

Appendix 4: Sample Communications

The following offers sample communications for various instrument stages (pre-launch, invitations, reminders, post-instrument, etc.). The highlights should be tailored and updated by your project team. **These are optional to use, and your organization may choose alternative communication strategies.**

Pre-Launch Notification Email to All Workforce One Month in Advance

Subject: Upcoming HSO Global Workforce Survey™ on **Date**

[Organization name] values your inputs on **patient/resident/client** safety, care quality, your work environment, and well-being. To help us understand your needs and concerns better, we are excited to announce the HSO Global Workforce Survey™, developed by Health Standards Organization (HSO) and Accreditation Canada (AC). You can play an active role in improving the quality and safety of the care you deliver, and your work environment by participating in the survey.

Your input is invaluable, and this survey will provide us with a clearer picture of **the organization's** strengths and areas for improvement. We are committed to creating a better working environment for all of you, and your honest feedback will be instrumental in achieving this goal.

After the survey has been analyzed and aggregated, we will share a summary of the results with all workforce members. We will present the key findings, trends, and proposed action plan to address any areas of concern or improvement. Hence, it is important that we hear from each of you.

Key Survey Information:

- Survey Period: **[Start Date]** to **[End Date]**
- Survey Platform: Please keep an eye on your email for the official survey link, which will be sent on **[Start Date]** to complete the survey digitally.
- Estimated Time: Approximately 20 minutes
- Your participation is voluntary. HSO/AC do not obtain nor link your responses to personal identifiers such as your name, address or device, and will only report results to your organization or others in groups of at least five respondents to diminish the risk of your responses being linked to you.

We encourage you to be open and honest when completing the survey. Your opinions are important.

[Optional: Mention any incentives for participation, if applicable.]

We look forward to your active participation in this important survey and thank you in advance for your valuable input.

If you have any questions, please reach out to **[Contact Information]**.

Thank you for your dedication to [Organization Name], and for helping us continuously improve and grow.

Sincerely,

[Name] [Title] [Company Name]

Email about survey launch to all workforce

Subject: The HSO Global Workforce Survey™, complete by [end date]

[Organization name] is thrilled to announce the HSO Global Workforce Survey™ launch. Your participation will help us gather valuable insights on patient/resident/client safety, care quality, your work environment, and well-being. Your involvement is vital to understand and improve the quality and safety of the care you deliver, your work environment, and well-being.

No directly identifying information is gathered and survey responses cannot be used to directly identify respondents. The survey should take approximately 20 minutes to complete. Your honest and candid feedback will help us identify our strengths and areas for improvement.

Please use the following link to access the survey: [Survey Link]

The last day to complete the survey is [date].

After the survey has been analyzed and aggregated, we will share a summary of the results with all workforce members by [date]. We will present key findings, trends, and proposed action plans to address any areas of concern or improvement. Hence, it is important that we hear from each of you.

[Optional incentive: To encourage participation, we will also be holding a raffle with exciting prizes for those who complete the survey.]

If you encounter any technical issues or have any questions about the survey, please feel free to reach out to [Contact Information].

Thank you for your dedication and contribution to [Company Name]. Together, we can make our workplace even better.

Regards,

[Name] [Position] [Company Name]

Reminder email to complete the survey

Subject: There's still time to complete the HSO Global Workforce Survey™, complete by [end date]

A gentle reminder from [Organization name] to complete the HSO Global Workforce Survey™ if you have not already done so. Your input is crucial for insights on patient/resident/client safety, care quality, your work environment, and well-being. Your participation is vital for understanding our strengths and areas for improvement.

We are glad to see that # percent of you have already completed the survey. We request others to complete the survey by [end date]. The survey will take approximately 20 minutes to complete.

Please use the following link to access the survey: [Survey Link]

After the survey has been analyzed and aggregated, we will share a summary of the results with all workforce members by [date]. We will present key findings, trends, and proposed action plans to address any areas of concern or improvement. Hence, it is important that we hear from each of you.

[Optional incentive: To encourage participation, we will also be holding a raffle with exciting prizes for those who complete the survey.]

If you encounter any technical issues or have any questions about the survey, please feel free to reach out to [Contact Information].

Thank you for your dedication and contribution to [Company Name]. Together, we can make our workplace even better.

Regards,

[Name] [Position] [Company Name]

Thanking workforce for their participation – survey close email

Subject: Thank you for participating in the HSO Global Workforce Survey™

[Organization name] expresses gratitude to each one of you for taking the time to complete our recent HSO Global Workforce Survey™. Your valuable input is a crucial part of our ongoing efforts to understand and improve patient/resident/client safety, care quality, your work environment, and well-being.

We are happy to share that the survey received a # percent response rate. No directly identifying information is gathered and survey responses cannot be used to directly identify respondents.

Now that we have gathered the survey responses, our next steps are as follows:

- Data Analysis: Our project team will thoroughly analyze the data to identify trends and insights. This thorough analysis will allow us to identify key trends, areas of concern, and opportunities for improvement within our organization.

- Results Compilation: Once the analysis is complete, we will compile the results and share key summaries and trends with you.
- Action Planning: We will develop action plans based on the survey results and communicate timelines to address areas of concern and improvement.

We are committed to keeping you informed about the progress we have made in addressing the areas of concern highlighted in the survey. Regular updates will be provided, and your input will continue to be valued.

Thank you once again for your commitment and dedication in participating in the survey. Your feedback will guide us in making our workplace an even better environment for everyone.

Regards,

[Name] [Position] [Company Name]

Figure 10. Communication During Survey


HSO GLOBAL WORKFORCE SURVEY | COMMUNICATION DURING SURVEY



Communication

Messaging should be created for:

- Leadership
- Unions
- Workforce
- Associations
- Existing Committees

-  Thank your workforce for survey completion
-  Reinforce message on the purpose of the survey and the importance of participation
-  Reinforce your organization's commitment to acting on the results
-  Update on the response rate

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