

Kia Ora

Welcome to the Q3 – February 2022 newsletter for the Aotearoa New Zealand Patient Experience survey programme.

We are pleased to announce that results from the February quarter are live in the reporting portal now.

This quarter we are focusing on response rates and the interesting trends that we've observed at National level. We are also providing you with all the information on how to access and view the response rates for your own PHO and Facilities in this Newsletter, and we invite you to take a look and see how your PHO and Facility response rates compare.

Please also take a few minutes to take note of [key dates](#) for the next survey round.

Noho ora mai,
NZ Patient Experience Team

Click here to be taken to the **Patient Experience Survey** landing page with links to both portals

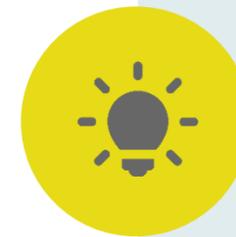


What's coming up

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Ipsos Support

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What's Coming Up



Experience Explorer

On Monday 11th April, the Commission is launching its new [patient experience explorer](#), a new and improved version of the previous public reporting dashboard.

The patient experience explorer will let users look at differences in experiences by searching for specific information, such as by region (district health board), ethnicity, age group and disability status. From Monday, users will be able to access the explorer to search adult hospital inpatient experience survey data from all 20 district health boards (DHBs). In June, the Commission will launch the primary health care patient experience explorer, which will make these very useful resources for the wider health sector. Note that the patient experience explorer will present weighted data so figures may differ slightly from what you see on our reporting portal.



Key Dates

11-29 April

Practice Inclusion Phase

- PHOs submit the list of facilities (i.e. practices) who will participate in the next survey round
- Action in the data collection portal
- If no changes are made then the list included from the previous survey round will automatically be selected

2-15 May

Survey Reference Period

- Patient sample who will receive a survey will be a selection of patients who have visited their practices during the survey reference period
- PHOs to notify facilities about the survey reference period
- Facilities to display information about the survey to patients during this time

18 May-10 June

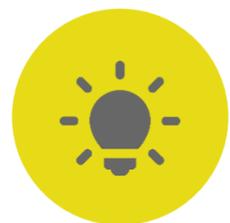
Survey Fieldwork

- The survey invitations go out to patients on the 18th of May 2022 and they will have time until the 10th of June 2022 to complete the survey

Mid-June

Survey Results Available

- Results will be published in the reporting portal a few days after the survey closes
- This Newsletter is the way we notify the sector that the results for the most recent survey are available in the reporting portal



Response Rate Over Time

What happened to Adult Primary Care Survey (APCS) response rates in November?

Since the new survey began in August 2020, we've been working hard to implement measures to increase response rates. The higher the response rate the more robust results are and the more likely facilities are to have enough data to review their own results each quarter. When we have more responses we also get a better view of any health inequities.

You will see that the APCS response rates increased steadily as a result of these measures until May 2021. However, we saw a drop in response rates in November 2021.

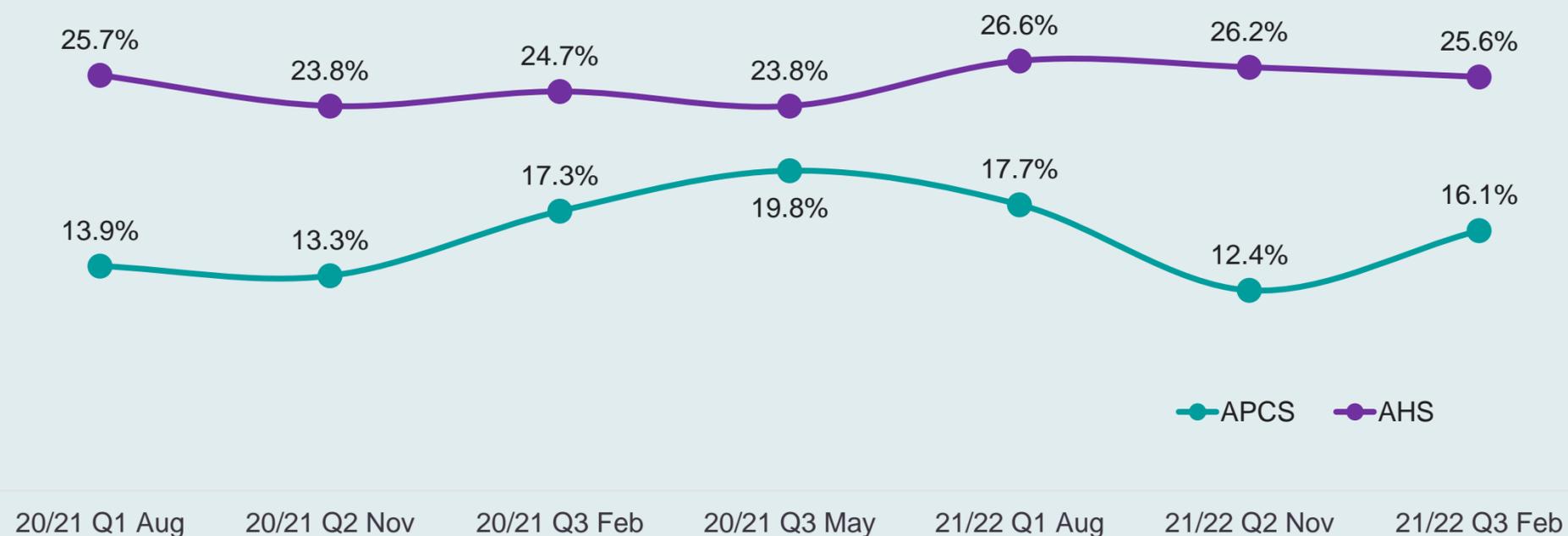
There was no change to the way the survey was administered during this time that would account for the drop and as you can see the response rates has bounced back in February 2022.

When the November survey was conducted, Auckland was still in lockdown and the rest of New Zealand had just come out of a shorter lockdown period. At Ipsos we noticed changes in respondent behaviour across a number of the surveys we do. Concerns around cost of living were starting to increase significantly, freedom protests were frequent and responses to other clients' surveys indicated a level of unsettledness in the country.

Why was Adult Hospital Survey (AHS) not affected?

The experience of an overnight stay in hospital is generally a significant event in a patient's life and therefore response rates are always higher than primary care. We suspect the lack of impact on AHS response rates is related to the impact of the hospitalisation remaining high for patients in comparison to other external factors in the environment.

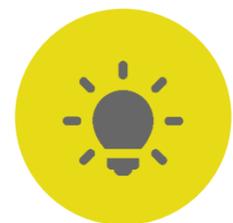
National Response Rates



Want to see your own response rates?

You can access response rates via the [Data Collection Portal](#).

We'll be holding a webinar about how to access it as soon as the Omicron rush is over, but if you're keen to have a look at your own response rates in the meantime, instructions can be found on the [Response Rate How-to Guide](#).



Boost Your Response Rates

1. Minimise SMS and Email bounces when we invite patients

Survey response numbers are improved when more patients are invited and more patients who are invited complete the survey. A key aspect of improving response rates is to minimise the invalid and bounced SMS and emails at practice level.

The first step is to make sure that all the patients have contact details associated with their record. If eligible patients have no contact details in your PMS (no email or mobile phone number), we lose the opportunity to invite them to participate. It's important to ensure we have valid contact details for all patients.

The contact details are managed by the practices and so we need the practices to check and update their patient contact details on a regular basis. This will ensure the correct details are available when we receive the patient sample file from the Ministry of Health. The patients who will receive the survey will be a selection of those who visited their practice during the survey reference period.

The next survey reference period is **2-15 May 2022**. Please let your practices know when the survey reference period starts to boost awareness.

Practices should ensure reception staff are aware of the survey and the survey dates.

Reception should check and update contact details of patients who visit the practice especially during survey reference period – having both email address AND mobile number increases their chances of responding, increasing your response rates.

Check the correct format of **email addresses**:

- ✓ No spaces
- ✓ One email address per patient
- ✓ Ensure the email domain is correct (for example .co.nz or .com is included)

Check the correct format of **mobile numbers**:

- ✓ No spaces
- ✓ Only numbers in field
- ✓ One mobile number per patient

2. Encourage patients to complete the survey

Patients are more likely to answer the survey if they know about it and are expecting to receive an invitation. Therefore, it is important to display information about the survey during the survey reference period.

Practices should display information about the upcoming survey during the survey reference period, and resources are available on the [Commission's website](#) and in the [How-to Library](#).

Practices can also share the following draft message on social media or the patient portal:

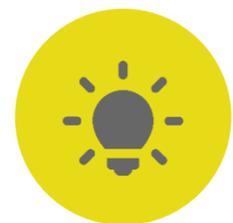
We want to hear your views!

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 *[practice name]*. 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 *[practice name]* reception.

Facility Administrators can also manage and update the facility details (i.e. practice logo and email signature with correct contact details for the practice) which will be displayed on the survey invitation sent to the patient. If the patient can recognise the logo and practice name, it makes it easier for them to trust the survey and complete it when they receive it.



More information on how to manage facility details can be found in this [Update Facility Details How-to guide](#).



Boost Your Response Rates

3. Monitor your response rates in the data collection portal

If you have access to the [Data Collection Portal](#), you can view the response rate report for your organisation.

The first three things you should look at are:

- **Bounce rate** – This is a measure of the success in reaching your patients to complete the survey. It is in the Response Rate summary tab and highlights how many email or SMS invitations were not able to be delivered.

 **How to improve:** Confirming that email addresses and mobile numbers are spelled correctly when patients visit. You can help by removing any special characters or letters in the mobile numbers

- **Response Rate** – This is a measure of the success in encouraging your patients to complete the survey

 **How to improve:** Building awareness of the survey programme and patients expecting to receive an invite will boost the number

- **No contact details available** – These are eligible patients to be invited to the survey but don't have an email or SMS linked to their record in the NES.

 **How to improve:** Increasing collection of emails and SMS during the survey reference period will help increase this number

Search Parameters

Batch Details × APCS 21/22 Q3 - February	Gender × All	Age Group × All
Level One × National Level	Level Two × All	

Search
Clear

Reports

[Completed Surveys](#)
[Response Rate Summary](#)
[Response Rate Detailed](#)
[Email Delivery](#)
[SMS Delivery](#)
[Sampling Outcomes](#)

Show 50 entries

	National Level								NZ Total							
	Total		Māori		Pacific People		Non-Māori, Non-Pacific		Total		Māori		Pacific People		Non-Māori, Non-Pacific	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Invited	196656	100	29265	100	14413	100	152978	100	196656	100	29265	100	14413	100	152978	100
Bounced email or sms	11756	6	1307	4.5	658	4.6	9791	6.4	11756	6	1307	4.5	658	4.6	9791	6.4
> via Email	11756	6	1307	4.5	658	4.6	9791	6.4	11756	6	1307	4.5	658	4.6	9791	6.4
> via SMS	2	0	2	0	0	0	0	0	2	0	2	0	0	0	0	0
Ineligible via 0800 team	43	0	4	0	3	0	36	0	43	0	4	0	3	0	36	0
> Deceased	6	0	0	0	0	0	6	0	6	0	0	0	0	0	6	0
> Wrong Contact Details	16	0	3	0	0	0	13	0	16	0	3	0	0	0	13	0
> Unavailable	14	0	1	0	3	0	10	0	14	0	1	0	3	0	10	0
> Other	7	0	0	0	0	0	7	0	7	0	0	0	0	0	7	0

 More information on how to view your response rate can be found on the [Response Rate How-to Guide](#).



Patients' Feedback



"I found the survey very easy to navigate and complete. It was my pleasure to be able to contribute to our Health Care."



"Hallelujah for the first survey I've ever done where you don't have to press *Enter/Next* every single time. It was so much quicker to get through. Wish they were all like this."



"Survey easy to do on my phone."



"I was happy to devote the time to complete the survey as it had a broad scope and covered many of the issues that I've been thinking about for some time. It also asked many of the questions that needed to be asked. I think you'll find it's a very useful survey. Not everyone will have the time or inclination to complete such a long survey but it was important to dig down into some areas to identify what is working well and what isn't. Well done."

Information & Resources



Survey Landing Page

Please bookmark this URL to the Aotearoa NZ Patient Experience Survey



APCS Timetable

- Key dates for the survey
- Also available on the Commission's website



FAQ Page

- Information about the survey
- Questionnaires
- Methodology Documents
- Answers to FAQs
- Reporting Portal User Guide



How-to Library

- How-to Guides
- How-to Videos
- Newsletters
- Survey Reference Period Material
- Links and more



PHO Superusers

How-to Guide and instruction manual for PHO Superusers



Practice Managers & Facility Administrators

How-to Guide and instruction manual for practice managers and facility administrators



Your Ipsos Support Team



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DHBs, PHOs & Practices can contact the Ipsos Patient Experience team:

Phone: **04 974 8630**

Email: NZPatientExperienceSurveys@ipsos.com

Patients & Respondents who need assistance whilst they are completing the survey or have any technical questions, can reach the Ipsos helpdesk:

Phone: **0800 121 650**

Email: support@myexperience.health.nz