



## Avoid leading questions

*Our practice was recently rated 'Outstanding' by the Care Quality Commission. As a patient are you satisfied by the care you receive from the practice?* This is very leading.



## The 2 questions in 1 fail

This is a common failing that many surveys fall into the trap of making. For example: *How satisfied are you with the politeness and appearance of the reception team?* Politeness and appearance are exclusive of each other. Therefore the survey should be altered to ask two separate questions, one on politeness and one on appearance.



## Biased questions

A survey scale with the following answer options: very good, good, adequate and poor is skewed. There are two positive options, one middle (adequate) and one negative.

# Common survey pitfalls

The typical mistakes that practices make and how to avoid them



## Avoid jargon

Jargon and acronyms are everywhere in healthcare and the wider NHS. Do patients know their PPG from the CCG from the CQC? Unlikely. Write all acronyms in full and avoid complicated jargon. Indeed, ask your Patient Participation Group to check surveys.



## Unnecessary questions

How long would you be prepared to spend on completing a survey? Many are simply too long. Participants should be done in 5 minutes maximum!



## What happens next?

Many practices expect patients to complete detailed surveys but do not explain how the data will be used or report back. There should always be full details of how those taking part can subsequently see the full results. Transparency is critical.