

## How to Use The Hospital Retail Clinic Toolkit Survey Tools

We recommend that you **first create a consumer survey plan** that outlines your objectives. It will ensure that all stakeholders agree on the objectives of the survey, including what is most critical to know and from which customer groups. Frequently, hospitals create long surveys in an attempt to solve multiple challenges. This happens as different stakeholders review a survey and then suggest additions in the spirit of “since we’re doing this, it would be good to know...” We caution against this. A survey needs to be short for consumers to respond.

Surveys are designed to **provide a directional response** and allow you to test several different service lines, locations, pricing, and branding. When you read the results, focus on the pattern of consumer interest and be aware that answers are often read with  $\pm 5\%$ , even with larger panels. Simply, consumers don’t always do what they say they will do. And keep in mind that over the past three years of consumer surveys on retail clinics, at least 1/3 of the population has indicated they will not use a clinic. This is to be expected; either patients have multiple conditions that are far more suited to a physician’s office, or they have access to a strong physician relationship, or they simply don’t like this option.

These sample surveys are long as we’ve included many questions so you can choose what is most useful to you. We **strongly recommend** deleting some of these questions as **consumer surveys are best when short**. If the survey gets too long, you can create different versions, for example, one version to test one retailer and another survey to test a different retailer.

Ideally **panels should be 250-400 people and administered online**. It’s quick, easy, and representative. In some cases, paper surveys are useful – particularly with a population that is low-income or does not speak or read English. We have found the best way to deploy paper surveys to these groups is to find a transit stop (bus stop, train station) and ask consumers to complete an appropriately translated paper survey and then (in front of them) put the survey in a sealed envelope.