

PRC ESURVEYS

Frequently Asked Questions

PRC offers multiple methodologies for your patients to share their healthcare experience feedback. Among these, the most common methodologies are phone interviews and Esurveys. PRC has years of experience conducting both; with the dynamic nature of healthcare, more organizations are utilizing a multi-methodology approach for obtaining patients' perceptions. Your organization may opt to do one or a combination of these, providing a broad invitation reach to your patient population with an opportunity to share their valuable feedback.

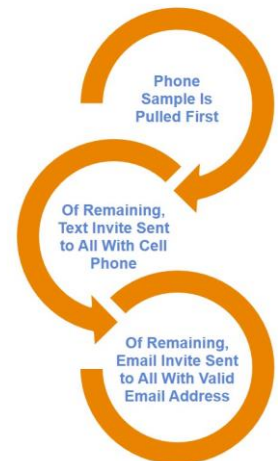
PRC partners with each organization to meet your patient experience needs, and therefore customizes this setup on a client-by-client basis. For specific details regarding your study setup, please check with the patient experience lead within your organization or contact your PRC service team.

HOW ARE ESURVEYS SENT?

There are two invitation types PRC utilizes for Esurveys. Invitations can be sent via email and/or via text to patients. Your organization may have chosen one or both invitation types.

WHICH PATIENTS GET AN ESURVEY?

If your organization has chosen a multi-methodology approach (phone/email/text) for your study, PRC first randomly selects a group of patients to be called by phone. Of all remaining records, PRC sends a text invitation to all patients where the phone number in his/her record is a mobile number. For any remaining records, PRC sends an email invitation to all that have a valid email address in their record. All who complete your Esurvey will be included in your reporting.



DOES A PATIENT RECEIVE MORE THAN ONE INVITATION TYPE?

Once chosen for a specific invitation type, a patient will stay within that survey method. For example, if a patient is chosen for a phone survey, PRC will follow protocol for multiple attempts to reach the patient by phone to ensure the highest likelihood of their participation. If the patient is not reachable and/or does not participate by phone, the patient will not receive an Esurvey for the same visit. Likewise, if a patient is chosen for text, and does not participate, he/she does not receive an email nor phone call; he/she will receive a text reminder.

CAN A PATIENT SELECT A PREFERRED SURVEY METHOD?

All survey opportunities are based upon the patient records your organization sends to PRC, following the protocol described above. PRC designs your survey methodologies according to your organization-level preference. If your organization tracks communication preference type at an individual level in the patient record, please let PRC know and this can be discussed during setup preparations.

DOES THE PATIENT RECEIVE A REMINDER INVITATION?

Patients who do not complete after the original invitation will receive a reminder invitation. The Esurvey link is open for a limited timeframe at which time the survey opportunity will close. This ensures feedback is provided to your organization soon after the visit.

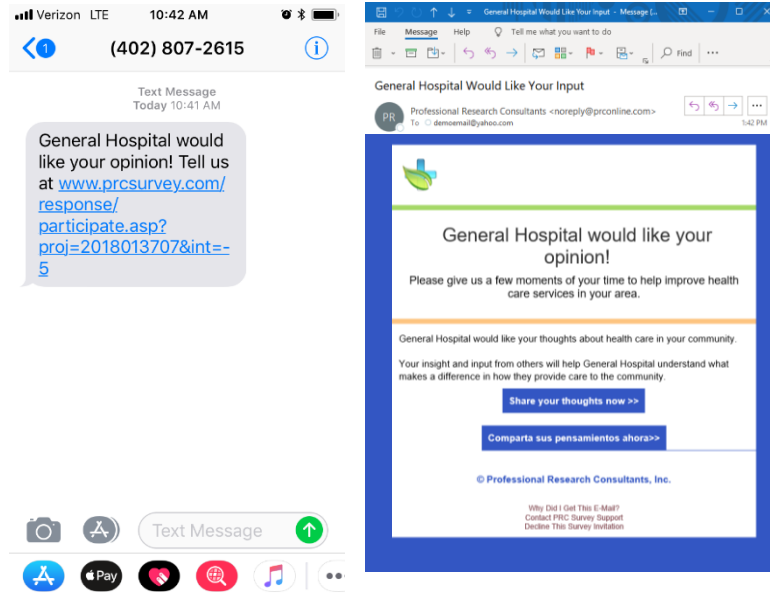


HOW CAN PATIENTS COMPLETE THE ESURVEY?

Patients can complete the Esurvey on any device with web access. PRC's Esurveys are mobile optimized to be taken easily on smart phones and tablets.

WHAT DOES THE ESURVEY INVITATION LOOK LIKE?

Both text and email invitation types include your organization name and the link to the Esurvey. Within the email invitation, your provided organization logo is also included. Regardless of invitation type, it leads the patient to the same user-friendly web survey to provide their feedback.

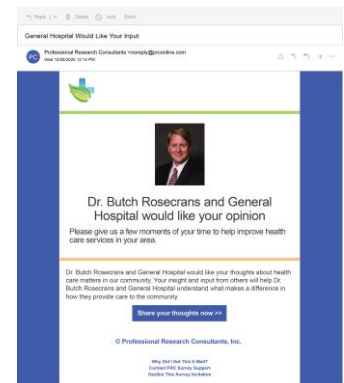


DOES PRC CUSTOMIZE ESURVEYS TO INCLUDE PROVIDER PHOTOS?

Yes, PRC can customize your Esurveys for provider practices to reflect the provider's picture on each screen if your organization sends those to PRC. PRC also customizes the email invitation to include the provider name and picture.

IS THE SURVEY IN THE TEXT, OR IS A LINK PROVIDED?

If a patient receives a text invitation, the text includes a link to the Esurvey. Individual questions are not sent to the patient within the text, rather the patient clicks the Esurvey link to answer the questions on a mobile optimized web platform.



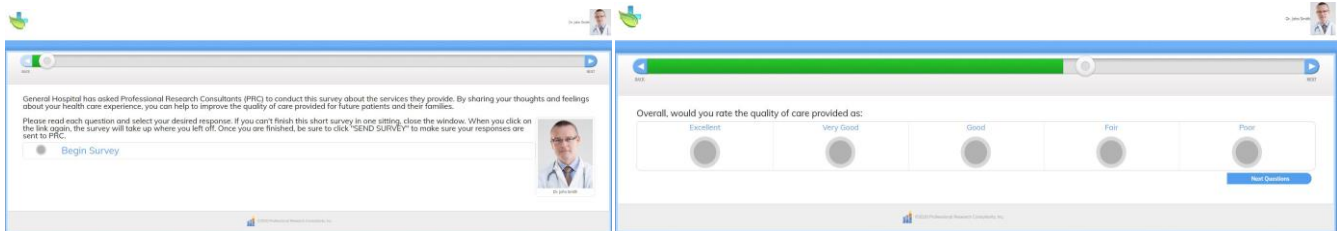
HOW LONG DOES THE ESURVEY TAKE?

Most Esurveys only take a few minutes to complete. PRC partners with each organization to meet your needs. PRC has a set of base questions suggested for each organization and allows the organization to customize the survey questions on a client-by-client basis. Therefore, survey length can vary according to organization preference, but the overall aim is for a short and smooth Esurvey for the patient.



WHAT DOES THE ESURVEY LOOK LIKE ONCE A PATIENT CLICKS ON THE LINK?

PRC's Esurvey is designed for ease. Once a patient selects a response, the screen automatically advances. A patient can utilize the "back" or "next" button if he/she wishes to return or advance to a particular screen. A progress bar is provided at the top of each screen for the patient to see how close he/she is to finishing.



DOES THE PATIENT HAVE TO ANSWER ALL QUESTIONS?

PRC Esurveys are programmed to allow the patient to click past a screen if they wish to not answer a question and/or a question does not apply to their experience.

WHAT IF THE PATIENT ISN'T ABLE TO ANSWER ALL QUESTIONS AT ONE TIME?

If a patient returns to the survey, it will keep previously answered questions recorded, and pick back up right where he/she left off.

CAN A PATIENT OPT OUT OF DOING THE SURVEY?

PRC honors patient requests to decline the survey. All invitation types provide patients the option of opting out.

HOW DO THE INVITATIONS WORK FOR PATIENTS WITH FREQUENT VISITS?

PRC takes measures to reduce survey fatigue, especially as we realize some patients may have multiple healthcare visits over time. To honor this and respect patients' time, once a patient has completed a survey, PRC will not contact him/her again for another survey with the same provider for a designated timeframe; if a patient completes a survey about a visit with their primary care provider, he/she will still be eligible to be invited for a follow-up visit with a specialist or other provider. Generally, the timeframe is set to 90 days; however, the timeframe can be customized, and ultimately set to meet your organization's needs.

WANT TO LEARN MORE?

Email info@prccustomresearch.com

