
Summary of ADRC Semi-Annual Report Consumer Satisfaction Information Spring 2007

Grantees are required to establish measurable performance goals for their programs as well as indicators that enable them to track progress in achieving those goals. Relating to consumer and client satisfaction with services, it is important that ADRCs establish goals that assess the visibility, trust, ease of access and responsiveness of program functions and staff. This summary contains findings of ADRCs assessments of consumer satisfaction relating to these performance indicators and reported in the Spring 2007 semi-annual report (for the period October 2006-March 2007).

Which states submitted information this reporting period?

Fifty-three percent (n=23) of ADRC states reported consumer satisfaction information in the Spring 2007 SART. These included:

AR	ID	MA	NM
CA	IL	MI	WV
CMNI	IN	NH	VA
GA	ME	NC	KY
FL	IA	MN	MD
HA	PA	TN	

Several other grantees reported that they had conducted consumer satisfaction surveys but they were in the process of analyzing the results.

Among the 23 states that reported data on consumer satisfaction, information was obtained from 43 pilot sites and 11 statewide programs. The most common methods of collecting data included written surveys, telephone contact and web-based online surveys. Written surveys were distributed in-person when people came to ADRC sites or by mail sometime after initial contact (an in-person, phone or online contact). Telephone contact was typically conducted within 30 days of contact with the ADRC. Web or on-line surveys typically occur immediately after consumers have accessed on-line resources.

What was assessed?

Grantees solicited and obtained information concerning key aspects of consumer satisfaction. These included:

- *Clarity* of the information provided by the ADRC, i.e., did people who contacted the ADRC understand the information that was provided?, was it clear to them?;
- *Helpfulness* of the information, i.e., was the information helpful in general?, was the information helpful in unique or specific circumstances?
- *Courteousness and respectfulness* on the part of staff, i.e., did staff take into consideration individual wants and needs?
- *Overall satisfaction* with information and assistance provided by the ADRC, i.e., would the individual recommend the ADRC to a friend or relative.

What were response rates to the consumer satisfaction surveys?

The total number of consumer satisfaction surveys distributed during reporting period across grantees that reported was 23,626. The average response rate was 43 percent. This is a generalized average and it includes responses for surveys conducted in all venues – mail, phone, walk-in, and web site surveys.

The range of response rates varied widely from zero to 100%; this included surveys with low n’s (<10) as well as those with high n’s (> 500 surveys). Grantees did not report which strategies corresponded to which response rate. Of the 23 states that reported data, three did not provide response rates with their survey results or the response rates could not be determined.

What were the findings, overall, about consumer satisfaction with ADRC services?

The following table summarizes grantee consumer satisfaction results for this reporting period. The percent satisfaction reported in the table is an average of the number of respondents who reported being satisfied or highly satisfied with the services provided by the ADRC.

Consumer Satisfaction Indicator	Number of Surveys With this Item	Average Percent Satisfaction Reported
Information was clear and understandable	4	94
Information was helpful with the issue they contacted the ADRC about	10	89
Staff were courteous and respectful	6	99
Staff listened to them and were concerned about their needs	3	99
Staff were knowledgeable	5	96
Would recommend the ADRC to a friend or relative	6	89
Would call the ADRC again	3	83

Other information about consumer satisfaction included:

- In one state, respondents reported that the web site was easy to navigate (80percent) and that they could find what they needed (78 percent)
- In three states, over half of the respondents reported that they learned about new services through their contact with the ADRC
- In one state, 80 percent of respondents reported that they received additional services as a result of their contact with the ADRC
- In one state, 97 percent of the respondents reported that the information provided at the ADRC was objective
- In one state, 98 percent of the respondents at 10 pilot sites reported overall satisfaction with ADRC services
- In another state, 81 percent of respondents noted that the ADRC helped them with making decisions about their long-term care needs

A small number of ADRCs reported that consumers expressed some dissatisfaction with ADRC services. Comments related to dissatisfaction included:

- The waiting time for receiving assistance was too long (n=1)
- There were no services in the community to meet their needs (n=2)
- There were delays in obtaining information that was needed (n=1)

How are consumer satisfaction results used?

Many grantees reported that they used consumer satisfaction results for improving their programs and to improve service delivery. Approaches included:

- Plan to examine more carefully where service gaps exist and role ADRC may play in addressing those gaps;
- Will be extending hours to accommodate increased call volume and decrease wait times to respond back to consumers;
- Will be hiring full time intake worker to decrease turn-around time for calls;
- Will be using volunteers to assist with functions that free up staff time so they are more available for answering phones;
- Will create more user-friendly interface for web site;
- Will modify outreach materials to include clear instructions about who to call and the call information;

- Will expand, improve direct marketing efforts to increase visibility and make people more aware of what is offered

In some cases, survey results were used to modify information contained in the surveys to collect additional information or to improve response rates.

Challenges related to reporting/collecting consumer satisfaction information:

Several grantees reported that they encountered challenges or barriers associated with assessing consumer satisfaction with services. These included:

- Making collection of consumer satisfaction information a priority among staff, i.e., there are time and staffing constraints
- Designing instruments and conducting surveys that capture the experiences of diverse ethnic and linguistic populations
- Addressing the need for better communications equipment
- Improving response rates, especially in web-based systems

Testimonials:

Most surveys include opportunities for consumers or clients to provide open-ended remarks. Selected comments concerning consumer satisfaction with services reported during this period included:

"No improvements are needed. Information always accurate and timely. Thank you for your hard work."

"Don't change. Felt confident with information, wasn't rushed, very caring staff."

"I am using this agency for my Dad who is unable to take care of himself. My mother is 85 years old w/severe arthritis and cannot take care of Dad's personal hygiene, etc, as well as she used to. Your agency has been wonderful and a God send. I would truly recommend this agency to all my friends that have older parents that need help and assistance to help "rid" the burden of doing it all by themselves."

"Another family member made the initial call, but I did the interview. [Staff person] was very professional and helpful. We appreciate her but are very disappointed that my Mother is on

a long waiting list. We wonder if she will live long enough to receive her turn and that is discouraging. Thanks for your help though."

"My brother has never been happier in his life! Thank you so much!"

"Thanks for going the extra mile. I was at the end of my rope in terms of what I could do [for this client]. It's great to have an agency like yours to turn to when we're out of options."

"I don't know how much you get paid, but it isn't enough!"

"Thank you for seeing us so quickly and for doing all that you have done. I could only be in town for a short time and you have made all the difference."

"I never knew that this could be so easy and pleasant. I was expecting something far more bureaucratic and difficult!"