

## How To Interpret Your Satisfaction Surveys

Arizona Nursing Home Workgroup  
January 19, 2006

**Mark Plunkett, PhD**  
Senior Healthcare Scientist  
Health Services Advisory Group (HSAG)

## Three Things Everyone Knows About Staffing and Quality

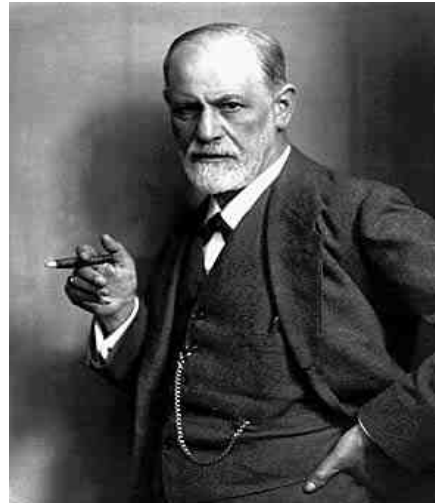
- According to IOM, a shortage of nurses and aides currently exists and is expected to get worse.
- Job satisfaction is a primary reason cited for retention problems.
- A CMS study found direct relationships between staffing levels and quality of care.

## Steps in Understanding Your Satisfaction Survey Results

- Survey Response Psychology
- Focus on what is meaningful
- Synthesize the results based on priorities and needs

## Understand Response Psychology

- People want to be positive
- People do not want to be negative
- Expect people to be positive
- When people are negative, beware!



## How to Focus on What is Meaningful

- Identify organizational goals
- Break down the information into easy-to-understand manner
- Identify items that differentiate

## Focus on the Meaningful: Organizational Goals

- Every survey is different
- Each organization may have a specific goal in relation to a survey

## **Focus on the Meaningful: Organizational goals—Example**

- I would recommend working here to my friends
- I am very satisfied working here
- The mops are always clean

## **Focus on the Meaningful: Breaking Down the Survey Data**

- Surveys provide a great deal of information
- Need a strategy of breaking the information into useful bits
- Top-box scores

## Focus on the Meaningful: Identify Items that Differentiate

- What differentiates?
  - Policy
  - The data itself
- How to get the data to speak to you.

## How to Synthesize the Results



## How to Synthesize the Results: Priorities

- Top Priorities
  - Concern about residents (Q1) 14/29
  - Interdepartmental cooperation (Q10) 43/29
  - Fair hearing from supervisor's supervisor (Q14) 57/28
  - Equipment and supplies (Q4) 57/29
  - Work load (Q5) 27/29
  - Explanation of benefits (Q36) 58/14
  - Regular feedback from supervisor (Q31) 58/14

## How to Synthesize the Results: Overall Summary

- Combined concerns
  - Company 1
    - Concern about residents
  - HR 2
    - Explanation of benefits, welcome for new staff
  - Supervision 6
    - Regular feedback, part of team, support and management from regional office and upper management, communication about changes
  - Wages 1
    - Paid fairly
  - Working Conditions 3
    - Supplies, work load, interdepartmental cooperation

# Questions?

## Steps in Understanding Your Satisfaction Survey Results

1. Understand survey response psychology
2. Focus on what is meaningful
3. Synthesize

## Contact Information

**Mark Plunkett, PhD**

Senior Healthcare Scientist, HSAG

[mplunkett@hsag.com](mailto:mplunkett@hsag.com)

602.745.6204