



7 practices for a successful survey

A successful survey begins long before the first email or text message is sent. With a clear plan and strong communication, you can get meaningful feedback that helps strengthen relationships with residents and families — AND support ongoing quality improvement.

PRACTICE	WORTH KNOWING	EASY STEPS
Start with a clean, accurate contact list	Accurate data ensures that surveys reach the right residents and family members.	<ul style="list-style-type: none">• Confirm that email addresses and mobile phone numbers are correct, complete and free of duplicates.• Assign someone to review the list for accuracy before submission.
Prepare staff with clear communication	Let employees know why the survey matters and how the feedback will be used. When they understand the purpose and feel part of the process, they naturally help reinforce its importance to others.	<ul style="list-style-type: none">• Explain to employees why the survey matters and how results will be used.• Ask for employees' help in encouraging residents and families to complete the survey.• Consider providing talking points to help staff reinforce its importance.
Inform residents and families ahead of time	Explain that the survey is quick, confidential and designed to help improve care and services.	<ul style="list-style-type: none">• A simple advance notice (a letter, email, poster or conversation) helps build trust and increases response rates.
Set expectations for timing and format	Let residents and families know that survey invitations will come by email or text from Align.	<ul style="list-style-type: none">• Provide the approximate dates so recipients can watch for it and know it is legitimate.• Share the email address for the survey invitation: no-reply@align30.com• Share the phone number assigned to your organization for text invitations.
Make the process feel safe and supportive	Reinforce that honest feedback, both positive or constructive, helps your team learn, grow and better meet their needs.	<ul style="list-style-type: none">• Remind customers that their responses are confidential and go directly to Align, not to facility staff.
Stay aware of your response rate	Remember, higher survey participation increases the usefulness of your results.	<ul style="list-style-type: none">• Check your dashboard during the active survey window.• Identify groups who may need prompting.• Note: Electronic reminders are sent twice during the survey cycle to those who have not responded.
Schedule time for reflection and follow-up	A thoughtful approach after the survey is just as important as the setup.	<ul style="list-style-type: none">• Schedule time to review results, discuss insights with staff, and decide what improvements or communication will follow.