

Provincial Endoscopy Patient Experience Survey (PEPES)

Tips to Increase Uptake

1. Staff education: #1 reason for success

- The unit clerk/receptionist's participation is essential to the success of the survey. Their understanding and enthusiasm when talking to the patients about the survey makes a huge difference in uptake!
- Build awareness around the survey's timeframes. Send out a reminder email or give verbal updates to the staff about when the survey opens and when it closes.
- Ensure each and every outpatient is offered a survey for the designated timeframe. No cherry picking.
- Decide on how you are going to distribute the survey and then provide in-services to staff about the required steps. Take time to practice with the survey links before the survey goes live.

2. Understand the survey distribution options and chose what works best for your unit

- The electronic PEPES can be offered to the patient in the following 3 ways:
 - i. The direct survey link is emailed to the patient. This can be done at the time of check in or at the end of the day.
 - ii. The patient is given a handout with a scannable survey QR code.
 - iii. The patient is given a handout which lists the survey URL. The patient types the URL into the address bar on the top left-hand corner of their browser window.
- Some sites provide the survey information to the patient when they send out the bowel prep information.

3. Promotion & advertisement

- Highlight the importance of the survey. Patients have reported that they would be more inclined to complete a survey if they felt like their answers could potentially improve the care they receive in the future.
- Make the survey standout by printing the survey details on different colored paper
- Create a survey postcard for the patients to take home
- Create a poster which explains what the survey is and why it is being done. Post it in the patient waiting area.
- Post the results of the last survey in the patient waiting area. Include an action plan which outlines how your unit is working towards fixing any identified problems.

4. Patient education

- Let the patient know that the survey results are anonymous and that their name will not be linked to their answers or affect their care in any way.



- Demonstrate how to use the QR code with a smart phone. Take the mystery out of the process by saying something like, “Accessing the survey is easy. All you need to do is turn on your phone’s camera, point it at the barcode and tap the message that pops up on the top of your phone screen.”
- Show the patient where to type in the survey’s URL address
- Inform the patient that the survey takes less than 5 minutes to complete
- Advise the patient that it is best to wait until the sedation has worn off before completing the survey
- Provide the patient with the following email address for technical support:
endoquality@ahs.ca

5. Reinforcement

- Uptake increases when the patient is told about the survey twice, once upon check in and again on discharge
- A handout detailing how to access the electronic survey is given to the patient. This serves as a great visual reminder for the patient to complete the survey.
- Smaller endoscopy units have made follow up calls to the patients to remind them to submit the survey