



Venture
Customer Survey – 2006
Results for Medicaid Participants

Reported by
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ABSTRACT

In order to assess customer perceptions of service quality for Venture Behavioral Health providers, as well as to determine relative areas of strength and weakness in customer service performance, a telephone survey was conducted during August and September 2006 for individuals receiving care through the Venture affiliate organizations during the period of May 2006 through July, 2006. Study methods employed standardized instrumentation and procedures, and random probability sampling. Study findings generally indicated positive levels of customer satisfaction in the critical aspects of care sampled by study instrumentation. Overall, highest rated areas of customer satisfaction were associated with *customer/staff interaction*, and for *payment-related* items. By way of contrast, the lowest rated area of customer satisfaction lies in the area of service *Accessibility*.

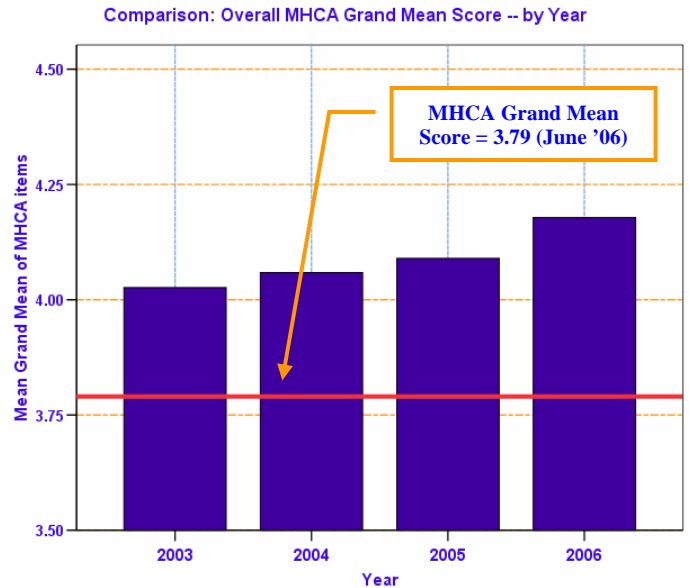
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EXECUTIVE SUMMARY

MHCA Item Results:

1. Overall the results for this year’s customer satisfaction survey continue to demonstrate a positive ratings trend across time. Moreover, the current satisfaction ratings for Venture are higher than for any previous satisfaction study.
2. Overall Venture customer satisfaction ratings continue to exceed national benchmarks: Not only are aggregate satisfaction indices for Venture higher than recent MHCA national averages*, but across all shared individual survey items, the differences in mean ratings are statistically significant as well.
3. Adult participants with mental illness tend to report higher ratings of satisfaction. By way of contrast, individuals with developmental disabilities tend to report lower ratings. .
4. Family members reported higher satisfactions than other respondent groups. This finding varies from previous results – where consumer participants have generally provided higher ratings. .
5. Highest customer satisfaction ratings are associated with attributes of *customer/staff interaction*, for *payment-related* items, and for items related to *facility environment*. Conversely, lower satisfaction ratings are related to areas of *Accessibility*, staff responsiveness, *Person Centered Practice*, and for other attributes of treatment process. These findings are consistent with previous customer surveys.

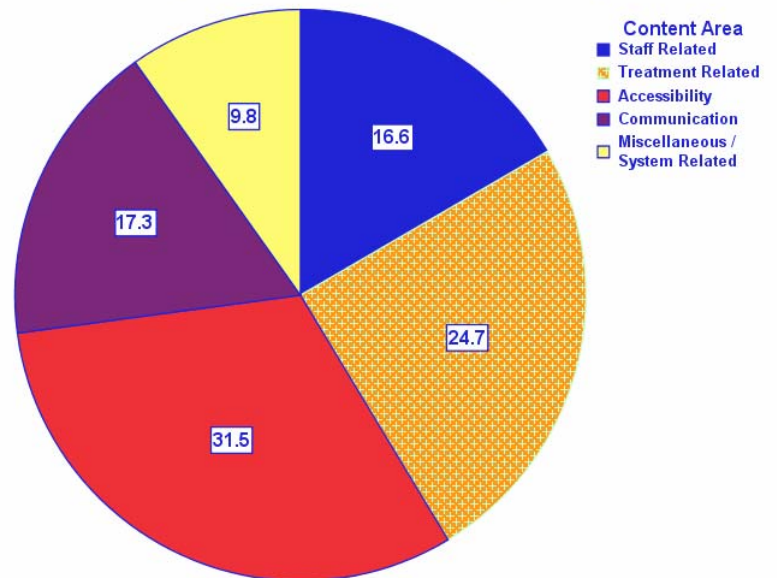


* MHCA mean scores from June 2006 report

Qualitative Findings:

1. Content Categories: The results of qualitative analysis yielded 5 discrete content areas which consumer comments tended to focus on *Staff Related*, *Treatment Related*; *Accessibility*; *Communication*; and *Miscellaneous / System Related*.
2. In general, positive statements offered by consumers tended to cluster in areas of *Treatment* (50.2%) and *Staff* (34.3%).
3. The largest number of consumer critical comments related to concerns of *Accessibility* (31.5% of negative comments), followed closely by *Treatment-Related* concerns (24.7%). These observations tend to suggest *Accessibility* and *Person Centered Practices* as likely areas of focus for promoting customer service improvement.

Content Analysis: "Areas for Improvement" -- Proportions by Content Area



Survey Methods

Objectives:

This study is intended to assess customer attitudes and perceptions of service quality for individuals with Medicaid coverage who have received care during the past year through Venture Behavioral Health, including the following affiliate organizations: Barry County Community Mental Health, Pines Behavioral Health Services, Riverwood Center, Summit Pointe, and Van Buren Community Mental Health. In addition to descriptive purposes, this project is expected to provide respective organizations with a means of identifying areas of potential strength and weakness in the delivery of customer services. Moreover, it is anticipated that the results may be employed as feedback to guide ongoing quality improvement efforts.

Instrumentation:

The survey instrument employed for the study is a modified version of the *Mental Health Corporations of America Survey* (form C). The questionnaire consists of 36 items grouped into 4 scales (dimensions), designed to sample service attributes of *customer/staff interaction; personal therapy; physical environment; and outcome/reputation*. The instrument employs a 5-point Likert scale format, with responses ranging from “poor,” to “excellent.”

For the purpose of this study, there were five additional items incorporated into the survey questionnaire: 4 items to sample attributes of Person Centered Planning, and 1 item to sample consumer awareness of Family Psycho-Education. .

Psychometric information regarding the MHCA survey format and its construction is available from MHCA.

Procedures:

A random probability sample of cases was interviewed via telephone interviews conducted by W.J. Schrorer Company, in accordance with Venture Behavioral Health guidelines during August and September, 2006. The population for this study was comprised of individuals receiving services through Venture Behavioral Health during the period of May 2006 through July, 2006, for individuals with Medicaid coverage. The selection process was also designed to filter individuals demonstrating a primary level of care (LOC) of inpatient services. The sample was stratified by diagnostic category (MI Adult; Developmentally Disabled; and Child) -- sample sizes based on group proportions. In the case of children, or individuals who could not participate due to level of disability, responsible parties were interviewed in their stead. (i.e. parents; family members; guardians). In data analysis, responses of “don’t know” are factored out of some analysis procedures, which serves to decrease the number of cases for a given survey item.

Limitations:

This study is designed to provide an index of customer satisfaction at the organizational level only. It has not been designed to provide generalizable comparisons across the broad spectrum of potential demographics. It should be noted that the data collection procedures employed (telephone interviews) may serve as a limiting factor in participant selection and sampling; Moreover, the instrumentation employed may not be adequate for determining service satisfaction for individuals who lack the ability to participate in such interviews. In summation, the study is designed to provide a generalizable index of customer satisfaction for customers with telephone access served during the targeted timeframe who possess prerequisite capacities for participation.



Sample Size:

- ✦ 777 Medicaid Plan Members were interviewed, including 193 from Summit Pointe; 219 from Riverwood Center; 161 from Pines; 69 from Barry County; and 135 from Van Buren.

Diagnostic Category (Population):

- ✦ 197 participants were identified as being developmentally disabled (25.4% of total sample).
- ✦ 463 participants were identified as being MI adult (59.6% of total sample).
- ✦ 117 participants were identified as being MI children (15.% of total sample)

Respondent Category:

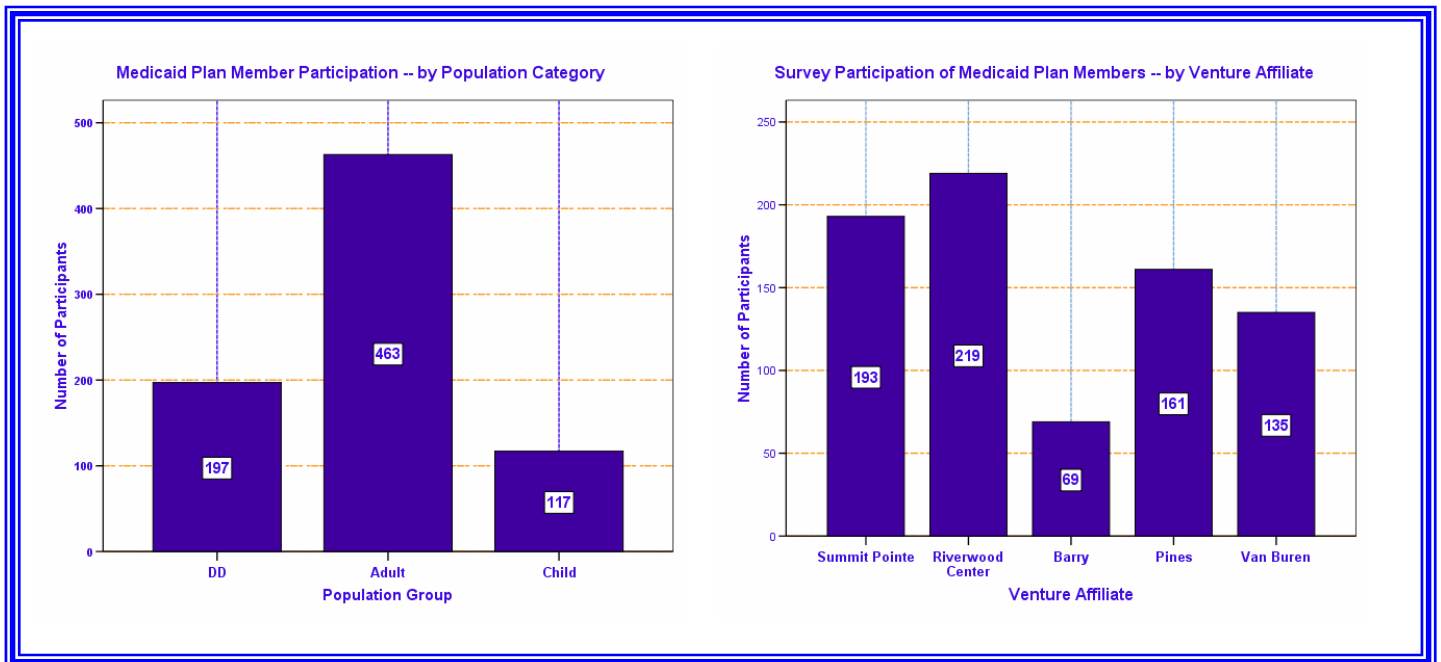
- ✦ 496 participants were identified as the individual consumer (63.8% of total cases)
- ✦ 197 participants were identified as being a family member (25.4% of total).
- ✦ 84 participants were identified as being “home care” staff members or ‘other’ (10.8% of total)

Gender

- ✦ 451 participants (58%) female and 326 participants were male (42%)

Ethnicity:

- ✦ 651 participants (83.8%) were White/Caucasian; 86 were Black/African American (11.1%); 12 were Hispanic (1.5%); 12 were Multi-Racial (1.5%); 8 were Native American (1%); 2 were Asian/Pacific Islander (.3%) and 6 were Unreported (.8%).

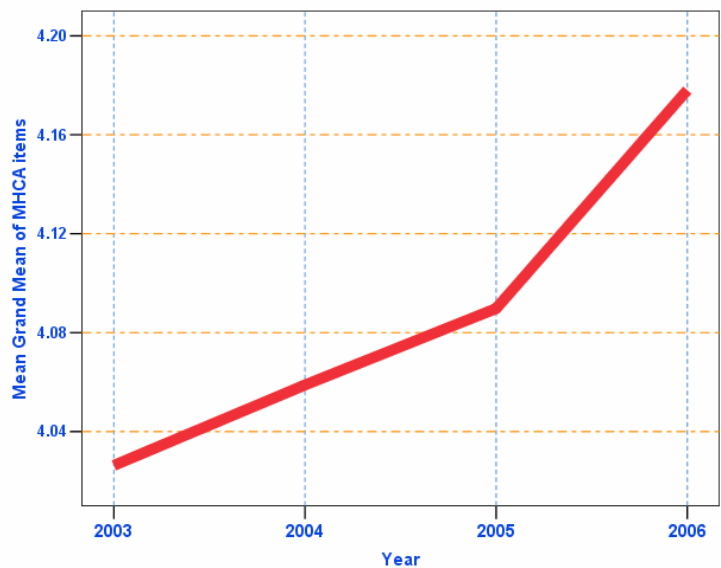




Venture Plan Members Report *Higher* Satisfaction Ratings for 2006

Chart 3

Venture Behavioral Health -- Overall Grand Mean Satisfaction Score (MHCA Items) -- by Year of Survey



✳ As demonstrated in Chart 3, the overall Grand Mean Satisfaction Score for 2006 is higher than for recent past customer surveys. Moreover, the rating differences between current results and previous years are statistically significant.

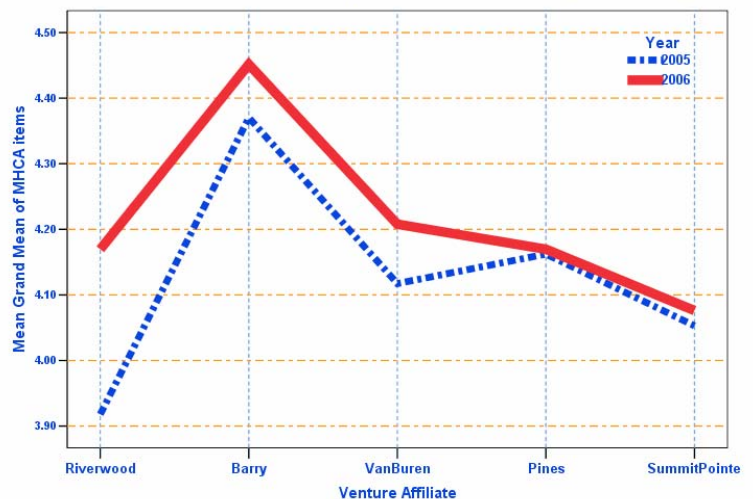
✳ As shown in Chart 4, higher rating scores for Riverwood Center and Van Buren account for the largest degree of rating increase this year (the differences for Riverwood being statistically significant ($p = .001$)). By contrast, overall rating scores for Pines and Summit Pointe for 2006 are consistent with the previous year. Though overall ratings for Barry are higher this year, the relatively small sample for Barry mitigates potential impact on the overall distribution of rating scores, as well as for significance testing.

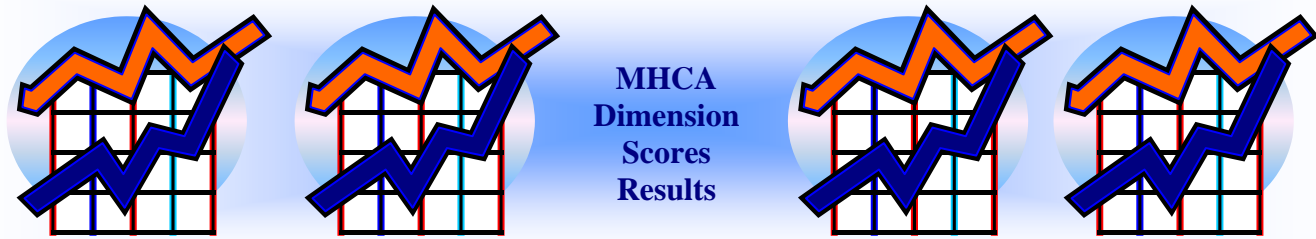
✳ As an overall index of customer satisfaction, the overall grand mean score (the average rating across all MHCA [Mental Health Corporations of America]) for the current study was 4.18. This score compares favorably with the overall MHCA benchmarks (3.79 across all organizations; 3.81 for Outpatient Services) -- the differences between Venture and the MHCA benchmark scores being statistically significant ($p = .000$).

✳ Though these overall results generally suggest favorable perceptions of service satisfaction, there are some attributes of performance where perceptions of satisfaction are not consistently high. These areas will be further detailed in the comparative analysis section.

Chart 4

Overall MHCA Grand Mean Score -- By Venture Affiliate and Year (FY 2005 -2006)





Performance Dimension Highs & Lows

The MHCA derived interview protocol yields not only results for individual items, but it provides 4 dimension subscales, which provide index satisfaction scores in key areas of service performance. Each dimension of performance is described with key findings below:

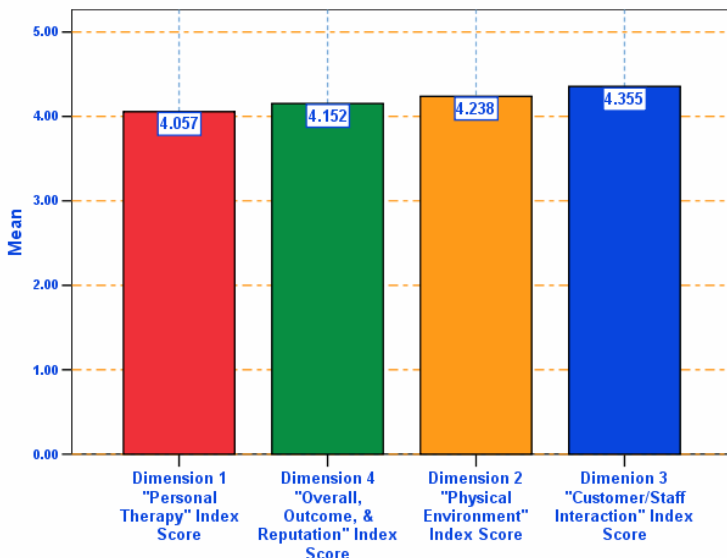
Dimension 1 – “Personal Therapy” addresses service attributes related to clinical process, including: payment, schedule, treatment planning, and extent needs were addressed. **Key Findings:**

- 1.) Of the four respective dimension scores, Dimension 1 was lowest rated. This finding is consistent with the national MHCA benchmark, and is consistent with previous Venture satisfaction studies.
- 2.) Items relating to *accessibility* or *service acceptability* (like scheduling or appropriateness of service) tended to be lowest rated. Items relating to *cost* tended to be highest rated.

Dimension 2 – “Physical Environment” addresses service attributes related to facility access, security, and comfort. **Key Findings:**

- 1.) Unlike the national MHCA benchmark (where dimension 2 is typically lowest rated) this area was the 2nd highest rated dimension score for Venture. Speculatively, the omission of three food-related items from the standard MHCA format (which do not have relevance for Venture providers), coupled with other contextual and procedural differences, could be contributing factors for this difference.
- 2.) “Time spent in waiting room” was the lowest rated Dimension 2 attribute (it was the 8th lowest rated item overall). Highest rated Dimension 2 items were related to *safety* and *cleanliness* of facilities.

Chart 5
Venture Customer Survey 2006: MHCA Dimension Scores

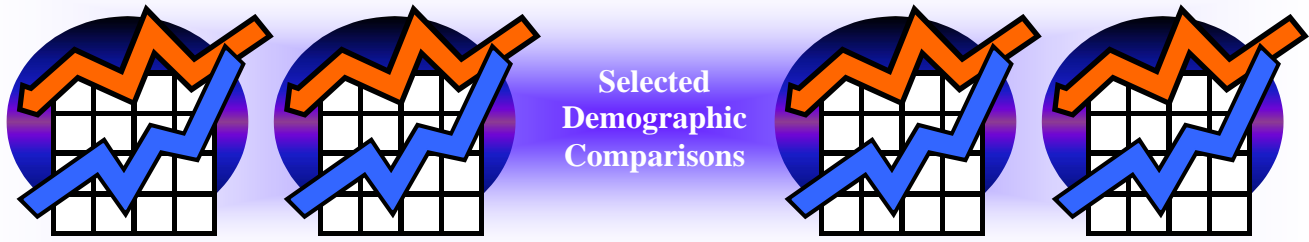


Dimension 3 – “Customer/Staff Interaction” addresses service attributes related to customer and staff interaction. **Key Findings:**

- 1.) Consistent with all previous Venture satisfaction studies (and with the national MHCA benchmark), Dimension 3 was the highest rated area of performance.
- 2.) Items relating to “privacy” and “confidentiality” were highest rated. Items relating to “*humanistic*” attributes of interaction (like *helpfulness* and/or *concern* of staff) tended to be rated much lower than more “bureaucratic” attributes of interaction (like *courtesy* or *professionalism*).

Dimension 4 – “Overall, Outcome, & Reputation” addresses global perceptions of quality, treatment efficacy, willingness to return, as well as reputation of organization. **Key Findings:**

- 1.) Highest rated was “willingness to return.” Lowest rated was the outcome attribute “degree treatment helped”



For purposes of determining perceptual differences in satisfaction among Plan Members, the overall grand mean satisfaction score was compared, by selected demographic groups.

By Respondent Category:

- a.) For Adults, family member ratings tended to be marginally higher than for customer respondents.
- b.) For Developmentally Disabled, family member ratings tended to be much higher than for consumers ($p = .035$ for overall grand mean score).
- c.) For Children, only family members provided ratings.

By Population Category:

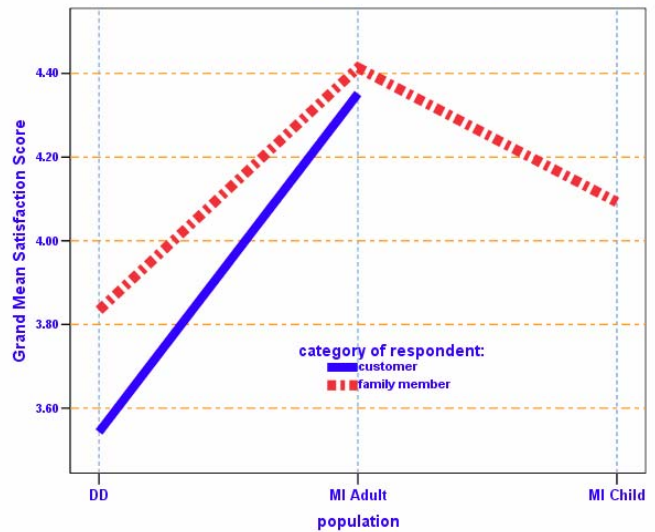
- a.) Overall, ratings reported by individuals with developmental disabilities tend to be much lower than for other population categories across the range of satisfaction index scores
- b.) With exception of the Dimension 3 score (where Adult and Child scores were similar) ratings reported by Adults tend to be much higher across all satisfaction index scores.

By Ethnicity:

- a) Though overall ratings reported by individuals of Asian/Pacific Islander ethnicity were much lower than ratings of other ethnic groups, the differences were not statistically significant – given the small number of cases ($n = 2$) for that group.

Chart 6

Grand Mean Satisfaction Score -- By Population and Respondent Category



By Gender:

- a.) Though Females tend to report higher ratings overall, the mean ratings differences are not statistically significant from ratings reported by males.

Chart 7

Overall Grand Mean Score -- by Ethnic Group

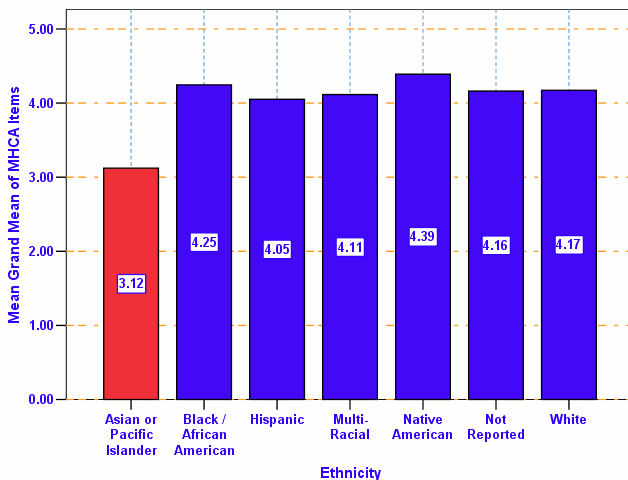
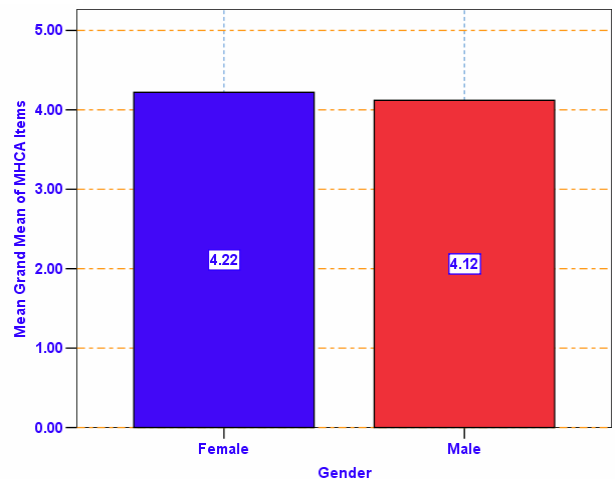


Chart 8

Comparison: Overall Grand Mean Score -- by Gender



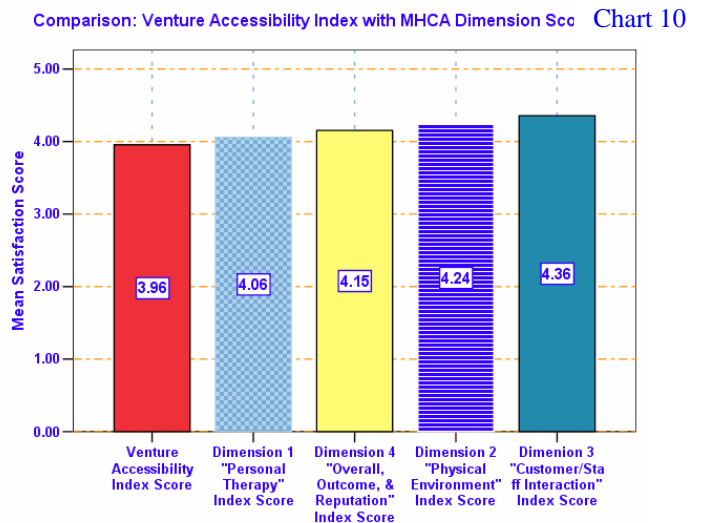
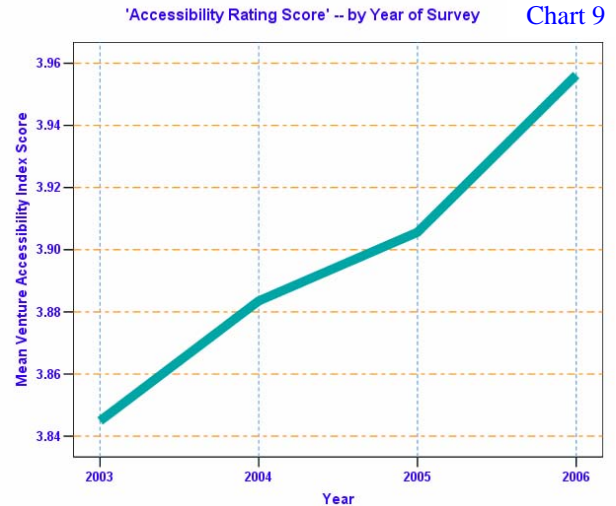


Perceptions of Accessibility

In keeping with core Venture values, a key area of interest is the area of “*Service Accessibility.*” To promote greater insight into consumer perceptions of this vital area of service, a five item “*Accessibility*” subscale has been developed. *Accessibility* scale items include: “*availability of staff to talk to,*” “*ability to reach worker or department by phone,*” “*hours appointments are available,*” “*length of time between appointment and seeing psychiatrist,*” and “*length of time between appointment and seeing worker.*” Additional item score detail is provided in Tables B & C – Quantitative Results.

Key Findings:

- * As demonstrated in Chart 9 (*Accessibility Index Score across Surveys*”), customer perceptions of **Accessibility** demonstrate a positive trend of increasing ratings.
- * Positive rating trends notwithstanding, The general area of **Accessibility** demonstrates potential performance concerns:
 - In comparison with the other MHCA dimension scores, the *Accessibility* Index score is lower. This is shown graphically in Chart 10. The differences between *Accessibility* and other Dimensions Scores are statistically significant (across all scales).
 - In observation, *Accessibility* Scale items tend to be the lowest rated survey items across (including 3 of the 4 lowest rated items).
 - Qualitative analysis of consumer comments indicates that **Accessibility** is the most frequently reported area of customer complaints.
 - Observed low ratings for **Accessibility** scale items tends to validate the qualitative findings of this year’s study (and vice versa).
- * Taken as a whole, these observations tend to suggest that the general area of **Accessibility** as an area of potential improvement focus.

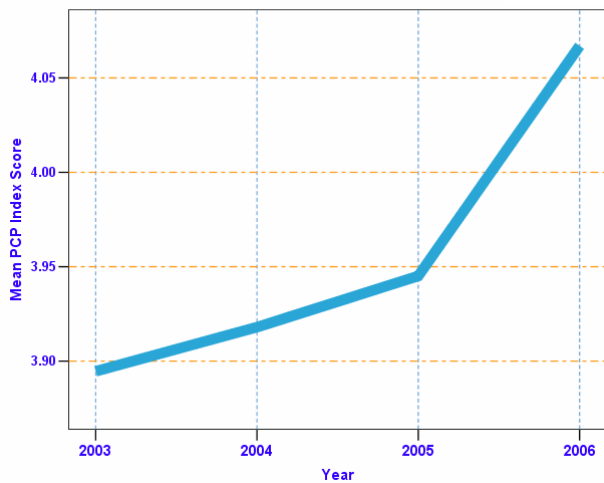




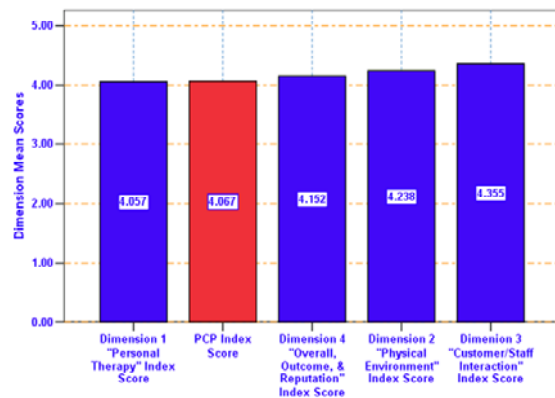
Perceptions of Person Centered Planning

Person centered practices are widely regarded as a preferred model for addressing individualized treatment in today’s behavioral healthcare environment. In contemporary view, there is ample evidence demonstrating the benefits of person centered approaches to treatment in relation to positive outcomes. Moreover, the Michigan Department of Community Health requires person centered planning all individuals receiving publicly funded behavioral healthcare services. Given this background, there is great interest at Venture Behavioral Health to examine customer perceptions of care in this vital area. For this purpose a *Person Centered Planning* scale was developed, items using the same 5 point rating format as other survey items. The PCP scale items include: “degree to which your preferences for treatment were addressed,” “ability of services to meet your needs,” “appropriate therapies and interventions offered,” “extent to which your individual needs were addressed,” “opportunities available to you to communicate your satisfaction,” “opportunities provided to you to express your desired outcomes,” “degree to which you were offered choices for treatment,” and “opportunities to participate in decisions about treatment.”

Venture PCP Index Score -- By Year of Survey Chart 11



Venture PCP Index and MHCA Dimension Scores - 2006 Chart 12



Key Findings:

- ✳ The Mean PCP Index rating was 4.067 for the current study. Objectively, this observation tends to reflect favorable perceptions of performance on the part of survey participants.
- ✳ Though previous studies have exhibited relative stability in the PCP index scores, the current PCP index rating reflects much improved perceptions of performance for this area (see chart 11 above). The current PCP rating score is observed to be both higher and statistically significant -- relative to years 2003 through 2005.
- ✳ Only the item “degree to which you were offered choices for treatment,” fell below a mean rating of 4.0. In comparison with other scale items, the mean rating was both lower and statistically significant. This observation may suggest the area of ‘choice’ as a potential area for improvement consideration.



Overall Perceptions of High and Low Performance:

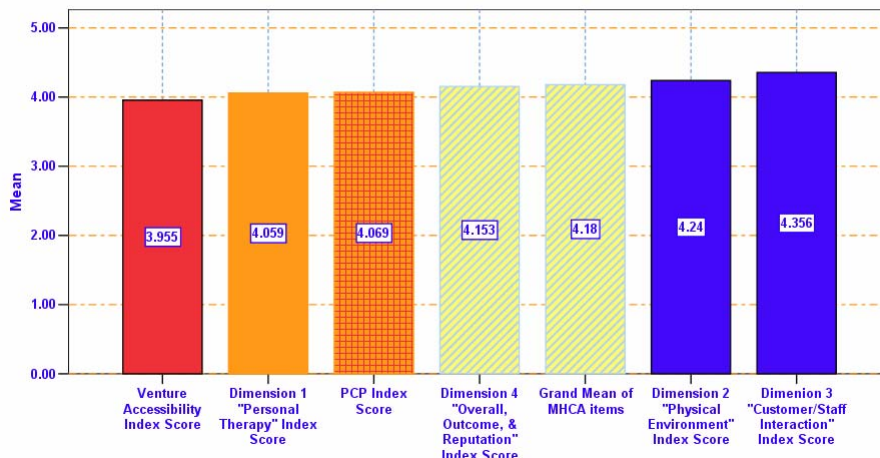
HIGHS: Service aspects relating to *customer / staff interaction*, and items relating to *facilities and physical environment*, account for the highest rated items and highest rated dimension scores:

- In general, plan members report having favorable perceptions of staff. The highest rated items tended to be related to aspects of Customer / Staff Interaction. Not surprisingly, “*Customer / Staff Interaction*” was the highest rated dimension score. The findings of qualitative analysis of consumer comments are consistent with this observation, providing additional evidence of validation for this observation.
- Plan members generally tend to report positive perceptions of provider service facilities. Items relating to facilities and physical environment were also highly rated. The “*Physical Environment*” dimension score was the 2nd highest rated dimension of performance.
- Though less highly rated than areas relating to *customer / staff interaction*, or *physical environment*, the global measures of satisfaction -- including Dimension 4 “*Overall, Outcome, and Reputation*,” as well as the overall grand mean across MHCA items – generally demonstrate high index scores reflecting favorable perceptions of satisfaction.

LOWS: Service aspects relating to *clinical process and treatment* tended to be rated much lower – relative to other service areas.

- Overall, plan members tend to rate items relating to *service accessibility* much lower than other aspects of performance. Moreover, the qualitative findings of customer survey comments are consistent with this observation: Approximately 87% of associated comments expressed statements of negative performance or need for improvement.
- The items comprising the Dimension 1 “*Personal Therapy*” index score demonstrate great variability in consumer ratings. While the *accessibility* items (see above) tend to be the lowest rated aspects of performance, the two payment related items tend to be among the highest rated.
- Though *PCP related items* tended to be higher rated --- relative to other aspects of clinical process, the overall PCP scale score was both lower and statistically significant, relative to the overall survey mean. This tends to suggest that consumers perceive the area of Person Centered Planning less positive than average, relative to other survey items.

Performance Highs & Lows -- by Areas of Performance





Affiliate Level Filtering (Do Not Call Lists):

- An objective of the Venture survey is to provide generalizable results for individual Venture affiliates -- this to allow valid comparisons of performance between affiliates.
- The degree of case filtering conducted by individual Venture affiliates varies greatly, from a low of 2.41% at Riverwood to a high of 68.36 at Barry.
- In its effects, case filtering tends to mitigate (or decrease) generalizability of results.
- In general, where high levels of case filtering are observed, the results will be generalizable only to the sample of participants – not to the larger population of Affiliate cases.
- With samples drawn per affiliate, the total survey sample is larger than necessary for providing a 95% level of confidence with the aggregate results for Venture.

Results of Promotion:

- By number of cases filtered from survey sample frames, the incentive strategy does not appear to have impacted consumer participation. In observation, the proportion of individuals filtered from original sample lists is similar to the results of last year. Moreover, when questioned as to the impact of the incentive plan at individual affiliates, respective PI committee members reported no level of improvement was observed.

Promoting Consumer Participation:

- In an effort to improve consumer participation in the annual customer survey, the Venture *Performance Improvement Committee* approved a plan during the May 2006 session to provide an incentive of a \$50.00 prize per affiliate to be awarded to individual consumers selected at random from survey participants. Prior to conducting the survey, fliers were posted at each affiliate site for the purpose of promoting awareness of the upcoming survey, as well as to provide incentive for participation. In providing this awareness and incentive, it was hoped that individuals would ask to have their names removed from existing no not call lists.

Venture Affiliate	Original Sample Size	Post Filter Sample Size	Sample Erosion
Summit Pointe	2629	1059	59.72%
Riverwood Center	2239	2185	2.41%
Barry	888	281	68.36%
Pines	1166	831	28.73%
Van Buren	1332	1253	5.93%

TABLE B – QUANTITATIVE RESULTS – By Performance Dimensions 1 & 2 (Individuals with Medicaid):

Dimension 1 "Personal Therapy" Items:								
	N	Venture 2006	MHCA* Mean	Riverwood Center	Barry CMH	Van Buren CMH	Pines BH	Summit Pointe
☐ "participation into treatment"	751	4.20	3.83	4.47	4.12	4.27	4.12	4.19
☐ "extent individual needs addressed"	762	4.11	3.83	4.29	4.04	4.14	4.07	4.16
☐ "organization of weekly schedule"	615	4.03	3.72	4.07	4.31	4.21	3.89	3.87
☐ "organization of weekend/holiday schedule"	430	4.08	3.67	4.02	4.32	4.25	4.03	3.98
☐ "appropriate therapies offered"	686	4.07	3.80	4.00	4.52	4.02	4.12	3.99
☐ "ability of services to meet your needs"	758	4.05	3.82	4.06	4.22	4.11	4.09	3.92
☐ "availability of staff to talk to"	760	4.07	3.92	4.11	4.35	4.06	4.06	3.94
☐ "ease of completing paperwork"	714	4.17	3.80	4.20	4.45	4.32	4.10	3.99
☐ "ability to reach dept or worker"	738	3.95	3.70	3.95	4.24	4.09	4.03	3.70
☐ "hours appointments are available"	727	4.09	3.69	4.19	4.52	4.09	3.99	3.90
☐ "time between making appointment"								
a) "and seeing physician"	640	3.83	3.56	4.09	4.19	4.02	3.60	3.48
b) "and seeing your worker"	625	3.95	3.73	4.16	4.33	4.18	3.67	3.66
☐ "arrangements to pay bill w/o hardship"	519	4.46	3.68	4.34	4.75	4.48	4.52	4.42
☐ "reasonableness of fees"	471	4.47	3.50	4.42	4.69	4.48	4.53	4.37
Dimension 2 "Physical Environment" Items:								
	N	Venture 2006	MHCA* Mean	Riverwood Center	Barry CMH	Van Buren CMH	Pines BH	Summit Pointe
☐ "convenience of location"	766	4.30	3.66	4.20	4.58	4.28	4.38	4.23
☐ "signs and directions to areas"	675	4.24	3.61	4.15	4.34	4.26	4.31	4.21
☐ "time spent in waiting room"	688	4.07	3.61	4.15	4.42	4.13	4.06	3.81
☐ "safety of environment"	743	4.38	3.90	4.35	4.65	4.47	4.42	4.22
☐ "comfortable feeling"	749	4.24	3.78	4.21	4.52	4.30	4.30	4.08
☐ "noise level"	734	4.25	3.62	4.29	4.45	4.36	4.24	4.07
☐ "attractiveness of facility"	740	4.20	3.58	4.22	4.55	4.16	4.14	4.14
☐ "cleanliness of facility"	741	4.39	3.75	4.45	4.69	4.40	4.28	4.31

* MHCA mean scores from June 2006 report

TABLE C – QUANTITATIVE RESULTS – By Performance Dimensions 3, 4, and Scale Mean Scores (Individuals with Medicaid):

Dimension 3 "Customer/Staff Interaction" Items:		Venture	MHCA*	Riverwood	Barry	Van Buren	Pines	Summit
	N	2006	Mean	Center	CMH	CMH	BH	Pointe
☐ "attention to privacy"	760	4.48	3.99	4.43	4.78	4.47	4.50	4.41
☐ "degree of confidentiality"	748	4.52	4.08	4.50	4.75	4.49	4.53	4.47
☐ "courtesy of staff"	769	4.39	3.99	4.36	4.52	4.35	4.50	4.30
☐ "professionalism of staff"	764	4.37	4.05	4.26	4.71	4.33	4.46	4.33
☐ "helpfulness of staff"	767	4.24	3.96	4.22	4.46	4.18	4.30	4.19
☐ "concern of staff"	758	4.21	3.93	4.22	4.35	4.25	4.22	4.12

Dimension 4 "Overall Outcome & Reputation" Items:		Venture	MHCA*	Riverwood	Barry	Van Buren	Pines	Summit
	N	2006	Mean	Center	CMH	CMH	BH	Pointe
☐ "quality of services you received"	766	4.10	3.93	4.07	4.21	4.05	4.18	4.08
☐ "treatment helped with problem"	710	4.01	3.83	3.96	4.18	4.19	3.95	3.94
☐ "willingness to return for services"	722	4.29	3.86	4.23	4.63	4.27	4.32	4.21
☐ "reputation of organization"	729	4.23	3.88	4.13	4.56	4.26	4.24	4.19
☐ "overall quality of care"	759	4.24	3.99	4.18	4.54	4.22	4.25	4.20

Individual Dimension and Grand Mean Scores		Venture	MHCA*	Riverwood	Barry	Van Buren	Pines	Summit
	N	2006	Mean	Center	CMH	CMH	BH	Pointe
☐ Dimension 1 Mean	774	4.06	3.74	4.08	4.35	4.11	4.01	3.92
☐ Dimension 2 Mean	769	4.24	3.65	4.22	4.53	4.28	4.24	4.12
☐ Dimension 3 Mean	776	4.36	4.00	4.32	4.57	4.32	4.42	4.29
☐ Dimension 4 Mean	776	4.15	3.90	4.09	4.40	4.17	4.15	4.11
☐ overall grand mean across items	777	4.18	3.79	4.17	4.45	4.21	4.17	4.08
☐ PCP Index Score	772	4.07	na	4.01	4.38	4.10	4.07	3.99

* MHCA mean scores from June 2006 report