



OBI Patient Voices: Sample Patient Email

A sample of the email patients will receive inviting them to participate in OBI Patient Voices.

FROM: OBI_PatientVoices@arbormetrix.com

SUBJECT: A Message from [HOSPITAL NAME] about OBI Patient Voices Survey

Dear [PATIENT NAME],

Thank you for choosing [HOSPITAL NAME] for your care. Your feedback about your care experience would be greatly appreciated. We hope that you will take a few minutes to answer a brief survey.

We offer a \$10 gift card for your time. To participate or opt-out, [PLEASE CLICK HERE](#).

This survey is administered by an independent third-party, ArborMetrix, on behalf of [HOSPITAL NAME]. [HOSPITAL NAME] participates in a Collaborative Quality Initiative (CQI) working together with over 70 hospitals across Michigan to improve the safety, equity, and experience of hospital care. Your participation will help us to improve the quality of care that we provide to you, your family, friends, and neighbors. In appreciation for your time, we will email you a \$10 gift card for completing the survey.

Thank you in advance for sharing your story with us!

Your Care Team at [HOSPITAL NAME]