Listening to our clients: using feedback to improve the delivery of client centred sexual and reproductive healthcare

Key learnings

- User-friendly client feedback mechanisms are critical to ensure that MSI teams are listening and responding to the needs of our clients. This is central to our commitment to client-centred care.

- Prior to the MSI client feedback project, teams were generally relying on cumbersome manual processes and paper forms, resulting in ineffective use of data and insights.

- A new feedback toolkit has enhanced feedback collection and enabled real-time insights, providing solutions that cater for a variety of clients while also improving service quality and staff efficiency.

The challenge

The need for user-friendly options and rapid access to reliable data was an ongoing challenge for MSI teams

To be user-friendly, feedback options for MSI clients need to address a wide variety of needs and potential barriers related to accessibility (e.g. varying literacy levels and language diversity). They also need to be mindful of the power dynamics, community status, stigma and fear of service loss affecting clients' willingness to give feedback.

To generate reliable and usable data, feedback questions and data analysis need to address issues such as high satisfaction scores masking areas for improvement and balance quantitative tracking of standards with actionable qualitative insights.

Feedback data is only meaningful if it is timely and accessible for the teams that need to respond to it. The potential volume of feedback collected by MSI teams who are seeing 93,000+ clients every working day presents a specific challenge in terms of processing and making this data accessible.

Elements of client-centred care

Staff who are supported and cared for	**Positive and empowering client experiences**	**An organisation that cares**
• Client centred and clinical competence • Well-being supported • Achievements being recognised	• Fully informed of their choices • Listened to and respected as an active partner • Able to access appropriate follow-up care and wider SRH services	• Values-driven organisational culture • Leaving no-one behind • Total confidentiality • Measures and rewards success the client experience

MSI

What we did

Our feedback solution: a new global toolkit designed with MSI teams

In 2021, MSI adopted a human-centred design approach to develop tools to capture real-time client feedback across its programmes. With the support of selected country programmes, we produced a global client feedback toolkit that includes:

- Standardised feedback questions.
- Three feedback collection methods, and guidance for selecting the right option and promoting it to clients.
- A Power BI-based global data hub, offering real-time feedback access.
- Training resources to empower MSI teams to act on feedback for continuous improvement, ensuring client needs are effectively addressed.

Following initial piloting of the new tools in selected countries during July to December 2023, we completed an operational evaluation. This leveraged a range of methods and data sources to provide insights into the effectiveness of the new toolkit from the perspectives of both clients and MSI team members, and any improvements to the collection and use of feedback.

Three options for collecting client feedback

1. A digital feedback form

An electronic form that customers can fill in after their visit to give feedback on their experience. There are multiple ways to use the form: via tablet and offline functionality, online access to the form via a link or QR code, or over the phone with the support of the contact centre.

2. SMS survey

Third-party telephone systems can send bulk SMS messages to clients after their visit. Users can provide their feedback by answering questions via SMS. It can be connected to our client health record system to provide access to the contact details of customers who agree to be re-contacted. The survey can also be activated by the client using a keyword.

3. Feedback box and form

The form uses visual elements to make it as accessible as possible to low-literacy clients. Data from the forms then entered into an electronic form by the MSI team.

What we found

The new client feedback toolkit was successfully rolled out in a variety of delivery settings, it reached large numbers of clients and was generally well received

More than 3,500 clients provided feedback during the pilot period, which is equal to a 19% response rate. Response rates varied significantly across channels and facilities, with clinics seeing lower rates (around 8%) compared to mobile outreach settings (22-58%), where staff actively supported clients in providing feedback. Many clients were unfamiliar with formal feedback processes, especially in rural areas, and needed assistance. Ensuring privacy for clients when providing feedback was also noted as a challenge in some settings. MSI staff played a crucial role in guiding clients and ensuring feedback options were accessible.

Technical issues, such as connectivity problems and the introduction of new digital tools, posed initial challenges for frontline teams. However, the shift from paper to digital forms ultimately reduced workloads, and real-time data access allowed for quicker action on feedback.

Overall, clients responded positively to the opportunity to give feedback, appreciating the chance to influence service improvements.

Clients in Ghana who gave feedback and participated in short follow-up survey on their experience rated the importance of being given the opportunity to provide feedback on their healthcare experience at 4.7 (out of 5). The feedback option also built client awareness on how to raise issues and provide feedback.

MSI staff found the new tools helpful and effective in promoting a more client-centred approach. The pilot underscored the importance of staff involvement and clear communication to support clients, especially in areas with technological or literacy.

The feedback data generated by the new tools, and its accessibility via Power BI dashboards, meant that MSI teams were able to pull out simple actionable insights. This was from overall trends, comparisons between channels/sites and through the triangulation of data points with the open comments, as well as from the comments directly.

Client visits, feedback submissions and response rates across pilot settings

- # Number of client visits
- # Of feedback submissions
- Feedback response rate
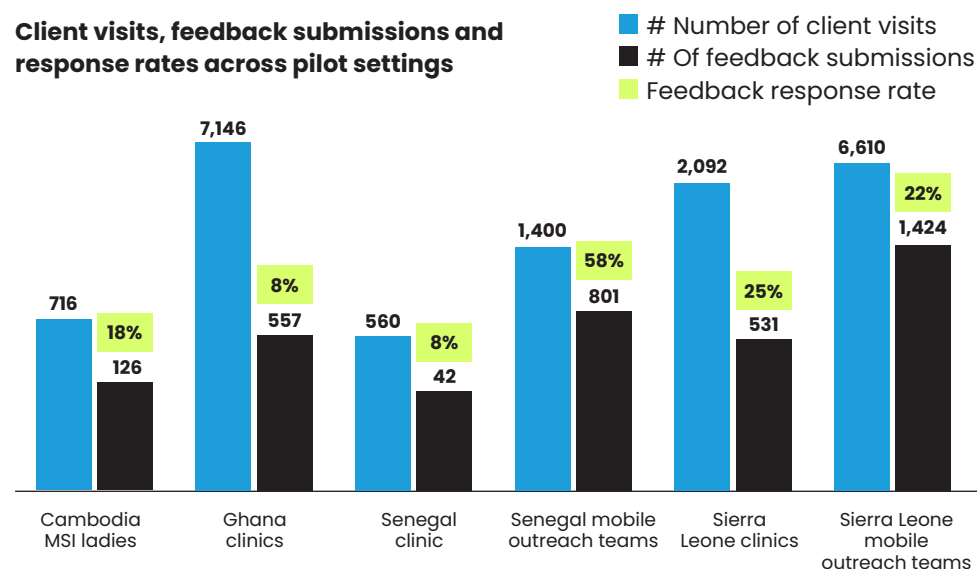
The proportion of clients aware of how to provide feedback or raise an issue with their healthcare visit

- % Before the pilot
- % At the end of the pilot

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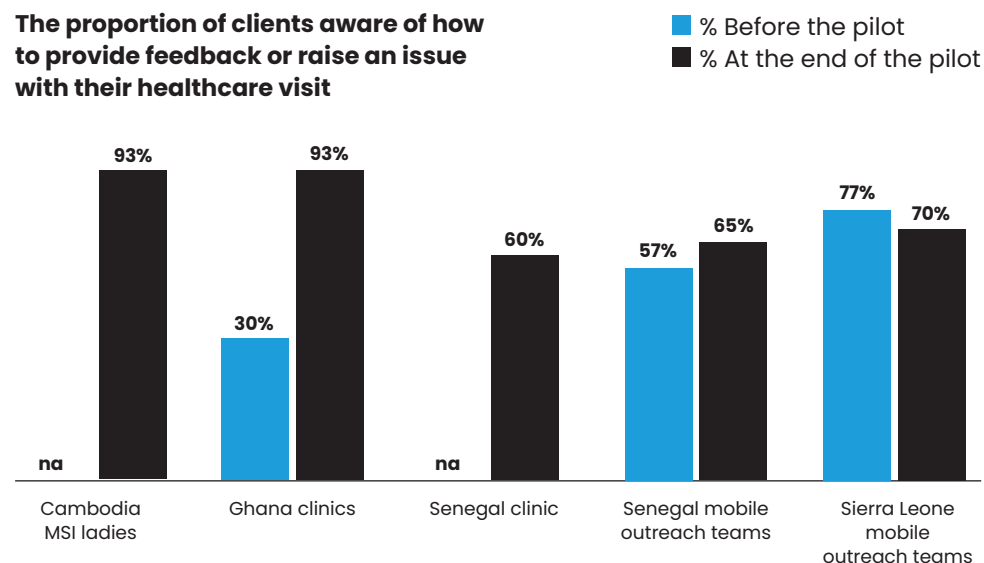
What this means

Simple and user-friendly feedback options need to be complemented by easily accessible data, staff training and support to create a feedback culture.

The use of new digital feedback mechanisms has strengthened the collection and use of client feedback by MSI teams. This has ensured accessible feedback options for most clients and reduced the workload of frontline teams, who now have access to real-time client insights. A simple, short set of client-friendly, globally standardised questions helps generate reliable and usable insights.

Beyond the set-up of the right systems and processes, insights from the evaluation suggest that effective ongoing collection and use of client feedback will also depend on the ongoing quality assurance of the data; training for creating the right culture; discussion and monitoring of client feedback metrics alongside other service delivery measures; and the continued communication of feedback options to clients.

MSI is using these insights to refine the client feedback toolkit and implement these resources across other MSI programmes.

> "Feedback is crucial for excellent client care; it makes clients feel like they have a voice through the feedback. It brings everything we do together"
>
> **Clinic manager, MSI Ghana**

More information

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