

ImproveWell guide to creating surveys

The ImproveWell survey module is a powerful tool to support your ImproveWell programme. Project Managers can send bespoke one-off surveys, schedule repeat surveys and send anonymous pulse surveys. Insights gathered from a carefully planned series of surveys may then be used to support and inform the evolution of your organisation's Quality Improvement and staff engagement objectives.

For optimal results, we recommend following the planning steps below.

Step 1: define what you would like to know as a result of this survey

Step 2: determine any baseline data you may need to inform your objectives

Step 3: define scope and frequency of the survey

Step 4: design the relevant question and answer types for the survey

Step 5: ensure that the questions are appropriate for the intended target audience

To build your surveys, you should be familiar with the various survey and question types in order to choose what is most relevant for you. Key terms have been defined in the table below.

Survey Types

Scheduled	<ul style="list-style-type: none"> Surveys scheduled to occur on a specific date and time for the intended target audience.
Repeat	<ul style="list-style-type: none"> Identical scheduled surveys that repeat on a daily, monthly or weekly basis. "Pulse" surveys are an example of this.
One-off	<ul style="list-style-type: none"> Surveys designed for a specific event, that will not repeat.
Anonymous	<ul style="list-style-type: none"> Usernames are not disclosed against the answers recorded. Anonymous surveys are clearly marked for responders.

Question Types

Multiple choice	<ul style="list-style-type: none"> Responders can select as many answers that apply e.g. "which of the answers below matter to you"
Single choice	<ul style="list-style-type: none"> Only one answer may be selected e.g. "which statement do you agree with the most"
Rank	<ul style="list-style-type: none"> Responders can compare a list of answers e.g. "order these five ideas in terms of impact, with 1 being the highest"
Free text	<ul style="list-style-type: none"> Responders may write an answer e.g. "who do you feel deserves particular recognition this month"
Mandatory	<ul style="list-style-type: none"> This question must be completed prior to survey submission
Optional	<ul style="list-style-type: none"> Responders are not obligated to answer this question prior to survey submission
Weighted	<ul style="list-style-type: none"> Answers may be assigned a score, which is then factored into reporting analysis

Topics of particular relevance and frequent use

As a focused Quality Improvement tool, there are several frequently used topics that are appropriate for the ImproveWell platform. Each question should contribute to your survey data objectives.

IMPROVEWELL ASSESSMENT SURVEY

Sometimes the easiest topic to start with is the ImproveWell platform itself, as a valuable tool for you to capture innovation and workforce sentiment across your organisation. Depending on the level of baseline data that you already have, these survey questions could assess how information was captured previously and whether ImproveWell is an effective digital solution for your organisation.

Example question topics include:

- How have you previously suggested ideas for improvement (multiple choice / free text)
- Likelihood / frequency these ideas are acted upon (high / medium / low)
- I have submitted an improvement idea through the ImproveWell app (single choice: several ideas; 1 idea; none – still need inspiration)
- If yes, feeling that my ideas are listened to (scale of 1-5)
- Preferred mode of idea suggestions today
- Overall experience using the ImproveWell app (multiple choice)
- How to improve experience with ImproveWell
- What do you like about ImproveWell
- Do you know any other colleagues who are interested in using ImproveWell

SPECIFIC QUALITY IMPROVEMENT IDEAS

Asking your workforce about their views on a particular Quality Improvement idea is a great way to allow survey responders to vote on their favourite ideas or offer additional insights on its implementation or impact. Example questions include:

- Ranking ideas in order of importance / impact
- Implementation suggestions for specific ideas (free text)
- Likelihood to adhere to new innovation / process

NET PROMOTER SCORE

Net Promoter Score (NPS) surveys give you an indication of how likely your staff are to recommend your organisation's services to others. Questions may include:

- Likelihood to recommend organisation's services to friend or family member
- Changes required for higher rating
- Areas in which the organisation excels/ does things really well

STAFF ENGAGEMENT

Staff engagement is a key measure for any organisation. Questions are typically focused on the following areas:

Engagement at work

- Employer values services provided by staff
- Feeling towards achieving goals at work
- Feeling of involvement in work
- Feeling of influence on work
- Looking forward/anticipation of going to work
- Day goes by quickly
- Determination to perform at best level every day
- Degree of focus on job duties at work
- How colleagues adapt to difficult situations
- Resilience of colleagues/organisation
- Identifying future challenges and opportunities
- Colleagues' initiative to help each other when needed
- Willingness to take on new tasks as needed
- Willingness to accept change

Work relationships

- Communication between senior leaders and employees
- Know what is going on in team/ organisation
- Ability to make decisions affecting own work
- Management recognition of job performance/good work
- Working relationship with supervisor or line manager
- Support from supervisor or line manager
- Respect given by supervisor or line manager
- Working relationships with colleagues
- Friendliness of colleagues
- Ability to rely on colleagues
- Trust between senior managers and staff
- Escalating concerns or ability to give feedback to senior managers
- Staff treat each other with respect

Performance and career development

- Knowledge of expectations for role / what constitutes good performance
- Access to resources to do a good job / perform at best
- Opportunities for career advancement
- Opportunities for professional growth
- Organisation's focus on professional development
- Job-related training offered by organisation
- Adequate opportunities to apply skills and expertise
- Organisation's investment in training and education

PULSE SURVEYS

Quite literally meant to take the "pulse" of your organisation, pulse surveys are anonymous, single choice surveys sent to your staff at regular intervals. With questions posed as statements, the single choice answer options almost always include some version of the Likert scale of five answer points from one extreme to the other e.g. strongly disagree; disagree; neither agree nor disagree; agree; strongly agree. These surveys are meant to be particularly quick and easy to complete.

Questions are typically focused on the following areas:

- Extent employer values the service provided by staff
- NPS: how likely to recommend services to friend or family member
- Manager relationships: constructive feedback; treated with respect; supported in role and career objectives
- Colleague relationships: ability to rely on colleagues; friendliness of colleagues at work
- Performance: knowing what's expected/ what constitutes good performance; access to resources to do a good job/ perform to best of ability
- Professional growth: feel supported to develop potential; given opportunities to learn/ develop skills; clear career progression in role
- Recognition for good work
- Ability to influence how things are done (role, team, organisation levels)
- Positive culture: bad behaviour is consistently addressed
- Escalation: concerns are taken seriously by line manager; feel comfortable giving feedback and opinions to managers
- Communication: know what is going on in team/ organisation

RECOGNITION

A simple survey to help you recognise unsung heroes or top performers in your organisation. This could support an internal recognition initiative such as "employee/ star of the month." Example questions could include:

- Who has gone above and beyond this month (and tell us what they did)
- Who did something excellent this month (and tell us what they did)
- Nominate a colleague who delivered exceptional patient care (and tell us what they did)

SURVEYS ON ORGANISATION OBJECTIVES

Mission, vision and values statements are the underlying principles that define an organisation's culture and direction. Example questions include:

- Of [x values], which do you embody the most (rank)
- Personal fit with each organisation value
- Colleagues / team fit with organisation values
- Supervisor fit with organisation values
- Clarity on what values / objectives mean
- Values in practice

SURVEYS FOR FEEDBACK ON A SPECIFIC INITIATIVE OR EVENT

Events and activities are an excellent opportunity to engage with your staff to understand the impact of various organisational initiatives e.g. training, Quality Improvement workshops, inductions, open days etc.

Surveys are an effective way to improve your execution of these, before or after. For example, questions for feedback on induction processes could include:

- How would you rate [event / initiative] overall
- Helpfulness of content presented
- Single most valuable learning from [event / initiative]
- Rate facilities of [event / initiative]
- What user liked about [event / initiative]
- How future [event / initiative] could be improved
- What user disliked about [event / initiative]
- Organisation of [event / initiative]
- Sufficient information prior to [event / initiative]
- Helpful follow-up information after [event / initiative]
- Length – too long, too short, just right
- Anything else to share

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