

Customer Service Report July 2014-June 2015

All clients receiving services from Davidson County Health Department (DCHD) during one week periods of each quarter (September, December, March, and June) were requested to complete a customer satisfaction survey. Survey cards are also always available in the lobby/waiting areas, at reception areas and on the Davidson County Health Department website. Environmental Health staff also attaches the web link to all emails. During July 2014 through June 2015 a total of 657 surveys were completed by clients. The following information is related to the data compiled from these survey responses and quality improvement activities implemented or planned in response to this data.

Summary

Out of the total customer service survey responses received (657) only 2 (.003%) clients felt that a staff member was lacking in customer service skills. 103 respondents felt strongly enough to write additional complimentary comments on their survey regarding staff. Several staff was individually identified by clients as having provided exceptional service. Length of visit time and difficulty obtaining an appointment (open access scheduling) were the primary areas of concern. Complaints of poor customer service skills and other areas for improvement were shared with division directors.

Analysis of Data by Division

Personal Health: The total number of surveys completed was 290. (267 received clinical services; 23 received off-site services which includes CC4C-Care Coordination for Children, Newborn Home Visits, and OB Pregnancy Care Management).

1. **Customer service skills** (98.45 %) contained positive responses regarding staff (41 of these had additional written compliments).
2. **Matters of concern:**
 - 5.68% (13 of 229) clients disapproved of the length of their visit time.
 - 1 stated temperature in waiting room and clinic was too warm(6/18/15)
 - 1 noted that our policies vary from her doctor's office regarding vaccinations
 - 1 noted they were not told to bring a form from their doctor
3. **Referral Source** (How did client hear about us) 175 clients responded.
 - Most (43.43%) were referred by family and friends
 - 17.14% were previously seen for services
 - 12.57% were aware of services by other means, including by living locally, calling, and word of mouth.
 - 10.29% by a doctor
 - 5.14% walked in or were referred by our staff
 - 4% looking up on internet
 - 2.86% were referred by school personnel
 - 2.29% by an employer
 - 2.29% by social services

WIC: The total number of surveys completed was 308.

1. **Customer service skills:** 99.67% contained all positive responses regarding staff customer service skills (303 responded; 22 of these had additional written compliments). One client reported staff was not courteous and polite. No explanation was given.
2. **Matters of concern:**

- 1.00 % (4 of 299) voiced concerns about their length of visit time. It should be noted, however, that 7 (2%) specifically commented on the quickness of the visit.
 - 1 reported dissatisfaction with Open Access appointment scheduling
 - 1 (.34%) responded “too early” to the question “Are the hours we provide services OK for you?”
- 3. Referral Source** (How did client hear about us): 227 clients responded.
- Most (48.90%) were referred by friends & family
 - 14.54% were referred by DSS
 - 11.89% were referred by our staff
 - 8.37% indicated previously receiving services
 - 7.93% were referred by a doctor
 - 2.64% were referred by the hospital
 - 5.73% The remaining were aware of services by other means, including by living locally and the internet

Environmental Health – total surveys completed was 61

- 1. Customer service skills:** 61 (100%) contained all positive responses regarding staff customer service skills. 40 (66%) of these had additional written compliments. Most of these named individual staff members.
- 2. Matters of concern:** One client expressed concern with follow up on a septic issue.

Community Surveys

Community surveys are taken to outreach events, such as health fairs, for participants to complete. Total number of surveys completed was 57.

Services received from DCHD:

- 29 reported receiving services from Health Department previously (question was left blank on all others).
- Vast majority of respondents had received immunizations, followed by Family Planning and WIC services.

Hours of operation: 5 of 25 (20%) reported that our business hours kept them from receiving services.

- Of those reporting our business hours were a deterrent to care, 100% had received services previously so it may be that hours are more an inconvenience than an access to care issue.
- When asked what hours would help, 3 of the 5 responded – 2 said 6pm, 1 said evening and weekend.
- We annually (at a minimum) evaluate possibility of expanding hours and have been unable to do so due to staffing issues (turnover, medical leave, etc.).

What services would you like provided at DCHD

- 1 suggested transportation for young people
- Teen pregnancy
- 1 said services for parents & children with autism spectrum disorder
- Shingles shot (we provide)
- (2)Dental
- Health & wellness class for public

Suggestions for improving our services

- 1 suggested health education
- 1 suggested community parenting classes or coming to school to give parenting class
- Education for the youth on STDs and sex education
- More advertisement of available resources
- More classes for obese people
- Keep teaching kids on safe sex
- STD awareness
- 2 said none - doing a great job

Health priorities for DCHD

- 28 respondents agreed with DCHD's community health priorities. (one skipped the question)
- Other suggested priorities included pregnancy prevention, assessing mental health, physicals, STD awareness, and heart problems.

Quality Improvement (QI) Activities Implemented

The QI Council which was established in 2013 continues to evaluate programs, services, activities, and processes in all areas of the department in order to improve efficiency, effectiveness, productivity and customer value.

QI Projects/Activities

- **Clinic Nurse Profile/BCCCP Show Rate:** The project focus was to increase the show rate for family planning appointments. By improving the appointment show rate for clients retuning for Depo Provera injections and birth control pills we maximized utilization of staff and maintained clinic flow.
 - » Decreased no-shows by 40%
 - » Show rate increased from 64% to 84%
- **Family Planning Provider Profile Show Rate:** after project goals were developed and initial data was collected, our full-time provider resigned which made the project data invalid. We plan to pursue this once we have a provider.
- **Car Seat Requests:** form was developed for staff to use to ensure requests are received in a timely manner by health educators.
- **"Health Information" section:** added to website specifically as source of information for parents and teachers. These information sheets are not only easy to understand but promote our agency (each has name, address and phone number listed). All are in English and Spanish.
- **Agency brochure:** redesigned to be more user friendly.
- **New banner:** purchased to hang at outreach that promotes our Facebook pages.

Customer Service

- In March 2015, the Executive Management team adopted Customer Service Standards to guide staff in interactions with both customers and fellow staff. The standards cover areas such as communication, telephone etiquette, and responding to voicemail and email.
- As a part of the PH QI 101 program, a survey was sent to all staff titled "How CQI (Continuous Quality Improvement) Oriented is your Culture?" This survey helped us begin to identify areas within our agency that support a culture of continuous QI and areas that are opportunities for improvement. All surveys responses were anonymous. Communication and employee recognition were identified as primary concerns. We plan to have our Marketing/Customer Service committee look at ways to address these.
- "Caught in the Act" Certificates and "Bright Idea" Certificates were distributed to staff that excelled in customer service or submitted innovative ideas for improvement.
- The annual Employee Appreciation Luncheon was held for staff in April. Staff were given the option this year of choosing two items that they would like as gifts (majority ruled and a locking lunch box and salad shaker were given).
- The Community Survey, which was previously only available in paper, was made accessible via Survey Monkey in March 2015.