

# Tips

## Family Satisfaction Survey

# Improving Your Response Rate

We want every nursing home and residential care facility to get enough responses to the Family Satisfaction Survey to be eligible for public reporting on [www.ltc.ohio.gov](http://www.ltc.ohio.gov). Scripps Gerontology Center asked twelve nursing homes and residential care facilities to tell us their secrets for high response rates. These facilities are big and small, urban and rural, but all of them had some of the highest response rates in the state.







Many of these organizations build relationships with families from the day the resident arrives. They have lots of communication and keep families engaged. They include family in the very first care plan and resident goal setting. When they get their family survey, these families know that the facility cares about their input.

Successful facilities do not rely on those relationships alone. Regardless of how you involve families, frequent, open, and clear communication about the survey – before and during – will help get them engaged. Let families know their input matters and prove it by encouraging, asking, and reminding them to provide it.

## The Message

- The survey is important to help us improve. We can't fix something if we don't know it's broken, and letting us know what we do well will help us do more of it!
- The survey is important to let other families know about how this nursing home is doing. They can see what the others had to say at [www.ltc.ohio.gov](http://www.ltc.ohio.gov).
- The survey will be coming at a particular time – find the date at [www.ltc.ohio.gov/familysurvey](http://www.ltc.ohio.gov/familysurvey)
- The survey helpline can help you complete the survey or to request a replacement survey:  
[familysurvey@miamioh.edu](mailto:familysurvey@miamioh.edu) or  
**1-844-864-0049**

## The Method

-  **Tell them the news.** Use your newsletter and other communication right now to tell families you want to hear from them.
-  **Send a letter.** Notifying families via first-class mail not only lets them know the survey is coming, it gives you the opportunity to correct addresses and send Scripps an accurate address list. Specifically ask them to notify you if their letter was forwarded to a different address (the surveys will not be forwarded).
-  **Put it in the bill.** Include information about the survey with your billing during the month of your survey.
-  **Pick up the phone.** The week before and after your surveys are mailed, schedule staff and time to call each family and encourage them to complete the survey. Having facility leadership make these calls can make them more effective.
-  **Post it.** Display a sign at your entrance reminding families to complete the survey. Post survey announcements and reminders on the bulletin boards around your facility.
-  **Talk about it.** When you see families in your facility, ask them if they've completed their surveys and remind them why it's important.

## These families want your EAR:

Encourage them to complete the survey, Ask if they've done it, and Remind them their input is important.