

RESPONSE RATE REPORT

NZ Patient Experience Surveys

How-to-guide

2024

GAME CHANGERS



TWO PORTALS – ACCESS THE DATA COLLECTION PORTAL

Please bookmark this one URL: <https://myexperience.health.nz/sector> to access the [landing page](#) with links to both portals.



He ara aupiki, he ara auheke

Aotearoa New Zealand patient experience survey

Welcome to the Aotearoa New Zealand patient experience survey log in page for districts, PHOs and facilities.

The survey programme uses two portals to support the sector in preparing for the survey and looking at the results.



DATA COLLECTION
PORTAL LOGIN

In the data collection portal you can:

- Update facility information
- Moderate open-ended comments before their publication to the reporting portal
- Respond to contact requests from patients
- Monitor response rates
- Download raw data in excel

REPORTING PORTAL
LOGIN

In the reporting portal you can:

- View survey results
- Use data exploration tool to create customised data tables
- Access to historical data

LOST YOUR LOGIN DETAILS? NEED A NEW PASSWORD?

Please contact your district or PHO Representatives; they can add new users, provide login details, reset a password or remove users who no longer need access. If you are unsure who these contact persons are please contact the NZ patient experience survey team at NZPatientExperienceSurveys@Ipsos.com or 04 974 8630.

Note:

- The system will **time out** if you leave it inactive for 5 minutes. The screen will take you automatically to the patient log in screen if refreshed. To log in you will need to return to the URL above.
- Please use **Chrome or Edge** as Internet browser

LOGIN DETAILS AND SUPPORT

2

Two portals

You will have separate login details for each portal

Data collection portal

PHO or district representatives manage user accounts, please contact them for access and login details.

They can:

- Give you access to the data collection portal
- Resend login details
- Reset your password
- Remove users who no longer require access

With the **PHO or district representatives'** permission, you may have access to more than one level. You will need a separate login for each level.

You can't reset your password for the data collection portal, please contact your **PHO or district representatives** to do this.

Who should you contact

Levels of access

Password reset

Reporting portal

PHO or district representatives manage user accounts, please contact them for access and login details.

They can:

- Give you access to the reporting portal
- Give you access to more than one level in the reporting portal
- Give you access to comments from the survey (for your organisation)
- Remove users who no longer require access

With the **PHO or district representatives'** permission, you may have access to more than one level. This can be added to your login, so you won't need a separate one for each level.

You can reset your own password for the reporting portal. Please use the "forgot-my-password" function on the sign-in page.

Ipsos support

Contact Ipsos if you need the contact details or your **PHO or district representatives** or if you have any other questions:

Phone: **04 974 8630** – please leave a voice message and Ipsos will endeavour to get back to you within 2 working days

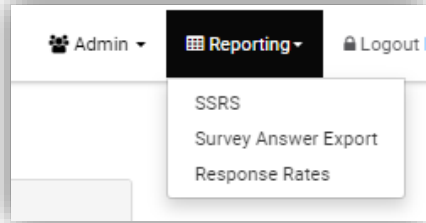
Email: NZPatientExperienceSurveys@ipsos.com

RESPONSE RATE REPORT

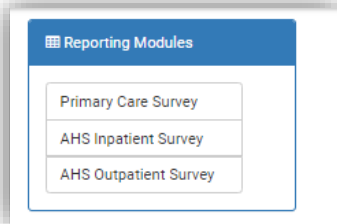
All the data collection portal users (of all levels and roles) will have access to their organisation's response rate report

1) Go to “**Reporting**” in the header menu

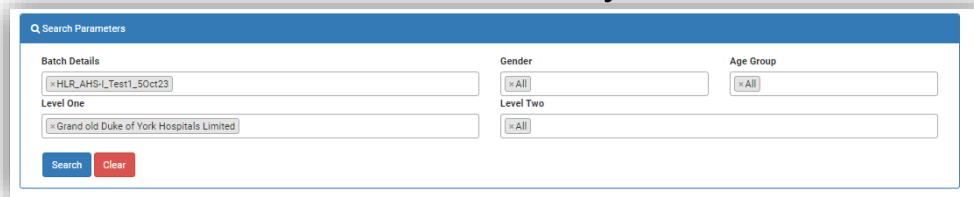
2) Click on “**Response Rates**”



3) Depending on your access level, you may have the option to select the survey type. Select “**Primary Care**” or “**AHS Inpatient Survey**” or “**AHS Outpatient Survey**”



3) Select the “**Batch**” and “**Level**” you want to look at; remove “**National**” level and select your organisation level.



Level One: National, district or PHO

Level Two: Practice or Hospital

Additional filters can be applied:
Gender and/or Age Group

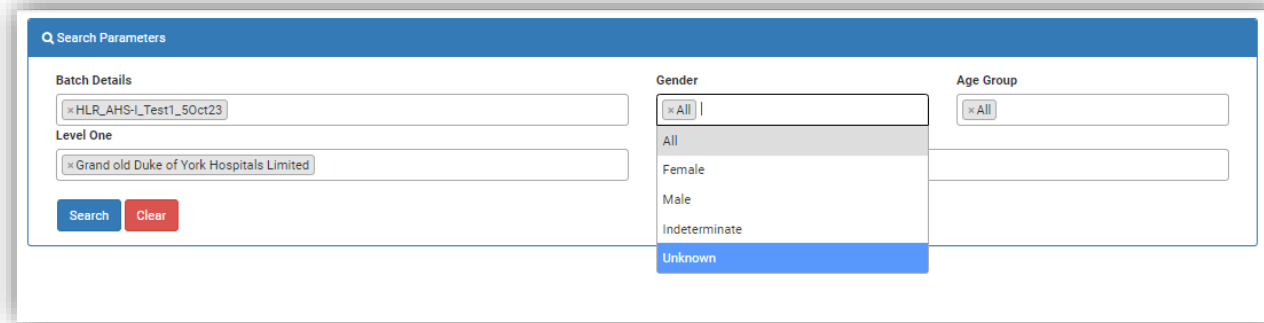
4) “**Search**”

RESPONSE RATE REPORT BY GENDER AND AGE

You can also filter the response rate report by;

Gender

- 1) Remove **“National”** from Level 1. Please select the name of your PHO/district/practice/hospital.
- 2) Select the gender you want to look at. Leave Age Groups at **“All”**.
- 3) Click on **“Search”**.



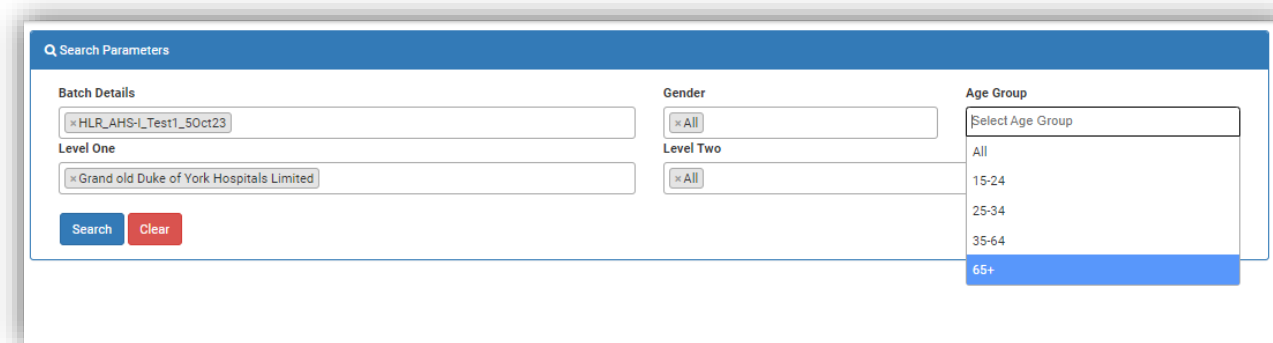
The screenshot shows the 'Search Parameters' form with the following fields and values:

- Batch Details:** HLR_AHS-L_Test1_50ct23
- Level One:** Grand old Duke of York Hospitals Limited
- Gender:** A dropdown menu is open, showing options: All, Female, Male, Indeterminate, and Unknown. 'Unknown' is selected and highlighted in blue.
- Age Group:** All

Buttons for 'Search' and 'Clear' are visible at the bottom left of the form.

Age Group

- 1) Remove **“National”** from Level 1. Please select the name of your PHO/district/practice/hospital.
- 2) Select the age group you want to look at. Leave Gender at **“All”**.
- 3) Click on **“Search”**.



The screenshot shows the 'Search Parameters' form with the following fields and values:

- Batch Details:** HLR_AHS-L_Test1_50ct23
- Level One:** Grand old Duke of York Hospitals Limited
- Gender:** All
- Age Group:** A dropdown menu is open, showing options: Select Age Group, All, 15-24, 25-34, 35-64, and 65+. '65+' is selected and highlighted in blue.

Buttons for 'Search' and 'Clear' are visible at the bottom left of the form.

IMPROVING RESPONSE RATES

BOOST RESPONSE RATES

- Ensure reception staff at the practice is 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 weeks.
- 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)
- Check the correct format of cell phone numbers:
 - ✓ no spaces & ONLY numbers in field
 - ✓ one mobile number per patient
- Practices should display information about the upcoming survey during the survey sample weeks, this will encourage patients to complete the survey
 - ✓ Resources available on [Te Tāhū Hauora HQSC's website](#) and in the survey sample week resources in the [How-to Library](#).

HOW TO MONITOR RESPONSE RATES

Where do I start?

The first 3x things you should look at across your organisation are:

1. 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. More about the bounce rates on [slide 14](#).

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

2. Response Rate

This is a measure of the success in encouraging your patients to complete the survey. More about response rates on [slide 15](#).

How to improve – Building awareness of the survey programme and patients expecting to receive an invite will boost this number.

3. Number with 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. More about sample availability on [slide 17](#).

How to improve - Increasing collection of emails and SMS during the survey sample weeks will help increase this number.

Where to find these figures?

Response Rate and Bounce Rate are found on the **Response Rate Summary** tab.

	Total	
	#	%
Invited	196748	100
Bounced email or sms	12041	6.12
Ineligible via 0800 team	2	0
Unsubscribed	374	0.19
Response Included	20068	10.2
Response Rate	0	10.86

Showing 1 to 6 of 6 entries

	Total	
	#	%
Total within QED	678291	100
Excluded (prior to survey process)	329584	48.59
> Deceased	300	0.04
> Under 15	96413	14.21
> Opted Out	11606	1.71
> Facility Not Included	52597	7.75
> Recent Survey	40085	5.91
Total Potential Candidates	348707	51.41
> No Contact Details Available	11274	1.66
> Eligible Email	96741	14.26
> Eligible SMS	19293	2.84
> Eligible Email and SMS	221399	32.64

The contact details breakdown is available in the **Sampling Outcomes** tab.

ETHNICITY BREAKDOWN – WHAT TO LOOK FOR

Where do I start?

The ethnicity breakdown is included throughout the Response Rate Report. You can view your organisation's Māori Response Rate and your organisation's Pacific Response Rate next to your organisation's Total Response Rate in the **Response Rate Summary** tab. Always compare these to the Non-Māori and Non-Pacific Response Rate rather than the National Māori or National Pacific Response Rates.

	Total		Māori		Pacific People		Non-Māori, Non-Pacific		NZ total	
	#	%	#	%	#	%	#	%	#	%
Invited	196748	100	32154	100	13905	100	150689	100	196748	100
Bounced email or sms	12089	6.1	997	3.1	457	3.3	10635	7.1	12089	6.14
Ineligible via 0800 team	18	0	2	0	2	0	14	0	18	0.01
Unsubscribed	773	0.4	101	0.3	37	0.3	635	0.4	773	0.39
Response Included	31911	16.2	5424	16.9	1888	13.6	24599	16.3	31911	16.22
Response Rate	0	17.3	0	17.4	0	14	0	17.6	0	17.28

Go to the “**Response Rate Summary**” tab to check the Response Rate by Ethnicity

Compare your Māori and Pacific Response Rates to Non-Māori, Non-Pacific Response Rate rather than the National Māori or National Pacific Response Rates

Your organisation's Māori Response Rate

Your organisation's Pacific Response Rate

ETHNICITY BREAKDOWN – WHAT TO LOOK FOR

Check Ethnicity - Bounce Rates

In your efforts to improve Māori and Pacific Response Rates, identify and check the **Bounce Rates** in the **Response Rate Detailed** tab and work towards improving these first in order to boost response rates

Go to the “**Response Rate Detailed**” tab to check the Bounce rates by Ethnicity

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			
	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
Invited	196748	100	32154	100	13905	100	150689	100	196748	100	32154	100	13905	100		
Bounced email or sms	12089	6.1	997	3.1	457	3.3	10635	7.1	12089	6.1	997	3.1	457	3.3		
> via Email	12089	6.1	997	3.1	457	3.3	10635	7.1	12089	6.1	997	3.1	457	3.3		
> via SMS	84	0	61	0.2	23	0.2	0	0	84	0	61	0.2	23	0.2		
Ineligible via 0800 team	18	0	2	0	2	0	14	0	18	0	2	0	2	0		
> Deceased	2	0	0	0	0	0	2	0	2	0	0	0	0	0		
> Wrong Contact Details	10	0	1	0	2	0	7	0	10	0	1	0	2	0		
> Unavailable	1	0	0	0	0	0	1	0	1	0	0	0	0	0		
> Other	5	0	1	0	0	0	4	0	5	0	1	0	0	0		
> RTS (Mail Only)	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Unsubscribed	773	0.4	101	0.3	37	0.3	635	0.4	773	0.4	101	0.3	37	0.3		
> Via Email link	737	0.4	92	0.3	35	0.3	610	0.4	737	0.4	92	0.3	35	0.3		
> Via 0800 number	35	0	7	0	2	0	26	0	35	0	7	0	2	0		
> Via SMS	2	0	2	0	0	0	0	0	2	0	2	0	0	0		
Refusals via 0800 number	38	0	5	0	0	0	33	0	38	0	5	0	0	0		
Survey Opened	35077	17.8	6204	19.3	2328	16.7	26545	17.6	35077	17.8	6204	19.3	2328	16.7		
Response Included	31911	16.2	5424	16.9	1888	13.6	24599	16.3	31911	16.2	5424	16.9	1888	13.6		
Response Rate	0	17.3	0	17.4	0	14	0	17.6	0	17.3	0	17.4	0	14		

Showing 1 to 18 of 18 entries

Previous 1 Next

1. Bounce rate – This is a measure of the success in reaching your Māori and Pacific patients to complete the survey. It highlights how many email or SMS invitations were not able to be delivered. More about the bounce rates on [slide 13](#).

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

ETHNICITY BREAKDOWN – WHAT TO LOOK FOR

Check Ethnicity - No Contact Details Available

In your efforts to improve Māori and Pacific Response Rates, identify and **No Contact Details Available** in the **Sampling Outcomes** tab and work towards improving these in order to boost response rates

Go to the “**Sampling Outcomes**” tab to check the *No Contact Details Available* by Ethnicity

	Total		Māori		Pacific People		Non-Māori, Non-Pacific		NZ total	
	#	%	#	%	#	%	#	%	#	%
Total within QED	678291	100	94674	100	42935	100				
Excluded (prior to survey process)	329584	48.6	42801	45.2	18160	42.3				
> Deceased	300	0	27	0	8	0				
> Under 15	96413	14.2	21963	23.2	8826	20.6				
> Opted Out	11606	1.7	2294	2.4	1091	2.5				
> Facility Not Included	52597	7.8	8246	8.7	5915	13.8				
> Recent Survey	40085	5.9	6457	6.8	2045	4.8				
Total Potential Candidates	348707	51.4	51873	54.8	24775	57.7				
> No Contact Details Available	11274	1.7	6631	7	4643	10.8				
> Eligible Email	96741	14.3	11042	11.7	5633	13.1				
> Eligible SMS	19293	2.8	13071	13.8	6222	14.5				
> Eligible Email and SMS	221399	32.6	21129	22.3	8277	19.3				

No Contact Details Available – These are eligible Māori and Pacific patients who could have been invited to the survey but don’t have an email or SMS linked to their record in the NES. More about sample availability on [slide 16](#).

How to improve - Increasing collection of emails and SMS during the survey sample weeks will help increase this number.

RESPONSE RATE REPORT OF HOSPITAL OR PRACTICE

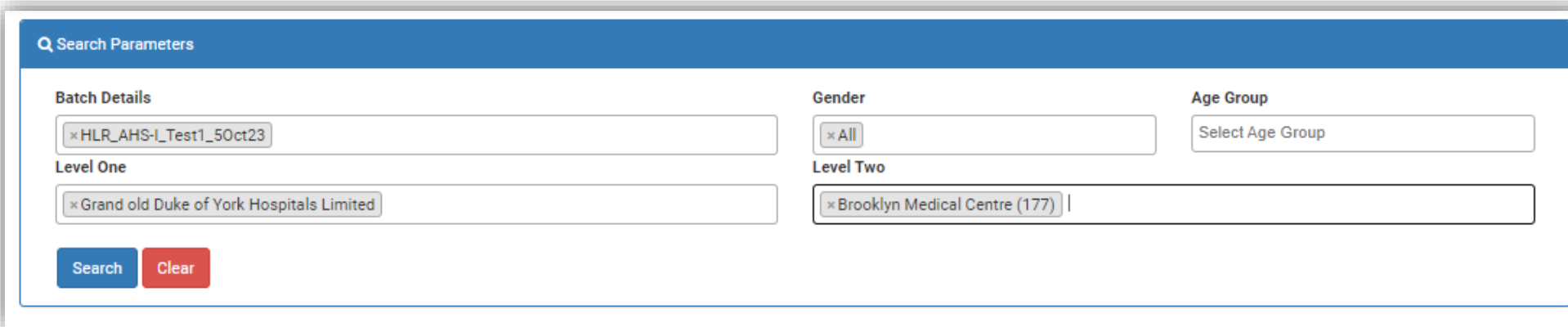
District Superusers can view the response rate of individual hospitals within their district.

PHO Superusers can view the response rate report of individual practices within their PHO.

Please select your district or PHO name in “**Level One**” and then the hospital or practice that you want to look at in “**Level Two**”;

****Unless you would like to filter the report by Gender or a certain Age Group, please leave both at “All”.**

Click on “**Search**”.



The screenshot shows a web form titled "Search Parameters" with a search icon. It contains several input fields and buttons:

- Batch Details:** A text input field containing "HLR_AHS-I_Test1_5Oct23".
- Level One:** A text input field containing "Grand old Duke of York Hospitals Limited".
- Gender:** A dropdown menu with "All" selected.
- Age Group:** A dropdown menu with "Select Age Group" selected.
- Level Two:** A text input field containing "Brooklyn Medical Centre (177)".
- Buttons:** A blue "Search" button and a red "Clear" button.

NAVIGATING THE DASHBOARD

The Response Rate dashboard has six tabs which each show different levels of information about the sampling process.

Tab	Included data	What to use it for?
Completed Surveys	Number of responses and response rate by invite type	Seeing the sample size breakdown by ethnicity
Response Rate Summary	High level summary of variables used to calculate response rate	A summary of elements to help you identify where to make improvements
Response Rate Detailed	Detailed breakdown of invitations	More detailed response rate details and allows you to compare your ethnicity break results against NZ Total ethnicity breaks and identify
Email Delivery	Summary of email invitation success	The total emails sent, bounces, unsubscribes and associated responses
SMS Delivery	Summary of SMS invitation success	The total SMS sent, bounces, unsubscribes and associated responses
Sampling Outcomes	Details about sampling conducted by the Ministry of Health NES team, including available sample	How many eligible patients your practice(s) had this quarter and whether the records are missing contact details

COMPLETED SURVEYS TAB

The first tab that appears is the “**Completed Surveys**” tab and is how we track our incoming responses during fieldwork. It shows the breakdown by contact details provided by ethnicity with a comparison to the NZ total.

Reports

Completed S

Show 50

	Count	Response rate (%)	Total #	Total %	Mac #
Response Included	29632	17.32	3430		
Response Included via SMS	0	0	0		
Response Included via Email	28260	17.49	2424		
Response included: via email and SMS invitation	1372	24.61	1006		
Response Included via HardCopy	0	0	0		

Showing 1 to 5 of 5 entries

Total number of responding patients

Response included by available contact information for patients

What is response rate?

The response rate is a measure of success in reaching patients to participate in the survey. It lets us know how accurately we might expect the results to reflect the total eligible patient group.

Response included (finished up to at least question 11)

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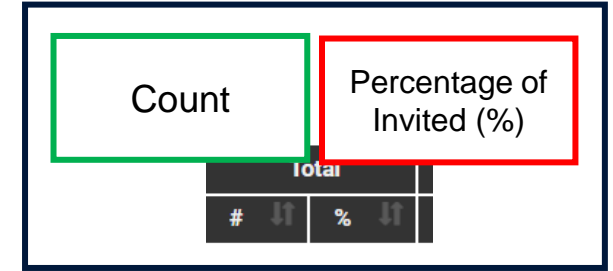
Ineligible (0800 callers marked as unreachable, wrong contacts, deceased patients)

Total Invited (contacts received from the Ministry of Health)

Bounces (includes invalid emails, bounced emails, failed SMS)

RESPONSE RATE SUMMARY

“**Response Rate Summary**” is a summary of the variables included in the response rate calculation and the unsubscribe rate for the selected time period.



Bounced email and/or SMS

A bounced patient contact includes: invalid (missing @, misspelt domain, two emails in on field), failed (count not reach mobile phone), bounced (address does not exist). For more details see the Delivery tabs on [slide 15](#).

	Total	
	#	%
Invited	6367	100
Bounced email or sms	226	3.55
Ineligible via 0800 team	0	0
Unsubscribed		0.72
Response Included		10.48
Response Rate		10.86

Ineligible via 0800 team

Calls received by 0800 team to indicate respondent is not eligible to participate

Response Included

Patients who responded to at least the first experience rating question

Unsubscribed

New unsubscribe requests from survey invites

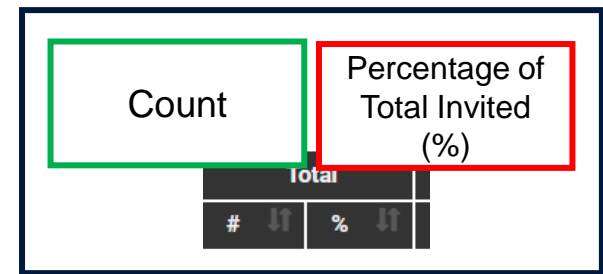
Response Rate

% showing the total response rate by column
 $\text{Response included} / (\text{Total} - \text{Bounce} - \text{Ineligible})$

What to look for in this table

- 1) If bounces are high (greater than 5%) – accuracy of contact detail collection needs to be improved.
- 2) If unsubscribes are high (above 2%) – try boosting awareness in clinic by promoting the flyers and discussing the survey with patients.

RESPONSE RATE DETAILED



Patients that match the filter (your patients)

Bounced email and/or SMS
Includes: invalid, failed, bounced and unsubscribes from previous quarters where neither invite type was successful If paired.

Ineligible via 0800 team
Calls received by 0800 team to indicate respondent is not eligible to participate

Refusals via 0800 number
Requests not to participate in this quarter's survey.

Response Included
Patients who responded to at least the first experience rating question

	Total		Māori		Pacific People		Non-Māori, Non-Pacific		Total
	#	%	#	%	#	%	#	%	
	Invited	185646	100	27070	100	11149	100	147427	
Bounced email or sms									
> via Email									7.9
> via SMS									14573
Ineligible via 0800 team	8	0	0	0	0	0	8	0.01	8
> Deceased									0
> Wrong Contact Details									1
> Unavailable									0
> Other									0
> RTS (Mail Only)									7
Unsubscribed									0
> Via Email link									1001
> Via 0800 number									965
> Via SMS									39
Refusals via 0800 number									0
Survey Opened	31931	17.2	3750	13.88	1308	11.73	26865	18.22	31931
Response Included	29632	15.96	3430	12.67	1141	10.23	25061	17	29632
Response Rate	0	17.32	0	13.71	0	11.11	0	18.46	0

Contact details shared with NES team do not belong to patient

Out of office or other notice they will not be available to participate during field window

Unsubscribed
New unsubscribe requests from survey invites

Survey Opened
Patients who opened their invitations

Response Rate
% showing the total response rate by column
Response included / (Total – Bounce – Ineligible)

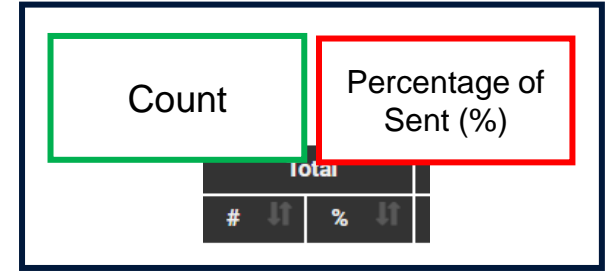
What to look for in this table

- 1) How your practice or PHO compares to the National results broken out by ethnicity
- 2) If ineligible rate larger – attention to specific areas such as contact detail accuracy
- 3) If survey opened is low (below 20%) – try boosting awareness in clinic by promoting the flyers and discussing the survey with patients.



DELIVERY TABS

These tabs show the key measurements by type of invitation. Unlike the “**Response Rate Summary**” tabs where the result of both Email and SMS are taken into account for paired sample, these tabs each focus on just their method.



Email Delivery

	#
Email Sent	
Bounces	
Survey Incomplete	
Response Included	
Unsubscribed	

Emails Bounced
This includes emails that bounced where paired SMS may have been successful + emails that were deemed invalid before sending.

Unsubscribe
Patients who unsubscribed from the survey program via email.

Survey Incomplete
Started the survey but did not make it to the inclusion point (i.e. first experience rating question)

Response Included
Email invitees who responded to the survey

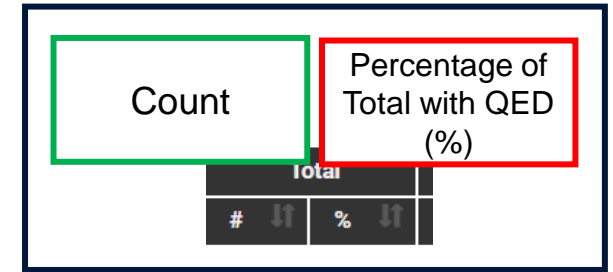
SMS Delivery

	#
SMS Sent	430
Bounces (expired and failed)	20
Survey Incomplete	9
Response Included	13

SMS Bounced
This includes SMS that bounced where paired emails may have been successful.

SAMPLING OUTCOMES

The “**Sampling Outcomes**” tab represents the patient details for the survey sample weeks from Te Whatu Ora. All patients who had an appointment at your facility are represented and either included as a potential candidate or excluded prior to the survey extract.



	Total		Māori		Pacific People		Non-Māori, Non-Pacific		NZ total	
	#	%	#	%	#	%	#	%	#	%

Total within QED	491	100	681032	100						
Excluded (prior to survey process)	243									
> Deceased	0									
> Under 15	76057	11.17	16661	19.25	6955	17.39	52441			
> Opted Out	98									
> Facility Not Included	988									
> Recent Survey	36372	3.06	7032	8.13	2170	3.42	29350			
Total Potential Candidates	248									
> No Contact Details Available	49									
> Eligible Email	99									
> Eligible SMS										
> Eligible Email and SMS										

Total with QED (Qualifying Encounter Date)
This represents the total number of New Zealanders who had appointments during the survey sample weeks – the two week period leading up to the survey.

Excluded (prior to survey process)
The patients who do not fit the research frame due to opt-out at the practice, age, having been invited in the previous quarter.

Total Potential Candidates
This is a breakdown of the remaining eligible patients by available contact details.

No Contact Details Available
This is an area your staff can help contribute to for improving response rates. Update patient records during the survey reference week have an email address and mobile number if possible.

How to use this table

- 1) To measure improvements in contact detail collection
- 2) To understand how eligible sample compares with National
- 3) To understand the representation within patients visiting during the survey sample weeks

Thank you

For more information go to our
How-to Library

<https://cx.myexperience.health.nz/library>

GAME CHANGERS

