

# Heartland Services (Heartlands) Client Survey FAQs

## What is the purpose of the Heartlands client survey?

The data collected through the client survey is intended to provide insights about Heartlands that help both MSD and Heartlands Providers (Providers) support the work of Heartlands.

In a 2022 survey with Heartlands sites, we found that sites *want* to collect client feedback but face several barriers to doing so – the most common being not actually having a feedback system in place.

The client survey went live in December 2022 and has been running on an ongoing basis since then.

## How do clients take part in the survey?

The survey is available online through Citizen Space – a secure platform used by MSD to seek the public’s input on their services/proposals.

Here is a link to the survey: <https://consultations.msd.govt.nz/heartlands/client-survey-v2/>

Most Providers deliver the survey to clients on-site through iPads or other digital devices.

We have provided a QR code below, which you can print and display at your Heartlands sites. Using the camera function, clients can scan the QR code and access the survey link on their phone. This way, clients can take survey in their own time or in private.



### **Is the survey available on paper?**

Yes – with some caveats. MSD's Heartlands team will provide you with a paper-based version of the survey which you are welcome to print for clients to complete by hand. Some sites find this method works better for certain clients.

While the survey does not collect directly identifiable information such as names or other contact details, it *does* collect demographic information which could identify a person via inference. So, **care is needed when handling this information.**

It's also important that surveys are accurately time-stamped so we can see the number of responses received each month. Surveys are time-stamped based on when they're submitted to Citizen Space.

With the above in mind, **please ensure the following when offering a paper survey:**

- paper surveys are stored securely until you are ready to input the data into Citizen Space
- paper surveys are destroyed once the data has been entered into Citizen Space
- survey data is entered as soon as possible into Citizen Space (ideally within a week).

### **How was the client survey developed?**

In the 2022 Heartlands site survey, sites provided insight into what a successful client feedback form might look like. Our key learnings were that clients are most likely to respond to a survey if it is short and simple, and Heartlands sites want a feedback system that's quick and simple for staff to share, available online and able to be completed on digital devices such as iPads.

The survey design was informed by these learnings. We also worked alongside our MSD colleagues who specialise in data and survey design, and the MSD Privacy team to ensure the survey protected the privacy of participating clients.

### **Is the client survey mandatory?**

The survey isn't mandatory for clients to complete! However, the more survey responses you can get from clients, the more reliable the overall findings will be. If you don't already have a way of collecting client feedback, this tool can help you ensure that the voices of clients from your community are informing your service.

### **Do clients have to answer all questions?**

No, clients are not required to answer all questions. We only have one mandatory question in the survey which requests the location of the Heartland Service centre that the client accessed. This is necessary for our team to send your site insights that are specific to your service.

### **How long does it take to complete the client survey?**

The survey takes approximately 5-10 minutes to complete. There may be variances in how long it takes depending on whether the person completes all the questions or skips questions.

### **Does the client survey ask for any personally identifiable information?**

The survey does not ask for personally identifiable information and has no free text boxes whereby people can type personally identifiable information. For those who take the survey through the online platform, the survey taker is asked at the very end of the survey if they want to provide their email address and receive a copy of their responses. **MSD is not provided with this email address.**

### **Will results from the client surveys be shared back with Heartlands sites?**

Yes. In addition to seeing client feedback across all locations, we know you may also be interested in data that's relevant just to your site which you can use to inform your service delivery. Therefore, we'll be sharing both national and site-specific results with you.

### **How often will client survey results be shared with Heartlands sites?**

We aim to share-back findings with you twice per year.

### **Can changes be made to the survey?**

Yes, although we're still working through how frequently we can realistically make changes to the survey. For the Project Team to make changes to the survey, we need to move the survey offline and then re-launch it under a new link. The new link (and QR code) then needs to be sent to all providers and updated on their end. Therefore, we want to be mindful about how often we make changes to the survey and trigger this process.

In the meantime, any feedback about what's working – or not working – with the survey in terms of helping you learn about and improve your Heartlands service is welcome. Feedback received will be collected and considered by our team and then implemented in bulk to minimise disruption to providers' delivery of the survey.

### **What happens if a respondent makes an error when responding, or a survey response is submitted by mistake?**

Please email us ASAP and note the time the survey was submitted (or the specific question which contains the error, if applicable) so we can adjust the reply or withdraw the response.

### **Do you have any tips for encouraging more clients to take the survey?**

Yes! While the client survey is still in its early stages (it was launched in December 2022), some sites are already getting high response rates. One site has graciously shared their tips for getting good engagement from clients:

*“Creating the print version has helped (particularly with our oldies) as it is more accessible for many of our clients, plus they can take it away and drop it back when it suits them. We have the iPad set up with it as well and staff can support people with it - but being able to take it away to fill out definitely helps. We have them on our counter, and have also placed them in our consult rooms, and group meeting rooms.”*

*“We are telling our clients that this survey is helping us with our funding and our funders need to understand what they need to be funding us for, and it helps assess the effectiveness of our services, and where our gaps are. (this is probably the single most effective thing - when they know this information helps us be better at what we do).”*

*“My staff are awesome and have taken real ownership of this survey - they are driving the engagement.”*