

## **UnitedHealthcare Community Plan 2013 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 2013 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 Community Plan 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 19 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 83.6%.
- 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:

	2013	2012	2011	2008
Number of Interviews	250	251	209	250
Fielding Period	July 18-August 13	August 8 – August 20	November 27 – December 14	August 12 – August 23
% Spanish	0%	12%	0%	5%
% Responsible Party	37%	88%	34%	21%

## 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.
  - 94% of enrollees/responsible parties are somewhat or very satisfied.
  - 92% are likely to recommend their UnitedHealthcare Community Plan Long Term Care Plan.
- Top reasons for satisfaction are largely related to fulfilling enrollee needs and problem free care.
- Most frequently mentioned areas of improvement that will increase enrollee/responsible party satisfaction are related providing more information, followed by paying more on prescriptions and increasing coverage.
- Given the strong relationship with Overall Satisfaction and the room for some improvement, UnitedHealthcare should also focus on arranging services and encouraging opinions of enrollee/responsible party.

### 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.
- Four in ten enrollees/responsible parties report contacting customer service in the last year. Nearly all say it was easy to get the information or help needed when they called.

- Four in ten enrollees/responsible parties filled out paperwork in the last year. Among those who did, the vast majority indicate it was easy to do so.
- One in ten enrollees/responsible parties called or wrote UHC with a complaint in the past year. Among the few who did communicate a complaint, one half experienced a favorable resolution.

### **Case Managers**

- Nearly all enrollees know who their Case Manager is and how to contact them. One-third of enrollees/responsible parties contact their Case Manager at least every month.
- One half of the enrollees/responsible parties report their case manager is talking about accomplishing personal goals and assisting with community resources, most often focused on hobbies and returning to school. Outcome of internal audits of the last year of documentation in the member record, results have shown that for 89% of the members (audited) the case manager did have discussion about identifying personal goals.
- How case manager are perceived is very favorable, with the highest ratings for making enrollees/ responsible parties feel comfortable enough to discuss care, answering questions in a way that enrollees/responsible parties can understand, and listening to concerns and addressing them. Case Managers rated lower for helping to arrange services.
- According to the enrollees/responsible parties fulfilling their needs, showing concern, and providing in-home assistance are the most important responsibilities of our case managers.

### **Physicians**

- Nearly all (94%) enrollees have seen their personal physician in the past year; over nine in ten find it easy to see their personal doctor and get necessary care, tests or treatment.

### **UnitedHealthcare Community Plan Services**

- Among the various services provided by UnitedHealthcare Community Plan Long Term Care, members most frequently utilize personal care and transportation. However, one in ten enrollees/responsible parties have not received any services. 1% of the LTC membership has acute care only eligibility, this means 1% of the population are not eligible to receive HCBS, ALF or SNF services. Additionally, the plan has bi-weekly 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.
- Overall, most enrollees/responsible parties feel they are receiving the best (or nearly the best) service possible, especially among those who receive personal care services and adult day care.
- Transportation wait time for the majority of enrollees/responsible parties is usually 30 minutes or less. The usual wait time for arrival is shorter than for after an appointment. This can be attributed to the fact that initial pick-up times are

pre-arranged, where return trips home are not coordinated until after the appointment is completed allowing less time for coordination by the transportation vendor.

**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**

	2013 (A)	2012 (B)	2011 (C)	2008 (D)
Overall Plan Rating (% 7-10)	87%	88%	87%	87%
Overall Satisfaction with UnitedHealthcare Community Plan (% Very/Somewhat satisfied)	94%	92%	95%	92%
Would recommend UnitedHealthcare Community Plan (% Yes)	92%	89%	96%B	92%

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**

	2013 (A)	2012 (B)	2011 (C)	2008 (D)
Ease of filling out paperwork (% Very/Somewhat Easy)	90%	88%	96%B	87%
Helps get services member didn't have before (% Strongly/Somewhat Agree)	87%	88%	91%	87%
Ease of understanding written materials (% Very/Somewhat Easy)	86%	87%	89%	86%
Helps member understand Medicaid and/or Medicare benefits (% Strongly/Somewhat Agree)	86%	84%	85%	80%

Ease of getting the help you needed when calling customer service (% Very/Somewhat Easy)	85%	74%	82%	76%
When calling/writing with a complaint or problem, problem settled to satisfaction (% Yes)	54%	41%	75%B	86%*

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 Manager performance in comfort discussing care and answering questions understandably rated high; however there is room to improve on advising to share health concerns with doctor.**

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

	2013 (A)	2012 (B)	2011 (C)	2008 (D)
Case Manager answers questions in a way member can understand (% Strongly/Somewhat Agree)	98% <sup>C</sup>	97% <sup>C</sup>	93%	97%
Case Manager listens to member's concerns and addresses them (% Strongly/Somewhat Agree)	96%	97%	95%	95%
Member feels comfortable discussing care with Case Manager (% Strongly/Somewhat Agree)	98%	96%	97%	96%
Case Manager reviewed a written plan for your care with you (% Strongly/Somewhat Agree)	95% <sup>CD</sup>	95% <sup>CD</sup>	83%	88%
Case Manager encourages member to give opinions about care (% Strongly/Somewhat Agree)	92%	93%	94% <sup>D</sup>	88%
Case Manager helps member by arranging services like bathing, house cleaning, or transportation (% Strongly/Somewhat Agree)	82%	86%	84%	83%
Case Manager asked member to share health information with doctor (% Yes)	63%	58%	61%	55%

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

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

**Members/responsible parties continue to be treated with courtesy and respect, have doctors/providers that listen carefully and find ease in getting care, tests or treatment**

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

	2013 (A)	2012 (B)	2011 (C)	2008 (D)
Doctors/health providers listened carefully to member (% Strongly/Somewhat Agree)	96%	97%D	95%	93%
Office staff treated member with courtesy and respect (% Strongly/Somewhat Agree)	97%	97%	94%	94%
Ease of getting care, tests or treatment (% Very/Somewhat Easy)	94%D	92%	91%	87%
Ease of seeing personal doctor (% Very/Somewhat Easy)	91%	91%	89%	86%

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		
	2013	2012	2011	2013	2012	2011
<b>Yes</b>	<b>96%</b>	<b>97%</b>	<b>90%</b>	<b>98%</b>	<b>96%</b>	<b>92%</b>
<b>No</b>	<b>2%</b>	<b>Less than 1%</b>	<b>2%</b>	<b>0%</b>	<b>Less than 1%</b>	<b>1%</b>
<b>Don't know/refused</b>	<b>2%</b>	<b>3%</b>	<b>8%</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=14), all are somewhat or very satisfied.

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

### 1. Increased percentage of members who would recommend UnitedHealthcare Community Plan.

	2013% Often/Always	2012% Often/Always	2011% Often/Always
Would recommend UnitedHealthcare Community Plan (% Yes)	92%	89%	96%

The percentage of members that would recommend UnitedHealthcare Community Plan increased slightly. The measure is now over 90% so this item will not be continued in this year's action plan.

### 2. Increased percentage of members who state paperwork is easy to complete.

	2013 (A)	2012 (B)	2011 (C)	2008 (D)
Ease of filling out paperwork (% Very/Somewhat Easy)	90%	88%	96%B	87%

This item also showed slight improvement and is now at 90% satisfaction rate so will not be continued in this year's action plan.

### 3. Increased percentage of members who state the case manager spoke with them about how to accomplish personal goals.

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

Even though there was an increased percentage, it is still low and increasing the positive response to this question will be 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 89% of the members (audited) the case manager did have discussion about identifying personal goals.

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

	2013	2012	2011
Yes	63%	58%	61%
No	35%	38%	35%
Don't know/refused	2%	4%	4%

There was a slight increase in the percentage of members that state that their case manager advised them to tell their doctors about specific health concerns.

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

	2013 (A)	2012 (B)	2011 (C)	2008 (D)
When calling/writing with a complaint or problem, problem settled to satisfaction (% Yes)	54%	41%	75%B	86%*

For 2013 only 33 members responded that they had called or written to the health plan with a problem or complaint. Of those 54% stated that the problem was settled to their satisfaction. This is an improvement over the previous year's results.

## Summary

- Overall, UnitedHealthcare Community Plan scores very positively. Most areas have 90% or higher approval ratings.
- The percentage of members who would recommend UnitedHealthcare Community Plan and the percentage of members who state paperwork is easy to complete now score over 90%. These were action items from last year's survey. Since they now score over 90% satisfaction, they will not be included as action items for CYE 2014.
- The percentage of responsible parties completing the survey decreased from 88% in 2012 to 37% in 2013.
- When members expressed overall dissatisfaction with the plan (N = 15), the main reason was the plan did not cover all of the services they needed (N = 9).



However, we are bound by the covered services allowed in our contract with AHCCCS (an example would be the dental benefit limitation).

- Although there were slight changes in the percentage of member responses from 2012 to 2013 the changes were not statistically significant in any of the areas shown above.
- UnitedHealthcare Community Plan continues to score high in cultural competency questions.
- Based on the narrative response to some of the questions members seem confused if the survey is regarding their Medicare or Medicaid Long Term Care (ALTCS) Plan. Sample responses to support this are:
  - “It offers more than some of the other insurance offers, like extra eye care or dental care. Most insurance companies don't offer that.”
  - “There is more coverage for dental and eye care with this program.”
  - “It includes dental and it does include eyeglasses and it does include health and beauty that we didn't get with our other plan.”
  - “If I am going to be recommending, it's going to be because of the health products benefit.”

The UnitedHealthcare Community Plan, Long Term Care (ALTCS) program covered services are mandated by AHCCCS and therefore are equivalent with other ALTCS program contractors. The UnitedHealthcare Dual Complete (Medicare SNP) plan offers dental, hearing, vision, and health products coverage that are not part of many Medicare Advantage plans. Additional language will be added to future audits to clarify which health plan the survey is regarding.

## Action Plan for CYE 2014

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 assist in 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.

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

**Action:** UnitedHealthcare Community Plan has recently changed the resolution letters that are sent to members who have filed a grievance to clarify the resolution of grievances. An article will be placed in the member newsletter outlining the grievance process. The grievance process will be reviewed at Member Advisory Councils. Follow up calls to members who filed grievances will be made to see if the changes to the resolution letters increase grievance outcome satisfaction. Suggestions on how to improve satisfaction will be requested from members that continue to state dissatisfaction with the outcome of their grievance.