



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 easy to interpret the results in the reporting portal and continue to use it to make a difference and improve services to 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,

NZ Patient Experience Team

Amanda, Ruth, Hanrie, Freda and Rei

[Data collection portal login](#)

[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?](#)
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- [Boost response rates:](#)
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NEED HELP?

ŌMĒRA MAI | EMAIL US: nzpatientexperience-surveys@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



INFORMATION AND HOW-TO GUIDES

- 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 primary care survey](#)



DATES FOR NEXT QUARTER

- **Practice inclusion phase**
2 July – 23 July
- **Survey sample week**
26 July – 8 August
- **Survey fieldwork**
11 August – 3 September
- **Results available**
9 September

For a complete list of dates, please visit the [survey timetable](#)



The sample who will receive the survey will be a selection of the patients who have visited their practices during the survey sample week: **26 Jul - 8 Aug 2021**.

The survey goes live from the **11th of August**, that is the date when we send the survey to patients who have visited their practices during the survey reference period, if they were included in the sample file we receive from the Ministry of Health. The patients will have time until the **3rd of September** to complete the survey.

NEED MORE SUPPORT OR INFORMATION?

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

Practice Managers - [Full Facility Superuser How-to guide](#), 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.

Patients – who need assistance whilst they are doing the survey or have any technical questions, can reach the Ipsos helpdesk at **0800 121 650** or email support@myexperience.health.nz.



Boost response rates

Every quarter we will provide some tips for improving the response rates across the survey. This quarter we are looking at minimising the invalid and bounced SMS and emails at a practice level, as well as how you can help improve representation of Māori in the survey.

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 practices and we need the practices 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 from the Ministry of Health.

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

1. The sample who will receive the survey will be a selection of the patients who have visited their practices during the survey sample week. The next survey sample week(s): **26 Jul - 8 Aug 2021.**
 - All Reception staff should be aware of the survey and the survey dates.
 - Reception should check and update contact details of patients who visit the practice 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
 - 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 primary care promotional image](#)



- A draft message practices can share on social media or the patient portal:

We want to hear your views!

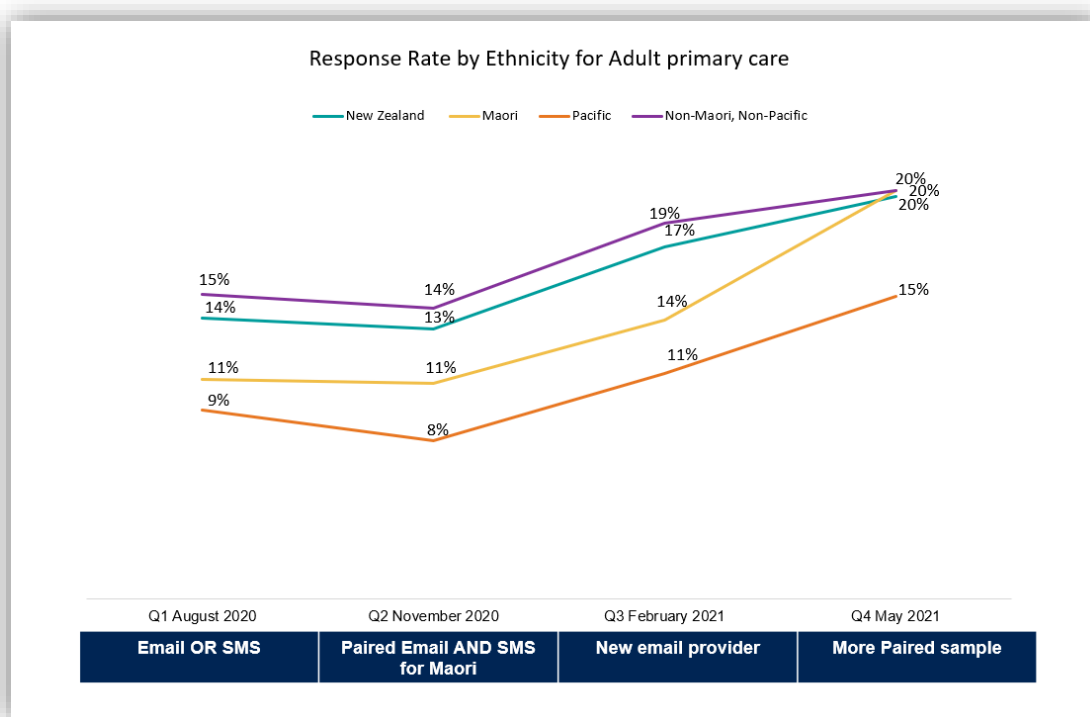
Over the next few weeks you may receive an email or text message inviting you to take part in a patient experience survey about your recent experience at [practice name]. By taking part in the survey, you would be helping to improve the care you and your whānau receive, as well as care and access to 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.

2. Facility Administrators can manage and update the facility details (practice logo and email signature with correct contact details for the practice). These details will display on the survey invitation going to the patient. If the patient can recognise the logo and practice name where they are registered, it makes it easier for them to trust the survey and complete it when they receive it.

[Update facility details How-to Guide](#)

Focus on Māori 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 can help encouraging 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 and 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 and improve response rates in order to improve your ability to leverage the data and improve your patients’ experiences.



New reporting portal: Confidence Intervals

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

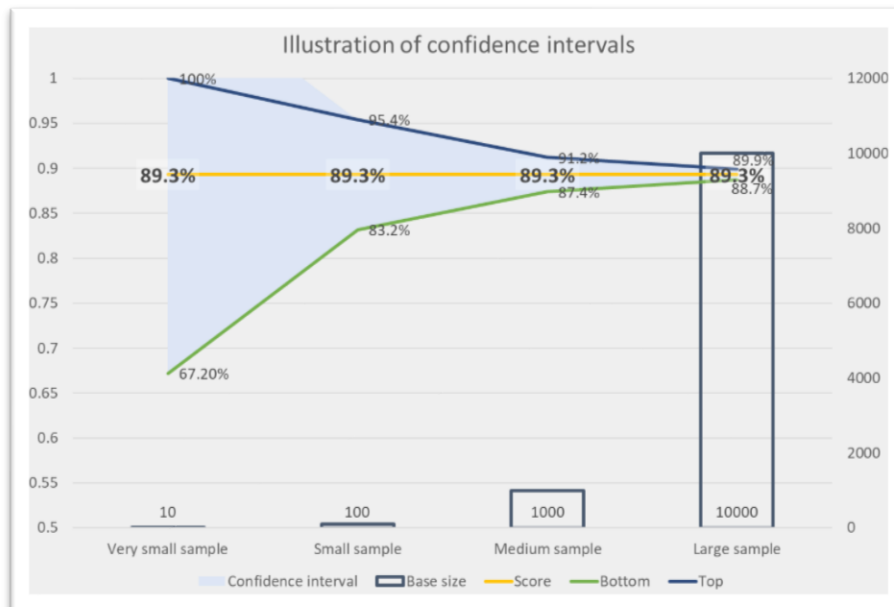
Significant difference to National

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 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.

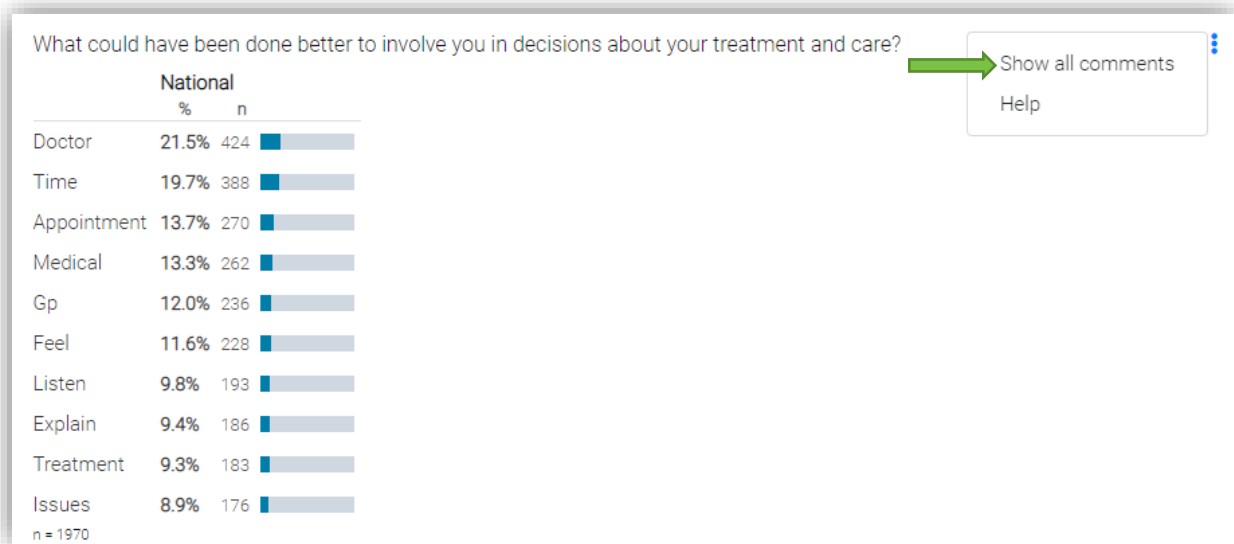




New reporting portal: Download comments

In the new reporting portal, you will be able to 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

[Export comments](#)

Comment Overall

If you would like to see all your comments you can export the raw data file in the data collection portal. The raw data file will contain all the answers from the survey and the comments.

Step-by-step instructions in the [Download Raw Data How-to Guide](#)

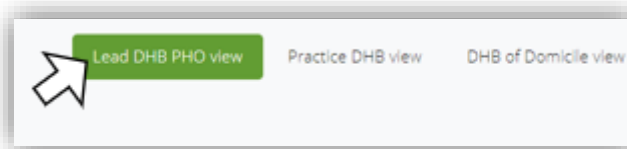


New reporting portal: DHB view for facility level users

The Q4 Results will be launched with some added opportunities for comparing primary care data to different associated DHBs, at the moment this is only available for facility level users in the reporting portal.

Three buttons have been added to the top of the survey results page to roll-up results based on:

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



The DHB results in the comparison for each question 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 located 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.

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.

As AUT is a university, students are likely from across a number of regions. In the third example we can see multiple DHBs displayed so AUT can see how their results compare for North Campus against regions where their patients may have previous experience. For most practices the number of comparators will be low but those on the edges of their DHB regions might have a higher number of patients from neighbouring DHBs.

Lead DHB PHO comparators

Nov 2021	Overall	C.I.
Auckland University of Technology, Health & Counselling North Campus	N/A	-
National Total	93.9%	(93.2%-94.6%)
Auckland PHO Limited	89.6%	(82.3%-96.9%)
Auckland DHB	95.1%	(93.6%-96.6%)
Auckland University of Technology, Health & Counselling North Campus Māori	N/A	-

Practice DHB comparators

Nov 2021	Overall	C.I.	n
Auckland University of Technology, Health & Counselling North Campus	N/A	-	1
National Total	93.9%	(93.2%-94.6%)	4701
Auckland PHO Limited	89.6%	(82.3%-96.9%)	67
Counties Manukau DHB	96.6%	(94.9%-98.3%)	412
Auckland DHB	93.8%	(91.4%-96.2%)	390
Waitematā DHB	94.4%	(92.4%-96.4%)	533
Bay of Plenty DHB	96.0%	(93.7%-98.3%)	277
Auckland University of Technology, Health & Counselling North Campus Māori	N/A	-	0

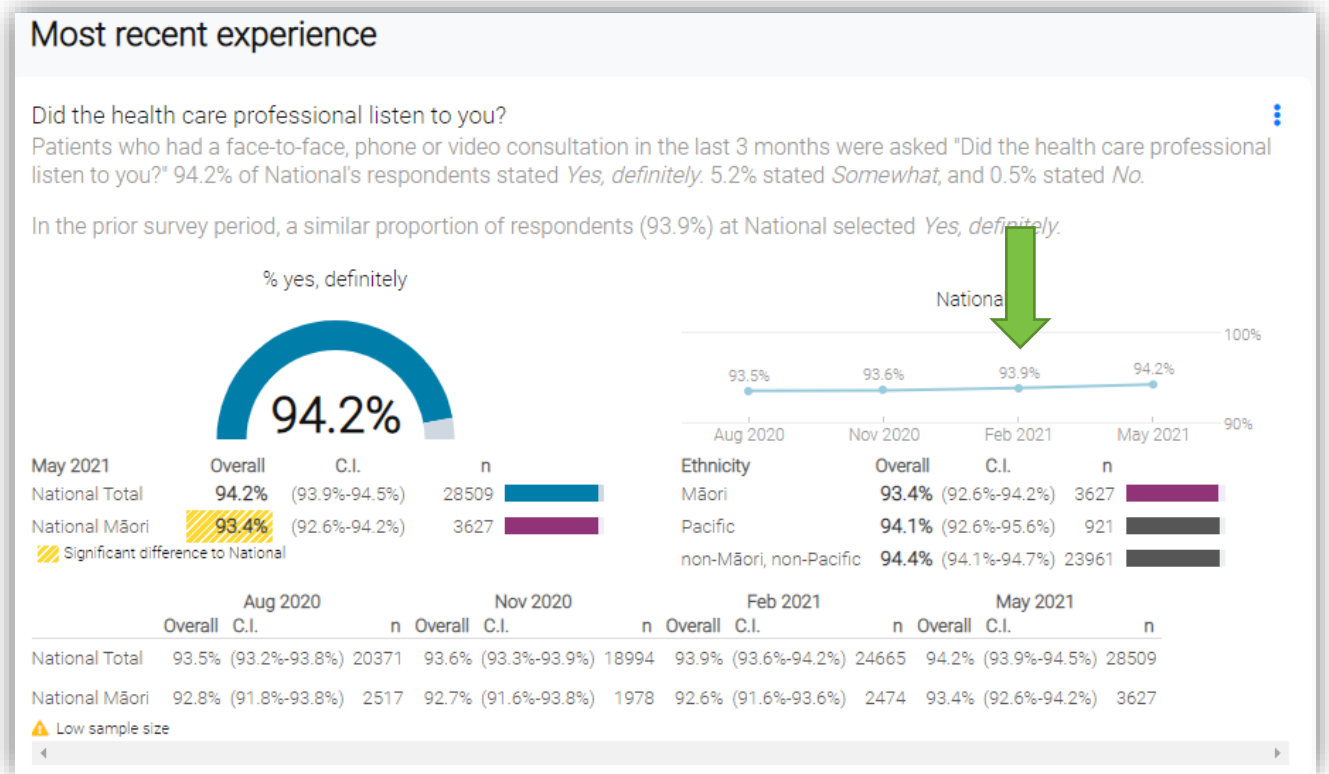
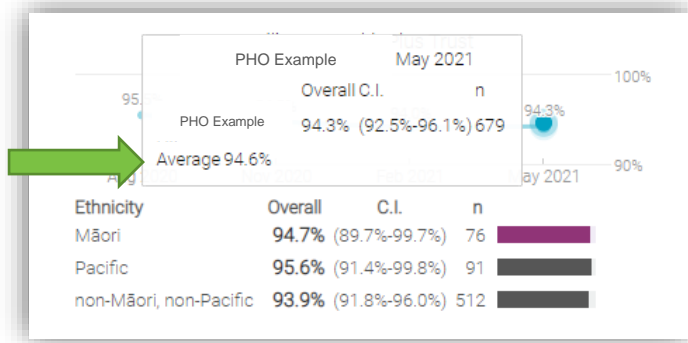
DHB of Domicile comparators

Nov 2021	Overall	C.I.	n	Ethnicity	Overall	C.I.	n
Auckland University of Technology, Health & Counselling North Campus	N/A	-	1	Māori	N/A	-	0
National Total	93.9%	(93.2%-94.6%)	4701	Pacific	N/A	-	0
Auckland PHO Limited	89.6%	(82.3%-96.9%)	67	non-Māori, non-Pacific	N/A	-	1
Counties Manukau DHB	96.6%	(94.9%-98.3%)	412				
Auckland DHB	93.8%	(91.4%-96.2%)	390				
Waitematā DHB	94.4%	(92.4%-96.4%)	533				
Bay of Plenty DHB	96.0%	(93.7%-98.3%)	277				
Auckland University of Technology, Health & Counselling North Campus Māori	N/A	-	0				



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 % 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:

"I think it's a good idea to finally have a survey out like this because 10 years ago I would have had a lot to say."

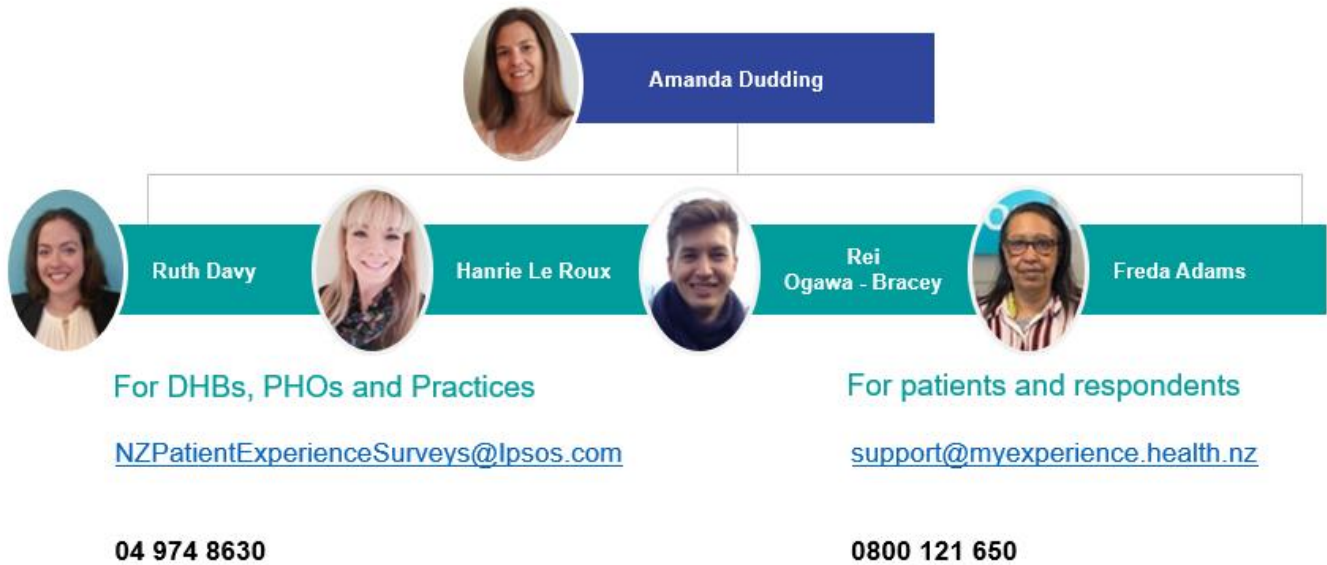
"I liked the format which allowed me to see the previous questions and the following questions. This meant that when using boxes I knew if i was going to be asked later about something i might have tried to explain in the box."

"Very pleased that the survey is available for patients."



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.