

Interviewing Residents

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Agenda

- Importance of conducting the survey.
- Focus on positive verbal and non-verbal skills.
- Create your own introductory statement.
- Create your own thank you statement.
- Troubleshoot Tough Responses.

Your Objectives

- Persuade qualified residents to complete the survey
- Read survey questions verbatim
- Input data accurately and efficiently
- Treat the resident with respect

Tone & Manner

- Confident
- Professional but not intimidating
- Polite
- Interested
- Not monotone or automated
- Smile in your voice
- Empathetic when necessary but not to get the respondent to talk more. If someone tells you about a negative experience or diagnosis, say “The nursing home is doing this survey to help improve care for residents like you.”
- Appreciative

So, why are we conducting the survey?

Why Conduct Satisfaction Surveys?

- If people have a choice, they will decide based on past experience, word of mouth, reputation, etc.
- Nursing Homes need a way to understand what they are doing right and what they can improve on.
- State of Indiana will review this information and may base funding on the responses.
- Surveys give residents a voice.



Remember, people will answer your questions if your request seems reasonable, and if you have a good reason for asking them.

Can Someone Read this Question Aloud?

43. Overall, what grade would you give this nursing home, [pause] where A is the best it could be and F is the worst it could be?

A B C D F Don't Know/Not Applicable/No Response

Five Essential Components to the Introduction

- **Greeting?** Hi! Hello!
- **Who are you?** Your full name (first and last)
- **Resident?** Verify you are speaking to the appropriate resident.
- **Why are you here?** You are here on behalf of the Indiana Family and Social Services Administration's Division of Aging.
- **Reason?** You are conducting an annual satisfaction survey of residents residing in Indiana Medicaid certified nursing facilities.

Two Basic Parts to an Introduction

First Introduction = general inquiry, just trying to identify the resident in a friendly manner

Ex: [Knock] Hi there, my name is _____ and I am looking for (resident's name). Are you (resident's name) or do you know where he/she might be?

Second Introduction

Second Introduction = Explaining why you are visiting the resident

Ex: Great! Hi, (resident's name). I'm here on behalf of the Indiana Family and Social Services Administration's Division of Aging. We are visiting all of the Nursing Home's in the State to find out what is going well and what can be improved by asking some questions about your experience here.

As long as you have the essential components, introductions are...

FLEXIBLE!

Introductions may also include the following

- Assurances this is not some sort of sales pitch. You just want to find out how things are going.
- Estimates on length of the survey (if the resident asks).
- Handling various other objections or concerns.

Four Strategies to Transform Passable to Powerful

1. State what you *will* do.
2. State with as much clarity as possible.
3. Confirm your knowledge/experience.
4. Customize your response to the resident.

Passable or Powerful?

Passable

Powerful

I think...
I might...
I know...
Let me see.
I understand.
In my experience...
I'm writing this down.
You're welcome.
It's my pleasure.

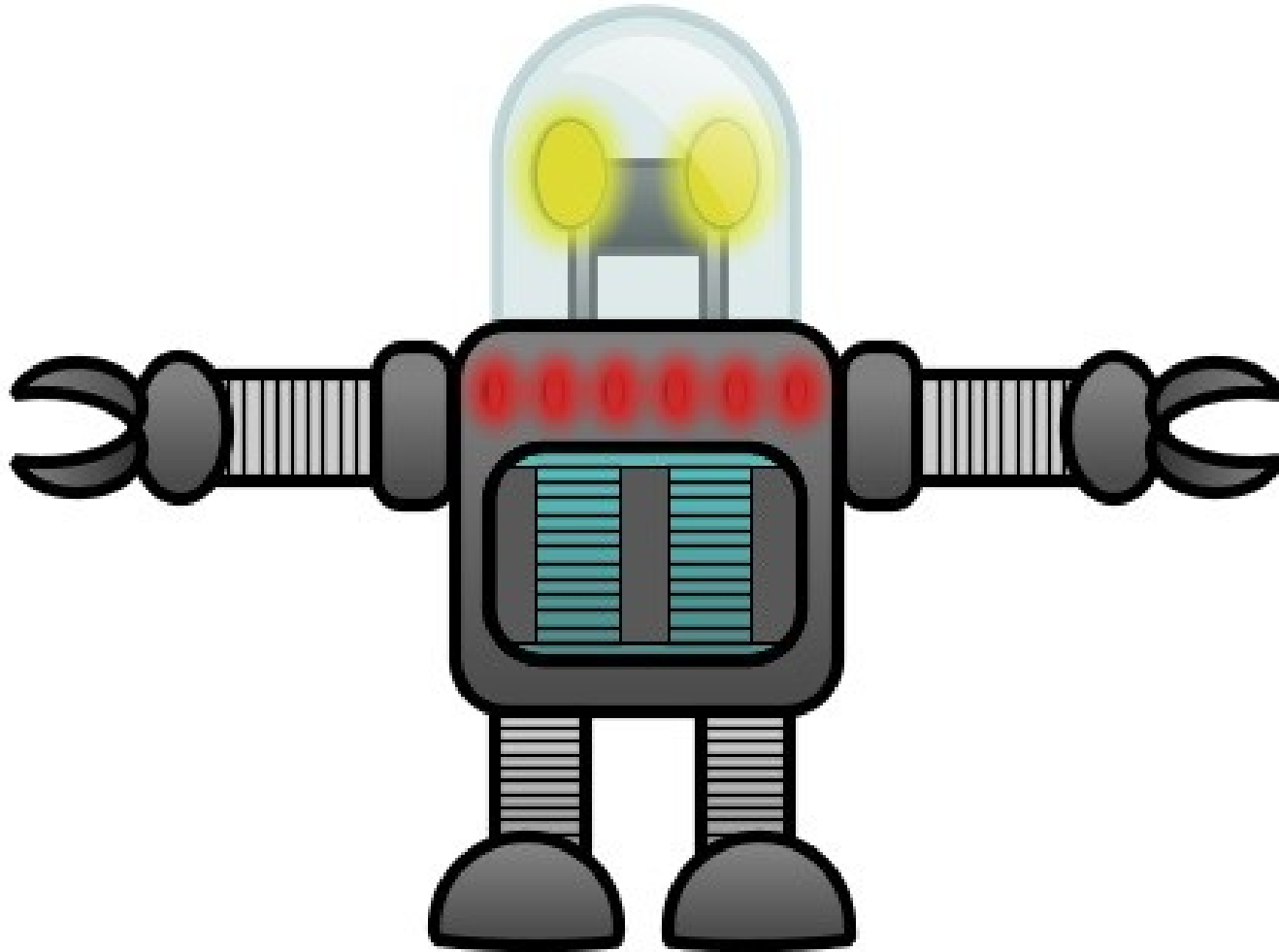
Introduction: What is yours?

Closing: What is yours?

Besides getting a respondent to complete the survey, what is your number one goal when introducing yourself?

PUT THE RESPONDENT AT EASE!

What We MUST Avoid



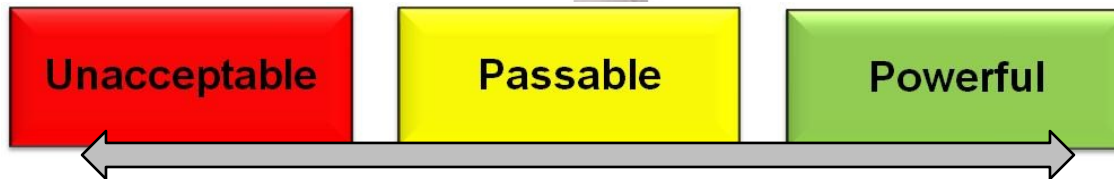
The Body Language Spectrum

Mouth
What unspoken messages does your mouth deliver?

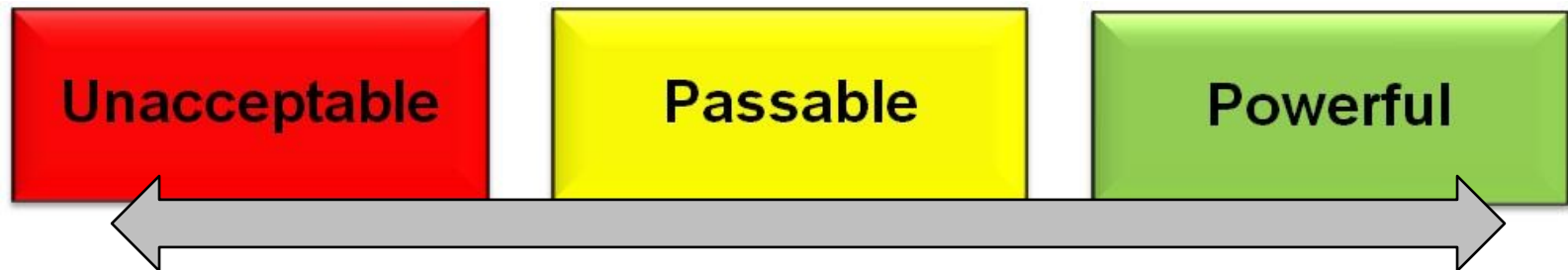
Eyes
What emotions do your eyes express?

Limbs
What do your limbs convey?

Body
What does your body say to the resident?



Body Language Demonstration



Putting the Respondent at Ease Some Golden Rules

You must sound like a real person. Using the right words at the right time won't mean anything if you sound like a robot. Each introduction should sound fresh **EVERY** time.

You must know the difference between a refusal and an objection. If a person refuses to do a survey we won't twist his/her arm, but if they offer objections on why they might not be able to do the survey, we should be able to handle the objection and do what?

Putting the Respondent at Ease

Some Golden Rules

Don't give time estimates up front (only if respondent asks).

- If Respondent asks how long survey is, give honest estimates but include terms like “less than” or “no more than.” Ex: “This will take less than 25 minutes.”

Let the respondent know the survey is important.

- Try not to end an introduction with a question like “Would you like to do a survey” or with dead air.

Putting the Respondent at Ease Some Golden Rules

Always be proactive. Once you know you are speaking with the correct person transition from the introduction to the survey using reassuring statements.

- Ex: “Would you happen to be Mary Smith?... Great! I’m here on behalf of the Indiana Family and Social Services Administration's Division of Aging. We are visiting all of the Nursing Home’s in the State to find out what is going well and what can be improved by asking some questions about your experience here. To start...”

Privacy and Confidentiality

- Residents may wonder what is happening with their responses. The data is confidential. The information used by the nursing homes will not be tied directly to each resident's name.
- Resident comments added in the Comments box are not confidential.
- When interviewing residents, be mindful of your surroundings.
 - Make sure you have a quiet space.
 - Do not shut the door to the room you are using.
 - Do not move the resident (ask a staff member).
 - Do not allow the resident to follow you out.
 - Do not give the resident anything to eat or drink.

Participate (Neutrally) in the Survey!

Active Listening

Give responses while listening to the respondent to let them know you are listening like:

- I am putting in your answer
- Yes
- I understand
- I'm getting this down
- I've noted that

Why do we do this:

- To let the respondent know we care
- That the respondent is important
- That we ARE listening

Active Listening

Listening Do's

Do let the respondent explain, and express their frustration

Do stay focused

Do remain professional with sincere enthusiasm and empathy

Do avoid distraction around you

Listening Don'ts

Don't cut respondent off

Don't tune out the respondent

Don't become emotional

Don't become distracted with background activity that will prevent you from listening effectively

Active Listening

Listen for changes in respondent's attitude as the survey goes on. You may need to encourage the respondent by saying things like:

- This is very helpful
- We're almost done

We do this because it's not enough to get a person to begin a survey, we want them to finish the survey as well!

Providing the Best Interview Experience

13 Attributes of an Excellent Interviewer

Professionalism – a confident, businesslike presentation and strong delivery are vital to encouraging respondents to participate in surveys as well as persuading respondents to complete surveys already begun

Friendliness – a friendly and positive approach puts the respondent at ease and relaxed enough to give thoughtful and honest answers

Courtesy – a courteous interviewer refuses to react negatively toward a respondent who is rude, argumentative or insincere

Neutrality – care must be taken not to inject bias into the survey; do not encourage or reward respondent answers

Listening Skills – effective listening skills will help the interviewer to address respondent objections, and properly answer questions

13 Attributes of an Excellent Interviewer (Cont.)

Voice Quality – the tone and quality of the interviewer’s voice in the first few seconds of the interview greatly affects the chances of gaining cooperation

Optimism – an interviewer should confidently assume the respondent is interested and willing to participate in the survey

Enthusiasm – the interviewer’s interest in the survey or lack of it will be immediately conveyed to the respondent; if the interviewer doesn’t seem interested in the survey, the respondent won’t either

Prepared – an interviewer should know the survey questions, instructions, and responses to common questions

Quick Thinking – anything can happen during an interview and an interviewer must be prepared to handle any situation quickly and effectively

13 Attributes of an Excellent Interviewer (Cont.)

Resilience – a good interviewer does not allow the previous interview to affect the next interview; a rude respondent should not affect your approach to the next interview.

Desire to Improve – a good interviewer can honestly assess past performances, admit errors, accept and incorporate feedback and learn from mistakes

Common Sense – beyond all the training, rehearsing, and skill-building, good old-fashioned common sense is as important as anything else. Use it.

*I learned there are troubles of more than
one kind. Some come from ahead, others
come from behind. But I've bought a big bat.
I'm all ready, you see. Now my troubles are
going to have trouble with me!*

-Dr. Seuss

Objection Handling

- An objection is when a respondent hesitates or signals reluctance.
- Try to use a softening statement to show the resident you heard them, and understand how they feel.
 - I do understand what you are saying.
 - I'm sorry to hear that.

Themes of Reluctance

- Time
 - How long will this take?
 - I need time to think it over...
 - But I did this last year.
- Burden
 - How long is this going to take?
 - I'm too old.
 - Why are you bothering me?
- Privacy or General Suspicion
 - I don't want to give my health information out.

Themes of Reluctance Continued

- Gatekeeper
 - I don't think he would be interested.
- Policy Against Surveys
 - I never talk about that.
 - I don't do surveys.
- Hostility
 - Quit bothering me!

Time Concerns

“This is a bad time” – we should understand that sometimes we do visit at a bad time.

- Possible rebuttal – “I understand you are busy. I can come back at a more convenient time and when we do I promise we can get through the survey quickly. When would be a good time for you later today (or tomorrow)?”

Concerns about interview length – this would be a good time to mention the survey is brief and that they can stop the survey at any time.

- Possible rebuttal – “This is a brief survey that will take twenty minutes or less. I’ll tell you what, let’s go ahead and get started and at any time if you need to get going let me know and we can stop.”

Time Concerns

“But I did this last year” – this is when you explain how important the survey is, and how we want to see how residents are feeling year over year.

- Possible rebuttal – “I’m glad to hear that you participated in the survey last year. One of the big goals of the survey is not only to find out how things are going here, but to also see how things are changing year over year. Just like last year, we are trying to talk with as many residents from around the state and in your residence as we can.”

Time Concerns

“I need more time to think about it” – this would be a good time to stress how important the survey is and how easy it is.

- Possible rebuttal – “I understand your concern. This really is an important survey because it will help the State serve residents, like you, better, and it’s a very easy survey. How about I start the survey and if at any time you need to get going let me know and I will stop.”

Burden Concerns

“I’m too old” – stress how important the survey is and that many residents have completed the survey.

- Possible rebuttal – “I understand what you are saying, but this really is an important survey because it will help the nursing home serve residents better. I have chatted with others here, and I would love to hear what you have to say, too!”

Burden Concerns

- “I just have too much going on, I don’t think I have time for this”**
– stress the importance of the survey and how brief it is.
- Possible rebuttal – “I understand you have a lot going on. This really is an important survey because it will help the nursing home serve you better, and it’s brief. How about I start the survey and if at any time you need to get going let me know and I will stop.”

Privacy Issues and General Suspicion

“How did you get my information” – give an honest answer.

- Possible rebuttal – “The State of Indiana provided your information and asked us to contact you to find out how you feel about your nursing home care. I promise this is a very straightforward survey and that your answers will be completely confidential. How about I start the survey and if there are any questions you don’t like you can ask me to move on or I can stop completely.”

Gatekeeper Issues

“I don’t allow my husband to answer personal questions” – put the gatekeeper at ease just like you would the resident.

- Possible rebuttal – “I understand how you feel, and I want to assure you that your husband doesn’t have to answer any questions that he feels are too personal. In fact, we could start the survey and if at any time your husband wants to stop the survey, we can.”

“My wife has a lot on her mind”

- Possible rebuttal – “This really is an important survey and, even better, it won’t take long at all. What time can I stop back today so she can get through this quickly?”

Policy Against Surveys

“I don’t like surveys” – most people don’t like surveys because they’ve been burned by a long survey. Emphasize that it won’t take too long.

- Possible rebuttal – “I understand how you feel. This really is an important survey. Let me get started and if at any time you need to get going just let me know and I’ll stop.”

“We don’t do surveys” – there is nothing you can do at this point. This is a refusal. Politely thank them for their time.

Hostility

It really doesn't matter what the respondent says. If he or she is hostile you should end the interview as quickly and politely as possible and do not return.

Ex: "I apologize, sir, for intruding and I will make sure we don't request your participation again."