

2014 AmeriHealth Caritas Louisiana Member Satisfaction Survey Analysis CAHPS 5.0H Child Medicaid

INTRODUCTION

AmeriHealth Caritas Louisiana Plan serves the Medicaid population of Louisiana. As of December 2013, AmeriHealth Caritas Louisiana was serving approximately 145,329 members.

AmeriHealth Caritas Louisiana systematically monitors its member satisfaction on an annual basis to acquire a complete understanding of the drivers behind member dissatisfaction thereby enabling the Plan to identify opportunities for improvement as well as barriers. Furthermore, this analysis enables the Plan to develop and implement interventions to increase member's satisfaction and evaluate the effectiveness of those interventions.

AmeriHealth Caritas Louisiana utilized the National Council on Quality Assurance's (NCQA) Healthcare Effectiveness Data and Information Set (HEDIS) Consumer Assessment of Healthcare Providers and Systems (CAHPS 5.0H) Questionnaire for Medicaid to conduct the 2014 Member Satisfaction Survey. AmeriHealth Caritas Louisiana measures member satisfaction in the full range of its operations, including the following:

- Measure satisfaction levels, health plan use, health and socio-demographic characteristics of members
- Identify factors that affect the level of satisfaction
- Provide a tool that can be used by plan management to identify opportunities for quality improvement
- Provide plans with data for HEDIS® and NCQA accreditation

The CAHPS 5.0H survey is specifically designed to assess Child member satisfaction.

SAMPLE

The universe for the study population is defined as:

- All current members enrolled at the time the survey was conducted (For the time period of February 2014 – May 2014)
- Age 17 years and younger as of December 31, 2013
- Members who have been continuously enrolled for the six months of the reporting year

Morpace randomly sampled 3,820 Child enrollees.

SURVEY INSTRUMENT

NCQA HEDIS CAHPS survey methodology required the Plan to contract with an independent survey vendor certified by NCQA to administer the CAHPS 5.0H Questionnaire. AmeriHealth Caritas Louisiana contracted with Morpace to administer the CAHPS 5.0H Child Questionnaire (Medicaid). This year the survey was offered in both English and Spanish.

In addition to the standard Child CAHPS 5.0H Medicaid survey, AmeriHealth Caritas Louisiana also included Children with Chronic Conditions supplemental questions. These questions are to assess the quality of care these children receive.

Question Types:

The Child survey consists of the following question types:

- Demographic questions
- Preliminary questions to determine the applicability of specific assessment questions to a particular respondent
- Assessment questions to evaluate respondent’s experiences and satisfaction with the Plan

Answer Scales

Different response scales were utilized depending on the type of question. Table 1 summarizes the answer scales used in the study.

Table 1: Answer scales used in the 2014 CAHPS 5.0H Survey

Types of Response Scales	Examples
Ordinal ranking Scale	0-10
Frequency Scale	Never, Sometimes, Usually, Always
Completeness Scale	A little, Not at all, Some, A lot
Dichotomous Scale	Yes, No
Time Scale	Number of days/weeks

DATA COLLECTION

Study Period:

The data collection process took place over the period beginning February 2014 with the first mailing and ending in May 2014 with the final telephone interview to those who did not complete the mailed survey.

Protocol:

Morpace was required to adhere to the HEDIS data collection protocol for the administration of the CAHPS 5.0H Questionnaire. The prescribed methodology selected for data collection, employs a combination of mail and telephone survey. The following provides a description of the prescribed HEDIS protocol:

1. A questionnaire with cover letter was mailed to the member. For those selected members who did not respond to the first questionnaire, a second questionnaire with cover letter encouraging participation was sent. Thank you/reminder postcards were mailed after each survey mailing. (NCQA reinstated the postcard mailings as response rates had declined for the past two years). If a selected member still did not respond to questionnaires, at least four telephone calls were made to complete the survey using trained telephone interviewers.
2. Morpace designed a pre-notification postcard which pictured a portion of the questionnaire and the envelope in which it would arrive. A message encouraging the member to complete and return the questionnaire that would be arriving soon was also included.

- NCQA originally designed this protocol with the goal of achieving a total response rate of at least forty-five percent. The average of response rates for all Child Medicaid plans reporting to NCQA in 2013 was 27%, which is higher than the 2012 average (28%).

Morpace was successful in obtaining an 11% response rate for Child CAHPS (442 completed surveys). Response rates are presented in figure 1.

Using the final figures from AmeriHealth Caritas Louisiana’s Child Medicaid with CCC survey, the numerator and denominator used to compute the response rate are presented below:

Figure 1: Total Sample Response Rate Calculation, 2014

Mail completes	(396)	+	Phone completes	(26)	=	$\frac{422}{3817}$	= Response Rate = 11%
Total Sample	(3820)	-	Total Ineligible	(3)			

Figure 2: General Population Response Rate Calculation, 2014

Mail completes	(186)	+	Phone completes	(12)	=	$\frac{198}{1979}$	= Response Rate = 10%
Total Sample	(1980)	-	Total Ineligible	(1)			

Table 2: Distribution of Responses, 2014

2014 Distribution of Responses	Total Sample Count	General Pop Count	%
Mail Completes	396	186	94%
Phone Completes	26	12	6%
Total	422	198	100%

ANALYSIS

Member satisfaction with AmeriHealth Caritas Louisiana was evaluated based on the 83 questions of the CAHPS 5.0H Child Questionnaire (Medicaid). The percentage of respondents that selected each answer choice was calculated for each of the 83 questions. A composite favorable score for each question is calculated by adding the responses from appropriate answer choices.

Overall Composite Rating Scores

The National Committee for Quality Assurance (NCQA) uses five core composite measures plus an additional five CCC measures and four rating questions from the survey. Each of the composite measures have an average of 2 - 4 questions on the survey, depending on the measure, while each rating score is based on a single question. CAHPS® scores are most commonly shown using Summary Rate scores (percentage of positive responses).

Below are the contributory questions for each composite:

Getting needed care

- Easy to get appointment with specialist
- Easy to get care believed necessary

Getting Care Quickly

- Getting care as soon as needed
- Getting an appointment as soon as needed

Shared Decision Making

- Discussed reasons to take medicine
- Discussed reasons not to take medicine
- Asked preference for medicine

Customer Service

- Got information or help needed
- Treated you with courtesy and respect

How Well Doctors Communicate

- Explain things in a way you could understand
- Listen carefully to you
- Show respect for what you had to say
- Spend enough time with you

The composite score distributions for AmeriHealth Caritas Louisiana can be found in Table 3. There was a significant increase noted in the *Shared Decision Making* composite and rating of *Specialist* for the 2014 general population and the CCC population members with highest percentage of satisfaction. The results further noted other variables with slight increase in general and the CCC population.

Table 3: Overall Member Satisfaction Rates, 2014

AmeriHealth Caritas Louisiana	General Population	General Population	CCC Population	CCC Population
	2013	2014	2013	2014
Composite Measures	%	%	%	%
Getting Care Quickly	93%	94%	92%	91%
Shared Decision Making	52%	58% ↑	56%	61% ↑
How Well Doctors Communicate	94%	94%	91%	93%
Getting Needed Care	87%	86%	85%	87%
Customer Service	89%	87%	92%	88%
Overall Rating Measures				
Health Care	83%	81%	76%	77%
Personal Doctor	88%	83%	84%	81%
Specialist	81%	87% ↑	79%	90% ↑
Health Plan	80%	73%	71%	68%

On table 4, members gave the highest proportion of their satisfaction in Getting Care Quickly, Shared Decision Making, and Customer Service under 2014 CCC population compared in 2014, and also slight increase under General Population (See Table 4).

Table 4: CCC Measure and Composite Score Distribution, 2014

AmeriHealth Caritas Louisiana	General Population	General Population	CCC Population	CCC Population
	2013	2014	2013	2014
Composite Measures	%	%	%	%
Getting Care Quickly	84%	87%	78%	84% ↑
Shared Decision Making	75%	76%	77%	83% ↑
How Well Doctors Communicate	87%	88%	85%	89%
Getting Needed Care	86%	86%	85%	87%
Customer Service	76%	79%	78%	84% ↑

Benchmarks and Thresholds

On an annual basis the National Committee on Quality Assurance (NCQA) releases information on national CAHPS findings (Quality compass Comparisons). This information will allow the Plan to compare its results to a national benchmark (the 90th percentile of the national results) and to national thresholds (the 75th, 50th, 25th percentiles, and below the 25th percentile).

The percentile rank is to help indicate the number of points toward the plan’s accreditation score AmeriHealth Caritas Louisiana receives. On Table 5, the General population in 2014 gave highest percentile ranking for rating of specialist. For CCC population, the respondents provide high ranking for how well Doctors communicate and rating of specialist. However, their percentiles were below the 90th percentile of the national results.

Table 5: AmeriHealth Caritas Louisiana National Benchmark Comparisons, 2014

AmeriHealth Caritas Louisiana – Percentile Rank				
	General - Percentile Rank	General - Percentile Rank	CCC –Percentile Rank	CCC - Percentile Rank
	2013	2014	2013	2014
Composite Measures	%	%	%	%
Customer Service	Falls on 75 th	Falls on 25 th	Falls on or above 90 th	Falls on 25 th
How Well Doctors Communicate	Falls on 75 th	Falls on 50 th	Falls on 10 th	Falls on 25 th
Rating of Health Care	Falls on 25 th	Falls on 10 th	Falls on 10 th	Falls on 10 th
Rating of Personal Doctor	Falls on 50 th	Falls below 10 th	Falls on 10 th	Falls below 10 th
Rating of Specialist	Falls on 25 th	Falls on 75 th	Fall below 10 th	Fall on 75 th
Getting Care Quickly	Falls on or above 90 th	Falls on 75 th	Falls on 50 th	Falls on 25 th
Getting Needed care	Falls on or above 90 th	Falls on 50 th	Falls on 75 th	Falls on 50 th
Rating of Health Plan	Falls on 10 th	Falls on 10 th	Falls below 10 th	Falls below 10 th

Disparities Analysis

AmeriHealth Caritas Louisiana examines the results by segmenting the member's race and ethnicity to gain a better understanding of disparities in members' perceptions and experiences. Table 6 has the data broken down by race. Based on the results, there were a low number of Asian respondents and their responses can only be considered directional. However, the results indicated that Getting Needed Care and Rating of Specialist displayed the largest disparity. The results further noted African American gave the most favorable scores in race categories.

Table 6: Member Satisfaction by Race, 2014

	Caucasian (%)	African American (%)	Asian (%)	Other (%)	High/Low Diff. (%)
Sample size	(n=82)	(n=107)	(n=5)	(n=14)	
Getting Care Quickly	93	94	-----	79	15
Shared Decision Making	65	46	-----	56	19
How Well Doctors Communicate	92	95	-----	93	3
Getting Needed Care	86	94	-----	58	36
Customer Service	85	89	-----	100	15
Rating of Health Care	82	79	-----	75	7
Rating of Personal Doctor	77	84	-----	90	13
Rating of Specialist	89	90	-----	67	23
Rating of Health Plan	68	76	-----	75	8

----- Too few respondents for comparison

Table 7 outlines the survey data broken down by ethnicity. Overall, Non-Hispanics have higher scores than Hispanics. The largest disparities between Hispanic and Non-Hispanic respondents are in the Getting Needed Care and Rating of Health Plan categories.

Table 7: Member Satisfaction by Ethnicity, 2014

	Hispanic (%)	Non-Hispanic (%)	High/Low Diff. (%)
Sample size	(n=17)	(n=171)	
Getting Care Quickly	89	94	5
Shared Decision Making	53	59	6
How Well Doctors Communicate	91	94	3
Getting Needed Care	73	89	16
Customer Service	100	88	12
Rating of Health Care	73	83	10
Rating of Personal Doctor	86	82	4
Rating of Specialist	80	88	8
Rating of Health Plan	88	72	16

Supplemental Questions

AmeriHealth Caritas Louisiana included supplemental questions on the CAHPS survey to cover the areas of getting care quickly; doctor; getting care, tests, or treatment; specialist; and health plan.

When posing question on getting care quickly, it was found that 39% of respondents reported waiting the ‘Same day’ between making an appointment and actually seeing a provider while only 3% of respondents reported waiting 8 to 31 days or longer, respectively (See figure 3).

Figure 3: Getting Care Quickly - the following question was asked

Q6a. In the last months, <u>not</u> counting the times your child needed health care right away, (i.e. at an emergency room or urgent care center), how many days did you usually have to wait between making an appointment and actually seeing a provider?	
	2014
Same day	39%
1 day	23%
2 to 3 days	20%
4 to 7 days	11%
8 to 14 days	3%
15 to 30 days	3%
31 days or longer	3%
<i>Sample Size: (n=314)</i>	

For Q7a, The results showed that 91% of respondents indicated that there was no problem to find a doctor for their child who met their needs in a manner consistent with their preferences of religious beliefs, language, gender, and cultural customs while 3% reported they have ‘A big problem’ to find a doctor (See figure 4).

Figure 4: Doctor - the following questions were asked

Q7a. During the last 6 months, how much of a problem, if any, was it to find a doctor for your child who met your needs in a manner consistent with your personal preferences (religious beliefs, language, gender, and cultural customs)?	
	2014
Not a problem	91%
A small problem	6%
A big problem	3%
<i>Sample Size: (n=344)</i>	

Below question on getting care, tests, or treatment were asked and it was found that 24% of respondents reported waiting too long to get an appointment for their child while 32% indicated other personal reason. (See figure 5).

Figure 5: Getting Care, Tests, or Treatment - the following question was asked

Q15a. In the last 6 months, if it was not easy to get the care, tests, or treatment you thought your child needed, what was the main reason for the difficulty?	
	2014
I had to wait too long to get an appointment for my child	24%
I had to wait too long for the health plan to give the OK	18%
I could not find a doctor, lab, or x-ray in my child's network	10%
I did not know where to go to get the care, tests, or treatments in network	8%
I could not find a doctor who was easy to get to	6%
I could not find someone who spoke my language	2%
Other, personal reason	32%
Sample Size: (n=50)	

Figure 6 noted that 41% of respondents reported that appointment times were not available soon enough to see a specialist while 27% indicated that the specialist's office location were too far away (see figure 6).

Figure 6: Specialist - the following question was asked

Q48a. In the last 6 months, which of the following contributed to the problem your child experienced with seeing a specialist? (Multiple Mentions)	
	2014
Appointment times were not available soon enough	41%
The specialist's office is located too far away	27%
Not enough specialists to choose from	18%
I had difficulty reaching the specialist's office by telephone	14%
Unreasonable amount of time spent in exam room while waiting to see the doctor	5%
I thought my child needed a referral, but did not	5%
Office hours were inconvenient	0%
I did not know what type of specialist to see	0%
The specialist my child needed to see was out of network	0%
Other	23%
Sample Size: (n=22)	

The health plan question for 54a shows a decreased of 3% from last year compared to this year in regard to *improve choice of doctors* to better serve children. The results further indicated that there were more members in 2014 (38%) than 2013 (32%) who reported *other reasons* about what health plan should do to better serve their child (see figure 7).

Figure 7: Health Plan - the following questions was asked

Q54a. What can your child's health plan do to better serve your child? (Multiple Mentions)		
	2013	2014
Improve choice of doctors	35%	32%
Improve referral process	20%	21%
Improve formulary/prescription card	27%	19%
Improve choice of hospitals	17%	19%
Improve customer service	14%	14%
Improve claims processing	9%	11%
Other	32%	38%
	Sample Size: (n=635)	(n=317)

The respondents for Q54b gave higher ranking of 67% to the *choice of doctors* as what they like best about their child's health plan (see figure 8).

Figure 8: Health Plan - the following questions was asked

Q54b. What do you like best about your child's health plan? (Multiple Mentions)	
	2014
Choice of doctors	67%
Choice of hospitals	41%
Customer service	34%
Formulary/prescription card	27%
Referral process	23%
Claims processing	16%
Other	20%
	Sample Size: (n=372)

Based on question 54c, it was found that 51% of respondents noted *completely satisfied* with the information, tools and services AmeriHealth Caritas Louisiana provides in order to help them make the right decisions about needed medical care for their child while only 1% gave completely dissatisfied (see figure 9)

Figure 9: Health Plan - the following questions was asked

Q54c. Using any number from 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied are you with the information, tools and services AmeriHealth Caritas Louisiana provides to help you make the right decisions about needed medical care for your child?	
	2014
10 - Completely satisfied	51%
9	15%
8	16%
7	8%
6	2%
5	3%
4	2%
3	0%
2	2%
1 - Completely dissatisfied	1%
Sample Size: (n=326)	

Opportunities for Improvement

Morpace conducts a key driver analysis in order to assess which areas could have the biggest impact on overall health plan and overall health care ratings. Through this analysis they determined the following areas for **General Population** to be high priority for improvement.

For improving overall Health Care:

- Easy to get care believed necessary for child

For improving Health Plan Rating:

- Easy to get care believed necessary for child

The following areas are for **CCC Population** to be high priority for improvement.

For improving Health Plan Rating:

- Easy to get prescription medicine for child
- Treated you with courtesy and respect

For improving overall Health Care:

- Easy to get care believed necessary for child
- Explain things in a way you could understand
- Listen Carefully to you

Because rating of the health plan was below the 75th percentile grouping for NCQA accreditation, it is vital to focus on those areas which were found to be high priority and highly correlated with that rating. Morpace has suggested multiple interventions for the General and CCC population, which were highly correlated with the rating of the health plan.

The following are action plans for improving CAHPS scores:

Getting Needed Care:

- Conduct a CG-CAHPS Survey including specialists in the sample to identify the specialists with whom members are having a problem obtaining an appointment. Conduct an Access to Care Survey with either or both of 2 audiences: physician's office and/or among members. Include supplemental questions on the CAHPS® survey to determine whether the difficulty is in obtaining the initial consult or subsequent appointments. Include a supplemental question on the CAHPS® survey to determine with which type of specialist members have difficulty making an appointment. Utilize Provider Relations staff to question PCP office staff when making a regular visit to determine with which types of specialists they have the most problems scheduling appointments. Develop materials to promote your specialist network and encourage the PCPs to develop new referral patterns that align with the network. Review panel of specialists to assure that there are an adequate number of specialists and that they are disbursed geographically to meet the needs of your members.
- Include a supplemental question on the CAHPS® survey to identify the type of care, test or treatment for which the member has a problem obtaining. Review complaints received by Customer Service regarding inability to receive care, tests or treatments. Evaluate pre-certification, authorization, and appeals processes. Of even more importance is to evaluate the manner in which the policies and procedures are delivered to the member, whether the delivery of the information is directly to the member or through their provider. Members may be hearing that they cannot receive the care, tests, or treatment, but are not hearing why. When care or treatment is denied, care should be taken to ensure that the message is understood by both the provider and the member.

Getting Care Quickly:

- Conduct a CG-CAHPS survey to identify offices with scheduling issues. Conduct an Access to Care Study to include Calls to physician office – unblended or blinded, Calls to members with recent claims, and Desk audit by provider relations staff. Develop seminars for physicians' office staff that could include telephone skills (answering, placing a person on hold, taking messages from patients, dealing with irate patients over the phone, etc.) as well as scheduling advice. Use this time to obtain feedback concerning what issues members have shared with the office staff concerning interactions with the plan. These seminars could be offered early morning, lunch times or evenings so as to be convenient for the office staff. Most physicians would be appreciative of having this type of training for their staff as they do not have the time or talents to train their employees in customer service and practice management.

How Well Doctors Communicate:

- Conduct a CG-CAHPS survey to identify lower performing physicians for whom improvement plans should be developed. Conduct focus group of members to identify examples of behaviors identified in the questions. Video the groups to show physicians how patients characterize excellent and poor physician performance. Include supplemental questions from the Item Set for Addressing Health Literacy to better identify communication issues. Develop “Questions Checklists” on specific diseases to be used by members when speaking to doctors. Have these available in office waiting rooms.
- Offer in-service programs with CMEs for physicians on improving communication with patients. This could be couched in terms of motivating patients to comply with medication regimens or to incorporate healthy life-style habits. Research has shown that such small changes as having physicians sit down instead of stand when talking with a patient leads the patient to think that the doctor has spent more time with them.
- Provide the physicians with patient education materials, which the physician will then give to the patient. These materials could reinforce that the physician has heard the concerns of the patient or that they are interested in the well-being of the patient. The materials might also speak to a healthy habit that the physician wants the patient to adopt, thereby reinforcing the communication and increasing the chances for compliance. Provide communication tips in the provider newsletters. Often, these are better accepted if presented as a testimonial from a patient.

Shared Decision Making:

- Conduct a CG-CAHPS survey and include the Shared Decision Composite as supplemental questions. Develop patient education materials on common medicines described for your members explaining pros and cons of each medicine. Examples: asthma medications, high blood pressure medications, statins. Develop audio recordings and/or videos of patient/doctor dialogues/vignettes on common medications. Distribute to provider panel via podcast or other method.

Health Plan Customer Service:

- Conduct Call Center Satisfaction Survey. Implement a short IVR survey to members within days of their calling customer service to explore/assess their recent experience. At the end of each Customer Service call, have your representative enter/post the reason for the call. At the end of a month, synthesize the information to discern the major reasons for a call. Have the customer service representatives and other appropriate staffs discuss ways to address the reason for the majority of the calls and design interventions so that the reason for the call no longer exists.

AmeriHealth Caritas Louisiana has defined an opportunity for improvement as an indicator that has less than a 75% satisfaction rate or a dissatisfaction rate of 25% or greater. Based on the analysis of the survey the following areas in Table 8 are opportunities for improvement.

Table 8: AmeriHealth Caritas Louisiana Opportunities for Improvement, 2014

Opportunities for Improvement	Percent Favorable	
	General	CCC
Discussed reasons you might want your child to take medicine (% A lot)	60%	61%
Discussed reasons you might not want your child to take medicine (% A lot)	43%	44%
Made an appointment to see a specialist (% Yes)	17%	33%
Received care from other provider (% Yes)	31%	52%
Sought information/help from customer service (% Yes)	25%	30%
Health Promotion and education (% Yes)	74%	71%
Shared Decision Making (% A lot, Yes)	58%	61%

CONCLUSIONS

Overall, AmeriHealth Caritas Louisiana Plan members in the General Population and Children with Chronic Conditions (CCC) population provide strong satisfaction with highest proportion of satisfaction in the *Shared Decision Making* and *Specialist*. The results of this survey further indicated that respondents gave highest percentile ranking for *specialist* with a score fall on the 75th percentile for both the NCQA accreditation comparison as well as the CAHPS National Benchmark comparison. Our analysis has allowed for the identification of specific areas such as rating of the health plan overall, where member satisfaction is waning. These findings give AmeriHealth Caritas Louisiana the information necessary to develop targeted interventions and thus improve the satisfaction in this area. Furthermore, improvements on these areas will likely increase AmeriHealth Caritas Louisiana’s overall chance of obtaining higher satisfaction ratings and composite scores.