



Patient Experience Surveys: Email Collection and Consent

Why we are collecting email addresses and cell phone numbers?

- Email addresses and cell phone numbers will now be collected at registration for distributing digital patient experience surveys
- Patient experience surveys are an important tool to give our patients and community the opportunity to provide feedback on their health care experience
- Patient experience surveys help us understand what we are doing well and where we have opportunities to improve patient care

What you need to know

- TBRHSC has adopted the digital platform Qualtrics XM for patient experience surveys
- The registration screens have been realigned, making collection seamless for staff
- Asking for consent from the patient is mandatory in collecting their email address
- We have improved the consent responses when registering patients so we can better understand who is being asked, who is declining to be surveyed and those that are not being asked

What is involved in the process?

- When you have a patient present, you will ask for consent and fill in a confirmed email, cell phone number and date
- These fields will auto-populate for future visits
- Confirm repopulated registration data and obtain consent at each visit
- Privacy and Informatics have led and guided best practices

What are the patient response options?

- Yes, patient is agreeable to providing information and taking part in the survey
- Declined, patient does not want to provide information or participate in survey
- Direct admit, this will be used when you are registering a patient who is not face to face (transfers etc.)
- Not Asked, use this option sparingly as the collection of this information is as important as other demographic information and should not be skipped

Who can I contact if I have questions?

- Bonnie Nicholas, Manager of Patient and Family Centred Care, 684-6345 or bonnie.nicholas@tbh.net
- For questions regarding Meditech please call Helpdesk at ext. 6411

Where can I direct patients if they have questions?

- Patients and families can contact the Patient Advocate at 684-6211