

Steps to an Effective Satisfaction Survey:

- The goal should be to create a survey that requires minimal effort on behalf of the patient while also maximizing the quality of the information received.
- Keep it short and sweet - ask less than 10 questions. No one wants to spend more than 2-3 minutes completing a survey.
- Focus on key areas of interest:
 - Treatment
 - Staff
 - Facility
 - Communication
 - Etc.
- Order the survey questions in the same flow as the patient would experience their visit (ex. Start by asking how the patient found the clinic and end with if they will return).
- Scaling Questions are the way to go. Make sure the scale is consistent for each question.
- Always include a write-in section for participants to provide further details.
- Things to keep in mind when developing survey questions:
 - Ask the essential questions
 - Work questions carefully
 - Use consistent scales as stated above
 - Include at least one open-ended question
 - Strive for anonymity
- Administer survey after initial appointment (either after intake or follow up from ADOS) as well as at termination of services.

Resources:

<https://practicepromotions.net/practice-marketing/patient-satisfaction-survey-pt/>

<https://www.aafp.org/fpm/1999/0100/p40.html>