ARUP LABORATORIES | Institute for Learning

CUSTOMER-SATISFACTION SURVEYS

FOR PHYSICIANS, NURSING STAFF, AND OUTREACH CLIENTS

June 2010

SURVEY OVERVIEW

Most health care systems are actively engaged in surveying patient-satisfaction levels using either external survey organizations or their own internal processes. Most often, however, the unique circumstances surrounding the laboratory's role during a patient's episode of care make it challenging for these survey mechanisms to capture satisfaction scores related to the lab's interactions with its primary customer groups. Additionally, the external business, or outreach component, satisfaction levels go unmonitored and unmeasured.

ARUP has developed survey tools that will capture valuable, specific information related to the role of the hospital laboratory as it interacts with its primary customer groups: nursing, hospital-privileged and staff physicians, and outreach clients. A survey for patient-service centers/drawing stations has not been included since most laboratories already survey their patients in this setting; however, if a client would like this customer group surveyed, an additional survey tool will be added. Three unique surveys, targeted to these customer groups, have been developed to gather information specific to the groups' needs. ARUP will administer the surveys and provide analysis prior to commencing the curriculum and again at its culmination.

SURVEY OBJECTIVES

1. Create a benchmark for current customer-satisfaction levels as a means of comparison for the future.
2. Implement a consistent assessment tool that can be used periodically to monitor customer satisfaction.
3. Receive important feedback from your most valuable resources for improvement opportunities.
4. Create an accountability mechanism for executing the service-excellence principles that will drive a customer-focused organizational culture.
5. Provide a tool to meet CAP requirements.

Note: This course is P.A.C.E.® eligible.

SAMPLE SURVEY QUESTIONS

GENERAL QUESTIONS

1. How would you rate your level of satisfaction with our laboratory's customer service?
   - ❑ Very satisfied—no improvement necessary
   - ❑ Satisfied—needs minor improvement
   - ❑ Dissatisfied—needs a few improvements
   - ❑ Very dissatisfied—needs considerable improvements
2. How would you rate your interactions with our laboratory's employees?
   - ❑ Very satisfied—always friendly and helpful, tend to go the extra mile
   - ❑ Satisfied—mostly friendly and helpful
   - ❑ Dissatisfied—often abrupt and appear unconcerned
   - ❑ Very dissatisfied—unfriendly and unhelpful
3. How would you rate the overall quality of your relationship with our laboratory?
   ❑ Excellent ❑ Good ❑ Fair ❑ Poor
4. Please list one aspect of customer service you wish our laboratory would improve.

PHYSICIAN-SPECIFIC QUESTIONS

1. How would you rate the ease and availability of consultative services offered by our laboratory?
   ❑ Excellent ❑ Good ❑ Fair ❑ Poor
2. How would you rate the quality of interaction you receive during consultations with our laboratory?
   ❑ Excellent ❑ Good ❑ Fair ❑ Poor

NURSING-SPECIFIC QUESTIONS

1. Do you receive adequate feedback when there is a problem with a specimen?
   ❑ Yes ❑ No ❑ If no, please explain:
2. Is laboratory staff available and helpful?
   ❑ Yes ❑ No ❑ If no, please explain:

OUTREACH CLIENT-SPECIFIC QUESTIONS

1. Please rate your level of agreement with the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree
I believe ABC Laboratory values my business.	❑	❑	❑	❑
Over the past year my satisfaction with ABC Laboratory has increased.	❑	❑	❑	❑
I would recommend ABC Laboratory.	❑	❑	❑	❑

2. Compared to your experience with other laboratory providers, ABC Laboratory's customer service is:
   ❑ Excellent ❑ Above average ❑ Average ❑ Below average

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