



Hennepin Health

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Increasing Member Satisfaction
Through Website Improvement

Focus Study: Increasing Member Satisfaction Through Website Improvement

Description

Hennepin Health issued a request for proposals for Marketing Outreach Research and Planning for Hennepin Health with the goal of positioning Hennepin Health for targeted expansion and retention of membership through marketing and outreach, consumer and stakeholder research and planning. This initiative is part of an overall strategy to increase Prepaid Medicaid Assistance Program (PMAP), MinnesotaCare (MNCare) and Special Needs BasicCare (SNBC) member satisfaction of the health plan, including the website by 10 percent in five years. As one part of the overall strategy, the goal of this focus study is to obtain information and develop a process that can be utilized to increase member satisfaction. This project will concentrate on conducting a survey to determine the Hennepin Health website usefulness to the Hennepin Health members. The findings will help determine whether refining the layout and/or content of the website can assist in improving overall member satisfaction of the website and Hennepin Health in general.

The rationale for conducting the study stemmed from the Hennepin Health 2018 Consumer Assessment of Healthcare Provider Systems Survey (CAHPS) survey results. The CAHPS survey allows health plans to measure how well they are meeting their member's expectations and needs, outlines areas of recent improvement and highlights areas needing attention or improvement in quality of care. In addition, the CAHPS survey included supplemental questions regarding phone type and whether the members would manage their eligibility on the internet. Members were also asked if they went to the health plan's website for information and whether the information was useful or not.

The goal of the CAHPS survey is to receive at least 300 returned questionnaires for each health plan. Hennepin Health had a response rate of 19.90 percent¹. The overall satisfaction rating of the health plan was 44 percent for PMAP members and 57.4 percent for SNBC members. There was not an adequate sample to include the MNCare population. The composite score for customer service was 58.2 percent for PMAP members and 68.2 percent for SNBC members. For the PMAP population, Hennepin Health fell significantly lower than average among the health plans for the rating of all health care and the rating of the health plan.

The 2018 CAHPS survey asked supplemental questions regarding phone and internet use. The results for Hennepin Health members are shown in Figures 1 and 2:

Figure 1 Hennepin Health Phone & Internet Use – Supplemental Questions

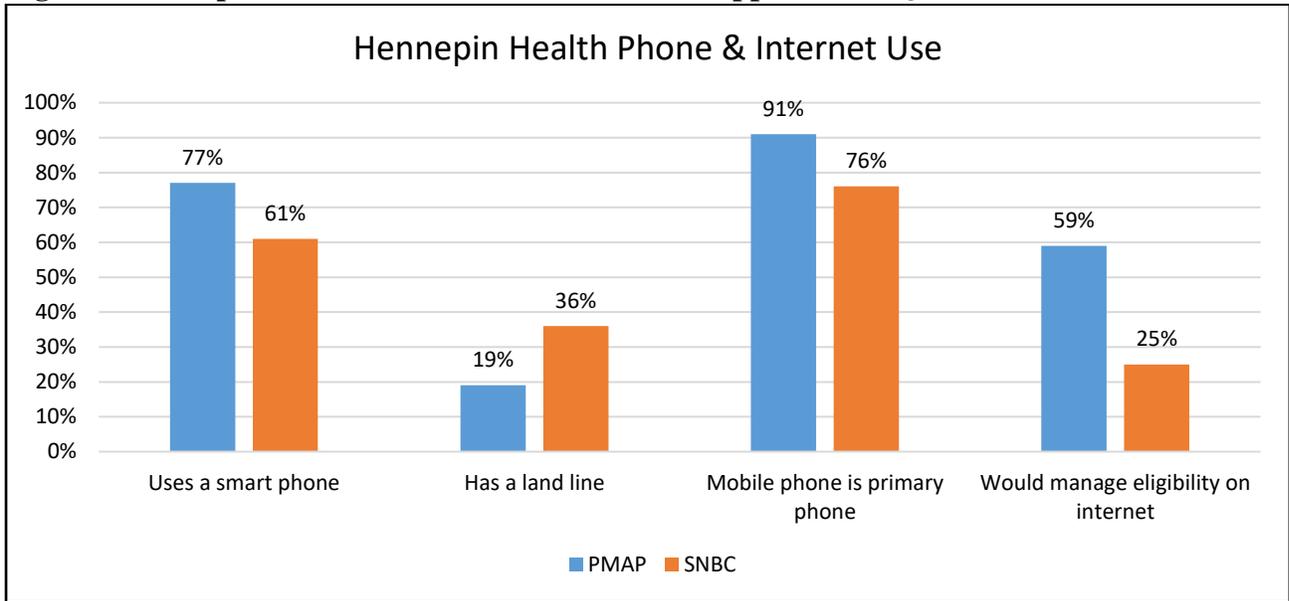
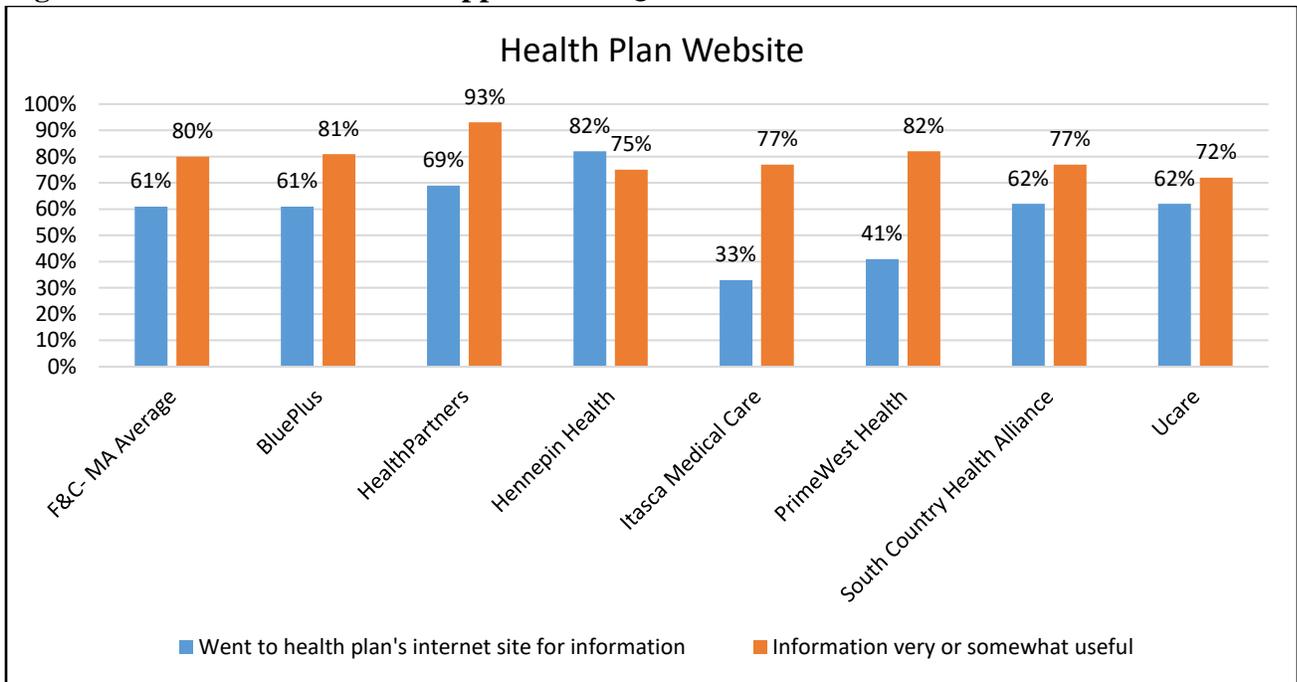


Figure 2 Health Plan Website- Supplemental Questions



Survey results indicate that 59 percent of PMAP users and 25 percent of SNBC users would manage their eligibility on the internet. While Hennepin Health’s members utilize the website significantly more often than other plans (82 percent), the member satisfaction regarding the usefulness of the information ranks second lowest of the health plans at 75 percent. With a high percentage of members using mobile phones or the internet, there is an opportunity for improvement in the website content to increase member satisfaction.

Hennepin Health has a computer terminal available for member use in its Walk-In Service Center (WISC). While members view this accessibility favorably, there may be an opportunity to improve the design, content and layout of Hennepin Health’s webpage to make it easier to find information quickly and accurately while being more user friendly and providing useful information for members and other stakeholders.

Process and Documentation

Hennepin Health ran a data analytics report pertaining to the use of Hennepin Health’s member website. The report period covered April 1, 2018 through March 31, 2019. A summary of the report is, as follows:

<p>Overview:</p> <ul style="list-style-type: none"> • Report covers most-visited 100 pages • Page views (total visits to these pages): almost 218,000 • Unique page views (non-duplicate visits): almost 161,000 • Most visitors enter through the home page, then go to other pages • Visitors who enter through an internal page normally leave the site after that page
<p>Top 10 pages (of the top 100 pages, these make up almost 80 percent of the traffic):</p> <ol style="list-style-type: none"> 1. Home 2. /welcome 3. /members/Hennepin-health-pmap 4. /about-us/contact 5. /providers/forms 6. /members/find-provider-clinic 7. /members/Hennepin-health-mncare 8. /search 9. /members/transportation-id-cards 10. /providers/formulary
<p>Ten least-visited pages:</p> <ol style="list-style-type: none"> 91. /updates/2018-Q4-formulary-changes 92. /updates/claims-reminder 93. /updates/mental-health-services-rate-increase 94. /member-news/wisc-temp-relocation 95. /provider-updates/pharmacy 96. /updates/Opioid-behavioral-health-webinar-1018 97. /not found page 98. /member-news/Taking-antidepressants-518 99. /updates/2017-appeals-grievances-changes 100. /updates/2018-pharmacy-network-changes
<p>Traffic Spikes and dips:</p> <ul style="list-style-type: none"> • Spikes: August, October, November • Dips: June, September, December
<p>Average time spent on pages:</p> <ul style="list-style-type: none"> • Most pages: average of up to 1 and 2 minutes • Other pages: average of up to 3 and 4 minutes

<ul style="list-style-type: none"> • 2018-q1q2-formulary-changes-718: average of over 6 minutes • Providers/forms: average of 3:44 minutes • Welcome page: average of over 25 minutes
<p>Not found pages:</p> <ul style="list-style-type: none"> • Ten pages of versions “not found” pages (error pages). The report doesn’t include pages visitors tried before getting an error page.
<p>Provider vs. Member Sections:</p> <ul style="list-style-type: none"> • Almost half the top pages are in the providers section • Less than one fifth are in the member’s section

In addition, in May 2019, a membership profile was created. The health plan membership totaled 24,529 members. Of that, 23,514 (95.86 percent) members spoke English. The remaining 4.14 percent were split between 13 different languages. Of the total membership, 5,479 (22.33 percent) are children ages 0-19 and 19,050 (77.66 percent) are individuals ages 20 and older. The data analytics report supports the finding that the Hennepin Health website is being utilized but also shows areas needing improvement.

Obtaining member and stakeholder input will assist in assessing member knowledge of Hennepin Health’s website, what information is useful and what areas need improvement. Having this feedback will provide a data source to assist with strategic planning, design, and implementation directed at increasing member satisfaction with Hennepin Health and the website.

Sample Size and Study Methodology

The following methods were utilized in developing the study methodology.

- Conducted a crosswalk of Hennepin Health’s website. It took four clicks on average to get to specific information on the website.
- Completed a review of other health plan websites for comparison on ease of use and content clarity against the Hennepin Health website.
- Completed a data analytics report of the Hennepin Health website.
- Completed a review of previous post call and WISC survey questions.
- Attended webinars on member engagement and communication.
- Conducted a literature search for member satisfaction surveys.

The sample included members from all Hennepin Health plans. The sample was based on the following collection methods:

1. The Customer Service department conducted post call member surveys twice a week from 7/24/19 through 8/31/19.
2. The WISC staff performed in-person member surveys twice a week from 7/24/19 through 8/31/19.

3. Meridian and Touchstone Mental Health care guides solicited member feedback from all Hennepin Health members on their caseload. Care guide staff and/or supervisors may also provide feedback.
4. Hennepin Health Social Service Navigators solicited member feedback between 7/25/19 through 8/31/19. Social Service Navigators each have 25 members on their caseload.
5. A cross representation of Hennepin Health staff (Medical Administration, Provider Operations and Quality Management (QM) departments) provided feedback including any comments heard from members or providers.
6. Hennepin Health QM department staff tracked and documented all responses received.

Survey Tool Question Content

The survey tool included the following questions:

Member Satisfaction survey questions

1. Are you aware of Hennepin Health website? Yes/No
2. Have you used the Hennepin Health website? Yes/No
3. Are you willing to try the website? (If no, may skip to question 9) Yes/No, If no, why not?
4. What information are you looking for?
5. Did you find what you were looking for? Yes/Almost/No
6. Did you find something else of interest while on the website? Yes/No, If yes, what?
7. Was there something you wished was on the website that wasn't? Yes/No, If yes, what?
8. Was the website easy to use? Yes/No
9. What can we do better?

Analysis

Data collection for this focus study was conducted utilizing Hennepin Health staff. Hennepin Health's QM Specialist sent out the survey to selected internal staff as well as Care Guides. In addition, Care Guides asked the members that they work with to complete the survey. Lastly, Hennepin Health Member Services and WISC staff asked members that called in or visited the health plan's office to complete the survey. The data collected is shown in the following tables:

Table 1. WISC/Member Services Surveyors – Member Responses			
Questions	Yes	No	Total
Are you aware of HH's website?	162	352	514
Have you used HH's website?	54	81	135
Did you find what you were looking for?	33	9	42

Table 1 is the compilation of member responses to a shortened version of Hennepin Health's website member satisfaction survey. This survey was conducted by Hennepin Health's Member Services and WISC team. Member Services conducted the survey by telephone and asked

members the stated three questions above in a post-call survey. The WISC team conducted the survey by asking members who visited Hennepin Health’s WISC the above questions in person. The survey was conducted twice a week for five weeks. In that time a total of 514 Hennepin Health members provided responses to the survey. Approximately 31.5 percent of members were aware that Hennepin Health has a website. About 40 percent of members have utilized the organization’s website, and 78.6 percent of members were able to find what they were looking for on the site.

Table 2. Care Guide Surveyors – Member Responses				
Questions	Yes	No	N/A	Total
Are you aware of HH’s website?	8	12	0	20
Have you used HH’s website?	0	20	0	20
Are you willing to try using HH’s website?	8	12	0	20
Did you find what you were looking for?	2	5	13	20
Did you find other interesting information?	1	6	13	20
Was the website easy to use?	3	3	14	20

Table 2 is the collection of member responses to Hennepin Health’s member website satisfaction survey. This survey was conducted by the Hennepin Health Care Guide team members. Care Guides conducted the survey in-person by asking the members they regularly worked with the stated six questions above. The survey was conducted on a case-by-case basis for five weeks. In that time, a total of 20 Hennepin Health members that work directly with Care Guides provided responses to the survey. Approximately 40 percent of the members surveyed were aware that Hennepin Health has a website. According to the results, none of the members surveyed had utilized the organization’s website. However, 10 percent of participants noted that they found what they were looking for with 25 percent of participants stated they did not find what they were looking for when searching the site. Of the members surveyed, 40 percent stated they were willing to try using the Hennepin Health website. One member noted that interesting information was found on the website, and 15 percent of participants agreed that the website was easy to use.

Q				
Questions	Yes	No	N/A	Total
Are you aware of HH’s website?	4	0	0	4
Have you used HH’s website?	4	0	0	4
Are you willing to try using HH’s website?	4	0	0	4
Did you find what you were looking for?	3	1	0	4

Q				
Questions	Yes	No	N/A	Total
Did you find other interesting information?	2	2	0	4
Was the website easy to use?	3	1	0	4

Table 3 reflects responses about Hennepin Health’s member website satisfaction survey from the care guides. This survey was sent out to care guide team members by the Hennepin Health QM Specialist. Care guides were not required to respond to the survey and thus responses came back on a case-by-case basis over the course of five weeks. Only four responses were received. The four care guides responded that they were aware of Hennepin Health’s website, they have used the website, and that they are willing to try using the website. Three care guides indicate they found what they were looking for on the site while one answered they did not find what they were looking for on the site. Two (50 percent) care guides answered that they found other interesting information, and the other two (50 percent) did not find other interesting information on the website. Three care guides responded that the website was easy to use, and one answered that the website was not easy to use.

Table 4. QM Specialist Surveyor – Hennepin Health Staff Responses				
Questions	Yes	No	N/A	Total
Are you aware of HH’s website?	6	0	0	6
Have you used HH’s website?	6	0	0	6
Are you willing to try using HH’s website?	6	0	0	6
Did you find what you were looking for?	3	3	0	6
Did you find other interesting information?	1	5	0	6
Was the website easy to use?	3	3	0	6

Table 4 reflects responses received from a selected small group of Hennepin Health staff to Hennepin Health’s member website satisfaction survey. The survey was sent out to the six Hennepin Health staff members by the Hennepin Health QM Specialist. As anticipated, all six staff members responded that they were aware of Hennepin Health’s website, they have used the website, and that they are willing to try using the website. Three staff members answered that they found what they were looking for on the site while the other three answered that they could not find what they were looking for on the site. Only one staff member answered that they found other interesting information while the other five indicated that they did not find other interesting information on the website. Three (50 percent) staff members indicated the website was easy to use while three (50 percent) did not find the website easy to use.

Data limitations:

There were several data limitations and barriers that affected the quality of the results in this study:

- Care Guide staff do not typically use a computer or notepad when meeting with members. Therefore, responses were limited because the survey was conducted when staff remembered to bring the survey materials with them at the time of the visit.
- Member Services did not utilize standard data collection practices. This resulted in the survey responses being collected in a way that did not differentiate each member's response. All responses were collected in a single tracking sheet for each question of the survey, opposed to tracking the responses per survey.
- The inconsistencies of the survey being conducted resulted in an overall very limited denominator.

Recommendations and Next Steps

In order to understand the level of satisfaction that Hennepin Health members have in the organization's website and any recommendations for improvement, another study must be conducted. This second study would need to have improved data collection methods that are consistent for gathering member and staff responses. One version of the survey should be used opposed to two, again to keep data collection consistent. Staff conducting the survey should be trained on best practices for data collection when conducting a survey. Finally, creating a survey that also has web-based channels to receive responses is likely to increase the total number of survey responses. In analyzing and interpreting survey data, receiving feedback from a significant number of participants is beneficial in order to determine next steps.

Information from this study will be shared with appropriate internal departments and may be used if the Hennepin Health member website is redesigned. Based on the results of this study and the limitations to conducting the website satisfaction survey, the study will not continue into 2020.

References

1. 2018 Minnesota Managed Care Public Programs Consumer Satisfaction Survey Results (CAHPS Survey).



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