



QR Codes in the ED: A Digital Tool for Improving Experience

What was the opportunity or challenge you were trying to address?

To ensure that we can provide the best possible care to a large number of patients who visit our Emergency Department on a daily basis, we recognized the need for a tool that would allow us to receive real-time feedback on their experiences. Our previous process involved sending a survey to patients well after their visit, but we knew that capturing this information sooner was critical to recognize the great work our staff does each day.

What practical and replicable steps did you take to address the problem?

Our objective was to offer a hassle-free and user-friendly means for our patients to express their satisfaction with the exceptional care they received at our emergency department. To achieve this goal, we utilized the Smartsheet platform to construct a feedback mechanism that can be accessed through a QR code, which patients can conveniently scan with their personal phones, directing them to the feedback website.

The feedback website was designed to enable patients to submit their comments anonymously, if desired. In addition, the site features a drop-down menu that lists the ED team members they would like to acknowledge, such as Social Work, Guest Services Navigator, Nurse and more. Additionally, the feedback tool we developed includes a designated free text section where patients can share feedback. We also added another drop-down menu that allows patients to select the type of recognition they wish to convey, such as compassion and caring, communication, teamwork and more.

We have ensured that the QR code signs are strategically placed in all the rooms, enabling patients to conveniently access the feedback site. Additionally, our Guest Services Navigator visits patients in their rooms and offers them the recognition card with the QR code, allowing them to acknowledge their care team.

The feedback is delivered in real-time to management (email), enabling us to promptly recognize and acknowledge staff who provide exceptional care to our patients.

What were the results?

By implementing this tool, we aimed to create an easy and convenient way for our patients to share about the great care they received in our emergency department. With the help of the recognition card that our Guest Services Navigators use when visiting patient rooms, the number of recognitions the ED staff have received has increased.

What were the lessons learned?

In the future, we believe it would be beneficial to enhance the feedback tool's capability by enabling it to capture negative feedback in real-time. This will allow the care team to address any concerns or issues as they arise, rather than days or weeks after the patient's visit. Our QR code feedback tool has proven to be a valuable tool.

Qualtrics offers a platform like the Smartsheet tool we developed, and we believe transitioning to Qualtrics would provide our patients with an even better user experience, while still obtaining the valuable feedback to ensure the best experience for our patients.

About the Author

Matthew Lim, Manager, Ground Navigation Services, Patient Experience, Stanford Health Care

Matthew Lim has been at Stanford Healthcare since 2009, starting out as a Guest Services Navigator on the frontlines. Over time, he has demonstrated his exceptional skills and has now been promoted to the role of Manager of Navigation, where he brings his wealth of experience and expertise to this department.



About the Organization

Stanford Health Care is a prestigious academic medical center located in Stanford, California, that has been providing world-class healthcare services since its founding in 1959. The hospital is part of the Stanford Medicine Healthcare system, which is affiliated with Stanford University.

Stanford Hospital is recognized globally for its state-of-the-art medical facility, cutting-edge research, and top-tier clinical care. Stanford provides a comprehensive range of services including cancer treatment, cardiovascular care, neurology, neurosurgery, organ transplant, and more.

In addition to our outstanding clinical services, Stanford Hospital is known for its commitment to patient-centered care. We have been consistently ranked as one of the top hospitals in the United States and received numerous accolades for our clinical excellence.



About The Beryl Institute

The Beryl Institute is a global community of healthcare professionals and experience champions committed to transforming the human experience in healthcare. As a pioneer and leader of the experience movement and patient experience profession for more than a decade, the Institute offers unparalleled access to unbiased research and proven practices, networking and professional development opportunities and a safe, neutral space to exchange ideas and learn from others.

We define the patient experience as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care. We believe human experience is grounded in the experiences of patients & families, members of the healthcare workforce and the communities they serve.