

PRC ACTION ALERTS

FAQ Resource Guide

WHAT IS AN ACTION ALERT?

Your organization will receive a notification from PRC if a respondent mentions a serious situation we feel you should be notified about during the data collection of your patient experience surveys.

HOW WILL MY ORGANIZATION BE NOTIFIED WHEN AN ACTION ALERT IS GENERATED?

PRC utilizes www.PRCAlertView.com as a communication channel to notify your organization of a survey producing feedback that would generate an Action Alert. Your organization can designate one or multiple individuals to have access to PRCAlertView to view your Action Alerts. PRCAlertView includes a notification feature so that your designated individual(s) will be notified when a new Action Alert is posted for your attention.

WHAT ARE EXAMPLE SCENARIOS THAT COULD GENERATE AN ACTION ALERT?

- filing a lawsuit or taking legal action
- a serious breach of privacy and/or confidentiality (this does not include a patient asking, “How did you get my number?”)
- physical or verbal abuse, hostility, sexual harassment, or discrimination
- issues of patient safety (e.g., wrong medication, wrong identification, etc.)
- gross misconduct, malpractice, or negligence (e.g., employees suspected of being “under the influence” of drugs or alcohol, extremes in not taking care of “blood pooling in bed,” or “screaming with pain”)
- insisting, even after PRC suggests the patient handle it themselves, that the hospital specifically contacts him/her
- a specific incident that made them rate the quality of care as “poor”

ARE ACTION ALERTS AVAILABLE FOR MULTIPLE METHODOLOGIES?

Yes. PRC generates Action Alerts for patient experience phone surveys and eSurveys.

HOW ARE ACTION ALERTS GENERATED FROM ESURVEYS?

For eSurveys, Action Alerts are generated based on feedback given to any open-ended questions within the survey, if such comments reflect a serious nature such as the example scenarios provided in this resource document.

HOW ARE ACTION ALERTS GENERATED FROM PHONE SURVEYS?

PRC interviewers are trained to listen for feedback given by the respondent anytime during the call that aligns with the definition of an Action Alert (examples are provided above). PRC interviewers are also trained to document as many details as possible so that we can provide those within the Action Alert notification to you.



CAN AN ACTION ALERT BE GENERATED FROM A SURVEY THAT IS NOT COMPLETED?

Yes. If the respondent has not fully completed the survey, but otherwise has made mention of serious comments worthy of an Action Alert, PRC will generate an Action Alert notification to your organization. This could be the very beginning of a phone survey (in some cases even when a respondent does not answer any questions) or at the open-ended question of an eSurvey.

CAN ACTION ALERTS BE GENERATED FROM SOMEONE OTHER THAN THE PATIENT?

Yes. PRC upholds HIPAA-compliance and asks to speak directly to the patient (or parent/guardian for minors) and does not divulge that we know there was a patient in the household until we are speaking directly with the patient. Even with this adherence to protocol, on some occasions, someone other than the patient will answer the phone and indicate to our interviewer that a household member was a patient and provide comments to us related to the healthcare experience. If such comments are of serious nature worthy of an Action Alert, PRC will still generate an Action Alert notification to you.

CAN ACTION ALERTS BE GENERATED IF THE COMMENTS PERTAIN TO A VISIT OTHER THAN THE VISIT WE ARE SURVEYING ABOUT?

Yes. At the beginning of each survey, and at other times throughout, PRC guides the patient to focus on providing feedback regarding the discharge/visit date and the type of experience it was (inpatient, outpatient lab, outpatient radiation oncology, outpatient therapy, emergency department, clinic, etc.). Even with this reinforcement, when given the chance for open-ended feedback at the end of the survey after the rating questions, some patients take an opportunity to voice feedback about additional visits as well. If their feedback, whether regarding the visit we are surveying about or another one, is of a serious nature worthy of an Action Alert, PRC will generate an Action Alert notification to you.

WHAT INFORMATION WILL BE INCLUDED IN AN ACTION ALERT?


The information included in an Action Alert varies by situation. At minimum, the Action Alert will include an explanation of the situation. Protected health information (PHI) will be provided on the Action Alert unless permission was not given during the survey to do so. In addition, each Action Alert will note whether it is okay or not for you to contact the patient further.

MAY I CONTACT THE PATIENT FURTHER ABOUT AN ACTION ALERT?

Each Action Alert indicates whether you may contact the patient further via the Red Thumbs Down or Green Thumbs Up icon.

 Does not want to be contacted

 Does not want to be identified

 Okay to contact

- **Red Thumbs Down:** You should not contact the patient further if you see a red thumbs down icon on the Action Alert. PRC still notifies you of these Action Alerts for your awareness and/or any internal follow-up you may wish to do within your organization.
- **Green Thumbs Up:** You may contact the patient further if you see a green thumbs up icon on the Action Alert. It is recommended you do not mention you are calling in response to the survey. Rather, it is best practice to indicate your call is in follow-up to their recent visit/stay, check in on how they are doing, ask how their stay was and/or if anything could have been better, and/or if there are any follow-up needs you can assist with. In most cases, this approach allows for a comfortable line of communication.

