

## **UnitedHealthcare Community Plan 2014 Long Term Care Member/Responsible Party Satisfaction Survey**

### **Objectives**

- In support of ongoing stakeholder satisfaction tracking initiatives, UnitedHealthcare Community Plan has partnered with Market Strategies International to conduct satisfaction research among UnitedHealthcare Community Plan Medicaid members and responsible parties. This 2014 study is a continuation of similar research conducted since 2006 by Market Strategies.
- The objectives of this research were to:
  - Continue a standard satisfaction measurement across sites while meeting state requirements.
  - Identify and understand the key influencers of satisfaction and loyalty at the site level.
  - Identify and prioritize improvement opportunities.
  - Support action-planning efforts via reporting that includes clear implications for management.

### **Methodology**

- UnitedHealthcare provided a sample consisting of current UnitedHealthcare Community Plan members/responsible parties.
  - Current members were targeted to participate in the research, but responsible parties were allowed to complete the interview in instances where the member was physically unable to do so, or was a minor.
- A pre-notification letter was mailed to members prior to the start of the telephone interviewing in order to increase survey participation.
- Eligible respondents were members/responsible parties who were aware that they are receiving care services through UnitedHealthcare Community Plan and were physically able to complete the interview.
- The average interview length was 20 minutes.
- A sample size of 250 interviews provides a statistical margin of +/- 6.2 percentage points at the 95% confidence level.
- Incidence rate is the percentage of eligible/qualified members or responsible parties out of the total number of members or responsible parties who were contacted. The incidence rate for this study was 69%.
- Planning Process:
  - Survey tool collaboratively developed and tested in 2004 by:
    - UnitedHealthcare Quality
    - Community & State Market Research
    - UnitedHealthcare Community Plan Site Leadership

- Market Strategies International
  - State satisfaction and quality requirements met.
    - Survey tool information gathered, reviewed, modified and approved by AHCCCS.
- Additional details regarding the 2008 - 2013 data collection are shown in the table below:

|                      | 2014            | 2013              | 2012                 | 2011                      |
|----------------------|-----------------|-------------------|----------------------|---------------------------|
| Number of Interviews | 250             | 250               | 251                  | 209                       |
| Fielding Period      | June 25-July 23 | July 18-August 13 | August 8 – August 20 | November 27 – December 14 |
| % Spanish            | 16%             | 0%                | 12%                  | 0%                        |
| % Responsible Party  | 39%             | 37%               | 88%                  | 34%                       |

## Key Findings

### Overall Satisfaction

- UnitedHealthcare Community Plan Long Term Care enrollee/responsible party overall satisfaction continues to be strong; overall plan and likelihood to recommend ratings remain stable.
  - 97% of enrollees/responsible parties are somewhat or very satisfied, representing the highest satisfaction rating over the past 3 years.
  - 93% are likely to recommend their UnitedHealthcare Community Plan Long Term Care Plan.
- Top reasons for satisfaction are largely related to fulfilling enrollee needs, receiving problem free care and enrollee being taken care of.
- Most frequently mentioned areas of improvement that will increase enrollee/responsible party satisfaction are improving transportation services and providing dental coverage.
- Given the strong relationship with Overall Satisfaction and the room for some improvement, UnitedHealthcare should focus on helping enrollees understand the AHCCCS/ALTCS benefits, as well as helping to get the enrollee services that they didn't previously have before. Further, it is important to maintain performance on listening to concerns and encouraging opinions.

### Service and Attitude

- Eight in ten enrollees/responsible parties recall receiving written materials from UnitedHealthcare in the past year; majority finding these materials easy to understand.

- One-third of enrollees/responsible parties have called customer service in the past year, with most finding it easy to receive the information or help needed.
- Only one in ten enrollees/responsible parties communicated a complaint to UnitedHealthcare in the past year, yet more than one-half indicated their problem was not settled to their satisfaction, showing some room for improvement on problem resolution.

### **Case Managers**

- Eight in ten enrollees/responsible parties know who their Case Manager is.
- Among those who are aware of their Case Manager:
  - More than nine in ten have contact with their Case Manager every 3 months or less.
  - Perceptions of Case Managers are very favorable across attributes; highest ratings for answering questions in a way that is easy to understand (100%) and comfortable discussing care (98%)
  - Lower ratings for helping to arrange services (85%)
- The most important things Case Managers can do for enrollees/responsible parties are providing in-home assistance, showing concern and checking in with the enrollee/ responsible parties.

### **Physicians**

- Nearly all enrollees have seen their personal doctor within the last year; most find it easy to see their physician and receive the necessary care, tests, and treatment.
- Most enrollees agree that that doctors or healthcare providers are attentive, and that office staff is courteous and respectful.

### **UnitedHealthcare Community Plan Services**

- Among the various services provided by UnitedHealthcare Community Plan Arizona, enrollees most frequently utilized attendant care, personal care or homemaker services as well as transportation.
- 92% of respondents indicated they are receiving services. 1% indicated they were not receiving services and 7% responded with they did not know. 1% of the LTC membership has acute care only eligibility, this means 1% of the population is not eligible to receive HCBS, ALF or SNF services. Additionally, the plan has regular monitoring to identify members not currently receiving services. The audits show that we do not have members without authorized services when they are eligible for them. For new enrollees, the plan has up to 30 days to arrange and start services.
- Satisfaction with adult day care and personal care is highest, while meal service is lowest.
- Nearly one-half of enrollees/responsible parties have used UHC's transportation services. Reported wait times are generally 30 minutes or less.

### **Vaccinations**

- Eight in ten enrollees have had a pneumonia shot at some point in their life, and received a flu shot sometime last year.

### Cultural Competency

- Most enrollees/responsible parties feel that both their Case Manager and their Primary Care Provider are respectful of their cultural beliefs.
- Few enrollees/responsible parties need to use the language line services. Among those who require the language line services, satisfaction is high with the translation services.

**UnitedHealthcare Community Plan member satisfaction and renewal intentions are strong and, overall plan and likelihood to recommend are stable.**

### UnitedHealthcare Community Plan – Summary of Key Measures

|  | 2014<br>(A)      | 2013<br>(B) | 2012<br>(C) | 2011<br>(D)      |
|--|------------------|-------------|-------------|------------------|
| Overall Plan Rating<br>(% 7-10)  | 91%              | 87%         | 88%         | 87%              |
| Overall Satisfaction with UnitedHealthcare Community Plan<br>(% Very/Somewhat satisfied) | 97% <sup>C</sup> | 94%         | 92%         | 95%              |
| Would recommend UnitedHealthcare Community Plan<br>(% Yes)                               | 93%              | 92%         | 89%         | 96% <sup>C</sup> |

Q2, Q2B, Q8

A-D indicates a significant difference between waves at the 95% confidence level

**Improved items include UHC CPLTC performance in helping enrollees fill out paperwork, understanding benefits, and getting help when calling customer service.**

**UnitedHealthcare Community Plan – Key Measures**

|  | 2014<br>(A) | 2013<br>(B) | 2012<br>(C) | 2011<br>(D) |
|--|-------------|-------------|-------------|-------------|
| Ease of filling out paperwork<br>(% Very/Somewhat Easy)  | 88%         | 90%         | 88%         | 96% C       |
| Helps get services member didn't have before<br>(% Strongly/Somewhat Agree)                      | 92%         | 87%         | 88%         | 91%         |
| Ease of understanding written materials<br>(% Very/Somewhat Easy)                                | 88%         | 86%         | 87%         | 89%         |
| Helps member understand Medicaid and/or<br>Medicare benefits (% Strongly/Somewhat<br>Agree)      | 86%         | 86%         | 84%         | 85%         |
| Ease of getting the help you needed when<br>calling customer service (% Very/Somewhat<br>Easy)   | 77%         | 85%         | 74%         | 82%         |
| When calling/writing with a complaint or<br>problem, problem settled to satisfaction (%<br>Yes)* | 41%         | 54%         | 41%         | 75% C       |

Q12, Q15, Q17, Q19, Q20, Q21B

\* Indicates small base size (n<30); interpret with caution.

A-D indicates a significant difference between waves at the 95% confidence level

**Case Managers continue to receive high ratings; however, room for improvement in advising the enrollee to share health concerns with a doctor**

**UnitedHealthcare Community Plan Case Manager – Key Measures**

|   | 2014<br>(A) | 2013<br>(B) | 2012<br>(C) | 2011<br>(D) |
|---|-------------|-------------|-------------|-------------|
| Case Manager answers questions in a way<br>member can understand<br>(% Strongly/Somewhat Agree) | 100% CD     | 98% D       | 97% D       | 93%         |
| Case Manager listens to member's concerns<br>and addresses them<br>(% Strongly/Somewhat Agree)  | 96%         | 96%         | 96%         | 95%         |
| Member feels comfortable discussing care<br>with Case Manager<br>(% Strongly/Somewhat Agree)    | 97%         | 98%         | 96%         | 97%         |

|  |      |      |      |     |
|--|------|------|------|-----|
| Case Manager reviewed a plan for your care with you<br>(% Strongly/Somewhat Agree)   | 95%D | 95%D | 95%D | 83% |
| Case Manager encourages member to give opinions about care<br>(% Strongly/Somewhat Agree)                                      | 93%  | 93%  | 93%  | 94% |
| Case Manager helps member by arranging services like bathing, house cleaning, or transportation<br>(% Strongly/Somewhat Agree) | 85%  | 82%  | 86%  | 84% |
| Case Manager asked member to share health information with doctor<br>(% Yes)   | 59%  | 63%  | 58%  | 61% |

Q24, Q25, Q26, Q27, Q28, Q29, Q30

A-D indicates a significant difference between waves at the 95% confidence level

**Perceptions of providers and office staff remain favorable; yet slight decline in ease of getting needed care, tests, or treatments and seeing personal doctor**

**UnitedHealthcare Community Plan Physician & Office Staff – Key Measures**

|  | 2014<br>(A) | 2013<br>(B) | 2012<br>(C) | 2011<br>(D) |
|--|-------------|-------------|-------------|-------------|
| Doctors/health providers listened carefully to member<br>(% Strongly/Somewhat Agree) | 97%         | 96%         | 97%         | 95%         |
| Office staff treated member with courtesy and respect<br>(% Strongly/Somewhat Agree) | 97%         | 97%         | 97%         | 94%         |
| Ease of getting care, tests or treatment<br>(% Very/Somewhat Easy)                   | 90%         | 93%         | 92%         | 91%         |
| Ease of seeing personal doctor<br>(% Very/Somewhat Easy)                             | 88%         | 91%         | 91%         | 89%         |

Q35, Q36, Q37, Q38

A-D indicates a significant difference between waves at the 95% confidence level

## Cultural Competency

|                           | Case Manager is Respectful of Cultural Beliefs |            |                     |            | Primary Care Provider is Respectful of Cultural Beliefs |            |                     |            |
|---------------------------|--|------------|---------------------|------------|---|------------|---------------------|------------|
|                           | 2014   | 2013       | 2012                | 2011       | 2014  | 2013       | 2012                | 2011       |
| <b>Yes</b>                | <b>95%</b>                                     | <b>96%</b> | <b>97%</b>          | <b>90%</b> | <b>98%</b>  | <b>98%</b> | <b>96%</b>          | <b>92%</b> |
| <b>No</b>                 | <b>1%</b>                                      | <b>2%</b>  | <b>Less than 1%</b> | <b>2%</b>  | <b>0%</b>   | <b>0%</b>  | <b>Less than 1%</b> | <b>1%</b>  |
| <b>Don't know/refused</b> | <b>4%</b>                                      | <b>2%</b>  | <b>3%</b>           | <b>8%</b>  | <b>2%</b>   | <b>2%</b>  | <b>4%</b>           | <b>7%</b>  |

Very few surveyed members/responsible parties have used the Language Line. Of those who have used the service (n=31), 97% are somewhat or very satisfied.

## Evaluation of Areas Targeted by Last Year's Action Plan:

- 1. Increased percentage of members who state the case manager spoke with them about how to accomplish personal goals.**

|  | 2014 | 2013 | 2012 |
|--|------|------|------|
| Percentage of members who stated the Case has talked with them about personal goals to accomplish. | 50%  | 48%  | 43%  |

Even though we had an increase in this area, we will continue to seek ways to increase this measure, and make it a goal again next year. UnitedHealthcare Community Plan has a Member Empowerment program that encourages members to explore personal goals. Of note, survey results tend to be based on memory of historical discussions with the case manager. In previous surveys the LTC membership tended to have poorer recall of discussions than other populations. Outcome of internal audits of the last year of documentation in the member record, results have shown that for 92% of the members (audited) the case manager did have discussion about identifying personal goals. This goal will continue for 2015.

**2. Increased percentage of members who state the case manager advised the member to tell their doctors about specific health concerns.**

|                    | 2014 | 2013 | 2012 | 2011 |
|--------------------|------|------|------|------|
| Yes                | 59%  | 63%  | 58%  | 61%  |
| No                 | 38%  | 35%  | 38%  | 35%  |
| Don't know/refused | 3%   | 2%   | 4%   | 4%   |

There was a slight decrease in the percentage of members who state that their case manager advised them to tell their doctors about specific health concerns. This change was not statistically significant. This goal will continue for 2015.

**3. Increased percentage of members who state a problem was settled to their satisfaction when they call/write with a complaint.**

|   | 2014<br>(A) | 2013<br>(B) | 2012<br>(C) | 2011<br>(D)      |
|---|-------------|-------------|-------------|------------------|
| When calling/writing with a complaint or problem, problem settled to satisfaction (% Yes) | 41%         | 55%         | 41%         | 75% <sup>C</sup> |

For 2014 only 29 members responded that they had called or written to the health plan with a problem or complaint. Of those 41% (N=12) stated that the problem was settled to their satisfaction. Since these numbers are low, interpreting results should be done cautiously.

Once a member is dissatisfied enough to call or write with a complaint it is very difficult to satisfy them. Transportation complaints account for 46% of all of the complaints received. Once the transportation is late, even acknowledging the issue and apologizing for the mistake rarely results in member satisfaction, especially if the result was a missed medical appointment. UnitedHealthcare Community Plan has monthly joint operating meetings with our transportation vendor, Logisticare, to try to increase member satisfaction. The second largest volume of complaints (25%) is members being billed by providers. These issues can usually be resolved to satisfy the member by communicating with the provider that there are laws stating that AHCCCS enrolled members cannot be billed for AHCCCS covered services and providing accurate insurance information to providers. In the last year articles, in both the provider and member newsletters, we explained the need for members to provide all insurance information to all providers and reinforced to all providers the statutes regarding billing members



Since transportation satisfaction seems to be driving dissatisfaction with complaint resolution this goal will be changed for 2015 to be increase member satisfaction around transportation services.

## Summary

- Overall, UnitedHealthcare Community Plan scores very positively. Most areas have 90% or higher approval ratings.
- Although the percentage of positive responses changed slightly from 2013 to 2014, none of the changes were statistically significant.
- The percentage of Spanish speaking respondents increased from 0% to 16%. The demographics of respondents indicated that 31% were Hispanic.
- When members expressed dissatisfaction with the plan (N = 7), the main reason was the plan did not cover all of the services they needed (N = 4). However, we are bound by the covered services allowed in our contract with AHCCCS (an example would be the dental benefit limitation).
- Improving transportation and providing dental coverage are the most mentioned ways to increase enrollee satisfaction. 9% of respondents report they wait more than 60 minutes for transportation services.
- UnitedHealthcare Community Plan continues to score high in cultural competency questions (at least 95% positive on all culture related questions).
- Helping enrollees understand AHCCCS/ALTCS benefits has a moderately strong relationship with satisfaction, with the most room for improvement.
- There is very strong performance of office staff treating enrollees/responsible parties with courtesy and respect, as well as doctors listening attentively. 97% of respondents strongly or somewhat agree.

## Action Plan for CYE 2015

1. **Goal:** Increase percentage of members who state the case manager spoke with them about how to accomplish personal goals.  
**Action:** UnitedHealthcare Community Plan has a Member Empowerment program that trains case managers to encourage members to set and accomplish personal goals. Case managers will continue to be trained on how to encourage members to set goals and monitor completion of these goals. This is a requirement for our case managers to engage the member on setting goals at each review, to ensure case management staff's records are audited quarterly for the requirement.
2. **Goal:** Increase percentage of members who state the case manager advised the member to tell their doctors about specific health concerns.

**Action:** Case managers will be trained to encourage their members to tell their doctors about specific health concerns during the 2<sup>nd</sup> quarter of CYE 2014. Case Managers have been trained on using the *Ask Me 3 – Good Questions for Your Good Health* document which helps to educate the member on how to communicate with their doctor. An article will also be placed in the member newsletter encouraging the same behaviors.

- Goal:** Increase member satisfaction with transportation services as indicated by increasing the percentage of members who indicate that they are picked up within 60 minutes of scheduled transports.

**Goal:** Increase the percentage of members who rate the transportation services with a 7-10 rating (on a 1-10 scale). This year only 77% of members rated transportation with a 7-10 rating.

**Action:** Meet with transportation vender, Logisticare, monthly to discuss actions they take with subcontractors as a result of complaints. Encourage them to shift trip volume to higher performing subcontractors. Logisticare refrigerator magnets are being produced and distributed to members so they have the correct contact information to resolve any transportation issues. Also, Logisticare brochure is being updated and printed in English and Spanish for member distribution by case managers. The brochure was revised to state, “If you need additional assistance with wheelchair or ambulatory services, getting out of your home or into the facility, please notify Logisticare when making your reservation.” Previously the brochure stated, “This is a curb-to-curb service. Drivers are not allowed to enter a member’s home or medical facility.” It is believed that this change will increase member satisfaction with the service.