

Quality Improvement Webinar Series: Member Satisfaction

2021



Health Partners Plans



Agenda

- Overview of CAHPS
- Overview of Survey Domains & Questions
- Review HPP's performance & impact
- Discuss your value proposition
- Discuss strategies to improve Member Satisfaction
- Q&A

Background: What is CAHPS?

- **CAHPS** = **C**onsumer **A**ssessment of **H**ealthcare **P**roviders and **S**ystems
- Considered the national standard for measuring and reporting on consumers' experiences with health plans, providers and the services provided.
- CAHPS surveys measure the patients' perception of the quality received, such as the ease of access to providers and health care services and the patient/provider relationship, including the communication skills of physicians and practitioners.
- Programs impacted:

Medicare Stars

NCQA
Accreditation

NCQA Ratings

Marketing/
Enrollment

Provider Evaluation
Programs

DHS/CMS

Type of Member Satisfaction (CAHPS) Surveys

CMS continues to leverage member satisfaction surveys in various settings to help existing and potential beneficiaries select quality care by making the selection process more transparent.

Ambulatory Care Surveys

- Clinician & Group (CG-CAHPS)
- Health Plan
- Surgical Care
- ECHO (Behavioral health)
- Dental Plan
- American Indian
- Home Health Care
- Home and Community-Based Services (HCBS)
- Outpatient and Ambulatory Surgery

Facility Surveys

- Hospital
- In-Center Hemodialysis
- Nursing Home
- Hospice

Member Satisfaction Survey Topics that YOU can Impact

Annually, Medicare, Medicaid and CHIP members are asked to answer about 70 survey questions on the following topics/composites

- **Annual Flu Vaccine:** asks our members if they had a Flu Shot since July 1, 2020
- **Getting Needed Care:** questions about how often it was easy for them to get appointments with specialists and get the care, tests, or treatment that they need
- **Getting Care Quickly:** questions about how often they got care as soon as needed when sick or injured and got non-urgent appointments quickly
- **Customer Service:** questions about how often staff were helpful and treated them with courtesy and respect
- **Members' Ratings of the healthcare quality:** The survey asked members to rate (0-10) the satisfaction with their overall healthcare experience
- **Getting Needed Prescription Drugs:** The survey asked members how often was it easy for them to get the medicines prescribed?

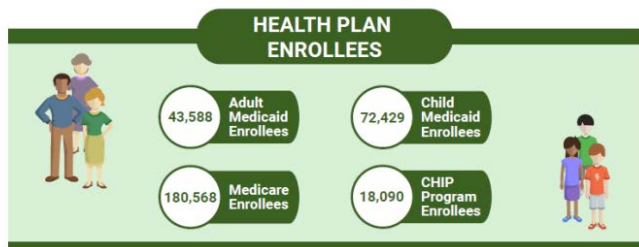
Examples of Survey Questions

- **Annual Flu Vaccine** - Have you had a flu shot?
- **Getting Needed Care** - How would you rate your ease and timeliness of:
 - getting appointments with specialists?
 - getting the care, tests or treatment you needed?
- **Getting Appointments and Care Quickly** - How often have you:
 - gotten urgent care as soon as needed?
 - gotten appointments at your doctor's office?
 - been seen within 15 minutes of your appointment time?
- **Overall Ratings** - On a scale from 0 to 10, how would you rate your:
 - overall health care?
 - personal doctor?
 - specialist seen most often?
- **How Well Doctors Communicate** - On a scale from 0 to 10, how would you rate:
 - How often did your personal doctor explain things in a way that was easy to understand?
 - How often did your personal doctor listen carefully to you?
 - How often did your personal doctor show respect for what you had to say?
 - How often were the forms from your health plan easy to fill out?
- **Care Coordination** - Has your personal doctor or doctor's office:
 - managed your care among different providers and services to your satisfaction?
 - followed up promptly on test results?
 - talked to you about all the medications you take?

Industry Results

The industry has many improvement opportunities and the key areas requiring improvement have remained the same over the last few years.

Health Plan CAHPS Survey



AMONG THE FOUR POPULATIONS...



CG-CAHPS Survey



HPP's Member Satisfaction Performance

HPP reviews our satisfaction results annually using the official CAHPS results for all lines of business and member satisfaction remains a priority year-round.

Medicaid

CAHPS Measure – Adult Survey	2018 Measurement Rate	2018 Percentile Met	2019 Measurement Rate	2019 Percentile Met
1. Rating of All Health Care	75.13	50th	80.77	75th
2. Rating of Health Plan	81.61	75th	80	67th
3. Getting Needed Care - Composite Measure	86.56	75th	84.82	50th
4. Getting Care Quickly - Composite Measure	83.39	50th	82.39	50th

CAHPS Measure – Child Survey	2018 Measurement Rate	2018 Percentile Met	2019 Measurement Rate	2019 Percentile Met
1. Rating of All Health Care	83.12	5th	83.85	10th
2. Rating of Health Plan*	87.86	50th	89.49	75th
3. Getting Needed Care - Composite Measure	82.09	25th	86.36	50th
4. Getting Care Quickly - Composite Measure	84.46	10th	87.48	25th

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Medicare

Parent Organization	Annual Flu Vaccine	Getting Needed Care	Getting Appointments and Care Quickly	Customer Service	Overall Rating of Plan	Care Coordination	Rating of Drug Plan	Getting Needed Prescription Drugs
HPP	68	81	73	90	87	83	87	90
HPP Versus Industry	-5.00	-2.00	-5.00	-1.00	1.00	-3.00	2.00	0.00
HPP Versus Local	-6.29	-2.57	-4.57	-0.71	0.00	-3.57	1.43	0.00



Strategies for Improving Patient Experience

Activities

- Complete an end-to-end review of your existing processes impacting members (e.g., call center to check out process).
- Understand what constitutes high quality service from the perspective of your patients.
- Review access & availability results and compare against standards.
- Review HPP's survey results and member level feedback around practice specific issues.
- Review practice standards & process alignment across providers and sites.
- Review policies and procedures related to the patient experience and ensure all staff are aware and understand them.

Actions

- Define and share service standards that clearly tell your staff what is expected of them in their interactions with patients.
- Create open access scheduling for routine and urgent appointments.
- Conduct training to advance the communication and customer service skills of your clinicians and administrative staff.
- Leverage/Create tools to help patients communicate their needs (e.g., portal access, PFACs meetings and in-office surveys).
- Assess and improve staff's cultural competence.
- Design rapid referral & service recovery programs.
- Leverage reminder systems for preventive services and immunizations.
- Revise and/or standardize your processes as needed to account for any negative member experiences.

HPP Activities & Resources

Projects

Project	Description	Go-Live
Member Satisfaction Surveys	Members receive a phone survey after PCP visits	2018
Member Satisfaction Measure	Provider Satisfaction score/measure is included in QCP	2019
Provider Customer Experience Training	6-month CX engagement to address member satisfaction	2019

Webinars Materials

Description	Resource
Creating Exceptional Patient Experience	On our website
Handling Complaints	On our website
Improving Waiting Time	On our website
Leading Organizational Change	On our website
Strengthening Patient Engagement and Treatment Participation	On our website

Communication (letters/fax)

Description
What are CAHPS and HOS Surveys?
Impacting CAHPS and HOS Quality Measures: A Checklist for Providers
Top 5 Tips for Improving Front Office Customer Service
Top 5 Tips for Boosting Member Satisfaction Scores
How Focusing on the Health Outcomes Survey (HOS) Can Improve Your Practice

Questions?



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