

Reimagining the Collection of the Member Voice:

A Health Plan's approach to cross-departmental partnership and engagement around surveying the Health First Colorado member experience.

Authors

Sarah Thomas, MPH
Lauren Ratliff, MPH
Mika Gans, MS, LMFT, CPHQ

Affiliations

Colorado Access, Quality Improvement Department



Understanding WHAT MATTERS TO COMMUNITY MEMBERS should be the catalyst for driving change and improvement.

Who is Colorado Access?

Colorado Access (COA) is a nonprofit organization that works beyond just navigating health services. As the state's largest and most experienced public sector health plan, the company finds itself at the intersection between public health and clinical health outcomes to empower people through access to quality, equitable, and affordable care.

What does Colorado Access do?

COA ensures members (those who use Health First Colorado—state Medicaid—as their health insurer) receive quality, equitable and affordable care. We partner with members, providers, and communities to transform the healthcare system by lowering costs, improving culturally appropriate care, coordinating resources, and improving population health.

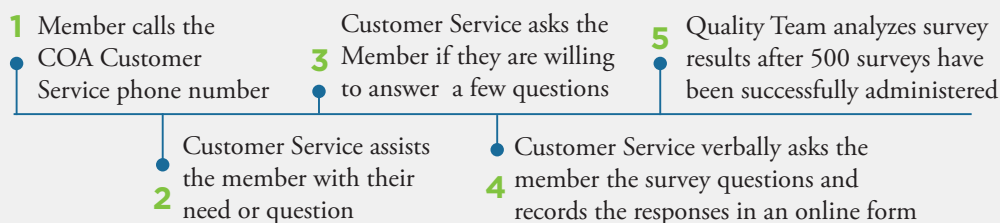
COA's Quality Department is driven to understand and improve quality healthcare programs and member services to empower our partners and promote excellence. The Quality Team focuses on improving the member experience by reducing barriers in access to care, and meeting members' needs in ways that work best for them.

Member Survey Methodology

Questions are developed from a diverse group of stakeholders, including feedback and collaboration from:

- Member Advisory Council (MAC) members.
- Internal member-facing teams (i.e., Customer Service, Member Affairs, Member Experience, Health Strategies, Quality Team).
- All developing teams take part in the survey's creation and testing.
- COA's Customer Service team administers a member survey twice per year.
- The Quality Team analyzes data and shares internally to drive programmatic improvements.

Survey Process



WHY REIMAGINE MEMBER SURVEYS?

Standard surveys have limitations.

The Consumer Assessment of HealthCare Providers and Systems (CAHPS) is a national survey that measures and reports on members' experiences with their health plans. This standardized survey often sees low (<10%) response rates.

- The survey is long and sent through mail.
- There is no incentive to complete the survey.
- The survey asks members to quantifiably rate their experiences, with minimal room for feedback.
- Highly engaged members are more likely to respond; data does not account for those who do not respond.
- Health plans need surveys that fully reflect their membership and its needs in order to drive actionable change and improved health outcomes.

COA's region encompasses some of the most diverse populations across Health First Colorado plans.

In the most diverse county in the state, Arapahoe, 160+ languages are spoken.

Diverse cultural identities have diverse experiences and needs; it's important to meet members where they are and understand their lived experiences in order to provide exceptional care.

Members should be included in survey development.

Survey questions that do not include member feedback cannot capture members' lived experiences and realities.

COA's MAC is comprised of members who offer feedback on survey design and questions; they are compensated for their time.

Internal member-facing teams should be included as thought partners in survey development; Customer Service and Care Management teams are untapped resources on member experiences and concerns.

Surveys should be actionable.

Surveys should be developed to purposefully collect information for improvement opportunities rather than a number scale rating.

- Trends in member barriers can inform interventions.
- Tailor survey questions to be actionable based on participant responses.
- Examine cumulative data trends to understand global satisfaction over time.

Member surveys administered telephonically by internal teams can connect members to resources in real-time **to satisfy needs that have been identified through survey responses**—resources that may not have been requested or identified otherwise.

RESULTS

COA's telephonic Member Survey has been administered since 2020. Results include main outcomes since the survey began and highlight member feedback regarding: access to care and appointment availability; health equity and the effect of race and ethnic identification on healthcare; attributes members value most in their healthcare; and ways health plans can improve the care experience.

What is the #1 thing Colorado Access can do so that you have a better experience as a Health First Colorado or CHP+ member?



*The black box indicate trended results that members have consistently stated over the total surveyed period (2020 – 2023).

What ethnic, cultural or racial identify best describes you?

The collection of race and ethnicity data through pre-defined categories can be exclusionary and misrepresent communities and identities. Survey respondents identified 46 unique categories when asked to self-define their racial, ethnic, and cultural identity.

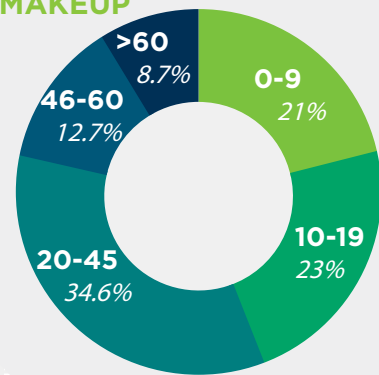


Member Demographics

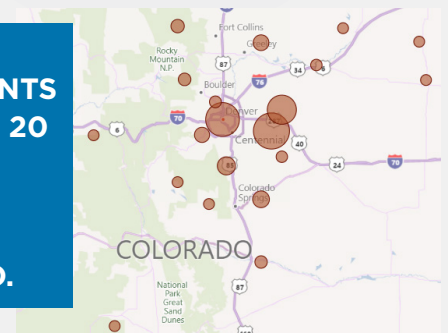
Member demographics were collected in more recent iterations of the survey. Response rates range from 500-550 completed surveys. The demographics below represent our most recent survey completed in June 2023.



SURVEY MAKEUP BY AGE



SURVEY RESPONDENTS HAIL FROM 20 DIFFERENT COUNTIES ACROSS COLORADO.



How does your ethnic, racial, or cultural identity affect your healthcare?

11% of survey respondents say it affects their healthcare.

Have you had trouble with scheduling an appointment in the past 6 months at any of the doctor's offices you have gone to?

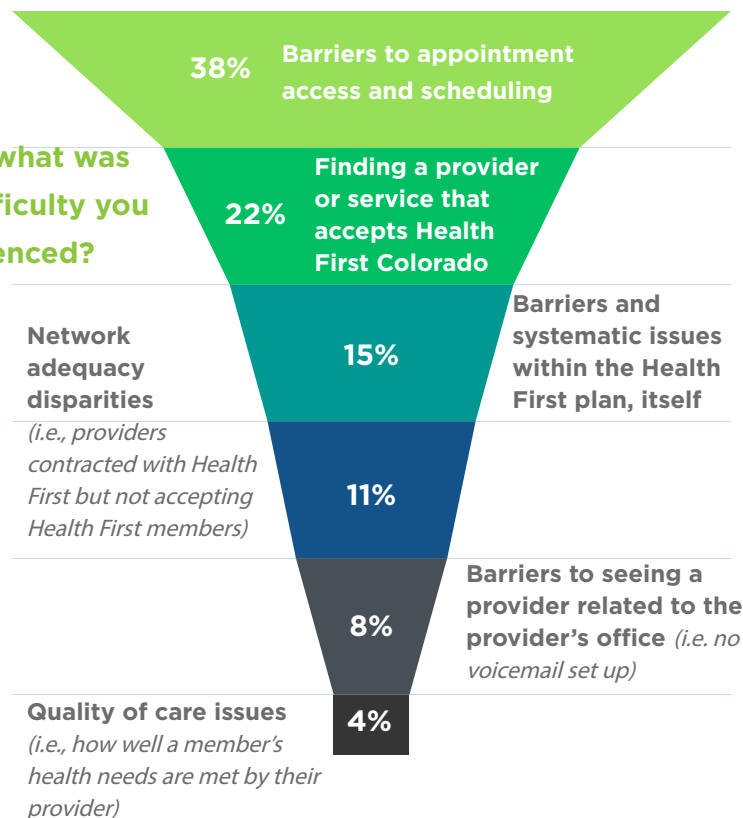
20% of members reported difficulties scheduling an appointment in 2023.

What referral options were offered during the call?

Customer Service representatives refer members to a variety of resources and services when assisting them with questions or issues. Tracking this information can help us better understand member needs.

Each survey has shown an increase in the number of participants getting connected to help after being asked to reflect on their member experience in the survey.

If yes, what was the difficulty you experienced?



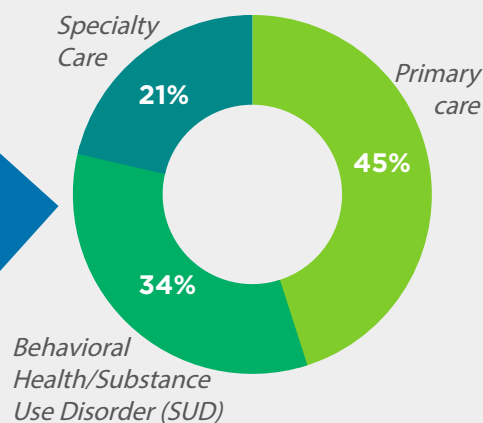
Common post-survey referrals include:

FINDING A PROVIDER OR CLINIC

HEALTH FIRST COLORADO

BILLINGS / CLAIMS

If a member needed help finding a provider, what type of provider or service were they looking for?



DATA DRIVEN IMPROVEMENT PROJECTS

- Member facing website and "Find a Provider" tool improvements.
- Network Adequacy improvements to report incorrect information and Access to Care concerns.
- Access to Care Program Enhancement regarding appointment timeliness best practices.

Contact Us

For feedback or questions about our member survey, please contact the Colorado Access Quality Team at qualitymanagement@coaccess.com.