

# Patient Experience sending patients thank you cards does not improve survey response rates

## Problem

Patient satisfaction survey responses are one way to determine the quality of the care being received. In three clinical units with low survey response rates (TH17E 13.3%, KP16 26.2%, KP17 22.0%), we wanted to understand if patient thank you cards could increase survey response rates.

## Interventions

The intervention group received a printed thank you card; the control received nothing. Randomization was by month - one month on, one month off. One unit (TH17) repeated this cycle twice.



## Results

Survey response rates were statistically the same in weeks that sent cards, and in those that didn't. Thank you cards do not improve survey response rates.

Location	Arm	Mailed	Undeliverable	Returned	Return %
TH 17 East	Cards sent	117	2	12	10.4%
	No cards	132	9	15	12.2%
TH KP 16	Cards sent	65	3	17	27.4%
	No cards	206	11	39	20.0%
TH KP 17	Cards sent	102	3	21	21.2%
	No cards	307	14	71	24.2%
Total	Cards sent	284	8	50	18.1%
	No cards	645	34	125	20.4%