



# OBI Patient Voices: Frequently Asked Questions

*A resource to help you answer commonly asked questions from staff.*

## **What is OBI Patient Voices?**

OBI Patient Voices is a statewide project to collect information directly from patients about their experiences with maternity care.

## **Why is my hospital participating in OBI Patient Voices?**

The OBI Patient Voices project provides unique, patient-reported information to measure important domains of healthcare quality, including patient-centeredness.

Such information allows for the identification of best practices, the development of quality improvement resources, and collaborative efforts to improve maternity care experiences for families in Michigan.

## **How will the OBI Patient Voices initiative help my hospital's quality improvement efforts?**

OBI Patient Voices data will be shared with each OBI hospital. Understanding patients' experiences of care can help hospitals identify improvement opportunities. Launching OBI Patient Voices across all OBI hospitals will also help us identify best practices for improving the maternity care experience in our state, for all the families we serve.

## **Will all patients be invited to participate in OBI Patient Voices?**

Patients who have given birth at your hospital will be eligible to participate in the Patient Voices inpatient Birthing Experience survey.

**How will my patients be invited to participate in OBI Patient Voices?**

Patients on your unit who have recently given birth can be recruited to the inpatient Patient Voices Birth Experience survey by your hospital-specific process. Your staff can provide patients with your [hospital-specific survey QR code](#) via posters or handouts. Patients can use an available device to scan the QR code and take the survey. The survey is optional, and patients can choose not to participate or to stop at any time. At the end of the inpatient survey, participants will be given the opportunity to sign up for notifications of future study opportunities.

**Is OBI Patient Voices compliant with HIPAA requirements?** Absolutely. OBI is committed to protecting your patients' privacy. The OBI Patient Voices surveys are administered by a trusted, third-party vendor, to protect patient confidentiality, and all data are stored within a highly secure database.

**What is my role in OBI Patient Voices?**

The most important predictor of patient participation in OBI Patient Voices is hearing about it from a trusted source like you. We hope that you will personally invite patients to complete the survey and make them aware of the purpose.

**How do I talk about OBI Patient Voices with my patients?**

We've put together some sample language to help you invite your patients to participate. Check out our [OBI Patient Voices Script for Engaging Patients](#).

**Is this project IRB approved?**

The OBI Patient Voices initiative was determined Not Regulated by the University of Michigan IRB because of its primary goal of quality improvement.

**Where can I learn more about OBI Patient Voices?**

Your hospital's designated OBI champions are local resources who can provide more information about how your hospital is participating in this process.

**Our OBI Coordinating Center is also here to help!** For more information, visit [OBI's website](#).

**How is a subset of inpatients selected for the survey, even though the measurement includes all births?**

The denominator for the inpatient Patient Voices Birth Experience Survey aspect of Measure 8 for the 2025 P4P Scorecard is capped at 100 births for Quarter 4 (10/01 – 12/31) that did not have a fetal loss and the patient can respond. The hospital may choose to survey a subset of their birthing population to pilot their new survey collection process but the denominator would remain ALL births for hospitals with under 100 births and be limited to 100 for those with higher birth counts in Quarter 4.

**Do patients have to complete every question of the survey to count in the 4%, or if they start the survey, does it count?**

Surveys that have the majority of their responses completed will be counted in the 4%. There will only be 10-15 questions (plus a few demographic questions) so we anticipate it will be easy for participants to complete at least a portion of the survey.

**Would sites keep track of surveys done on each unit?**

Hospitals do not need to track the number of surveys completed. Each facility will provide its birth volume, which is the denominator in the fall PPM. Denominators will be capped at 100 for hospitals exceeding 100 births. OBI will know the numerator (i.e., the number of responses), and we will divide the numerator by the denominator to estimate the response count for you.

**Will there be a way to track the inpatient response count?**

[Response count reports](#) will be available from the Coordinating Center to assist in the tracking process.

**Will audible and multilingual patient voices be available for our patient population?**

The mechanism for the inpatient survey will provide access to multilingual surveys, including Spanish, Arabic, and English. We are pursuing grant funding to support audio options for survey questions for individuals with low literacy.

**Are patients linked to the survey so we can follow up if a concern is reported?**

No, patient confidentiality is safeguarded in the Patient Voices surveys. Participants will be provided with instructions on how to follow up with any questions or concerns about their care

**Will incentives still be available to those who participate in the Patient Voices survey?**

Currently, we do not offer incentives for completion of the inpatient survey.

**Will OBI be providing iPads to individual sites to facilitate the inpatient Birth Experience survey?**

Not at this time, we are currently pursuing grant funding to be able to provide a limited number of iPads for OBI participating sites.