

Customer Satisfaction in Public Health: An Important Part of Your Quality Journey

Welcome! Thank you for joining! Sound for the webinar will come through your computer speakers. Please feel free to submit your questions throughout the webinar through the chat feature. We will start momentarily.

October 20, 2015

Ty Kane – PHQIX Expert Panel Member

*Laura Willingham – Human Services Planner, Dare County
Department of Public Health*

*Karl Ensign – Senior Director of Planning and Evaluation,
Association of State and Territorial Health Officials*

Moderated by Laura Arena, PHQIX Communications Lead

The logo for PHQIX, with 'PHQ' in grey and 'IX' in green, set against a light green rounded square background.

Public Health Quality Improvement
exchange

Quality Improvement Together

Webinar Agenda

- What is customer satisfaction?
- Stories from the Field
- ASTHO Customer Satisfaction Toolkit
- Take the Next Step!
- Q&A

Objectives

- Define common terms and describe important activities related to customer satisfaction.
- Explore customer satisfaction through the lens of a local health department example.
- Review available resources such as the ASTHO customer satisfaction toolkit.
- Inspire you to invest in & take the "next step" to improving customer focus in your organization.

What is customer satisfaction?

- **Ty Kane**
- PHQIX Expert Panel Member



Comments from the PHQIX Community

- “Does anyone have an example of an internal customer service survey that you have used to gather information from your staff teams?”
- “ .. Have you created your own internal survey that you would be willing to share?”
- “Would anyone have an example of a survey you've used in your public health departments use to obtain information on stakeholder satisfaction?”
- “I would recommend that you look at the Astho guide: Measuring Customer Satisfaction- Nine Steps to success.”

Customer Satisfaction Defined

- The **customer** is anyone who receives the results of our work and makes a value judgment about services provided.
- **Satisfaction** is a happy or pleased feeling because of something that you did or something that happened to you
- **Customer or client satisfaction** is the degree of satisfaction provided by a person or group receiving a service, as defined by that person or group.

Sources: Customer Satisfaction in Healthcare, Reisberg, 1996;
www.businessdictionary.com & www.merriam-webster.com



Two Types of Customers

- **Internal Customer:** The recipient (person or department) within an organization of another person's or department's output (product, service or information).
- **External Customer:** A person or organization that receives a product, service or information but is not part of the organization supplying it.

Source: ASQ.org



Why is this Important?

Everyone is a customer.

- Each person involved in a work process is at one time a customer of someone and a supplier to someone else.

Source: Customer Satisfaction in Healthcare, Reisberg, 1996



Why is this Important?

PHAB 9.1.4 (Significance)

- Customer focus is a key part of an organization's performance management system.
- It is essential to identify customers and stakeholders to evaluate the effectiveness and efficiency of the health department's work.
- A health department also needs a process to capture and analyze customer feedback in order to address the expectations of various public health customers.

Source: PHAB Standards & Measures (V. 1.5)



Conducting Surveys

- What are Surveys?
- Why Conduct a Survey?
- When to Conduct a Survey
- How to Prepare a Survey
- How to Distribute a Survey
- How to Analyze and Compile the Results of a Survey?

Source: Community Toolbox, Community Assessment, Ch. 3
Assessing Community Needs & Resources, Sect. 13
Conducting Surveys



What are Surveys?

- A survey is a way of collecting information that you hope represents the views of the whole community or group in which you are interested.
- Three main methods
 - Case study
 - Sampled surveys
 - Census surveys

Why Conduct a Survey?

- Learn about behaviors, needs & opinions.
- Find out about attitudes & reactions.
- Measure client satisfaction.
- Add credibility to research.

When to Conduct a Survey

- When you need information quickly and efficiently.
- When you need statistically valid information about a large number of people.
- When you can't get the information you need through other means.

How to Prepare a Survey

- Decide on the purpose of the survey.
- Decide whom you will survey.
- Decide what method you will use to collect your survey data.
- Write your questions.

How to Distribute a Survey

- Direct mail
- Interviews & phone surveys
- Drop boxes
- Media distribution
- Convenience sampling
- Group administration

How to Analyze and Compile the Results

- Gather incoming surveys
- Review returned surveys
- Secure a larger return, if necessary

Guideposts for Customer Satisfaction

- Hierarchy of customer values
- Ten basic needs of customers
- Roadblocks to customer service
- Three steps to customer oriented service

Source: Customer Satisfaction in Healthcare, Reisberg, 1996



Hierarchy of Customer Values

- Basic
- Expected
- Desired
- Unexpected

The Ten Basic Needs of Customers

1. Customers need to feel in control.
2. Customers need to feel that their actions are directed towards their goals.
3. Customers like to feel good about themselves and want to interact with those who can help them accomplish this.
4. Customers want to be treated fairly and appropriately.
5. Customers want their suppliers to be friendly and warm, which engenders trust and confidence.



The Ten Basic Needs of Customers

6. Customers want to know what is happening and why.
7. Customers want to feel safe and secure.
8. Customers like the approval of others.
9. Customers want to feel important, recognized, and appreciated.
10. Customers need a sense of belonging; they like to identify with organizations.

Roadblocks to Customer Service

- Poor quality products
- Flawed systems & procedures
- Inadequate equipment & supplies
- Over-worked or understaffed workforce

Three Steps to Customer Oriented Service

- Step 1: Get off to a good start
- Step 2: Build on a good start
- Step 3: Build on the relationships

Story from the Field

- **Laura Willingham**
- Human Services Planner at the Dare County Department of Public Health in North Carolina

QI PROJECT: CONSUMER AND COMMUNITY INPUT SURVEYS

Dare County, NC
PHQIX Webinar - October 20, 2015

SELECTING THE PROJECT

WHY CUSTOMER AND COMMUNITY SATISFACTION?

- Gaps between desired and actual performance levels.
- Strategic connection
- Areas staff/clients think need improving (low staff resistance)
- Accreditation Support
- Feedback from clients/community could help direct us to other QI areas/projects
- Strong QI team with representation from various divisions

NC LOCAL HEALTH DEPT. ACCREDITATION PERSPECTIVE

This project allowed us to meet at least 4 benchmarks related to local health dept. accreditation including:

- BM 27.1- The local health department shall have in place a process for assessing consumer and community satisfaction with its services.
- BM 27.2- The local health department shall use data from the consumer and community satisfaction assessment to make changes to improve its services.
- BM 27.3- The local health department shall employ a quality assurance and improvement process to assess the effectiveness of services and improve health outcomes.
- BM 30.8- The local health department hours of operation shall be based on documented community need.

WHAT ARE WE TRYING TO ACCOMPLISH?

- Better Feedback from our consumers and community.
- Better understand the needs of our consumers and community.
- Make improvements based on quality feedback to better meet the needs of our consumers and community
- Improve our survey tools
- Improve our survey processes
- Improve our survey analyses and change implementation process

WHAT ARE THE OVERALL GOALS OF OUR PROJECT

- Collect and utilize feedback to make improvements to our department and services to better meet the needs of our consumers and community.
- Improve quality of care
- Assure we are meeting the needs of our consumers and community
- To continue to improve our department and services

AIM STATEMENT

- We aim to improve our clinic consumer and community survey tools and data collection process (Phase 1) by August 2013, and develop a data analyses process and implementation of improvements based on quality feedback from our consumers and community (Phase 2) by January 2014. This is important because it will help us continually improve the services we provide to assure they meet the needs of our community.

MEASURABLE OUTCOMES

Measure	Operational Definition	Baseline	Goal	Post data
Staff satisfaction with current surveys and processes	The opinion of clinic and HEO staff regarding satisfaction of the current process for collecting feedback from our patients and our community.	Patient: 28% of staff were satisfied with current process	40%	87.5%
		Community: 15% of staff were satisfied with current process	40%	87.5%

MEASURABLE OUTCOMES

Measure	Operational Definition	Baseline	Goal	Post data
Staff familiarity with current surveys and processes	The opinion of clinic and HEO staff regarding familiarity of the current process for collecting feedback from our patients and our community.	Patient: 54% of staff were familiar with the current process	60%	81.3%
		Community: 22% of staff were familiar with the current process	60%	75.1%

MEASURABLE OUTCOMES

Measure	Operational Definition	Baseline	Goal	Actual
Increase the number of consumer surveys completed	The number of physical Patient Input Surveys completed.	35	70	115
Increase the number of community surveys completed	The number of physical Community Input Surveys completed.	5	25	76
Increase the response rate of our community surveys	The number of Community Input Surveys completed compared to the number of surveys administered.	5%	50%	75%

GEMBA WASTE WALK WORKSHEET: COMMUNITY SURVEY

WASTE WALK *Community input survey*

Area: *Community*

Use the Waste Walk worksheet to identify wastes that you see.

Date: *3/21/13*

OBSERVED WASTE	8 WASTES								IMPROVEMENT IDEA
	Defect	Overproduction	Waiting	Non-value added Processing	Transportation	Inventory	Motion	Employee Skill/knowledge	
Survey is not user friendly, And there is inaccuracy / typos	✓								Revise + Improve Survey
Overproduction of community surveys distributed vs completed		✓							Improve distribution process to ↑ return rate
Approvals, Decision/selection of target audience process, return of surveys to many people w/ various tasks,			✓						Streamline Process / Change Process to reduce waiting
No sharing of results, no changes				✓					Est. ownership of project, reduce # of staff involved.
Excess of surveys / paper / supplies, surveys + project moved by staff					✓				Eliminate mailing process, paper
Too many surveys vs. completed						✓			Return late / wasted surveys
Too much searching for supplies, trips to store/post office etc.							✓		Replace mail process
No ownership, tasks didn't match position doing								✓	Est. Roles + responsibilities + ownership, match to it. employees

THE 8 WASTES	
DEFECT	Product or service that does not meet customer demand due to quality issue (include rework)
OVERPRODUCTION	Make more than, earlier than, or later than required
WAITING	Wait for equipment, supplies, people, test results, etc.
NON-VALUE ADDED PROCESSING	Effort adds no value to product or service from customer's viewpoint
TRANSPORTATION	Excess material movement
INVENTORY	Supply in excess of single-piece flow
MOTION	Any movement of people or machines that does not add value to product or service

GEMBA WALK

Community Input Surveys:

- There was a lot of people, materials, places, and waiting involved in the current process.
- There was no ownership of the process and task and positions do not match up.
- There was so much room for improvement and this was demonstrated in the return rate of 5%.

GEMBA WASTE WALK WORKSHEET: PATIENT SURVEY

WASTE WALK

patient input survey

Area: Clinic
Date: 4/9/13

Use the Waste Walk worksheet to identify wastes that you see.

OBSERVED WASTE	8 WASTES								IMPROVEMENT IDEA
	Defect	Overproduction	Waiting	Non-value added Processing	Transportation	Inventory	Motion	Employee Skill/Knowledge	
<i>lost surveys, inadequate survey tool</i>	✓								<i>Review + improve survey, identify survey storage area</i>
<i>waiting BT giving out surveys, "to utilize the data"</i>			✓						<i>Establish a process</i>
<i>No value due to poor data collected</i>				✓					<i>imp survey + process so changes/improvements can be made</i>
<i>Supplies in various locations Staff have to walk to get outdated version of survey</i>					✓				<i>Keep supplies readily available + in convenient location</i>
<i>mixed in surveys filed never used</i>						✓			<i>Update survey + only use new versions. All surveys stored together</i>
<i>Supplies in various locations</i>							✓		<i>Keep supplies readily available + in convenient location</i>
<i>No ownership, task don't match position assigned</i>								✓	<i>Establish roles + responsibilities match task to right position</i>

THE 8 WASTES

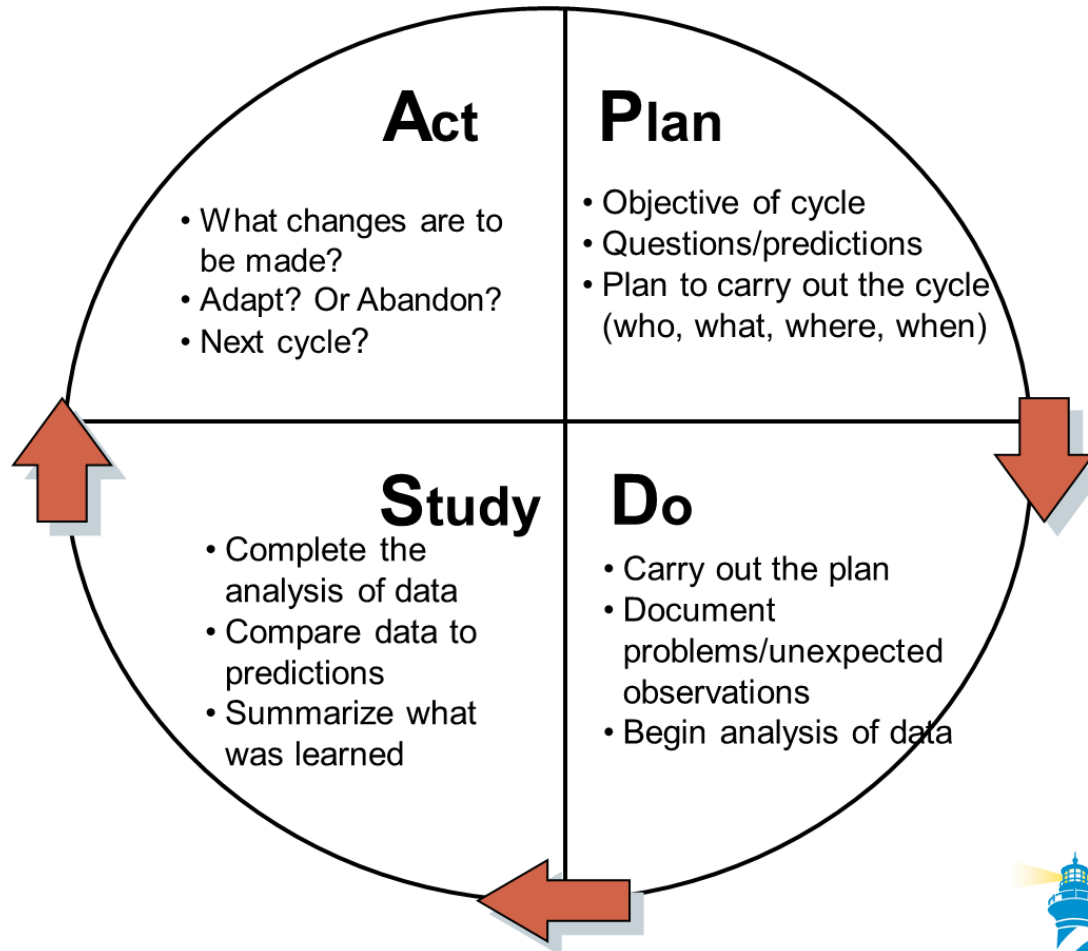
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GEMBA WALK

Patient Input Surveys:

- Surveys were completed at checkout after the appointment and patient is ready to leave.
- Patients are not putting a lot of effort into the surveys and therefore the feedback is not quality.
- No consistent process in place for staff
- No staff support

PDSA CYCLES



PDSA CYCLES: CONSUMER SURVEY

- 1st PDSA Cycle 1- Consumer Survey, Get Patient feedback on survey.
- 1st PDSA Cycle 2- Consumer Survey, Get Staff input on patient survey
- 1st PDSA cycle 3- Consumer survey, Patient Focus Groups with “new” consumer survey
- 1st PDSA cycle 4-Consumer survey, Staff Focus Groups on “new” Consumer Survey

PDSA CYCLES: COMMUNITY SURVEY

- 2nd PDSA cycle 1-Community Survey, Get community input on community surveys
- 2nd PDSA cycle 2- Community survey, Get Staff input on “new” Community Survey
- 2nd PDSA cycle 3-Community survey, Test “new” Community Survey with Community Focus Groups
- 2nd PDSA cycle 4- Community survey, Test revised Community survey with final round of staff

PATIENT SURVEY

PATIENT INPUT SURVEY

Date: _____


Type of Visit (Please Circle One): Physical Female Annual Immunization WIC
 Laboratory Maternity Well Child Other

As part of our effort to improve our services, we would like your input about your experience in our clinics. Please respond to the following statements by checking the boxes that best match your answers. Thank you.


	Agree	Disagree	Not Sure
1. The location of the clinic is convenient for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am satisfied with the time it takes to get an appointment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The hours of operation are convenient for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The wait time for my visit today was appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The professional who saw me today thoroughly explained the services I received.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The office staff was pleasant to deal with.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Overall, I am satisfied with my visit today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How did you hear about our services? (please circle)

Friend/family member Dare Co. Website Referral from another provider
 Health fair or other community event Other _____

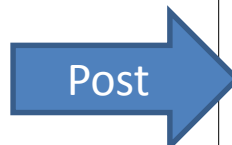
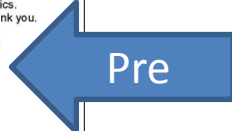


DARE COUNTY
COMMUNITY &
CLINICAL SERVICES



DARE COUNTY
DEPARTMENT OF
PUBLIC HEALTH

A DIVISION OF THE DARE COUNTY DEPARTMENT OF PUBLIC HEALTH
 PO BOX 1000 109 EXETER STREET MANTEO, NC 27954 PHONE 252.475.5003 FAX 252.473.2153



PATIENT SATISFACTION SURVEY

Excellent service is our most important goal. Your responses are important to us and will help us improve our services. Thank you for taking our survey and sharing your ideas with us.

Date: _____


Today I visited the Health Department in: Manteo Frisco Kill Devil Hills

Type of Visit? Physical Female Annual Immunization WIC Lab
 Maternity Well Child Diabetes/MNT Other

Please check (v) how well you think we are doing in the following areas:	VERY GOOD	GOOD	FAIR	POOR	VERY POOR	N/A
	😊😊	😊	😐	😞	😡	
How satisfied were you with your visit today?						
RATING TODAY'S VISIT						
Ability to get an appointment						
Hours Health Department is open (8:00AM-5:00Pm, M-F)						
Convenience of Health Department's location						
Phone calls were returned promptly						
WAITING						
Length of time in waiting room						
Length of time in exam or interview room						
STAFF						
Friendly and helpful to you						
Listens to you						
Takes enough time with you						
Provides instruction you understand						
FACILITY						
Cleanliness						
Ease of finding the Health Department						
Comfort and safety while waiting						
Would you recommend the Health Dept. to your family/friends?	Yes	No				
Which Health Dept. location is most convenient?	Manteo	Kill Devil Hills	Frisco			
What do you like best about the Health Department?	_____					
What do you like least about the Health Department?	_____					
How did you first hear about the Health Department?	_____					
Suggestions/Comments:	_____					

SERVING TO ASSURE HEALTHY PEOPLE AND COMMUNITIES

PO BOX 1000 109 EXETER STREET MANTEO, NC 27954 PHONE 252.475.5003 FAX 252.473.1141
Revised July 2013



DARE COUNTY
DEPARTMENT OF
PUBLIC HEALTH



COMMUNITY SURVEY

Dare County Department of Public Health

Dare County Department of Public Health Public Input Survey

This survey is intended to find out how often county residents utilize the Dare County Department of Public Health services and to help us improve when and how we offer services. No need to put your name on this survey. Please place the completed survey in the enclosed self-addressed and stamped envelope and return. Thank you.

1. The Dare County Department of Public Health is open from 8:30AM- 5PM. How do you feel about the hours of operations?

- These hours are just right
- The Dare County Department of Public Health should be open earlier than 8:30AM
- The Dare County Department of Public Health should close later than 5PM
- There should be extended hours (after 5PM) at least one day a week.
- I am not sure

2. How often do you visit or utilize services provided at the Dare County Department of Public Health (this includes services/ clinics such as pediatrics, dental, prenatal, family planning, environmental health, health education, dental)?

- At least once a year
- At least every other year, or two years
- I have not used the Dare County Department of Public Health in over 3 or more years
- I have never used the Dare County Department of Public Health

3. When answering the question above, if you checked that you have not used the Dare County Department of Public Health in 3 or more years, or that you have never used the health department, please tell us why by selecting from the answers below (you may check more than one answer)

- I have not used the health department because I have another doctor
- I have used the health department before, but I was not happy about the services I received
- I have not heard good things about the health department
- Other reason: Please list here: _____

4. What are some things that would make you more likely to visit the Dare County Department of Public Health?

- Extended hours
- Receiving more information about what all the health department offers
- There is nothing that would make me more likely to visit
- I think the health department should offer (please write your answer in below)

5. Would you be willing to help the Dare County Department of Public Health find ways to spread the word about the services that they offer, or to improve our services? If yes, please write your name and your phone number:

Thank you for completing our survey. If you have questions or suggestions, please call the Dare County Department of Public Health at 252-475-5003.

Pre

Post

COMMUNITY SURVEY

The Dare County Department of Public Health wants your ideas about how we can improve our services. Thank you for taking our survey. Your opinion matters!

Date: _____

1. The Health Department is open from 8:00AM-5:00PM. How do you feel about the hours of operation? Please check all that apply.

- The hours are just right. Other: _____
- The Health Department should be open earlier than 8:00AM. _____
- The Health Department should close later than 5:00PM. _____
- There should be extended hours at least one day a week. _____
- There should be weekend hours at least one weekend a month. _____

2. Have you ever used Dare County Health Department services, and if so, how often and which ones? _____

3. Please circle the Health Department location that is most convenient to you.

Manteo Frisco Kill Devil Hills

4. What would be the most effective ways to provide information about Health Department services to you? Please circle all that apply.

Newspaper Radio TV Website Facebook Mailed Letter

Brochures/Flyers Email Other: _____

5. What reasons would prevent you from using Health Department services? _____

6. What are some things that would make you more likely to visit the Health Department? _____

7. Comments: _____

Thank you for completing our survey. For more information, please contact the Dare County Department of Public Health at 252-475-5003 or visit www.darenc.com/health/.

SERVING TO ASSURE HEALTHY PEOPLE AND HEALTHY COMMUNITIES

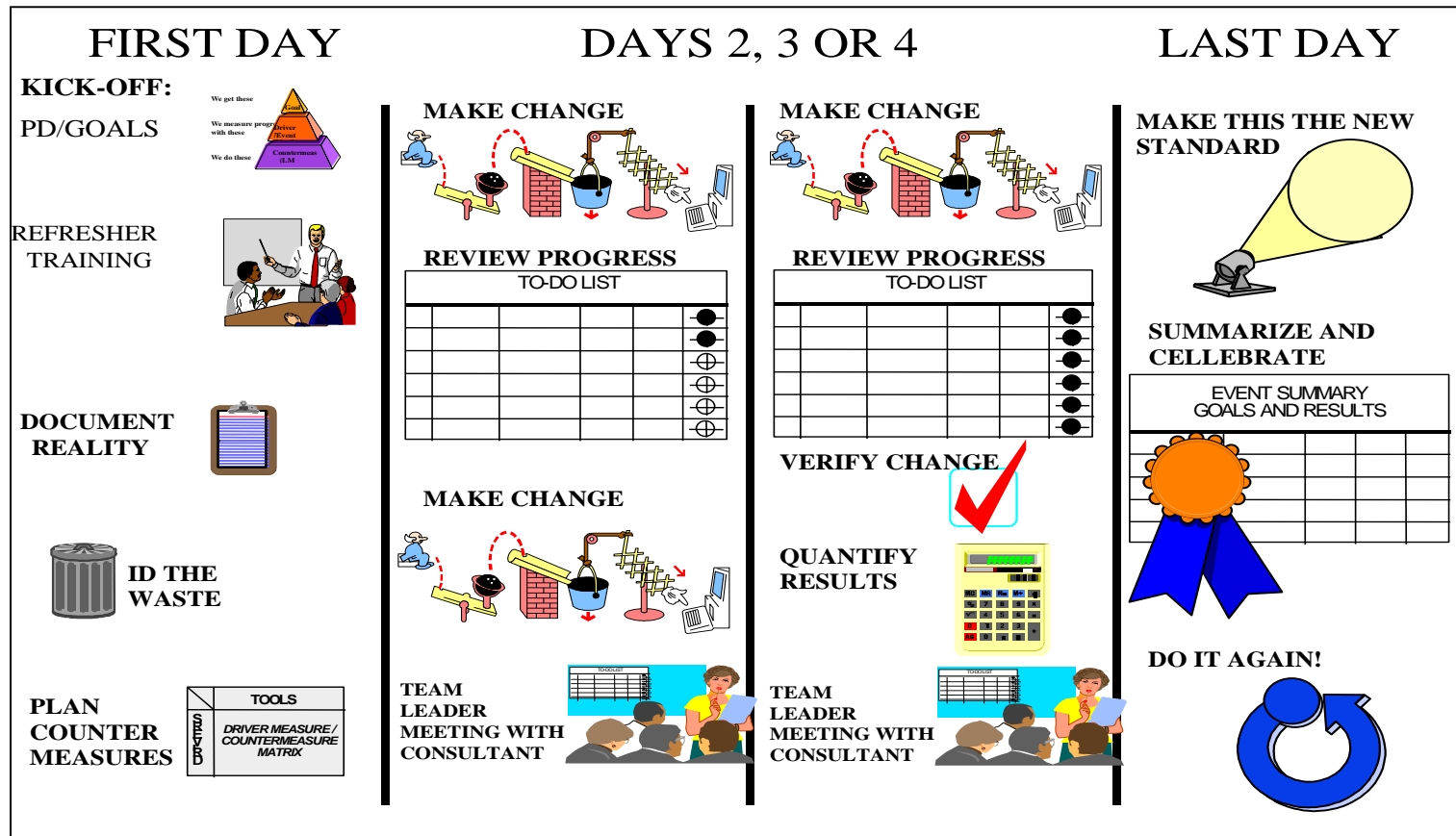
PO BOX 1000 109 EXETER STREET MANTEO, NC 27854 PHONE 252.475.5003



FAX 252.473.1141

Revised July 2013

KAIZEN EVENT



KAIZEN EVENT- KEY IMPROVEMENTS

- Patient Satisfaction Survey
- Community Input Survey
- Patient Survey Process
- Community Survey Process
- Patient Survey toolkits
- Community Survey toolkits
- Consumer & Community Policy & Procedure
- Data analyzing and sharing process
- Process for Implementing changes from survey data
- Identifying Roles and Responsibilities



SUSTAINABILITY PLAN

- Established Roles & Responsibilities
- Document in Policies & Procedures
- Document in Job Descriptions
- Team supports initial year of project
- Team meetings 1x a year to review, update and tweak process
- Reminders are build into events calendar

NEXT STEPS

- Cont. to conduct Community Surveys in August
- Cont. to conduct Patient Surveys in September & March every year
- Support the implementation of the project
- Document presentation of data at staff meetings
- Identify future QI projects from the data collected
- Document implementation of improvements

LESSONS LEARNED

PATIENT SATISFACTION SURVEYS

- Communication was key.
- All staff emails and huddles were vital.
- More “Stars” and reminders needed to be provided in toolkits.
- Toolkits really helped staff feel supported.
- HEO role was important to lighten load on clinic and make them feel supported department wide.
- Providing incentives to patients as a thank you was very well received.

LESSONS LEARNED

COMMUNITY INPUT SURVEYS

- Get surveys to school nurses earlier.
- Don't rely on interoffice mail to school nurses at various school locations.
- Try to get a better idea of number of surveys needed-we underestimated.
- School nurses were asked to have all completed/returned surveys turned in to staff by a specific date.

CONCLUSION/ SUGGESTIONS

- Staff gained QI skills
- Team approach worked well
- Regular Staff Communication worked well
- QI culture has improved
- Staff feedback is all positive
- Needed processes were established
- Sustainability is key

ASTHO Customer Satisfaction Toolkit

- **Karl Ensign**
- Senior Director of Planning & Evaluation at the Association of State and Territorial Health Officials (ASTHO)

Who's your Customer & are they Satisfied?

*An ASTHO guide walks you
through the process...*



Karl Ensign, Senior Director of Planning & Evaluation
Association of State and Territorial Health Officials
(ASTHO)

PHQIX Customer Satisfaction Webinar

October 20th, 2015

Support for Customer Satisfaction Tool & Capacity Building Assistance

- ❑ This project was supported by funds made available from the Centers for Disease Control and Prevention, Office for State, Tribal, Local and Territorial Support (CDC, OSTLTS)
- ❑ National Public Health Improvement Initiative (NPHII) funding
- ❑ *The content of this presentation are those of the author and do not necessarily represent the official position of or endorsement by the Centers for Disease Control and Prevention*

Accreditation Requirements

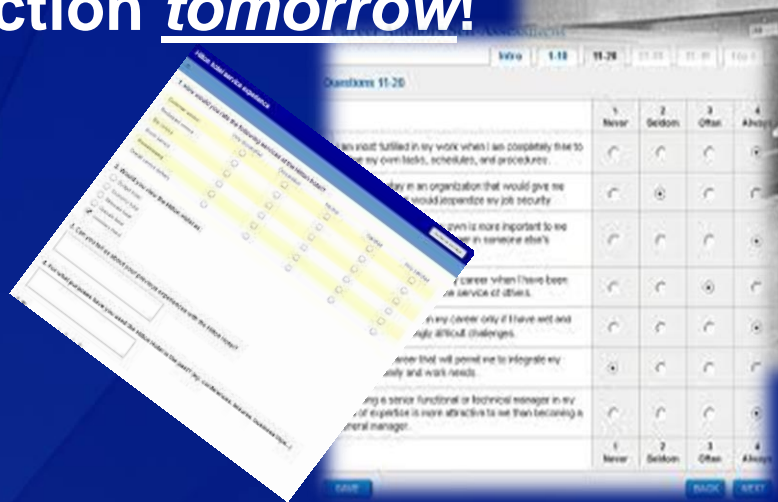
- ❑ *“Health departments must provide two examples of how customer/stakeholder feedback was collected and analyzed from two different types of customers (eg, vital statistics customers; food establishment operators; individuals receiving immunizations, screenings or other services; partners and contractors; elected officials, etc.)” [Standard 9.1.4A]*



*Advancing
public health
performance*

So what's the first step?

1. Identify a validated tool and method and begin data collection tomorrow!



The image is a composite. On the left, a survey form titled 'Values Assessment' is tilted. It contains several sections with radio button options. In the center, a computer monitor displays a survey titled 'Questions 11-20' with a table of Likert scale questions. On the right, a server room is visible with two people working at a desk.

	1	2	3	4
1. I am most fulfilled in my work when I am completely free to set my own tasks, schedules, and procedures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I prefer to work in an organization that would give me the freedom to work independent of my job security.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. It is more important to me to have a career when I have been in service of others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I prefer a career only if I have well and well-defined difficult challenges.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I prefer a career that will permit me to integrate my family and work needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I prefer a service functional or technical manager in my organization if my expertise is more attractive to me than becoming a general manager.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Take a breath and ask yourself what your organization wishes to learn & from whom.



Step 1 – Identify Purpose

Purpose	Surveys
<p>Monitoring customer satisfaction with services and activities at an overview level that can be applied to a range of activities.</p> <p>This enables states to compare performance across programs or aggregate program performance across programs or jurisdictions. It is sometimes done to fulfill reporting requirements.</p>	<p>Michigan's Customer Survey Template</p> <p>Florida's Customer Satisfaction Survey</p>
<p>Assessing specific programs using targeted prompts to facilitate making changes to specific program features.</p>	<p>New Jersey (Morris Regional Partnership), Retail Food Owner/Operator Satisfaction Survey</p> <p>Washington County, MN: Septic Survey</p> <p>Washington County, MN: Hazardous Waste</p>
<p>Monitoring and following up with specific customer complaints.</p>	<p>See Step 6 on pages 6-8: Tracking and Following Up on Complaints</p>
<p>Asking stakeholders (including local health departments) to provide feedback on collaborative activities or state services.</p>	<p>New York's Process for Obtaining Stakeholder Input</p> <p>Michigan's Online Early Hearing Detection and Intervention Program Satisfaction Survey</p> <p>Michigan's Online Public Health Dental Prevention Program Satisfaction Survey</p>
<p>Comparing feedback from client/stakeholder subgroups.</p>	<p>Michigan's Customer Survey Template</p> <p>Michigan's Online Early Hearing Detection and Intervention Program Satisfaction Survey</p>
<p>Comparing results over time.</p>	<p>Select an appropriate survey and periodically administer it to track performance.</p>

Being clear about the "whys" before you create the survey will help you determine the questions you ask

2. Florida's Customer Satisfaction Survey

Customer Satisfaction Survey Tool

Location: _____

Program: _____

Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I got the information or service that I needed. (Accessibility)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The service or information was clear and understandable. (Clarity)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The staff was friendly and polite. (Courtesy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The staff was well informed. (Knowledge)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The staff was helpful. (Helpfulness)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was served in a timely manner. (Timeliness)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall: How would you rate your satisfaction with the information or services you received?	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Comments:

Michigan's Customer Survey Template

we thank you in advance for your valuable feedback.

Instructions for Completing the Survey

For each question please select the answer that best represents your response. When you are finished completing the survey, please return your survey to one of the drop boxes located at each reception area within the health department.

Please tell us about your experience with the *Local Health Department Name*.

1. During your most recent visit with the *Local Health Department Name*, what program(s)/service(s) did you receive? (please check all that apply)
 - Dental Health Visit
 - Women, Infants, and Children (WIC)
 - Child or Adolescent Immunization
 - Adult Immunization
 - Travel Immunization/Clinic
 - Well Child/Adolescent Visit
 - Family Planning Services
 - Breast and Cervical Cancer Control Program (BCCCP) Services

Step 2 – Select Programs & Customers

□ Program (King County, WA criteria):

- Largest number people served
- Clear opportunities to improve
- High strategic priority
- Large program (staff, budget)
- High profile, known/potential controversy

□ *Keep in mind that your target customer determines:*

- ✓ *Type of survey*
- ✓ *Sample size*
- ✓ *Questions asked*
- ✓ *How they are asked...*



Step 3: Determine How Results Will Be Used

Once you have narrowed your survey's focus, think strategically about exactly how you would like to use the information you gather. Are you looking for general information for public reporting or more specific and concrete information to modify programs? Are you looking for information specific enough to use in staff reviews or information to maintain or strengthen relationships with community stakeholders? Common uses of customer satisfaction data include:

- Public reporting in annual reports, performance reports, websites, and newsletters to stakeholders, partners, and customers.
- Internal reporting to program staff, management, and organizational partners.
- Strategic and business planning analyses and documents.
- Information for grant applications.
- Posting survey results in office waiting areas and linking the results to a specific change the clinic has made. One state reports posting signs in its WIC offices with the heading "You Told Us and We Listened" noting changes made as a result of customer feedback.

Step 4 – Determine Budget & Plan Within It

□ Survey administration

- Telephone
- Mail
- In-office/Paper
- E-mail/Web-based

High



Low

□ Sample size

□ Data collected

- Open-ended
- Close-ended

High



Low

□ Analysis



Step 5 – Identify People to Include in Survey Planning & Implementation

- ❑ Customers
- ❑ End users of analysis
- ❑ Technical experts
 - Administering survey
 - Survey design
 - Analysis



Helpful Tips for Survey Design

- ✓ *Make surveys short*
- ✓ *Make questions clear with appropriate literacy*
- ✓ *Avoid double-barreled questions*
- ✓ *Use conventional language*
- ✓ *Make questions easy to answer*
- ✓ *Survey customers ASAP*
- ✓ *Keep questions standard over time*
- ✓ *Target questions on key factors*



Step 7 – Select Survey Method

Comparison of Survey Administrative Methods

	MAIL SURVEYS	E-MAIL OR WEB-BASED SURVEYS	TELEPHONE SURVEYS	IN-OFFICE PAPER SURVEYS
Response rate	Low	Moderate	High	Moderate
Speed	Slow	Very fast	Fast	Very fast
Cost per completed survey	Low	Lowest	High	Low
Anonymity	High	Questionable	None	Questionable
Ability to clarify survey questions and responses	None	None	High	High
Administrative bias	Limited	Sample bias	Interview bias	Sample bias

Step 8 – Pilot the Survey

Step 9 – Analyze the Data, Report & Follow-up



To Access the Guide...

The screenshot shows the ASTHO website search results for the query "Customer Satisfaction". The URL in the browser is www.astho.org/Search.aspx?s=Customer%20Satisfaction. The page header includes the ASTHO logo and the text "ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS". Navigation links include CONTACT, JOB BANK, and PRESS ROOM. A search bar at the top right contains the text "SEARCH" and a "GO" button. Below the search bar, there are links for PROGRAMS, EVENTS, PUBLIC POLICY, RESEARCH, and MEMBER SERVICES. The main content area features a large orange "SEARCH" header. Below this, a message states: "Keyword search should provide the most effective results for your query. To further refine your search, please select from the options below." A search input field contains "Customer Satisfaction" and a "SEARCH" button. Below the input field is a "Filter By Category" link. The results section shows "Results 1 - 10 of 21 for Customer Satisfaction. (2.8594482 seconds)". Three results are visible: 1. "Measuring Customer Satisfaction" with a document icon, description "Quality and Performance Measuring Customer Satisfaction". 2. "Measuring Customer Satisfaction: Nine Steps to Success" with a photo icon, description "Measuring Customer Satisfaction: Nine Steps to Success image". 3. "Measuring Customer Satisfaction: 9 Steps to Success" with a document icon, description "Measuring Customer Satisfaction: 9 Steps to Success - About this Report". On the right side of the page, there is a "MEMBER LOGIN" section with a "LOGIN" button. Below that are social media sharing options for SHARE, EMAIL, and PRINT. Further down is an "UPCOMING EVENTS" section listing three webinars: "Healthy Aging Webinar: Preparedness Planning" (Jun 16, 2014, 3-4 p.m. ET), "Webinar: The Role of Public Health in Healthcare Reform" (Jun 17, 2014, 4-5 p.m. EDT), and "Community Health Needs Assessments and Health Equity Webinar" (Jun 24, 2014, 4-5:30 p.m. EDT). A "View All Events" link is provided. At the bottom right, there is a "Follow @astho" button showing 4,858 followers.

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