

Member Survey Results Indicate Overall Satisfaction, Yet Still Room For Improvement

The Consumer Assessment of Healthcare Providers and Systems[®] (CAHPS[®]) member satisfaction survey solicits our members' perceptions about our health plan and our network providers on an annual basis. These results reflect only the 2009 Adult Medicaid CAHPS scores; results of the Child Medicaid CAHPS scores are not included.

These results affect BlueChoice HealthPlan Medicaid's National Committee for Quality Assurance (NCQA) accreditation scores, which are an important barometer of the quality of care we provide.

In the CAHPS member satisfaction survey, providers are rated on several individual and composite measures noted in the table below.

BlueChoice HealthPlan Medicaid's 2009 CAHPS scores noted below show that our physicians **exceed** the National Medicaid average in two areas of assessment. However, three other important areas show the need for improvement.

| BlueChoice HealthPlan Medicaid's CAHPS Results Variance from Medicaid National Average | | | |
|--|------|--|--------------------------------------|
| Measure | 2009 | 2009 Variance from National Medicaid Average | Medicaid National Average 2009 |
| Personal Doctor Overall Rating ¹ | 79% | +2% | 76% |
| How Well Doctors Communicate ² | 86% | -1% | 87% |
| Shared Decision- Making ³ | 54% | -4% | 58% |
| Coordination of Care ² | 88% | +12% | 76% |
| Getting Care Quickly ² | 75% | -5% | 80% |

How Well Doctors Communicate includes the following questions:

- How often personal doctor listened carefully to you?
- How often personal doctor explained things understandably to you?
- How often personal doctor showed respect for what you had to say?
- How often personal doctor spent enough time with you?

Shared Decision-Making includes the following questions:

- Doctor discussed pros and cons of each treatment choice?
- Doctor asked you which treatment choice was best for you?

Coordination of Care includes the following question:

- How often did your personal doctor seem informed about care you received from other health providers?

¹ Percent responding 8, 9 or 10 (scale of 0-10, where zero is the worst and 10 is the best).

² Percent responding "Usually" or "Always."

³ Percent responding "Definitely Yes."

Getting Care Quickly includes the following questions:

- Got appointment for **non-urgent care** as soon as needed?
- Got appointment for **urgent care** as soon as needed?

These measures represent categories that drive member satisfaction in the patient-doctor relationship, so it's important for our network physicians to focus their efforts on improving in these areas.

Many organizations, such as the **Institute for Healthcare Communication** (www.healthcarecomm.org) and the **American Academy on Communication in Healthcare** (www.aachonline.org) offer physicians training in communications skills such as:

- History-taking skills
- Issues related to communicating across cultures
- Communicating with “problem” patients
- Interviewing techniques (including skills to help promote behavioral change)
- Empathic responses

The first step in shared decision-making is that patients become informed about their medical conditions. Innovations in shared decision-making involve using interactive technology to inform patients. Organizations offering these interactive tools include:

- Foundation for Informed Medical Decision Making
- Health Dialog
- Blue Cross[®] and Blue Shield[®] Association's Technology Evaluation Center
- The Cochrane Collaboration

Providers can find more helpful tips on improving the patient care experience at the **Agency for Healthcare Research and Quality** (www.cahps.ahrq.gov/QIguide/content/interventions) website.

Please make an additional effort in your communications with our members. As always, we appreciate the dedication and commitment of providers who see our members and look forward to working with you to improve member care.

If you need any more information or have questions, please contact your Customer Care Center at **1-866-757-8286**.