

## FAQ for eSurvey delivery mode: Email and Texting

### What is an eSurvey?

- An eSurvey or electronic survey is a survey completed online.
- Invitations are sent to patient via text or email. The invitation includes a **link** to complete the eSurvey via a smartphone, tablet, or computer.
- Patients do not respond to survey questions within the text itself.

### Why move to eSurvey (email and texting)?

- Unlimited surveys for a fixed rate allow for larger returned sample size.
- Environmentally friendly.
- Patients get the survey quicker and respond quicker.
- eSurveys are sent out within 24 hours of the upload file being processed. Surveys tend to be completed very quickly by patients.
- Align with current digital trends.

### What is the eSurvey Process?

- Providence collects patient's contact information, and the patient has a Providence encounter.
  - Step 1: Patient completes visit and Providence sends closed patient encounter files to Press Ganey
  - Step 2: Text invitation is sent with link to eSurvey
  - Step 3: If text is undeliverable or no response in 2 days, an email will be sent to take eSurvey
  - Step 4: If no response in 5 days, a final email reminder will be sent
  - Step 5: Reporting available in the online tool
- Patient receives a personalized email/text invitation with a link to a personalized welcome page and online survey.
- Patient will need to validate Date of Birth to enter the welcome page and survey.
- All SMS messages are sent out between 12p and 8p EST only from 1(888) 470-9770, email delivery is immediately upon file processing.
- Survey links expire within 30 days
- Surveys cannot be regenerated

### How is PHI protected? What is the security for a text going to a wrong person?

Press Ganey has taken a conservative approach to using SMS texting to invite patient to respond to feedback surveys.

- 1) The body of each Press Ganey text is very generic and simply asks for feedback around the recipient recent healthcare experience. No Names or other identifying information is included.
- 2) The survey itself is never sent via SMS. Only an invitation to the eSurvey platform is sent. The eSurvey platform is the exact platform used by patients receiving email-based invitations.

**Why do you require a birthday validation prior to providing access?**

Press Ganey acknowledges that requesting the patient's birthdate may be uncomfortable for some patients. Nevertheless, it's important to attempt validation of patient identity prior to providing access to the blank survey. Since Press Ganey does not have an opportunity to engage with the patient to setup a username/password on Press Ganey systems, we use the unique survey link and the patient's birthdate as a best effort to ensure only the patient sees the survey.

The birthdate check on Press Ganey's eSurvey platform is used in an attempt to validate that the intended recipient is completing the survey. Unlike other situations where users have a username and password, Press Ganey does not have any relationship with patients prior to them attempting to complete the survey. This requires that Press Ganey use some piece of information that patients already know in order to perform this validation. Unfortunately, there are no other forms of identity validation that work in a situation where there is no prior relationship.

It really comes down to a question of legitimacy. If the patient believes the survey is legitimate, then he/she knows that the hospital already has the birthdate on file. There is no security risk of validating that information because the hospital and Press Ganey already know the birthdate. If the patient is concerned that an unknown third party is attempting to gather his/her birthdate, then contacting the hospital and confirming the legitimacy of the survey would prevent giving away birthdate information to a possibly malicious party.

**How quick is the data available via Press Ganey Fusion?**

- Within 2 business days after survey returned by patient.

**How Many eSurveys go out to patients?**

Unlimited surveys are sent to patient with email addresses and phone numbers.

**Can patients still add comments?**

Yes, the survey is in the same format as the current paper surveys. Online comments have the ability to type their comments into the eSurvey.

Online comments are available 48 hours after upload, except on weekends (Friday-Sunday available on Tuesday)

**Can a patient opt out?**

- Yes, at any time a patient can enter; Stop, No, Unsubscribe and no further survey's for that phone or email address will be processed.

**Can a patient opt back in?**

- Yes, Press Ganey Customer Service Desk can reverse opt outs.

**Can we track our email capture rate and bad emails?**

- Yes, Press Ganey provides a monthly email capture rate to Patient Experience leaders.
- In Press Ganey Fusion, Press Ganey uploads bad addresses daily in My Files

## Responding to frequently asked question

- **Will you share or sell my email address?** “We take your privacy very seriously. We only use your mobile number and email address to contact you about your care and things happening at our organization, and/or to send you a survey about your care experience. We do use a third party for the survey but Press Ganey Associates is HIPAA compliant.”
- **Why do you need my email address?** “Your email address [mobile number] is an important part of your records, like your home address and phone number. Our goal is to make sure we always have all of your contact information up to date.”

## How to Manage Patients with no emails or refusal of providing

- Do not leave the email address field blank unless you have a blank field in your IT system that allows your staff to enter in why the patient did not provide this information. This will give additional insight in the future for your staff to ask for this information again or update it.
- Enter code words in the email address field. If your IT system does not have an additional field where you can include why a patient does not have an email address, consider entering code words in the email address field. Examples include:
  - **“Refused”**- These patients should not be asked for email addresses during subsequent visits.
  - **“No Email Address”**- These patients should be asked for email addresses during subsequent visits.

Do not enter fake email addresses in the system. If your IT system requires you to enter an email address rather than including code words, use:  
refused@(yourorganizationdomain).org **OR** noemail@(yourorganizationdomain).org