted in medical leaders looking for new ways to survey patients in conjunction with the mandated methods, which helps them overcome the low response rates, low data accuracy, and delayed reporting delivery issues. Real-time point-of-care surveying has demonstrated that it's the only viable, sustainable, and cost-effective method.



# WHAT'S THE MARKET SAYING?

## TRADITIONAL METHODS ARE FLAWED

Change doesn't often come easy, and the obvious drawbacks of traditional surveying for performance improvement and shifting national scores has finally been accepted. For example, NRC Health states on their website:

*"No one wants to complete an 80-question survey via mail—or any other mode, for that matter. That is why traditional means of collecting feedback from patients and residents yield small and out-of-date samples that often fails to deliver the understanding needed for physicians and staff to engage and improve."*

- NRC Health (NRChealth.com), February, 2019.

Additionally, CMS goes to great lengths to also emphasize the limitations of using traditional surveying methods, and warns of the limitations when using mail/phone survey data:

*"CMS emphasizes that HCAHPS scores are designed and intended for use at the hospital level for the comparison of hospitals to each other. CMS does not review or endorse the use of HCAHPS scores for comparisons within hospitals, such as comparison of HCAHPS scores associated with a particular ward, floor, individual staff member, to others. Such comparisons are unreliable unless large sample sizes are collected at the ward, floor, or individual staff member level...HCAHPS is not appropriate for comparing or assessing individual hospital staff members. Using HCAHPS scores to compare or assess individual staff members is inappropriate and is strongly discouraged by CMS."*

- Centers for Medicare & Medicaid Services HCAHPS Quality Assurance Guideline V11.0, March 2018.



# POINT-OF-CARE REAL-TIME SURVEYS

## THE QUALITICK METHOD

For more than 12 years, Qualitick has provided only real-time point-of-care surveying and data collection, because it's the only method which has consistently proved to help medical leaders attain high response rates with data accuracy, and real-time analytics with robust reporting to help them gain better insight and improve their national scores. The critical attributes to achieving this include:

**High Response Rates** - In our experience, patients are more likely to partake in satisfaction surveys while they are at your facility, often 10, 20, and 30 times more than traditional methods. They are a captive audience, and, therefore, become more engaged when approached to complete a survey while on-site. Once they leave the facility, the probability they complete a survey falls dramatically, often as low as (or below) 1%.

**True Real-Time** - The Qualitick program is true real-time, i.e., surveys conducted at the point-of-care. That means you get real-time early warning alerts via email and/or SMS text, as well as access to our industry-leading reporting dashboards and push reports.

**Improved Data Accuracy** - Data accuracy is directly proportional to response rates, and because the Qualitick program yields high response rates, you have the confidence that reporting is accurate.

**Cost-Effective & Sustainable** - The Qualitick program is an extremely cost-effective program when compared to other modes of surveying and electronic rounding. Additionally, it's sustainable because it can be employed 24/7 in all medical areas without performance drop-offs in response rates and reporting accuracy.



# THE QUALITICK METHOD

## SUPERIOR DATA-COLLECTION & REPORTING

**Robust Reporting** – The Qualitick real-time reporting is industry leading and provides medical leaders early warning alerts via email and/or SMS text, an in-depth dashboard for on-demand reporting and real-time analysis, individual real-time provider/nurse portals, and email push reporting capabilities to receive critical reports at your convenience.

**Tablets are Provided, Supported, Tracked, and Warrantied** – Qualitick provides you surveying tablets as part of the program; we also remotely support, GPS track, and warranty the hardware. This means easy setup, and puts a lot less strain on your IT team to procure and support surveying hardware.

**Dedicated Concierge Account Management** – All Qualitick clients are assigned concierge account managers to support them with all their collection and reporting needs. No more calling random, non responsive people at call centers for support. With Qualitick, you get real people, with direct phone numbers and email, who are responsive to your needs.

**Multiple Surveying Options** – The Qualitick program is tailored to support different types of point-of-care surveying data-collection, and includes (but is not limited to):

- Patient Satisfaction Surveys
- Electronic Rounding, e.g. Nurse Leader Rounding
- Safety Checks
- Environmental Rounds
- Patient Call-Backs
- Employee Surveys



Qualitick is a pioneer in real-time data collection and analytics in the healthcare industry. With over a decade of experience in this emerging industry, Qualitick partners with and supports some of the top healthcare organizations across the country in 42+ states.



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