



## KIA ORA!

### Newsletter for Q4 – May 2021

Welcome to the Q4 - May quarterly newsletter for the NZ Patient Experience survey programme. Looking back at the first year, we would like to thank you all for the enormous effort and your continued engagement that contribute to the success of this survey programme. As we head into the second year, we are confident that you will find it easier to interpret the results in the reporting portal and continue to use it to make a difference and improve services for all patients.

A new and improved reporting portal with better usability, flow and consistency was released in April. We have also added new DHB comparators / types. The [recording](#) of the new reporting portal webinar and [Q&A document](#) are now available in the [How-to Library](#).

### Results from the May quarter are live on the reporting portal now.

And finally, this newsletter is for you – it aims to help you by providing updates on the survey programme as well as useful hints and tips – please let us know if there's something specific you'd like us to cover or any thoughts you might have. We love getting your feedback.

Ngā mihi nui,

Amanda, Ruth, Hanrie and the Ipsos team

Data collection portal

Reporting portal login

## WHAT'S IN THIS NEWSLETTER?

Click on the links below to take you directly to information on:

- [What's new this quarter?](#)
- [What's coming up next quarter?](#)
- [Information and How-to guides?](#)
- [Dates for next quarter?](#)
- [Boost response rates:](#)
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- [New reporting portal: Time series chart](#)
- [Patient feedback on completing the survey](#)

## NEED HELP?

ŌMĒRA MAI | EMAIL US: [nzpatientexperience@ipsos.com](mailto:nzpatientexperience@ipsos.com)  
WĀEA MAI | CALL US 04 974 8630





## WHAT'S NEW THIS QUARTER?

This quarter you will notice the following new features:

- New Reporting Portal
- Export of the comments (only) now available in the data collection portal to help with the comment moderation process



## WHAT'S COMING UP NEXT QUARTER?

Next quarter look out for:

- Response Rate Report will include an over time chart
- An analysis of the importance of different variables in driving a good overall experience for patients



## LOOKING FOR HELP OR GUIDANCE MATERIALS?

Check out the following (accessible via the reporting portal or links below):

- The [landing page](#) where you have links to both portals
- [How-to user Library](#): where you will find a link to the two surveys, user guides, recordings of our webinars and how-to-videos.
- [FAQ page on the reporting portal](#). Here you will find information about the survey, questionnaires and methodology documents, answers to FAQ and the reporting portal user guide.
- Questionnaire example: [Adult hospital Survey](#)



## DATES FOR NEXT QUARTER

- **Inpatient discharge (4-week period)**  
5 July – 1 August
- **Inpatient discharge (2-week period)**  
19 July – 1 August
- **DHB upload period**  
3 – 10 August
- **Survey fieldwork**  
10 August – 31 August  
(22 September for mail surveys)
- **Results available**  
28 September

For more important dates, please visit the [survey timetable](#).

The sample who will receive the survey will be a selection of the patients who have visited the hospital during the survey sample week(s): **5 July – 1 August**



The survey goes live from the **10<sup>th</sup> of August**, that is the date when we send the survey to patients who have visited the hospital during the survey reference period, if they were included in the sample file, we receive from the DHBs. The patients will have time until the **31<sup>st</sup> of August** to complete the survey.

## NEED MORE SUPPORT?

First step is to work through the guides and videos in the [How-to Library](#).

Please have a look at the [DHB Superuser How-to guide](#), you can work through the manual and if you have any questions you can reach the Ipsos team at **04 974 8630** or email [NZPatientExperienceSurveys@ipsos.com](mailto:NZPatientExperienceSurveys@ipsos.com). If your **patients** require any assistance whilst they are doing the survey or have any technical questions, they can reach the Ipsos helpdesk at **0800 121 650** or email [support@myexperience.health.nz](mailto:support@myexperience.health.nz)



## Boost response rates

### Minimising SMS and email bounces when we invite patients

The main reason for sample loss when we send the survey invitations are SMS and email bounces. If we do not have the valid mobile number or email address for the patient, the patient will not receive the survey invitation. These details are managed by the hospitals and we need the hospital admission staff to check and update the contact details for patients on a regular basis for the correct details to come through when we receive the patient sample file.

You can do the following to help boost your response rates:

1. Remind the hospitals when the survey sample week starts. The sample who will receive the survey will be a selection of the patients who have visited their practices during the survey sample week.
  - All Reception and admission staff should be aware of the survey and the survey dates.
  - Reception and hospital admission staff should check and update contact details of patients who visit the hospital during the survey sample week.
  - Check the correct format of email addresses:
    - No spaces
    - One email address per patient
    - Ensure the email domain is correct for example - .co.nz is included where appropriate
  - Hospitals should display information about the upcoming survey during the survey sample week. Resources available on the [Commission's website](#) and in the [How-to Library](#).
    - [The Adult hospital promotional image](#)

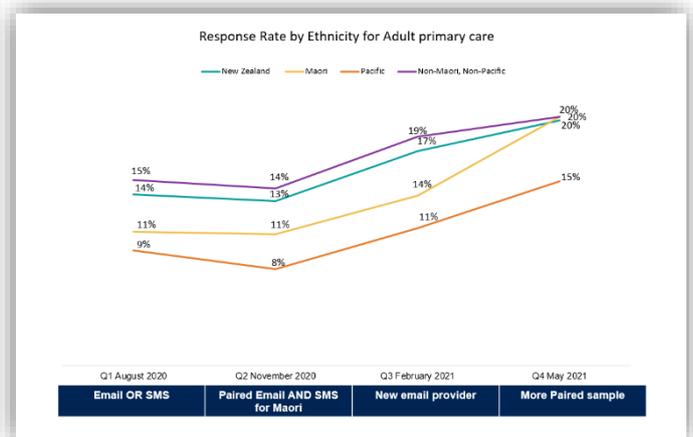
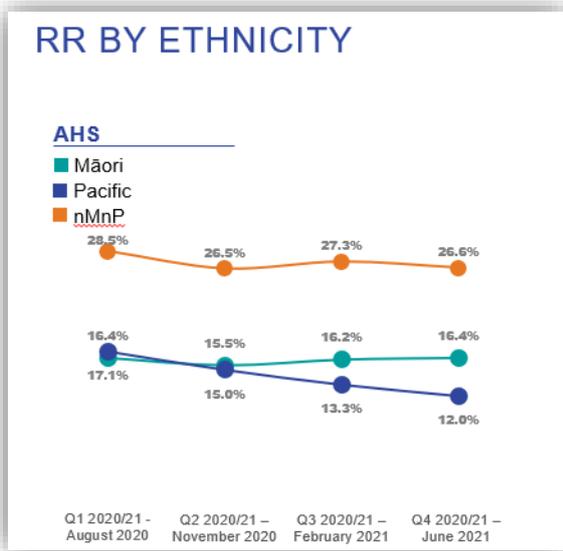


- A draft message practices can share on social media or a screen in the waiting room:
 

***Over the next few weeks you may receive an email or text message inviting you to take part in a patient experience survey about your recent experience at [hospital name] if you stayed overnight with us between [date 1] and [date 2]. By taking part in the survey, you would be helping to improve the care you and your whānau receive, as well as care and access to health services in local communities across New Zealand. Taking part in the survey is voluntary and anonymous. Please ensure the contact details we have for you are up to date. This can be done by contacting [hospital name] reception. [If you don't receive the survey, but still want to give feedback please get in touch with us by [preferred mode of contact].]***

Focus on Māori and Pacific response rates

After four quarters of surveys, we are seeing an upward trend in response rates for Māori and Pacific patients. In Q2 we trialled sending SMS and email invitations to the same respondents (pairing) and found that if the email invite was reminded with a follow-up SMS that the response rates for these groups was higher. In Q4, we expanded this trial to a larger sample size and increased the number of text messages sent from 5,500 per quarter to over 35,000.



Lakes DHB conducted their own internal review of Māori response rates last summer and identified a few ways your research can provide more effective pathways for Māori to share their experiences. Some suggestions from this review included:

- Improving on site communications and invitations while they are still at the hospital or their appointment;
- Creating a simplified or shortened version of the national survey; and

This shows how important it is to for practices and hospitals to encourage patients to participate in the survey during survey week.

This includes;

- Sharing flyers for those who visited during this period
- Putting information on your social media sites
- Making sure front-line staff are aware of the programme.

Another finding of the report was that through collaboration within the DHB and with the wider community of stakeholders, we can coordinate our efforts to improve the response rates for the survey. Improving response rates is a continuous focus of the Patient Experience Survey programme and each quarter we are trialling new initiatives.

Please continue to follow the Newsletters for more information about how your practice can improve response rates in order to improve your ability to leverage the data and improve your patients’ experiences.



# New reporting portal: What is a confidence interval?

Did the health care professional listen to you?			
% yes, definitely			
Feb 2021	Overall	C.I.	n
National Total	93.9%	(93.6%-94.2%)	24665
National Māori	92.6%	(91.6%-93.6%)	2474

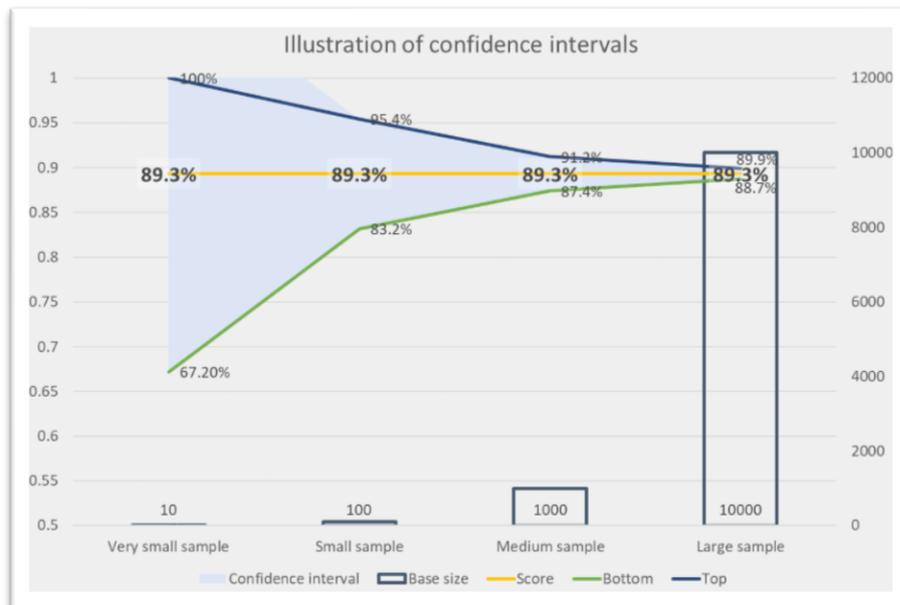
Significant difference to National

This is a measure of the accuracy of the result and the size of the range varies depending on the sample size. The confidence interval represents the range within which the score is predictable 19 times out of 20. If we were to conduct this survey again with a similar audience from the same time period, we would expect that 19 out of 20 times the score would fall within this range.

If your results have a low base size and you are uncertain about how to interpret the results, the confidence interval can provide insight in how to trust that score on its own.

The confidence interval is a marker for a single score and not a comparison. It is within the current survey quarter. It is separate from the statistical significance marker of the yellow shading in the portal.

Statistical significance is used to identify whether the variance between two groups, or for the total and a subgroup within it, varies enough to be considered significantly different. Like the confidence interval, if you have a low base size, the range that the variance needs to be outside will be larger if it were to indicate a significant difference.

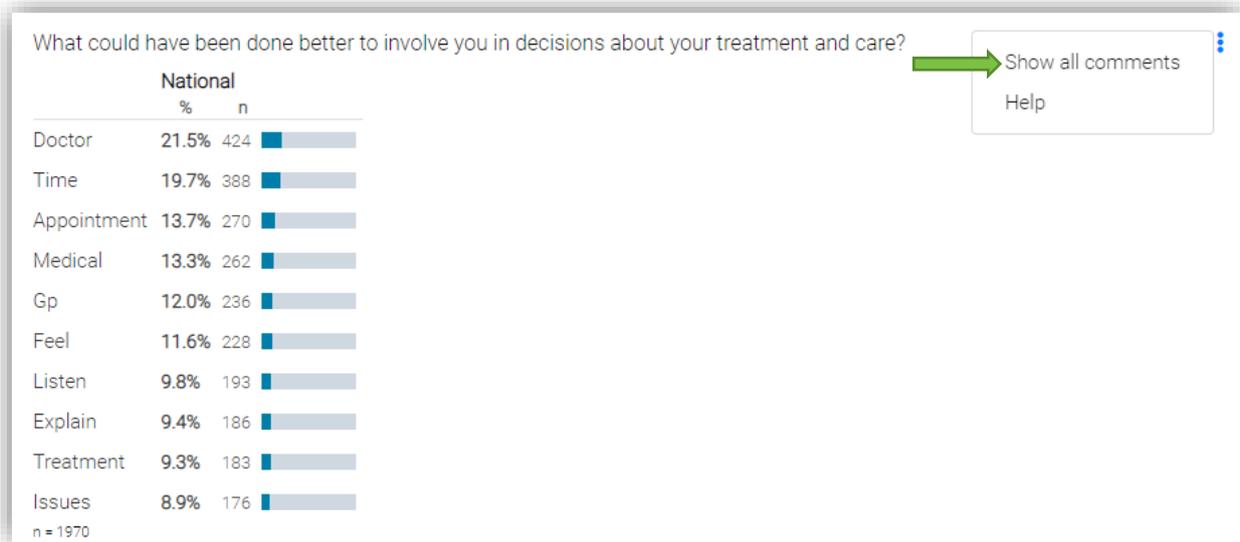




## New reporting portal: Download comments

In the new reporting portal, you can download and print the first 100 comments for each question.

Click on the drop-down menu – *Show all comments*:



Click on blue text: [Export comments](#):

How could have been better involved in decisions about care / treatment

Search

Comment
Export comments

Overall

If you would like to see all your comments you can export the raw data file in the data collection portal. Step-by-step instructions in the [Download Raw Data How-to Guide](#).





## New reporting portal: DHB view at facility level

The Q4 Results will be launched with some added opportunities for analysing facility level primary care data from a DHB perspective. Three buttons have been added to the top of the survey results page to roll-up results based on:

- patients from PHOs where your DHB has the lead agreement (Lead DHB PHO view);
- patients whose practice is located within your DHB (Practice DHB view); and,
- patients who live within your DHB (DHB of Domicile).

The total number of patients may change based on these different data views. For instance, some PHOs have practices across multiple regions and while the PHO Lead agreement is with one DHB their practices may be in another DHB. Similarly, a patient may not live within the DHB of the practice that they visited if they are away at university or moved to a new house to a neighbouring DHB.

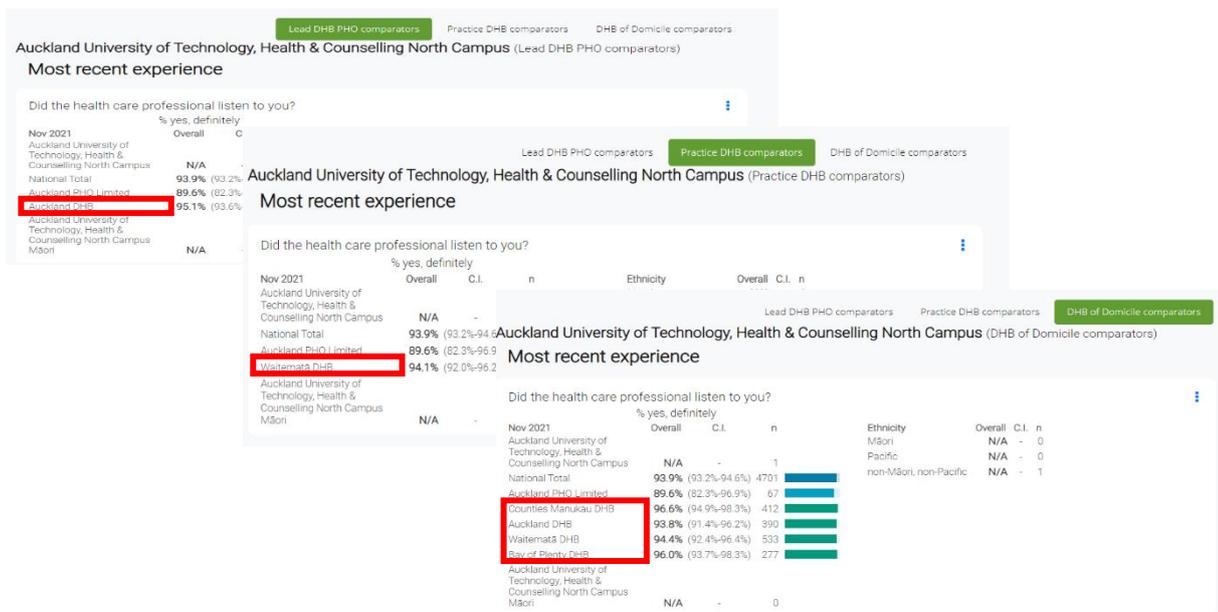
### When to use the different views?

The default roll-up is the Lead DHB PHO view. This follows the contractual lead links with the PHOs, practices and their patients.

The practice DHB view may be helpful for analysis and comparison of practices within a region. It is a useful tool at the National and practice levels for understanding how practices with the same or similar patient pools may be performing.

The DHB of Domicile view is useful for understanding how the patients who reside within your DHB view their patient experience.

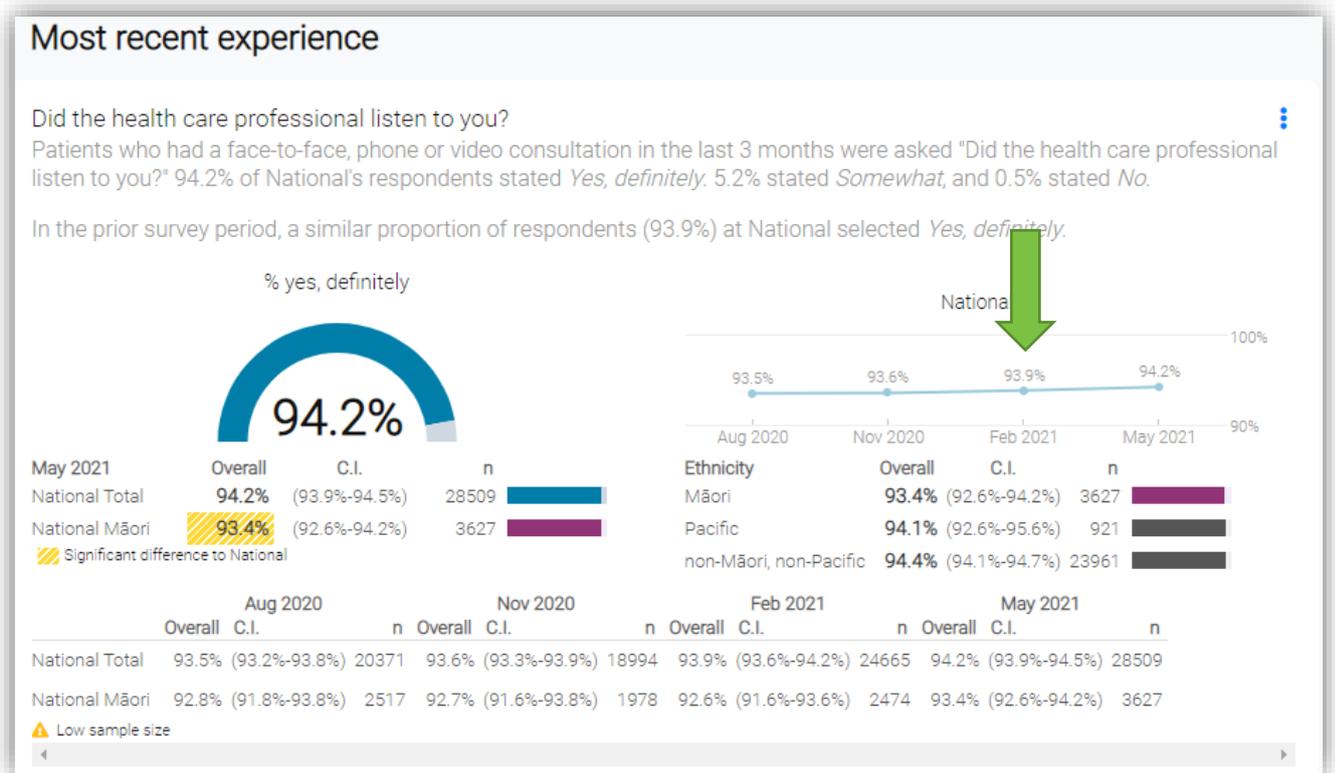
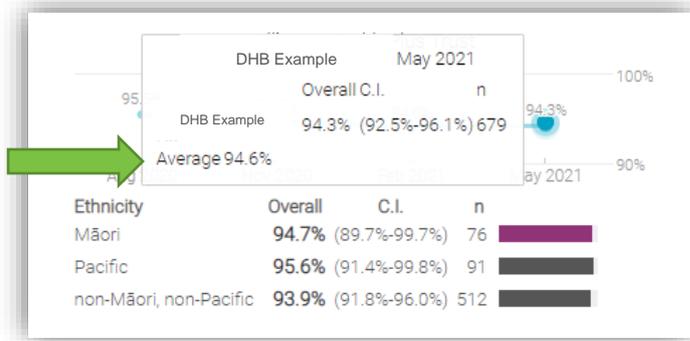
The examples below each show a different DHB view with dummy data for AUT’s North Campus clinic. Here we can see their PHO (Auckland PHO) has a lead agreement with Auckland DHB, however this clinic is located in Waitemata DHB, so when “Practice DHB” is selected Waitemata DHB is displayed for comparison. The “Practice DHB” view is useful for comparing your results against a total of those drawing from similar neighbourhoods and regions within the country.





## New reporting portal: Time series chart

The Q4 Results will be launched with a new time series chart in the reporting portal. This is a line chart showing the results for this question over time. When we have five quarters' data this chart will also include a moving average. At the moment, you can view the average if you hover over the most recent quarter's percentage in the time series chart.





## PATIENT FEEDBACK ON COMPLETING THE SURVEY

At the end of the survey, we ask respondents whether they have any feedback on the survey itself, to help us make sure it's easy to complete and understand. This is what people have said:

*"Easy to complete."*

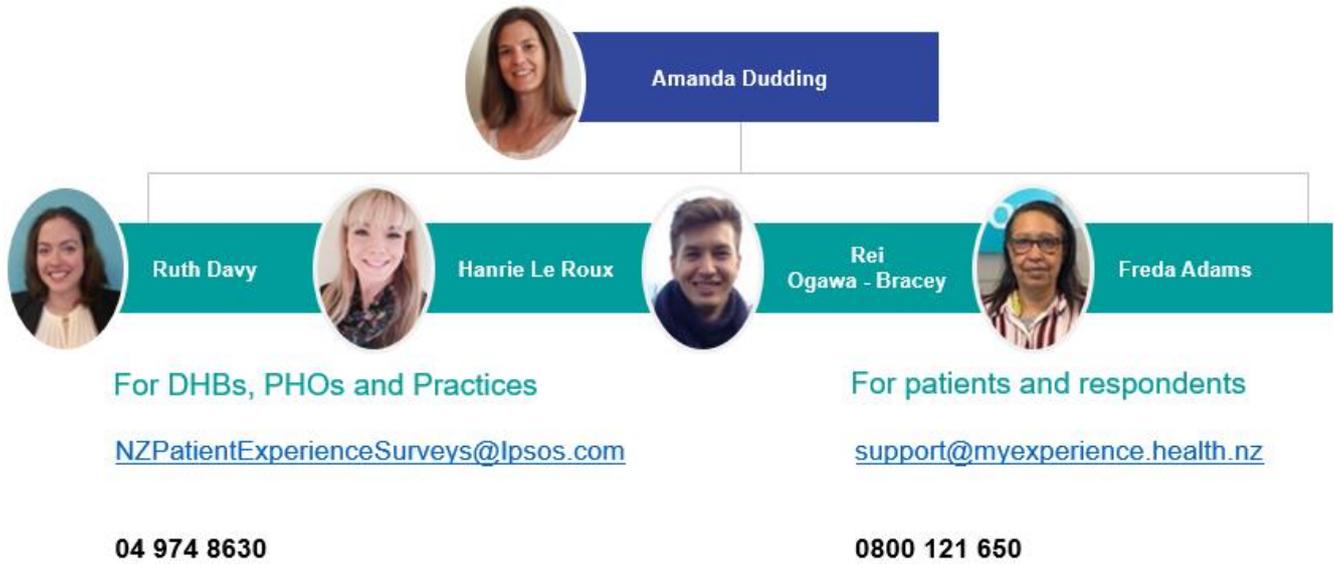
*"Easy to complete and navigate through. It would be useful to mention that it doesn't work on Internet Explorer as this was a difficulty I encountered. I did have a quick response to my query from those providing support."*

*"Appreciate the opportunity to give all levels of feedback."*



**he ara aupiki he ara auheke**  
NZ Patient Experience survey programme

## Introducing new members to the Ipsos Support Team



We would like to introduce Freda; she offers support to the survey respondents. She is doing an excellent job answering questions, helping respondents answer the survey and troubleshooting technical issues.

Rei is a new member to our Ipsos team. He will be supporting Ruth and Hanrie with the support we provide to the sector.

The NZ Patient Experience Team is here to help, please do not hesitate to contact us.