

Patient Engagement: Current Methods for Gathering Patient Feedback - Patient Experience Communications					
Methods	Engagement	Measuring Results	Positives	Negatives	Estimated Cost
Waiting Room Interviews	<ul style="list-style-type: none"> • Ask for general feedback about an initiative/project • Come prepared with questions and transcribe answers • Provide patients with small tokens of gratitude* 	<ul style="list-style-type: none"> • Qualitative analysis of feedback • Depending upon the types of questions asked, i.e. survey questions v. open-ended questions, quantitative data can be gathered 	<ul style="list-style-type: none"> • Very direct and efficient way of interviewing patients for quick results 	<ul style="list-style-type: none"> • Office staff is not always supportive, is afraid of any interruptions to patient care • Patients don't have time to become familiar with initiative/project to provide thorough feedback 	*Cost of thank you items
Vendor - focus groups	<ul style="list-style-type: none"> • Partner with outside marketing research company (CorCom, Inc.) to conduct focus groups with patients on various initiatives/projects • Focus groups are recorded and analyzed by CorCom - results presented in PowerPoint format • Participants are compensated for their time/effort 	<ul style="list-style-type: none"> • Qualitative and quantitative data is gathered 	<ul style="list-style-type: none"> • In-depth gathering of patient feedback with minimal bias • Patients agree to participate and therefore are more verbal and willing to provide feedback • To date, the feedback gathered through this method has been effective to initiate changes in the patient experience 	<ul style="list-style-type: none"> • Requires time and additional resources to recruit patients and secure them for in-person meetings • Cost of the marketing research company to facilitate/report back with results 	Varies, typically at least \$5K
Vendor - 1:1 interviews	<ul style="list-style-type: none"> • Partner with outside marketing research company (CorCom, Inc.) to conduct 1:1 interviews with patients on various initiatives/projects • Interviews are recorded and analyzed by CorCom - results presented in PowerPoint format • Participants are compensated for their time/effort 	<ul style="list-style-type: none"> • Qualitative and quantitative data is gathered 	<ul style="list-style-type: none"> • In-depth gathering of patient feedback with minimal bias • Patients agree to participate and therefore are more verbal and willing to provide feedback • To date, the feedback gathered through this method has been effective to initiate changes in the patient experience 	<ul style="list-style-type: none"> • Requires time and additional resources to recruit patients and secure them for in-person meetings • Cost of the marketing research company to facilitate/report back with results 	Varies, typically at least \$5K
Internally organized focus groups	<ul style="list-style-type: none"> • Work with clinical partners to gather patients to discuss patient information and education given to them prior to and during their care • Facilitated by the Patient Experience Communications team • Results are used to determine how to proceed with creating and updating patient-facing materials • Provide patients with food and beverages as well as small tokens of gratitude (i.e. UPMC tote bag, flashlight, water bottle, etc.)* 	<ul style="list-style-type: none"> • Qualitative analysis of feedback 	<ul style="list-style-type: none"> • Patients agree to participate and therefore are more verbal and willing to provide feedback • Patient feedback could be applied immediately to patient-facing materials in development 	<ul style="list-style-type: none"> • Because patients are hand-picked by clinical partners, the patients may be too familiar with the initiative/project and the feedback could be biased 	*Cost of thank you items

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Phone interviews	<ul style="list-style-type: none"> • Work with clinical partners to collect a list of patients to call and conduct phone interviews regarding patient information materials the patient has had the opportunity to use through their continuum of care • Prepare a list of open-ended questions to ask patients, transcribe answers • Mail patients thank you notes and small tokens of gratitude (i.e. UPMC tote bag, flashlight, water bottle, etc.)* 	<ul style="list-style-type: none"> • Qualitative analysis of feedback • Depending upon the types of questions asked, i.e. survey questions v. open-ended questions, quantitative data can be gathered 	<ul style="list-style-type: none"> • Very direct and efficient way of interviewing patients for quick results 	<ul style="list-style-type: none"> • Without prior notice, patients are hesitant to participate 	*Cost of thank you items
Playtesting	<ul style="list-style-type: none"> • Set up time in advance with clinical partners to sit down with patients for playtesting of new app/technology • Wait for patients in clinical areas - With enough prior notice, participating doctors/clinicians can introduce playtesting team member to patient • Patient plays app and provides real-time feedback 	<ul style="list-style-type: none"> • Qualitative and quantitative data is gathered 	<ul style="list-style-type: none"> • Very direct and efficient way of interviewing patients for quick results • No additional cost once platform is purchased 	<ul style="list-style-type: none"> • Requires time to wait for patients in clinical areas 	\$0
Clinician-organized gathering of feedback	<ul style="list-style-type: none"> • Work with clinical partners to ask patients about projects/initiatives 	<ul style="list-style-type: none"> • Qualitative analysis of feedback 	<ul style="list-style-type: none"> • Indirect, yet effective way to gather patient feedback • Clinicians often have closer relationships with patients and are able to procure in-depth feedback • No additional cost 	<ul style="list-style-type: none"> • There is opportunity for clinician-bias as the gathering of feedback cannot be monitored 	\$0