



# **2020 Member Satisfaction with Hennepin Health Focus Study**

**May 1, 2021**

**Hennepin Health**  
Minneapolis Grain Exchange Building  
400 South Fourth Street, Suite 201  
Minneapolis, Minnesota 55415

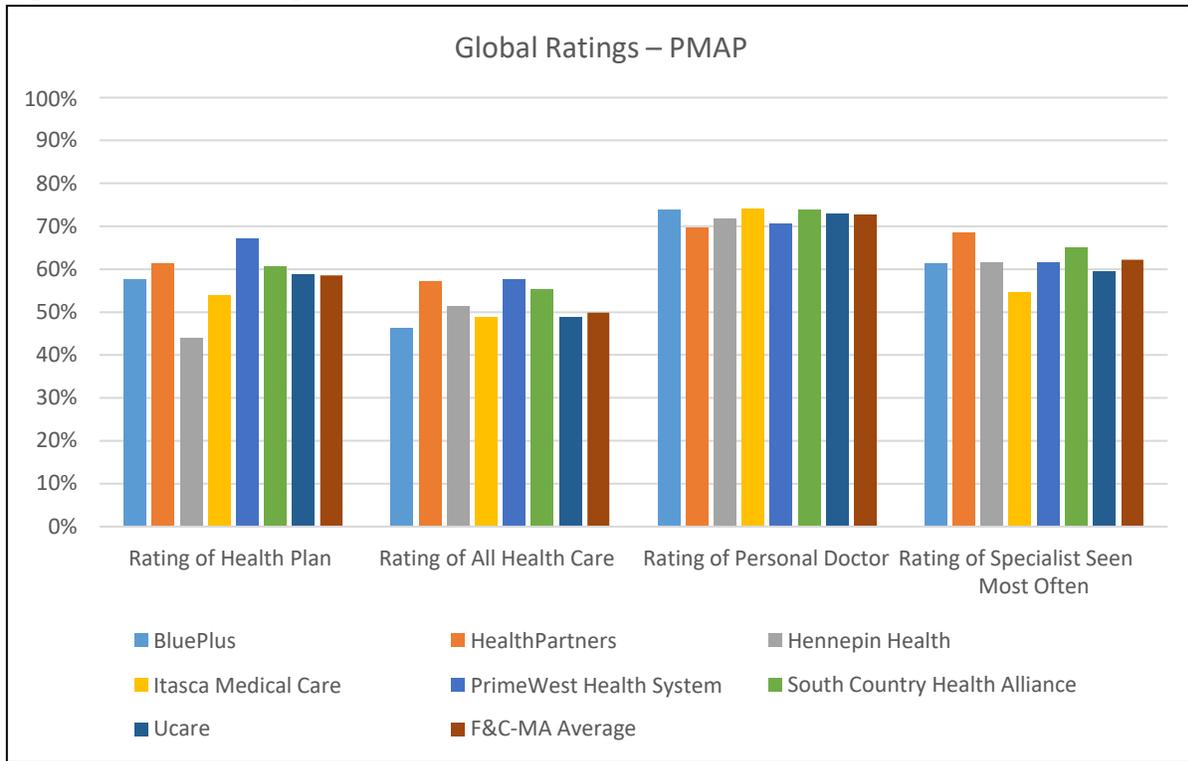
## Description

As first described by the Institute for Healthcare Improvement, improving the United States health care system requires simultaneous pursuit of three aims: improving the experience of care, improving the health of populations, and reducing per capita costs of health care.<sup>1</sup> Hennepin Health is committed to the advancement of this Triple Aim, and it is a foundational concept of the Hennepin Health Quality Management Program. Patient (or member) satisfaction is a long-standing and widely used measurement to assess the experience of care.

Every year, Hennepin Health cooperates and collaborates with DHS with the annual CAHPS survey. The CAHPS survey (53 standard questions) is administered by Health Services Advisory Group (HSAG), on behalf of DHS, to members of the MHCP. Hennepin Health values the members' input and perspective about their health care and health plan experiences that are obtained through CAHPS. The CAHPS survey allows health plans to measure how well they are meeting the member's expectations and needs, outlines areas of recent improvement and highlights areas needing attention or improvement in quality of care.

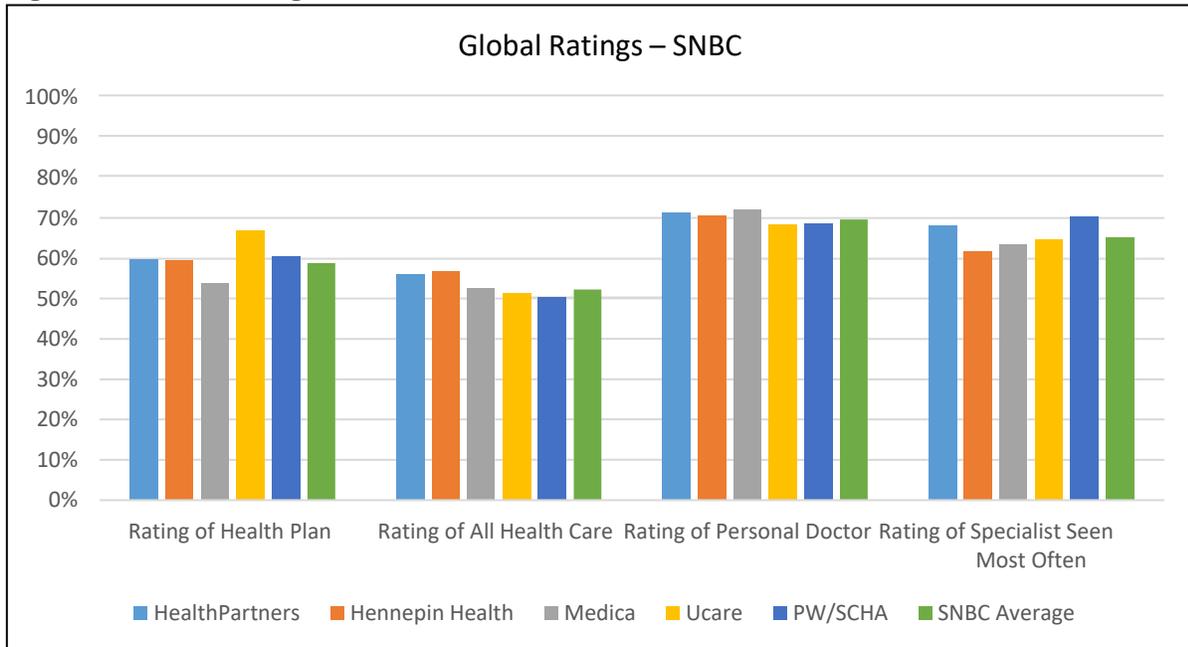
The goal of the CAHPS survey is to receive at least 300 returned questionnaires for each health plan. In 2019, Hennepin Health had a response rate of 9.6 percent for PMAP and 21.5 percent for SNBC. The overall satisfaction rating of the health plan was 44 percent for PMAP members and 59.8 percent for SNBC members. The Hennepin Health MNCare is a small population; therefore, there was not an adequate sample size to conduct the CAHPS survey for Hennepin Health's MNCare population. Hennepin Health's MNCare population was combined with three other MCOs – IMCare, PrimeWest Health, and South Country Health Alliance. These three MCOs provide services to MNCare members residing in greater Minnesota who may have different needs and experiences in a rural setting versus Hennepin Health members residing in a metro area. The composite score for customer service was 83 percent for PMAP members and 85.1 percent for SNBC members are displayed in Figures 1 and 2. For the PMAP population, the Hennepin Health score for the rating of the health plan was significantly lower than other Minnesota health plans.

**Figure 1. Global Ratings - PMAP**



Data Source: HSAG 2019 CAHPS

**Figure 2. Global Ratings - SNBC**



Data Source: HSAG 2019 CAHPS

In 2019, Hennepin Health conducted a focus study to understand members' use of the health plan website and their satisfaction with it. Based on this focus study, the website was redesigned in 2020. This focus study describes additional research completed in 2020 to understand in greater detail members' satisfaction with their health care and Hennepin Health. These studies were designed to augment CAHPS and to provide information to Hennepin Health about actions to be taken to improve members' experience of care.

The CAHPS results provide important, high-level information about member satisfaction but provide very little information about specific member concerns and actions the health plan can take to improve satisfaction. By conducting additional studies, Hennepin Health expects to identify actions that can be taken by the Hennepin Health or its Accountable Health Model partners, which when implemented, will result in measurable improvement in member satisfaction. The improvement in members' experience of care will support stronger and more effective relationships between members and their health care providers and between members and Hennepin Health.

#### *Process, Documentation and Analysis*

Three separate studies of member satisfaction were conducted in 2020, in addition to CAHPS. The methodology and results for each study are described below.

#### *Hennepin Health Member Services Post-Call Survey*

##### *Study methodology*

Hennepin Health collects information from members about their call experience after they contact the Member Services Department. Members are asked if they would like to participate in a short survey at the beginning of the call. Participation is voluntary.

Hennepin Health uses a three question post-call survey for immediate feedback collection. The rating scale is 1 to 5, with 1 being "poor" and 5 being "very good". The feedback is an important first step in addressing the rating of customer service in the CAHPS survey. Members may leave comments in addition to responding to the questions. The survey questions are as follows:

- Question 1: How satisfied are you with the overall service you received today?
- Question 2: Was the agent you spoke to today knowledgeable about your inquiry?
- Question 3: Was the agent you spoke to today courteous and professional?

In 2019, a total of 620 responses were received. In 2020, 176 responses were received. Member Services received fewer telephone calls in 2020 because some clinics closed temporarily except to provide "essential" services or members chose not to seek services during the COVID-19 pandemic.

## Results

Results of question 1: “How satisfied are you with the overall service you received today” are displayed in Table 1. The percentage of members rating the service received as a “5” or a “2” was consistent from 2019 to 2020. The “4” rating percentage decreased by 1.2 percent and the “3” rating increased by 2.9 percent in 2020 when compared to 2019. The overall “1” rating score improved in 2020 from 2019. percent in 2020.

**Table 1: Q1: How satisfied are you with the overall service you received today?**

Rating Scale	2019	2020
“5”	89.6 %	89.2%
“4”	5.1%	3.9%
“3”	2.7%	5.6%
“2”	0.4%	0.5%
“1”	1.6%	0.5%

Data Source: Hennepin County Data Warehouse

Table 2 displays the results for question 2: “Was the agent you spoke to today knowledgeable about your inquiry?”. Both the “5” and “4” rating scores increased by 2.7 percent and 0.2 percent respectively in 2020 from 2019. The rating score of “3” was consistent in 2019 and 2020. A rating score of “1” or “2” was not given in 2020, which is an improvement when compared to 2019.

**Table 2: Q2: Was the agent you spoke to today knowledgeable about your inquiry?**

Rating Scale	2019	2020
“5”	93.8 %	96.5%
“4”	2.1%	2.3%
“3”	1.6%	1.1%
“2”	0.3%	0.0%
“1”	1.9%	0.0%

Data Source: Hennepin County Data Warehouse

The rating scores for question 3: “Was the agent you spoke to today courteous and professional” was consistent with the question 2 rating scores.

**Table 3: Q3: Was the agent you spoke to today courteous and professional?**

Rating Scale	2019	2020
“5”	96.5 %	98.2%
“4”	0.9%	1.1%
“3”	0.6%	0.5%
“2”	0.3%	0.0%
“1”	0.9%	0.0%

Data Source: Hennepin County Data Warehouse

Overall, the ratings for the three questions improved in 2020 when compared to the 2019 results. The post-call survey results were reported by and shared with individual Customer Service staff, providing additional training as appropriate. In early 2020, the Customer Service department implemented live call monitoring between the member and the Customer Service Department Representative. This is another method to collect and assess member engagement, satisfaction, and feedback. Live call monitoring audits real time conversations by the Customer Service Quality Assurance Auditor along with the Customer Service Representative and the caller. This allowed Hennepin Health to focus on potential training efforts and to address member concerns.

### *Facilitated Focus Groups and Member Survey Study Methodology*

In November 2019, Bluespire, Inc. was retained to conduct research about member perceptions of Hennepin Health, to learn what communications methods would best serve members, and to develop additional programs centered around member needs and feedback. During the period of January 7, 2020 to February 7, 2020, Bluespire conducted two focus groups (a total of 10 members) to gather qualitative information and a telephone survey of 370 members to gather quantitative information. The research objectives were to:

- Understand whether members are selecting Hennepin Health or assigned to it.
- Identify member motivations among those who select Hennepin Health.
- Learn member perceptions of Hennepin Health, what they know, and where they learn about it.
- Learn what communication methods resonate with members.
- Identify the impact of Hennepin Health's connection to Hennepin County.

Both the focus groups and the member survey used convenience samples of Hennepin Health members who volunteered to participate when contacted by Bluespire. The focus group participants were evenly split between PMAP and MNCare members and between male and female members. Many participants were people of color. Most were single adults and over the age of 50.

The member survey included 163 PMAP members, 103 MNCare members and 104 SNBC members. Data was weighted based on the adult member population for each product as of January 2020. Of the respondents, 41 percent were White and 40 percent were Black/African American.

### *Results*

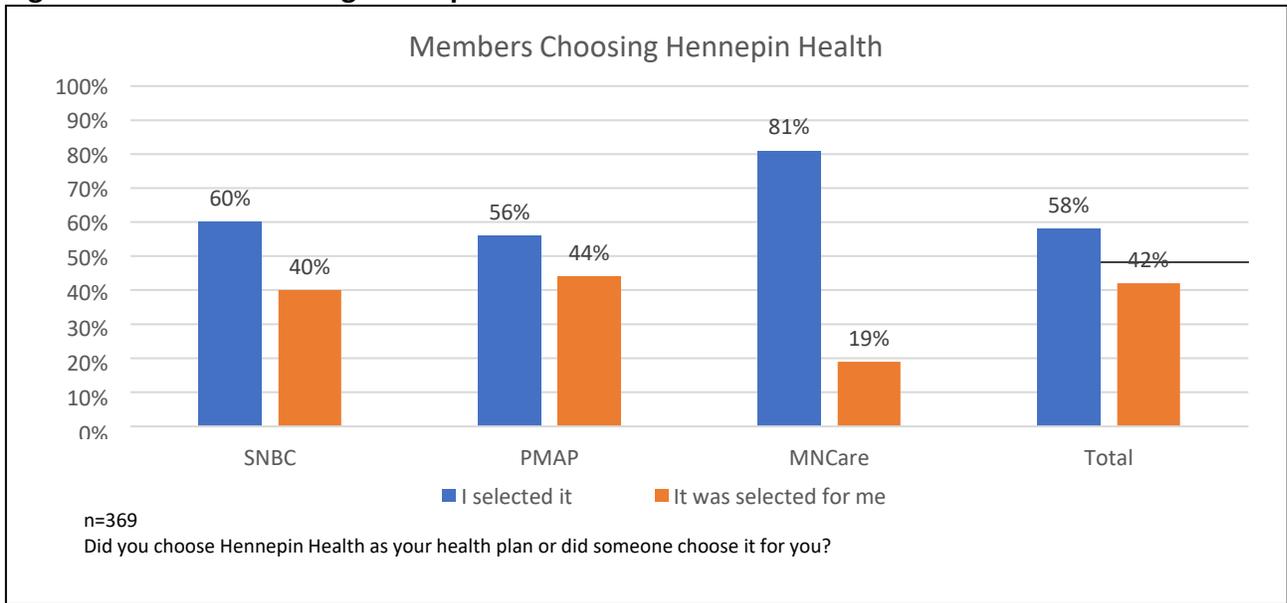
Some of the key findings of the focus groups are listed below. The results may not represent the entire member population because of the small size of the focus groups. The results did help guide the development of the 2020 Fall Member Survey and provided more in-depth understanding of our members.

- Most members had help from an agency, a navigator, or a clinic to enroll in Hennepin Health, while a few members signed up on their own.
- While not reflective of the member base, most of these members chose Hennepin Health, while fewer of them were assigned to Hennepin Health.
- Members have positive perceptions of Hennepin Health, including the coverage, the services, and the network.
- When comparing Hennepin Health to other plans or whether Hennepin Health is delivering on their expectations, the members mention coverage or network limitations, possible stigma associated with Hennepin Health, and some lack of knowledge about their coverage.
- Members can delineate a wide array of services they receive through Hennepin Health coverage and feel comfortable they can find out about services, as needed.
- While some members are certain the network is large, most members do not have a clear understanding of the Hennepin Health network.
- Reactions to the Hennepin Health four-fold brochure demonstrates awareness of Hennepin Health services is incomplete for most members.
- Despite some members feeling a stigma is attached to Hennepin Health, most members have either benefitted from or see value in a connection to Hennepin County government services.
- Members strongly favor communications via phone, text message, or email and want to have options for communications.

The key results from the telephone survey are listed below:

As seen in Figure 3, fifty-eight percent of all members selected Hennepin Health. Eighty-one percent of MNCare members selected Hennepin Health. Of those members who were assigned to Hennepin Health, over 40 percent were not aware they could choose a plan. Over 35 percent of members cite Hennepin Health as being a better plan. The most common reasons for selecting Hennepin Health is a perception Hennepin Health is better than others or better for them or Hennepin Health is recommended to them by others.

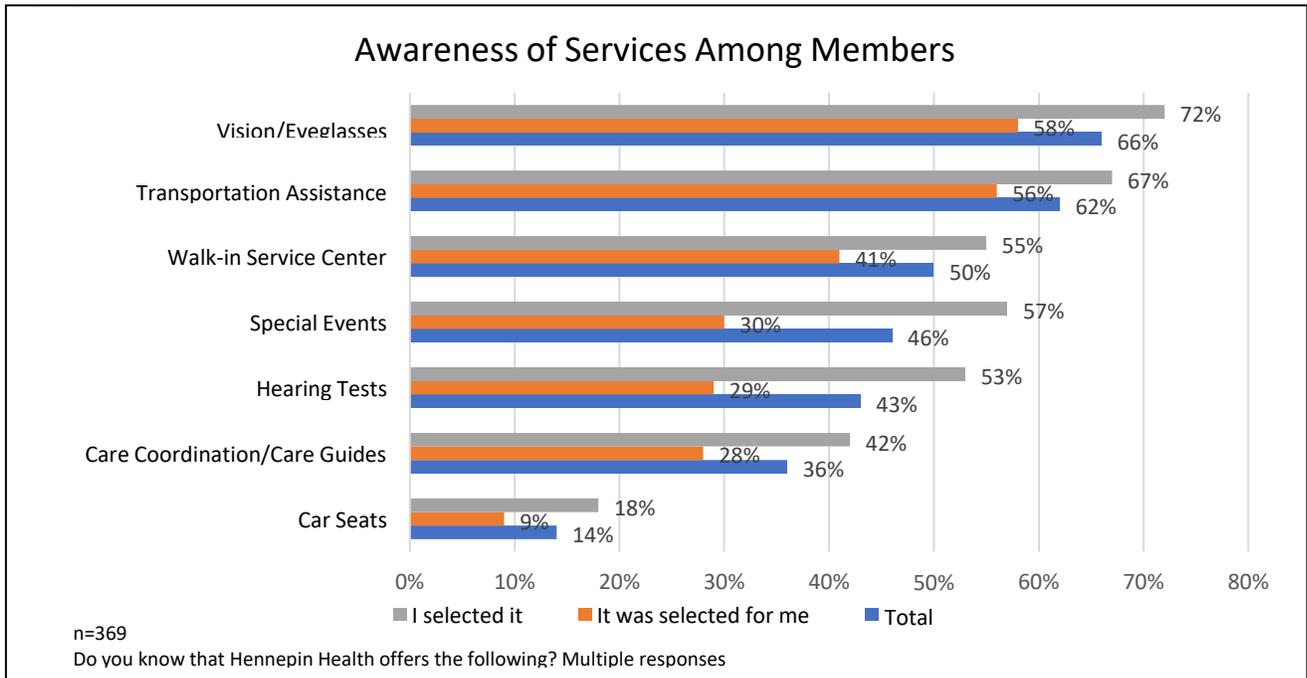
**Figure 3: Percent Choosing Hennepin Health**



Data Source: Bluespire

Most members were aware of coverage for dental services, mental health care, vision/eyeglasses, transportation assistance, after hours nurse line, and the Walk-in Service Center. Members who selected Hennepin Health have a greater awareness of services. See Figure 4.

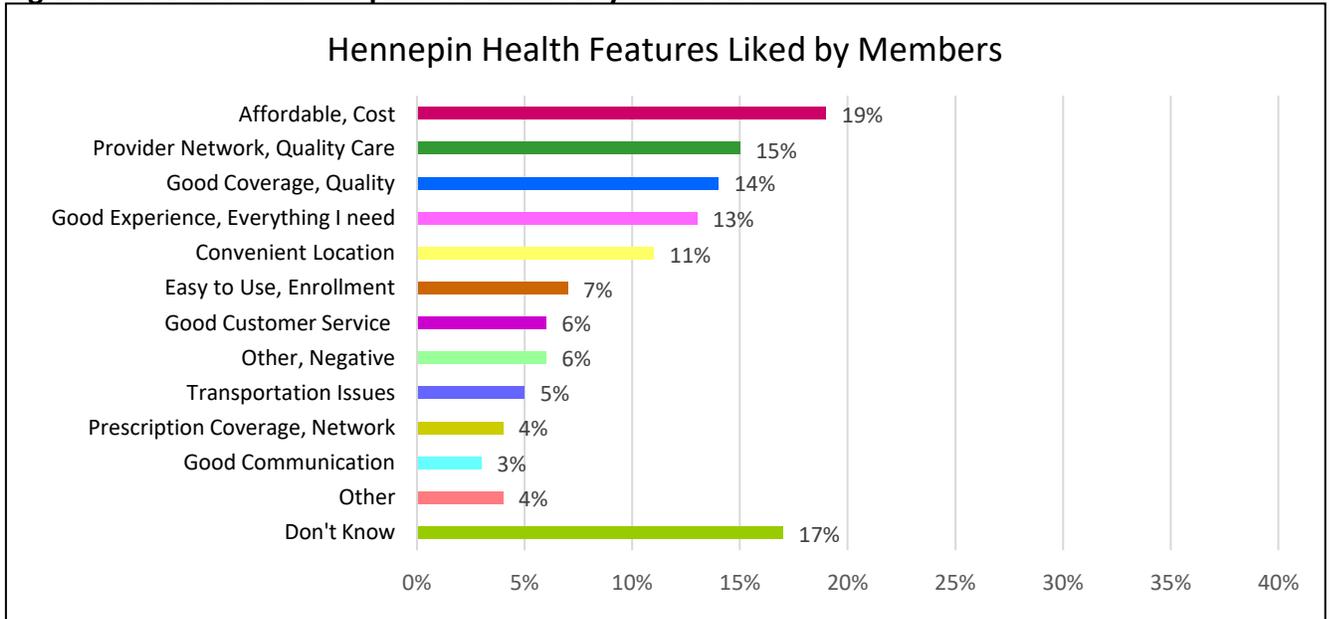
**Figure 4: Awareness of Services Among Members Who Chose and Did Not Choose Hennepin Health**



Data Source: Bluespire

Members valued many things about Hennepin Health with most preferring its affordability and network than other items. See Figure 5.

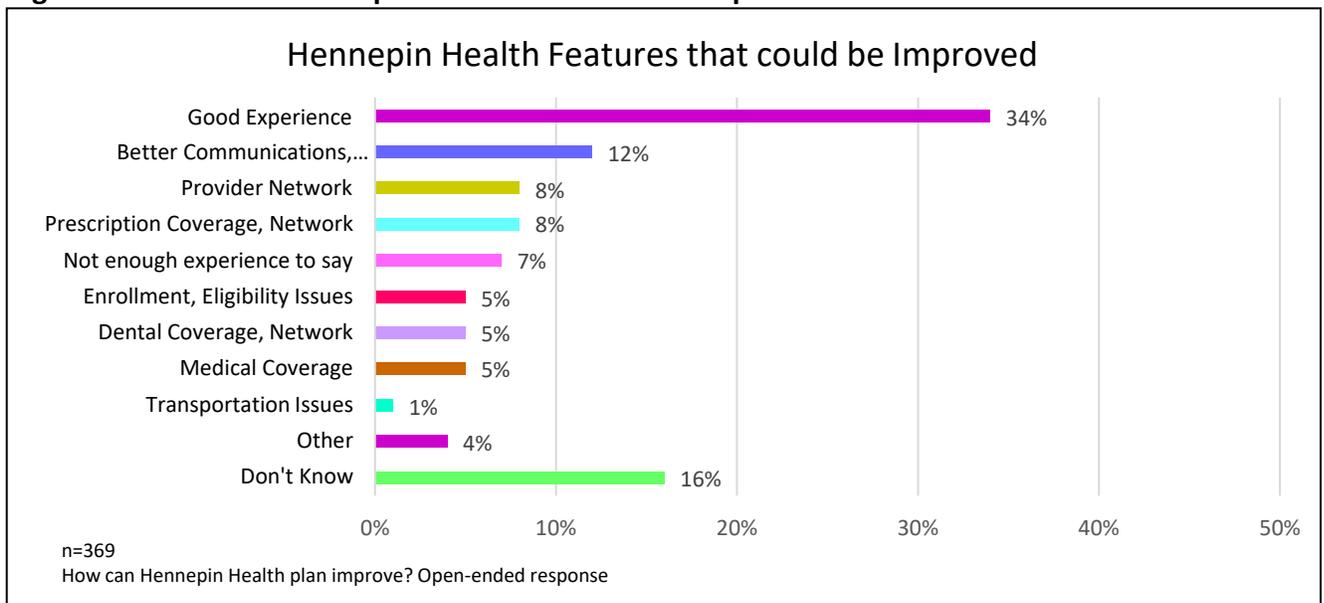
**Figure 5: Features of Hennepin Health Liked by Members**



Data Source: Bluespire

As displayed in Figure 6, more than one-third of members couldn't name something they would improve about Hennepin Health. Among those how could, communication and customer service were most frequently named.

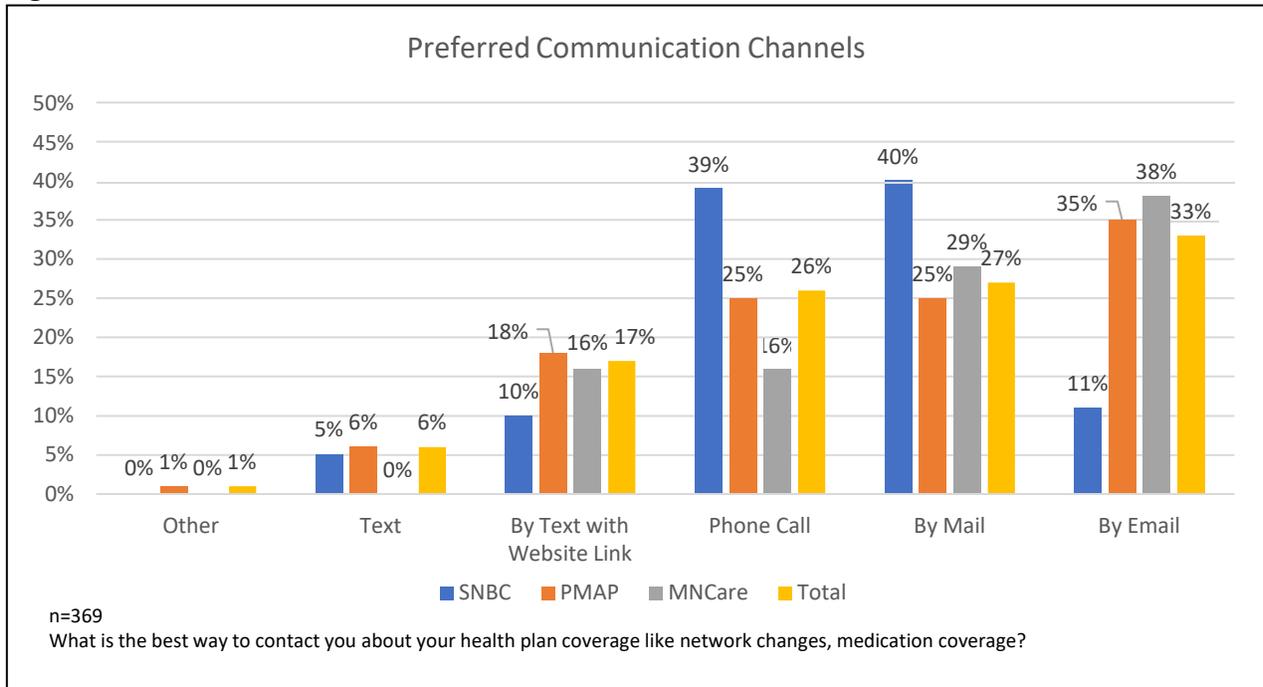
**Figure 6: Features of Hennepin Health that could be Improved**



Data Source: Bluespire

As seen in Figure 7, no single communication channel (email, mail, phone and text) was strongly preferred. PMAP/MNCare members preferred email most frequently. SNBC members preferred mail and phone.

**Figure 7: Preferred Communication Channels**



Data Source: Bluespire

### 2020 Fall Member Survey

#### Study Methodology

Hennepin Health conducted a second member survey in September and October 2020. The purpose of the survey was to:

- 1) Understand member needs given COVID-19 pandemic impacting business operations, and
- 2) Capture information on how to serve our members.

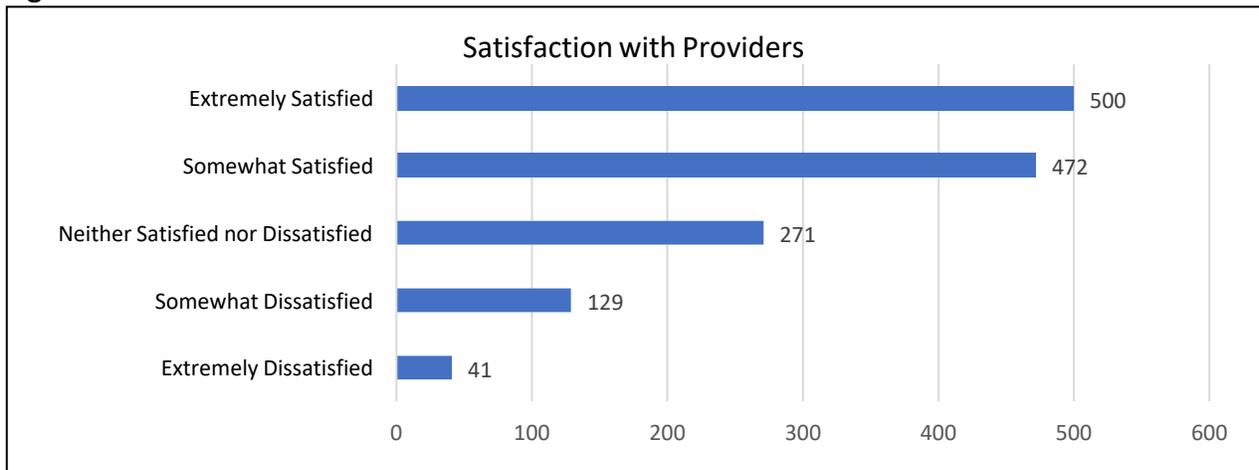
The survey was first piloted with eight members on the Hennepin Health Enrollee Advisory Council and was then sent by email to 14,532 Hennepin Health members, representing 49 percent of the members across the three product lines - PMAP, MNCare and SNBC. The emails were delivered to 13,576 members and 960 were unable to be delivered. The survey was completed by 1,352 members. This is a response rate of 9.95%. The responders included 1,206 PMAP members, 120 MNCare members, and 25 SNBC members.

## Results

Results of this survey revealed the members preferred communication method was email (50%) with text messaging (37%) the second most preferred method. The preferred method for member communication about Hennepin Health benefits and services was through online newsletters (68%). Other key results of the fall survey are below.

Figure 8 reveals that 72 percent of the respondents stated that they were extremely or somewhat satisfied with the options of doctors, dentists, clinics, hospitals, and pharmacies they can choose for care.

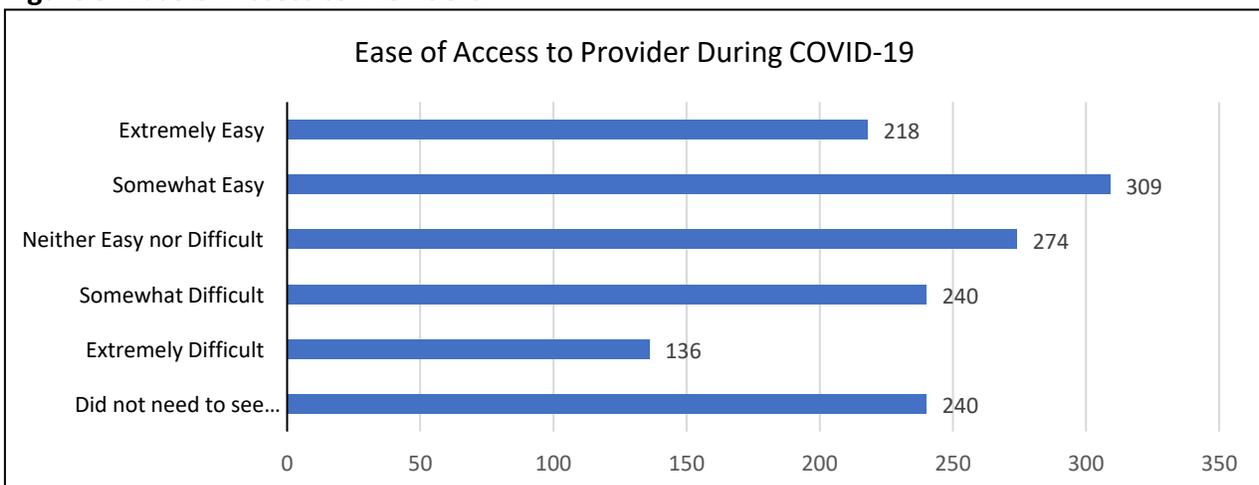
**Figure 8: Satisfaction with Providers**



**Data Source: Hennepin Health Data Warehouse;** Question: When you think about the doctors, dentists, clinics, hospitals and pharmacies you can choose from for care, how satisfied or dissatisfied are you with your options?

As seen in Figure 9, when asked “how easy or difficult has it been for you to see your doctor and/or dentist during COVID-19, 39 percent of members indicated that it was extremely or somewhat easy to see their doctor and/or dentist during COVID-19 pandemic.

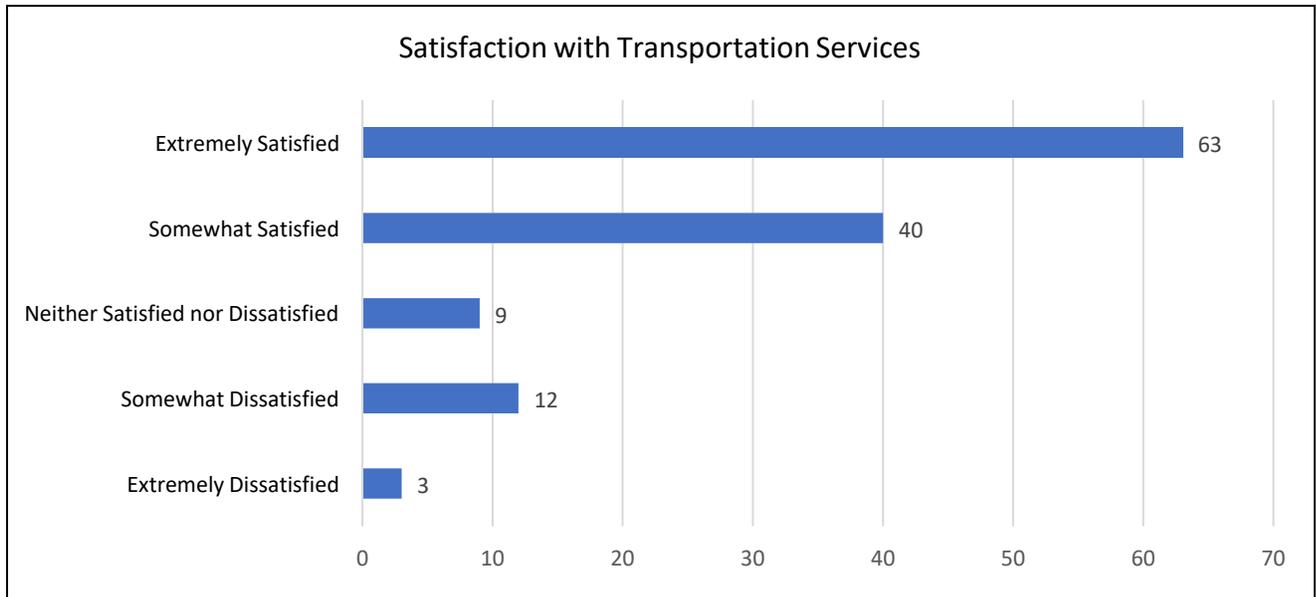
**Figure 9: Ease of Access to Providers**



**Data Source :Hennepin Health Data Warehouse**

Figure 10 displays the member responses when asked “How satisfied or dissatisfied are you with your member transportation service experience?” Of the 9.02 percent of members (125) who used transportation services (bus cards or taxi rides) to get to medical or dental appointment or the pharmacy, 82 percent (103 members) were extremely or somewhat satisfied with their transportation service experience.

**Figure 10: Satisfaction with Transportation Services**



Data Source: Hennepin Health Data Warehouse

The results of these three studies provided important data that has been used and will continue to be used to tailor benefits and services that meet member needs today and after the COVID-19 pandemic. Based on one or more of these studies, several actions have already been taken. The Hennepin Health website has been redesigned to be easier to read and relatable. A bi-monthly newsletter has been created and distributed to members. Hennepin Health has established a Facebook presence. Through these new communications channels, Hennepin Health has provided education on topics such as COVID-19, which are relevant to the Hennepin County community. Hennepin Health has also educated members and residents on the wide range of services available for improving health and well-being, including Healthwise Knowledgebase®.

#### *Data Limitations*

All three studies had certain data limitations. The Member Services post-call survey only includes members who choose to call the Hennepin Health Member Services Department and volunteer to take the survey. The focus groups and member telephone survey conducted by Bluespire used convenience samples of members and may not be representative of the entire member population. The fall member survey had a response rate of approximately 10 percent,

which is typical for a survey of Medicaid health plan members, but because of this low rate, the survey may also not be representative of all members.

#### Recommendations and Next Steps

Hennepin Health Operations is implementing process improvements to streamline customer services workflow processes, update staffing templates, and implement new forecasting tools through the 2021 active “Customer Service Workforce Optimization” project.

Hennepin Health will continue to provide information and education to members through the newsletter, Facebook, and the health plan website.

#### References

1. Berwick DM, Nolan TW, Whittington J. The Triple Aim: Care, health, and cost. *Health Affairs*. 2008 May/June;27(3):759-769



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400 South Fourth Street, Suite 201  
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[hennepinhealth.org](http://hennepinhealth.org)