Successful Staff Engagement with the RN Survey Process
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Purpose

• Achieve high participation rates in the annual RN survey:
  – Identify successful recruitment strategies for engagement
  – Yield significant data that represents the voice of the staff nurse
  – Provide specific information by which the need for change is identified by nurses

Strategy and Implementation

• Key Stakeholder Engagement
  – Identification of all key stakeholders from CEO to UAP

• Multi-tiered Communication Plan
  – Group Meetings, Email, Newsletters
  – Rounding
  – Use of Shared Governance Structure

• Champion Development
  – Recruitment and development of staff nurse champions

• Inspiration
  – Deliver the message, “Your voice matters, let it be heard.”

• Transparent communication of results
  – Staff nurses see the results at the same time as the administrative team

Results

• 2005: Baseline:
  – Total response rate 39%
  – 938 responses, 96 units, average response rate 46%

• 2006: Goal: Improve response rate >60%
  – Response rate 93%
  – 2098 responses, 88 units Average unit response rate was 80%

• 2007: Created three separate hospitals
  – JMHH: 96% response, 1913 responses, 82 units
  – JSCH: 96% response, 227 responses, 15 units
  – JNMC: 99% response, 228 responses, 15 units

• 2008: Change to PES Survey
  – JMHH: 96% response, 1913 responses, 82 units
  – JSCH: 97% response, 236 responses, 11 units
  – JNMC: 92% response, 226 responses, 11 units

Significance

• High participation reflects nurse confidence and trust that their concerns will be addressed and their input is valued
• Provides a visual blueprint of opportunities for improvement by targeting priorities
• Supports shared governance

Conclusion / Implications

• The strategies that were identified on this poster were successful in engaging a large staff nurse work force in completing the annual RN survey for three consecutive years.
• These strategies appear to be a formula that other NDNQI survey coordinators may find useful

NDNQI RN Survey Participation

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<th>Year</th>
<th>JMHH</th>
<th>JSCH</th>
<th>JNMC</th>
<th>NDNQI</th>
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