CFEP SURVEYS



ACTIVE INSIGHTS
BY CFEP SURVEYS

Active Insights is an agile patient feedback solution that provides general practice teams with real-time insights into patient experience.

By collecting and collating both qualitative and quantitative feedback in live dashboards, Active Insights helps your practice better understand what matters most to patients and supports data-informed improvements in care, service delivery and day-to-day operations.

Ongoing patient feedback also supports accreditation activities by providing a structured way to demonstrate meaningful consumer engagement and inform quality improvement.

Supporting evolving practice expectations

There is a clear shift across the healthcare sector, with practices increasingly expected to demonstrate not just the care they deliver, but how they continuously improve it over time.

Practices are being asked to show how they:

- Deliver safe, responsive and patient-centred care
- Use data and patient feedback to inform improvements
- Demonstrate that those improvements lead to better patient outcomes

Active Insights supports this approach by making patient feedback easier to collect, understand and act on - helping practices turn patient experience insights into meaningful, practical quality improvement.

What this means for your practice

Active Insights helps your team turn patient feedback into meaningful, ongoing action, providing continuous visibility of patient experience, identifying trends and changes over time, informing decision-making, and strengthening quality improvement and accreditation activities.

Improve patient experience and outcomes	Act on feedback with confidence	Support QI and accreditation	Strengthen your practice performance
• Capture real-time patient feedback as care is delivered • Understand what matters most to your patients • Identify trends and emerging issues early • Make informed improvements to care and service delivery • Gain clearer visibility of patient experience across your practice	• Turn insights into practical actions • Act on feedback sooner, not retrospectively • Prioritise areas for improvement • Support regular team discussions and decision-making	• Gather ongoing patient feedback as part of routine practice • Demonstrate meaningful consumer engagement • Inform and prioritise quality improvement activities • Maintain a clear record of feedback and actions • Complement your Practice Accreditation Survey with continuous insights	• Support efficiency and workflow visibility • Support patient retention and satisfaction • Build a more responsive, patient-centred practice • Make more confident, data-informed decisions • Gain real-time insights to respond quickly to feedback – celebrating what's working well and addressing areas for improvement



Embedding patient feedback into everyday practice

For general practices seeking a more proactive and continuous approach to patient feedback, Active Insights is a real-time solution that supports patient experience and quality improvement.

Active Insights makes patient feedback easier to review and act on through live dashboards, helping practices identify opportunities for improvement, recognise what's working well, and track progress over time.

Backed by CFEP Surveys' decades of experience, Active Insights provides a simple, sustainable way to embed patient feedback into everyday practice, strengthening care and service delivery over time.

Key features

- Question sets tailored to different healthcare settings, including general practice.
- 10 baseline questions with a minimum of five for inclusion (inclusive of one mandatory Net Promotor Score question).
- Ability to include customised survey questions (per site) across up to two tailored question slides to suit your specific practice needs.
- Range of question styling, including a 0-10 scale, multiple choice, radio buttons and a free text response box.
- Multi-level solution for organisations with multiple sites.
- Live, interactive dashboards which are easy to interpret and communicate.
- Designed to support reliable data capture, reporting and insights within general practice settings.
- Access to a CFEP Surveys Client Services Officer to support onboarding and setup.

Why CFEP Surveys?

With over 30 years' experience in healthcare surveys, CFEP Surveys is a trusted partner to general practices across Australia. We combine evidence-based methodologies with practical support, helping practices implement patient feedback processes that are simple, sustainable and aligned to everyday care.

Our team is deeply connected to the healthcare professional and patient journey – providing meaningful insights that support better care, inform decision-making and contribute to ongoing improvement and healthcare transformation.

SPECIAL OFFER

Purchase Practice Accreditation Survey and receive an Active Insights (real-time PREM) complimentary subscription for 12-months

Scan the QR-Code to learn more:

To learn more about how Active Insights can support your practice, contact our team via the details below:

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