

Measure results



The Réseau's recommendations on customer satisfaction surveys

The objective of this document is to present the recommendations of the French Language Health Services Network of Eastern Ontario (the Réseau) on the questions to include in client satisfaction surveys to take the experience of Francophone clients into account. The data collected using these questions could later be used to:

- Determine Francophone clients' views on the quality of French-language services (FLS);
- Adjust organisational practices (if needed);
- Produce a continuous improvement plan.

Background

The Réseau conducted an examination of the questions health service providers currently use on their client satisfaction surveys. A group of Francophones was also consulted on this issue. This exercise led to the creation of a short list of questions that would make it possible to measure Francophone client satisfaction.

To obtain information on the quality of FLS, it is recommended that the questions presented below be included in the satisfaction survey currently used by the agency.

Recommended Questions

The Réseau suggests including three categories of questions, namely, questions on clients' linguistic identity¹, clients' access to French-language services and clients' satisfaction with French-language services. These questions will make it possible to better determine and collect Francophone clients' views through satisfaction surveys.

Linguistic Identity

The questions on respondents' linguistic identity are aligned with the Inclusive Definition of Francophone (IDF) adopted by the Ontario government in 2009².

Question 1 : What is your mother tongue?

Answer : *English/French/Other (include an appropriate list of potential answers)*

Question 2 : If your mother tongue is neither English nor French, in which of Canada's official languages are you most comfortable?

Answer : *English only/French only/English and French*

Access to French-Language Services

The following questions help to determine the language in which the user is most comfortable in a health care context. They also make it possible to determine whether the user received services in that language.

Question 1 : In which official language are you most comfortable receiving your health care services?

Answer : *English/French*

Question 2 : Indicate whether you were served in the official language in which you are most comfortable (this list is included only as an example; insert the statements that apply to your agency):

Answer :

| | |
|---|-----------------------------|
| At reception | <i>Yes / No / Sometimes</i> |
| In the outpatient clinic | <i>Yes / No / Sometimes</i> |
| During your interactions with other care team members | <i>Yes / No / Sometimes</i> |
| At discharge | <i>Yes / No / Sometimes</i> |

Satisfaction with French-Language Services

The following question measures Francophone clients' overall satisfaction towards French-language services, making it possible to better understand their views.

Question 1 : If you received French-language services, are you satisfied with them?

Answer : *Very unsatisfied / Somewhat unsatisfied / Satisfied/ Somewhat satisfied / Very satisfied / Not applicable*

General Considerations

On Survey Structure

If the structure of the satisfaction survey allows the inclusion of only one of the questions presented in this document, the fifth question is recommended (Satisfaction with French-language services), as the objective is to collect Francophones' views on these services.

On Analysis of Satisfaction Surveys

From an equity perspective, it is recommended that client satisfaction data be analysed by linguistic identity of respondents. Such an analysis would make it possible to draw conclusions about Francophones' satisfaction, regardless of the language in which they received their services³.

Administration of Satisfaction Surveys – Other Considerations

- Providing a survey in French does not mean that the provider offers French-language services;
- Completing a survey in French does not necessarily mean that French-language services were offered or received;
- Francophone respondents who received FLS might prefer to answer the survey in English. In such cases, if the survey does not collect the language in which services were received, their responses might not be taken into account in an examination of Francophone clients' views;
- It is also necessary to include questions on FLS in English surveys for Francophone respondents who prefer to complete the survey in English;
- Translating a survey from English into French is not enough to assess FLS quality. That is why specific questions on French-language services need to be included in surveys;
- The only way to systematically and reliably collect information on Francophone client satisfaction is to carry out linguistic identification of Francophones (by asking them about their first official language learned); any other form of data collection is anecdotal.

Including Francophones' views in satisfaction surveys make it possible to measure the quality of care received in French in the agency and develop a more comprehensive continuous improvement plan.

¹Linguistic identity refers to the language group to which a person belongs or with which a person identifies. This demographic data is collected for service planning purposes.

²Government of Ontario. (2019). Profile of the Francophone population in Ontario – 2016. Consulted on February 1, 2021, at <https://www.ontario.ca/page/profile-francophone-population-ontario-2016#section-0>

³French Language Health Services Network of Eastern Ontario. (2016). Réseau Recommendations – Linguistic Data Collection. https://www.rssfe.on.ca/upload-ck/Recommandation_DIF_2016_VE.pdf.