

**Medicaid and PeachCare for Kids Member Survey:
Customer Service Satisfaction
Fall 2003**

Prepared for ACS

By the Georgia Health Policy Center



CONTENTS

EXECUTIVE SUMMARY.....	2
BACKGROUND.....	5
METHODOLOGY.....	7
Sample.....	7
Survey Instrument.....	8
Data Collection.....	8
PROFILE of RESPONDENTS.....	10
RESULTS.....	12
Summary of Findings.....	12
Section One: Customer Service Center Experience.....	13
Automated Phone System.....	14
Customer Service Representatives.....	15
Services Requested.....	17
Section Two: New Georgia Health Partnership Website.....	18
Section Three: Informational and Reminder Brochures.....	21
CONCLUSIONS.....	23
APPENDIX A: Medicaid Adult Survey.....	
APPENDIX B: PeachCare Survey Format.....	
APPENDIX C: Table 1- Frequencies, Percentages, & Statistically Significant Differences Across Survey Rounds	

EXECUTIVE SUMMARY

The Georgia Department of Community Health contracted with Affiliated Computer Systems, Inc. (ACS) to provide claims administration for Georgia's Medicaid and PeachCare for Kids insurance programs beginning April 1, 2003. ACS contracted with the Georgia Health Policy Center at Georgia State University (GHPC) to conduct semi-annual member surveys to assess member satisfaction with ACS's claims administration and customer service. The initial baseline survey was conducted in March 2003 before ACS assumed responsibility for claims administration. This report presents results of the first subsequent survey of 1,501 randomly selected members who had contacted customer service between April and September 2003. The survey was conducted between October 17 and November 17, 2003 via telephone.

- 95% of members rated the **overall quality of customer service** as average or higher, with 66% of members rating the quality as "excellent" or "above average". There was no significant change from baseline for these results.
- Levels of satisfaction with:
 - Ease of use of the automated phone system
 - Information provided by the automated phone system
 - Courteousness of customer service representatives
 - Time before the customer service representative came on the line

Were **high and improved** relative to the baseline survey

- Levels of satisfaction with:
 - Obtaining needed information from the customer service representative
 - Information on availability of providers in the member's area

Were **high and unchanged** relative to the baseline survey.

- Levels of satisfaction with:
 - Ease of changing physicians

Were **high but lower** than the baseline survey. This was especially true for parents of children on Medicaid.

- Relative to the baseline survey:
 - The percentage of parents of children on PeachCare or Medicaid who claimed that they almost always read the informational materials *declined*
 - The percentage of parents who reported that the appointment reminders increased their likelihood of making an appointment *declined*. However, a majority (54%) still reported a positive effect.
- **Adults on Medicaid** were somewhat less satisfied than other member groups, though overall satisfaction levels remained high. Specifically, adults on Medicaid were less satisfied than other member types with:
 - Information provided by the customer service representatives
 - Time before the customer service representative came on the line, although their satisfaction on this dimension *improved* relative to the baseline
- Half of members expressed strong interest in using the Georgia Health Partnership **website**. However, 88% had not yet used the site.
 - Barriers included lack of web access and lack of knowledge that the site existed.
 - PeachCare members were most likely to use the website.
 - Members that had used the website reported that it was **easy to use** and had the information they needed.
- 81% of members found ACS's **printed materials** "very helpful" or "helpful".

In general, based on the results of this survey, member satisfaction with customer service is high and has either remained unchanged or improved relative to the baseline results. The one exception to this pattern was a decline in members' satisfaction with the ease of changing physicians, especially among parents of Medicaid children. However, even on this question, members' overall satisfaction remains high at 71%.

BACKGROUND

BACKGROUND

Beginning in the spring of 2003, the Georgia Department of Community Health (DCH) contracted with Affiliated Computer Systems, Inc. (ACS) to provide claims administration for Georgia's Medicaid and PeachCare for Kids health insurance programs. ACS assumed responsibility for claims administration as of April 1, 2003. To meet the requirements of its contract with DCH and in the interests of ongoing quality improvement, ACS contracted with the Georgia Health Policy Center of Georgia State University (GHPC) to conduct member surveys semi-annually to assess member satisfaction with ACS's claims administration and customer service. GHPC conducted an initial baseline survey in March 2003 to determine members' satisfaction with the customer service provided by the previous claims administrator, Electronic Data Systems Corporation (EDS). This report details the results of the first subsequent survey, which GHPC conducted between October 17 and November 17, 2003.

METHODOLOGY

METHODOLOGY

Between October 17 and November 17, 2003, GHPC conducted a telephone survey of a stratified random sample of Medicaid members and PeachCare for Kids insurance programs who had called customer service between April and September 2003. The survey administrator attempted to contact 12,667 member households in order to achieve 1,501 completed surveys, for a successful completion rate of 12%. (79% of the attempts were unsuccessful due to unanswered calls or inaccessible phone numbers. Only 3% of attempts resulted in hard refusals to participate in the survey.)

Sample

GHPC randomly selected PeachCare and adult and child Medicaid members who had been continuously enrolled from April 2003 through September 2003 and who had called customer service during that time. Medicaid recipients who were in a nursing home during the period were excluded from the sample.

The methodology used is the same as was used for the spring 2003 baseline survey, with one difference. At the time of the spring 2003 baseline survey, the administrative data from which the samples were drawn did not indicate whether members had called customer service or not. Therefore, in the spring the survey administrator had to contact many households in order to find an adequate number of members who had used customer service. In contrast, ACS's administrative records, which were used to draw the fall 2003 sample, indicate whether a member has contacted customer service. Therefore, it was possible to draw the sample strictly from those members whose record showed that they had contacted customer service.

Survey Instrument

The member survey measured members' reports of their experiences with customer service during a six-month period (April 1, 2003-September 30, 2003) through 24 close-ended questions¹ covering the following areas:

- 1) Customer service center experience,
- 2) New Georgia Health Portal website,
- 3) Informational and reminder brochures², and
- 4) Demographic information.

In addition to using a multiple-choice format, the questionnaire employed several five-point Likert scales. The full surveys are included in Appendix A (Medicaid adult version) and Appendix B (PeachCare version).

Data Collection

PEGUS Research, Inc. was the subcontractor for the survey administration and data collection. Telephone surveys were conducted using computer-assisted telephone interviewing (CATI) software from October 17, 2003 to November 17, 2003. The surveys were conducted in either English or Spanish.

The goal was to achieve 1,501 completed surveys from members who had contacted customer service from April through September 2003. These completed surveys were to be evenly divided between three types of members: 1) adult Medicaid members (excluding those in nursing homes), 2) parents/guardians of child Medicaid members; and 3) parents/guardians of PeachCare for Kids members. PEGUS attempted to contact 8,750 Medicaid members and 3,917 PeachCare members via telephone for a total of 12,667 attempts. Ultimately, 1,501 surveys were successfully completed for a response rate of 12%. The most substantial barriers to reaching members were unanswered calls (56%, which includes answering machines, fax or modem,

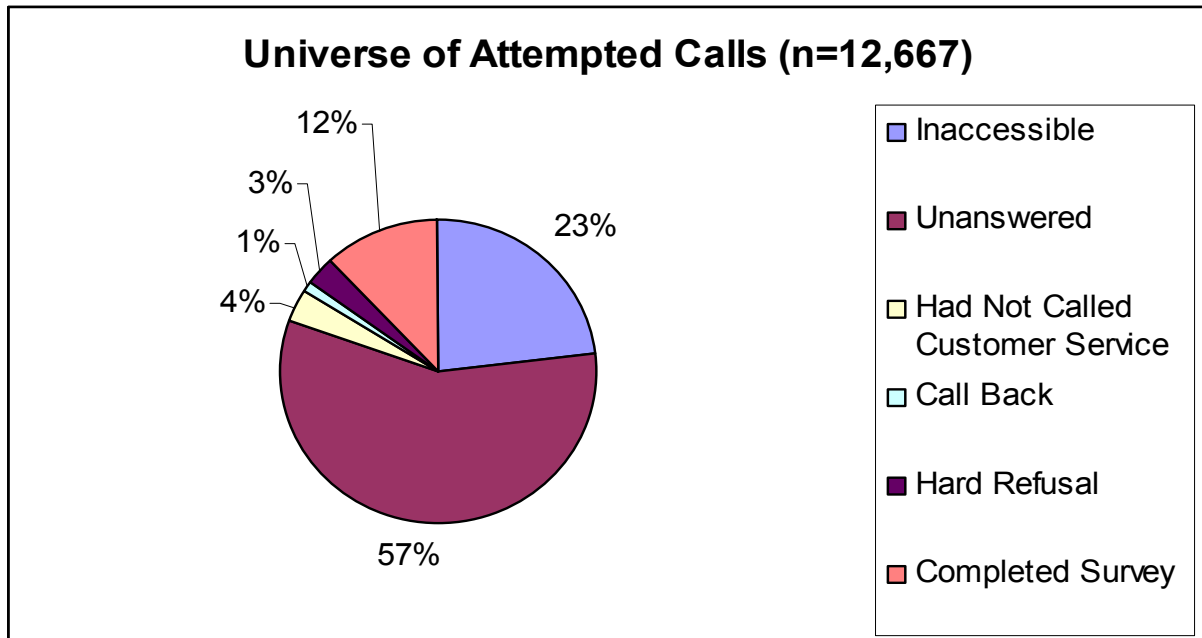
¹ The survey for adult members of Medicaid included only 19 questions; 5 questions regarding informational mailings and children's services were not relevant for this population.

² PeachCare and Medicaid children only

busy line, or no answer) and inaccessible phone numbers (23%, which includes invalid, disconnected, or wrong number listed). (Figure 1)

Another 447 members agreed to complete the survey but were excluded because they responded that they had not called customer service. As seen in Figure 1, 3% of potential member respondents gave a hard refusal, either hanging up (n=102) or refusing to participate (n=262). Of the 131 people who requested a callback, 26 requested a Spanish-speaker. Language was a barrier in less than .01% of cases (n=72).

Figure 1



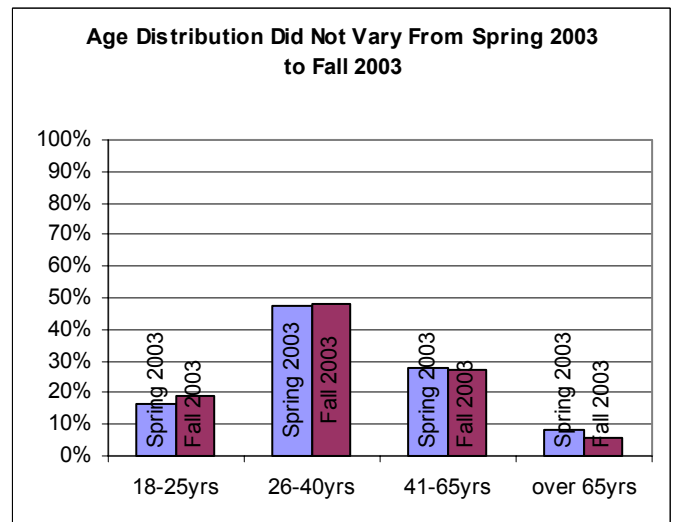
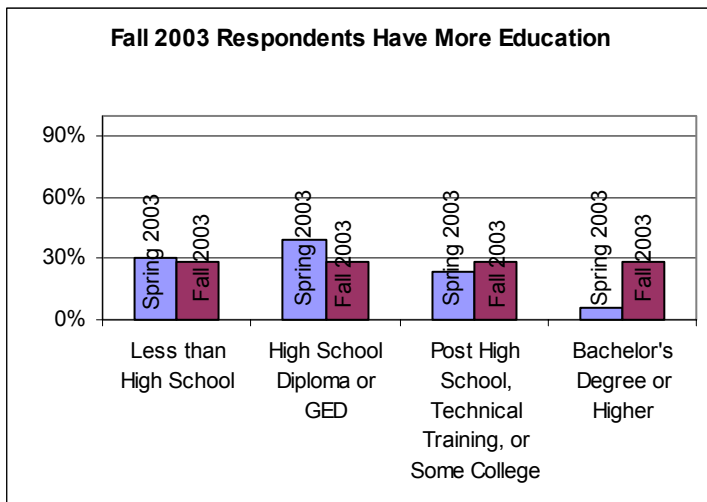
Profile of Respondents

Adult members of Medicaid, parents of children in Medicaid, and parents of children in PeachCare participated in the survey. The table below compares the demographic profiles of the respondents. In general, PeachCare parents were more educated than other respondents.

Note: Here and throughout this report, percentages may not add to 100% due to rounding.

Demographic Characteristics of Semi-Annual Survey Respondents

	All Member Types		Medicaid Adult		Medicaid Child		PeachCare	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Education								
Less than high school	418	28%	182	37%	167	34%	69	14%
High School Diploma or GED	595	40%	196	40%	190	38%	209	42%
Post high school, technical training, or some college	392	26%	94	19%	116	23%	182	37%
Bachelors degree or higher	80	5%	20	4%	23	5%	37	7%
Age								
18 to 25	279	19%	75	15%	136	27%	68	14%
26 to 40	721	48%	136	27%	263	53%	322	65%
41 to 65	409	27%	217	44%	90	18%	102	21%
Over 65	81	5%	67	14%	9	2%	5	1%



RESULTS

RESULTS³

Summary of Findings

The results of the fall 2003 member survey reflect member satisfaction with ACS customer service during the six-month period from April 2003-September 2003. Comparison of these results with the spring 2003 baseline results suggests that satisfaction with customer service remains generally high and unchanged.

- Most members were satisfied with customer service for Medicaid and PeachCare
- Satisfaction increased generally for parents of PeachCare and Medicaid children
- Medicaid Adults were the least satisfied group overall
- Satisfaction increased significantly from the baseline for the automated phone system's ease of use and information it provided
- Speaking with a customer service representative was the most popular mode of communication for members
- Members were most satisfied with
 - Courtesy of the customer service representatives
 - Information received from customer service representatives
- Although satisfaction increased on these dimensions relative to baseline, members were least satisfied with:
 - Information received from the automated phone system
 - Ease of using the automated phone system
- Parents and guardians of children in PeachCare and Medicaid valued the informational mailings and reminders
- While 50% of respondents claimed they would be interested in using a GHP website in the future, only 12% had used the website
- The two greatest barriers to website use were lack of internet access and lack of knowledge regarding existence of the website

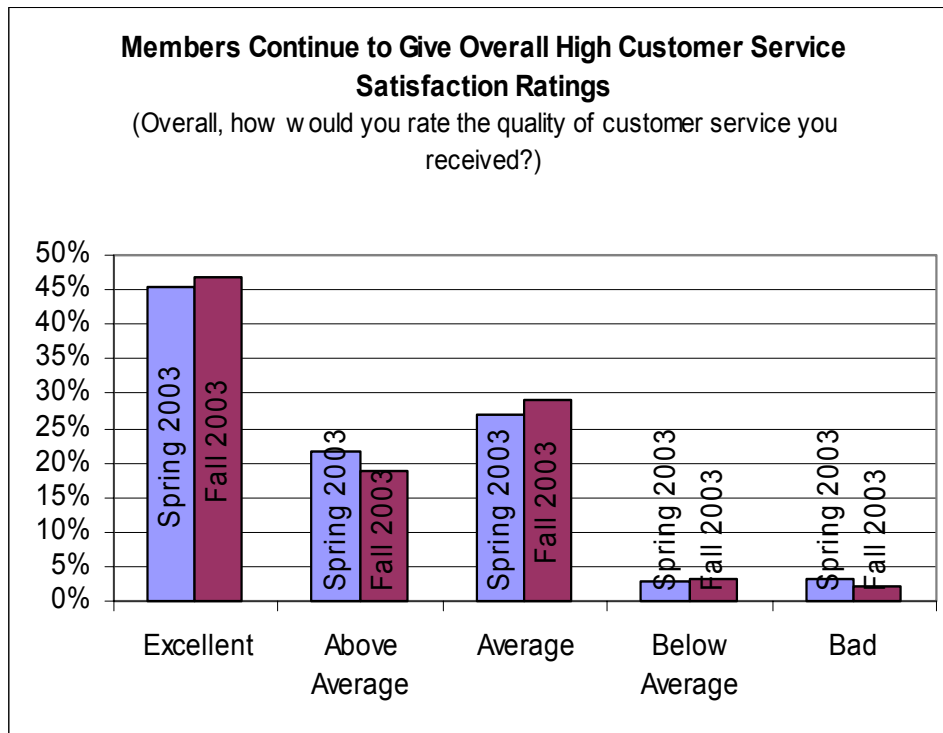
³ "Table 1 – Frequencies, percentages and statistically significant differences across survey rounds" found in Appendix C

SECTION ONE: CUSTOMER SERVICE CENTER EXPERIENCE

Overall, members rated the quality of customer service highly, and there was no significant change from the spring baseline results⁴ (Figure 2)

- 66% of members said that the customer service they received overall was “excellent” or “above average”. While this represents a slight decrease from the baseline survey, the change was not statistically significant
- 29% described customer service as “average”
- Only 5% rated it “below average” or “bad”
- Adult Medicaid recipients were slightly less satisfied than the other member types
 - Just 61% of adults on Medicaid rated customer service as “excellent” or “above average”, compared to 75% of PeachCare and 63% of respondents of children on Medicaid
 - Although differences between the spring 2003 baseline results and the fall 2003 responses were not generally statistically significant for adults on Medicaid there was a small but significant decline in satisfaction

Figure 2



⁴ Likert Scaled Question: Overall, how would you rate the quality of customer service received?

Automated Phone System

Members felt that the automated phone system was user-friendly and provided the information needed; satisfaction increased relative to the spring baseline results⁵ (Figure 3)

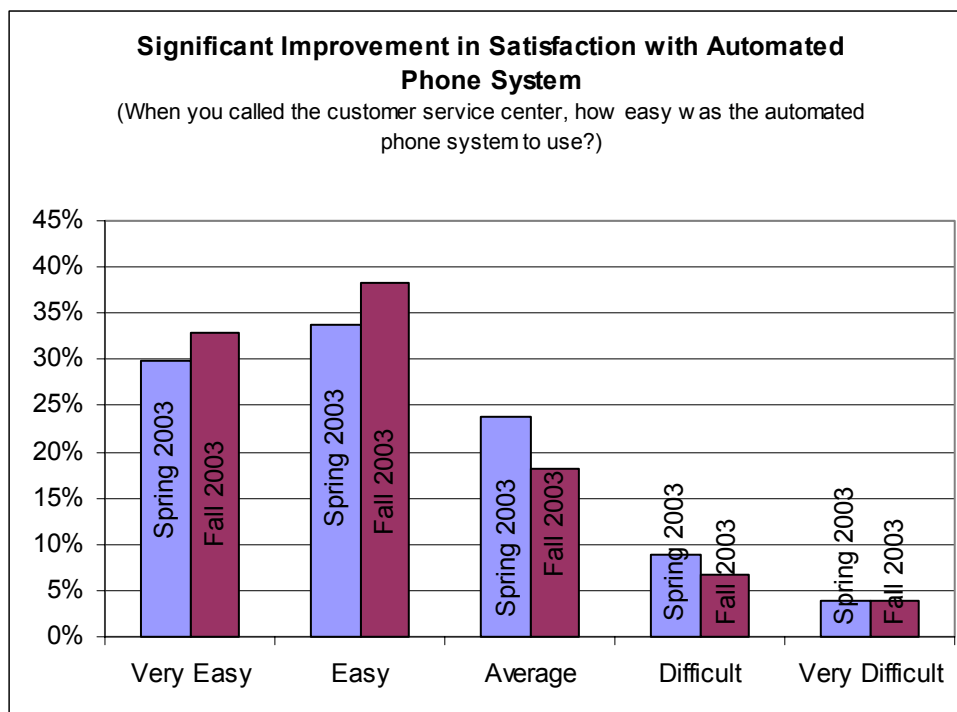
Ease of use:

- 71% of members reported that the automated system was “very easy” or “easy” to use
 - This was a significant improvement from the baseline response of 64% that reported that the system was “very easy” or “easy” to use
- 18% considered the ease of use as “average”
- Only 11% reported that the automated phone system was “difficult” or “very difficult” to use

Information provided:

- 71% reported that they “always” or “often” received the information needed
 - This was a significant improvement from the baseline response of 66% that reported that they “always” or “often” received the information needed
- 15% reported that “sometimes” they received the information needed
- 13% said they “rarely” or “never” received the information needed
- Responses were similar across member types

Figure 3



⁵ Likert Scaled Questions: When you called the customer service center from April 2003 through today, how easy was the automated phone system to use?; and When calling the customer service center from April 2003 through today, did the automated phone system give you the information that you needed?

Customer Service Representative

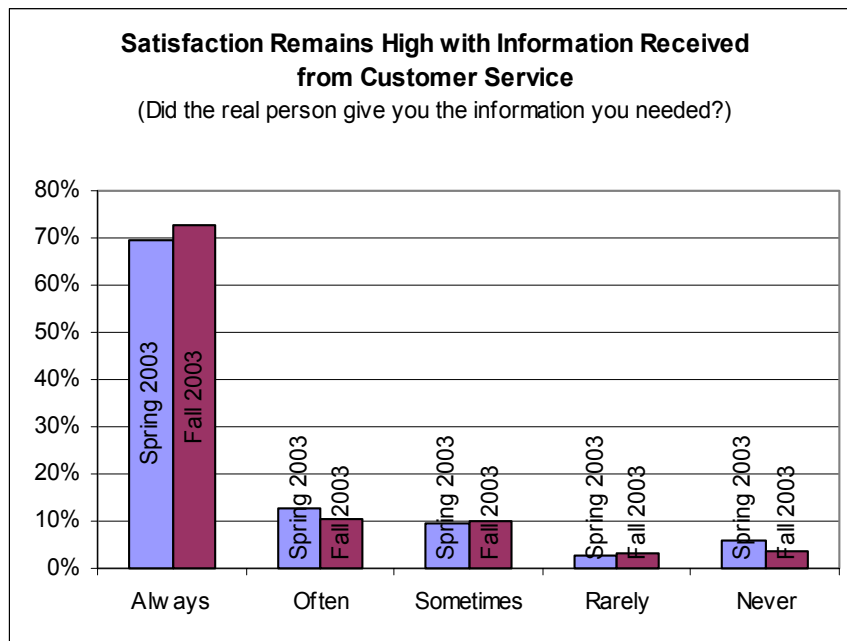
Of respondents who called customer service, almost all had tried to talk to a “live” customer service representative⁶

- 92% of respondents had attempted to speak with a representative

Most members felt that the customer service representatives provided the information needed⁷ (Figure 4)

- 83% said the customer service representative “always” or “often” gave the information needed
- Only 7% said the customer service representative “never” or “rarely” did
- Although satisfaction levels were very high overall, adults on Medicaid were somewhat more likely to be dissatisfied with the information provided than other member types
 - 78% agreed that representatives provided the requested information “always” or “often” compared to 86% and 85% of parents of children on PeachCare or Medicaid, respectively
 - This did not change significantly from the baseline survey

Figure 4



⁶ When you called the customer service center from April 2003 through today, did you try to talk to a real person?

⁷ Likert Scaled Question: Did the real person give the information you needed?

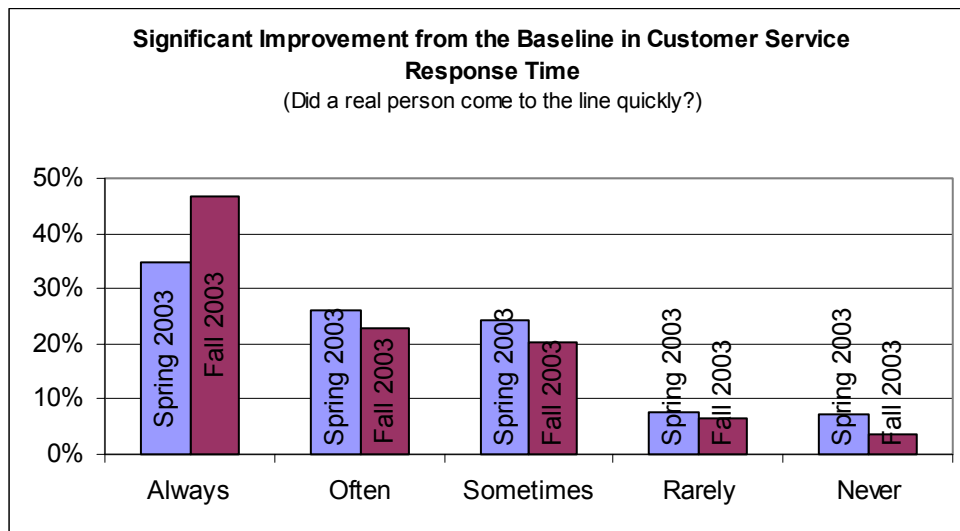
The majority of members felt that the customer service representatives were courteous, and satisfaction on this dimension increased relative to the spring baseline survey⁸

- The vast majority of respondents (93%) reported that the customer service representatives were “always” or “often” courteous, which was an improvement from the 88% responding in this way on the spring baseline survey
- Only 2% rated the representatives as “rarely” or “never” courteous
- These results were consistent for all member groups

Members felt that a customer service representative typically came on the line within a reasonable amount of time; satisfaction also increased on this dimension relative to the spring baseline survey⁹ (Figure 5)

- 70% said the customer service representative “always” or “often” came on the line quickly. This represents a statistically significant improvement over the baseline survey when 61% gave this response
- Only 10% said the customer service representative “never” or “rarely” came on the line quickly
- Although responses were generally positive, Medicaid adults were less satisfied than other member types, although their satisfaction had significantly improved over the spring baseline survey
 - Only 65% agreed that the representative came on the line quickly “always” or “often”, compared to 75% of parents of PeachCare and children, which was a significant difference
 - Even among Medicaid adults, the level of satisfaction with the wait time was significantly improved compared with the baseline satisfaction for the same group, which was 61%

Figure 5



⁸ Likert Scaled Question: Was the real person courteous?

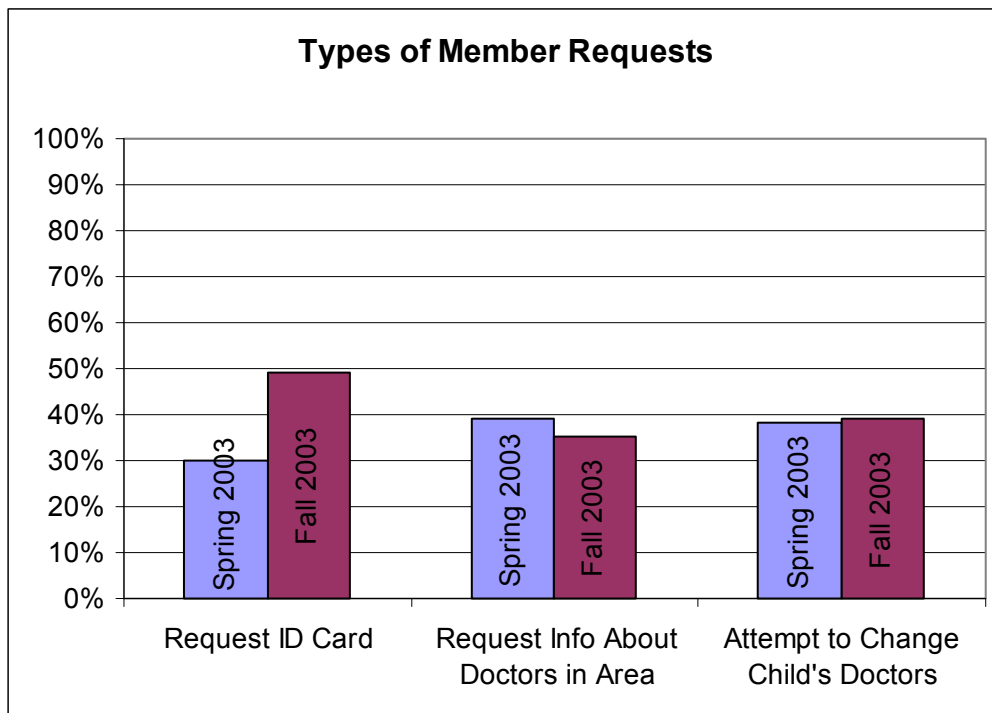
⁹ Likert Scaled Question: Did a real person come on the line quickly?

Services Requested

The majority of members who requested new ID cards reported that their request was processed quickly¹⁰ (Figure 6)

- Of 1,476 respondents, 49% or 724 requested new ID cards
- 71% said the ID card was processed quickly
- 15% reported that it was processed slowly
- There were no significant differences in the satisfaction with ID card processing among respondent groups
- There were no significant differences between the fall 2003 results and the spring baseline results

Figure 6



Most members were satisfied with the availability of information on providers in their area¹¹

- Of 1,477 respondents to this question, 35% had requested information about doctors in their area
- Of those who requested information, 75% reported that it was easy to obtain
- There were no significant differences between the fall 2003 results and the spring baseline results

¹⁰ Likert Scaled Question: Using 1 for not at all quickly and 5 for very quickly, how quickly was your request for a new ID card?

¹¹ Likert Scaled Question: Using 1 as very difficult and 5 as very easy, how easy was it to get information about doctors in your area?

Most members were satisfied with the ease of changing their child's doctor; however, there was a decline in satisfaction on this dimension relative to the baseline¹²

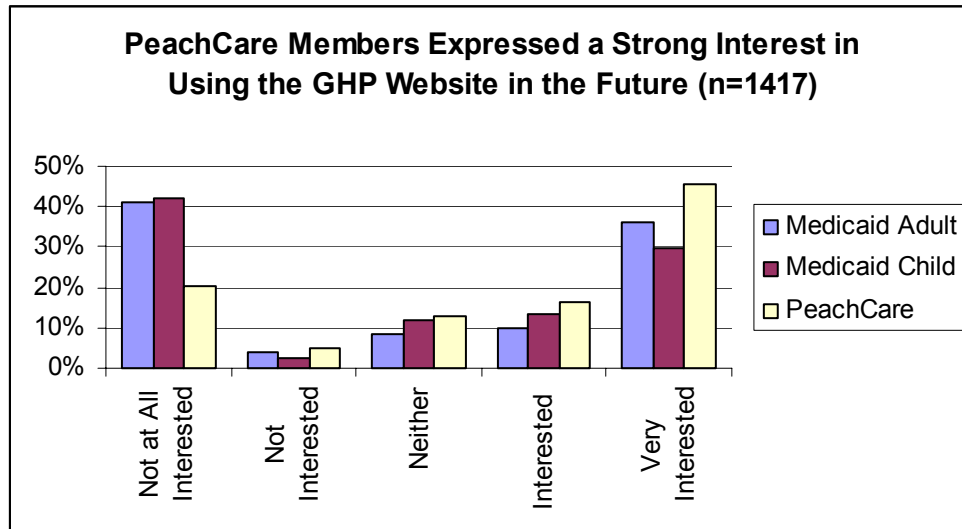
- Of the 989 respondents to this question, 39% requested a change of physicians
- 71% of those who tried to change physicians reported that the process was easy. This represents a statistically significant decline from the 83% of respondents who reported that the process was easy on the spring baseline survey

SECTION TWO: NEW GEORGIA HEALTH PARTNERSHIP (GHP) WEBSITE¹³

While half of members indicated they were quite interested in using the GHP website, few had actually tried to use the site¹⁴ (Figure 7)

- 50% of those that responded to this question, indicated that they were quite interested in using the GHP website in the future, while 39% responded that they were not very interested
- Of the people that responded to this question, 88% had not tried the website
 - PeachCare respondents were the largest member group who tried the website with 19% of respondents

Figure 7



¹² Likert Scaled Question: Using 1 as very difficult and 5 as very easy, how easy was it to change your child's doctor?

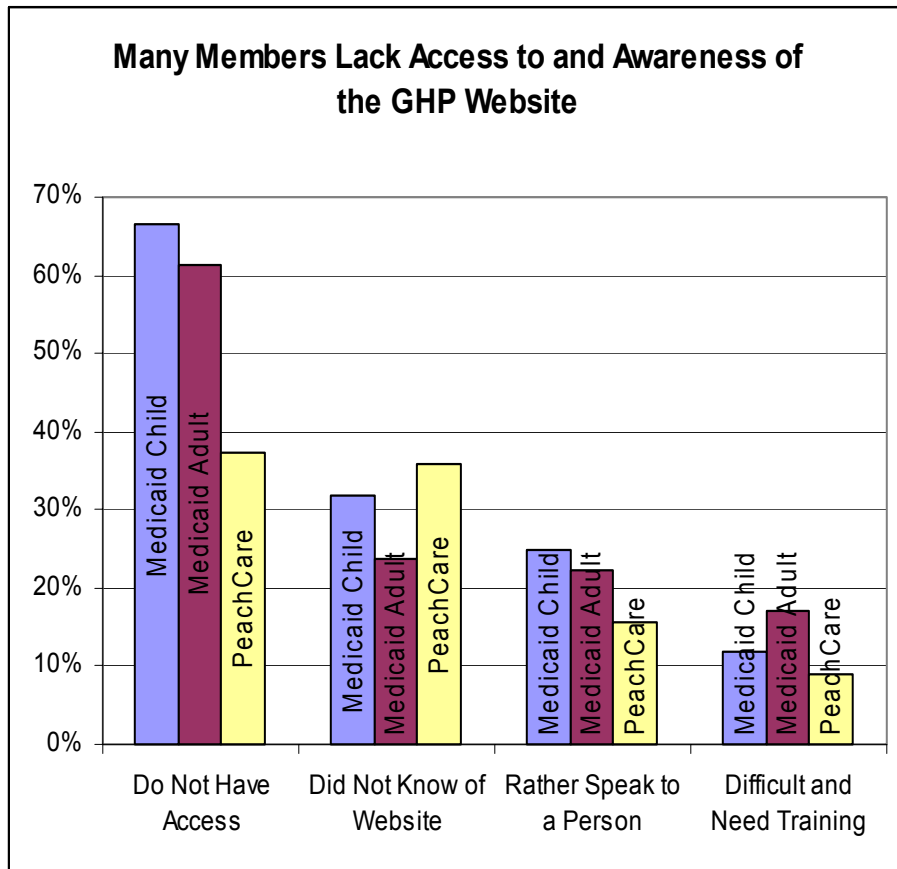
¹³ Questions pertaining to the GHP website were not compared to the baseline survey since these questions were not included in the baseline survey.

¹⁴ Likert Scaled Question: Using 1 as not at all interested and 5 as very interested, how interested are you in using the GHP website in the future?

Those reporting that they did not try the website cited lack of web access and lack of knowledge of the site's existence as reasons (Figure 8)

- 86% reported that their greatest barrier to using the website was lack of internet access and lack of knowledge regarding the existence of the site
 - 85%, 98% and 73% of Medicaid adults, respondents for Medicaid children and PeachCare, respectively, reported these barriers to using the website
- 21% preferred speaking to a “live” customer service representative

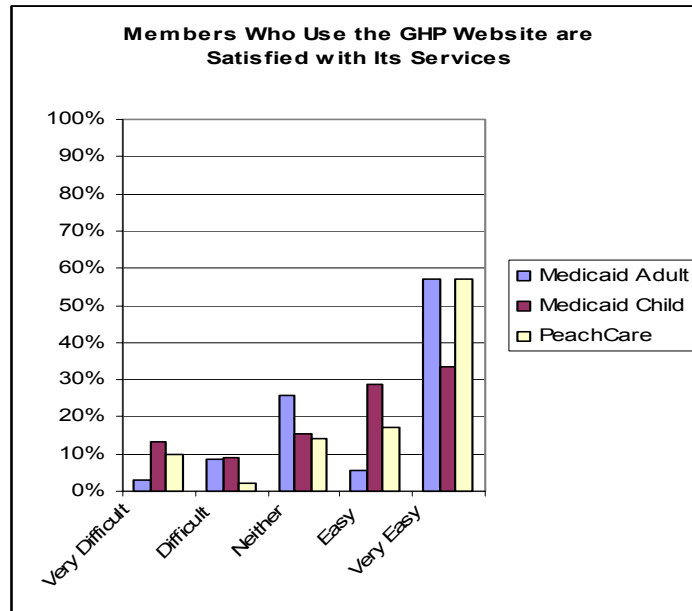
Figure 8



Those who did use the website reported that it was easy to use and had the information that they needed (Figure 9)

- 69% of members who had used the website found it fairly easy to use
- Of members who had used the website, 59% used the GHP website to find information about doctors in their area
- 72% of respondents who used the website found the information that they needed

Figure 9



SECTION THREE: INFORMATIONAL AND REMINDER BROCHURES¹⁵

Three quarters of members reported that they almost always read the informational and reminder brochures, although this represents a decline from the baseline survey

- 76% said they read the brochures “always” or “often”
- 10% read them “sometimes”
- 13% “rarely” or “never” read them
- This represents a statistically significant decline in people reporting that they read the informational material from the spring baseline survey when 79% of members overall reported that they “always” or “often” read the brochures
 - The decline was particularly notable among families with children on Medicaid, which declined from 76% of families reporting that they read the materials in the spring survey to 69% in the fall survey

¹⁵These questions were asked of parents and guardians of children enrolled in Medicaid and PeachCare for Kids, n=1,001

Most members found printed materials informative; appointment reminders had a positive effect on over half of members, though this figure declined relative to the spring baseline survey (Figure 10)

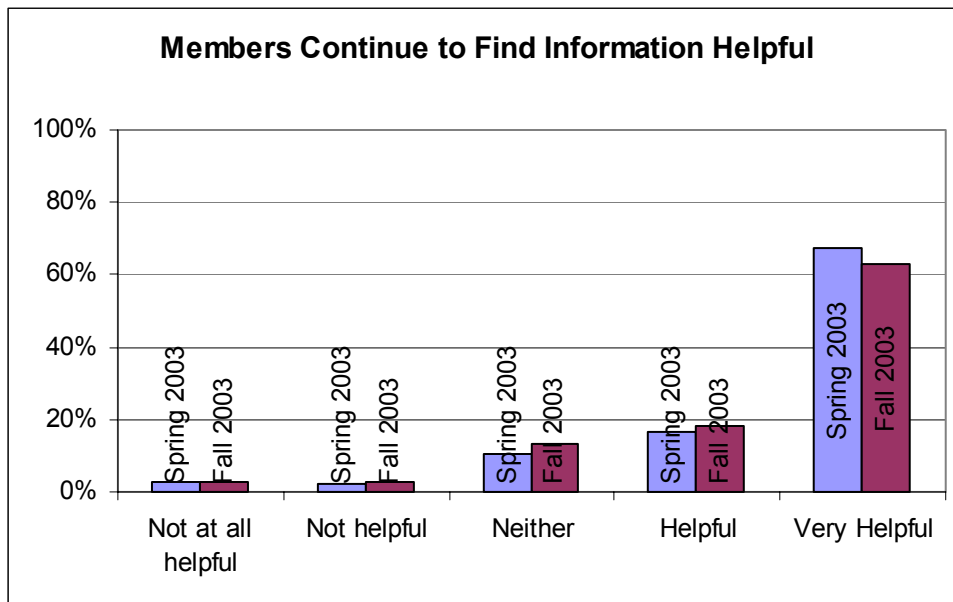
Information helpfulness:

- 81% reported the information was “very helpful” or “helpful”
- Only 6% said the information was “not at all helpful” or “not helpful”

Appointment reminders:

- 54% said the reminder notices increased their likelihood of scheduling an appointment with their child’s doctor. This represents a statistically significant decline from 61% responding in this way to the spring baseline survey
- Respondents with children in Medicaid were as likely as PeachCare parents to schedule an appointment as a result of the reminder

Figure 10



CONCLUSION

CONCLUSION

In general, based on the results of this survey, member satisfaction with customer service is high and has either remained unchanged or improved relative to the baseline results. The one exception to this pattern was a decline in members' satisfaction with the ease of changing physicians, especially among parents of Medicaid children. However, even on this question, members' overall satisfaction remains high at 71%.

Areas for Future Attention

Given the high levels of member satisfaction, areas for added improvement are somewhat limited by a "ceiling effect". Two areas that may benefit from increased attention, however, are:

- Improving the ease with which members can change physicians; and
- The generally lower satisfaction levels of adults on Medicaid

With regard to adults on Medicaid, it is not clear, whether their somewhat lower levels of satisfaction result from differences in their customer service experience or from differences in the adults themselves. For example, the Medicaid adults, on average, are less educated than respondents with children on Medicaid or PeachCare. To the extent that the lower levels of satisfaction among the Medicaid adults arise primarily from differences in their personal characteristics, then they may be consistently less satisfied than other member types regardless of what ameliorative steps are taken.

Website

The other striking finding of the survey is that despite high levels of expressed interest in the Georgia Health Partnership website among half of members, only 12% of respondents had used it at the time of the survey. Part of the issue appears to be lack of familiarity since approximately a third of members (depending on member type) were unaware of the site. Greater efforts to communicate the site's existence may be appropriate, especially to PeachCare families who tend to have greater web access and fewer concerns about the

difficulty of using the site. Decisions on investing resources in the website must be tempered, however, by the likelihood of use. Among Medicaid recipients, the majority reports lack of web access. However, the website may still prove an advantage for the minority of these recipients who have the access, desire and ability to use the site. Awareness of the availability of free web access in public venues such as libraries, schools, and community colleges should be increased among target populations who reported a lack of web access as their primary reason for not taking advantage of this service.

APPENDIX A

MEDICAID ADULT MEMBER TELEPHONE SURVEY

Introduction

Hi, is _____ (name of customer) available?

NO— My name is _____ and I'm calling for Medicaid. When would be a better time for me to try to reach _____ (name of customer)?

Record date and time _____

YES—Good morning/afternoon/evening, my name is _____, and I am calling for Medicaid. I would like to ask you a few questions about your experience with Medicaid's customer service. This is a brief survey that should take about five minutes. Your answers will stay confidential. Your participation is voluntary and your answers will help Medicaid serve you better. Let's begin.

Section I: customer service center experience

Interviewer: Prompt scale again if needed. Repeat verbiage linked to numeric scale response after respondent provides response. Example: "You said 1, meaning not at all important is that correct?"

The first questions are about your experiences with calling the Medicaid customer service number from April 2003 through today. This is the number you call to request a new ID card, to find out about benefits and coverage, to locate a provider in your area, or to change your child's doctor.

- 1) When you called the customer service center from April 2003 through today, how easy was the automated phone system to use?
 - a) Very Easy
 - b) Easy
 - c) Average
 - d) Difficult
 - e) Very difficult
 - f) Have not used automated system (**SKIP to Q3**)

2) When calling the customer service center from April 2003 through today, did the automated phone system give you the information you needed?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never
- f) N/A

3) When you called the customer service center from April 2003 through today, did you try to talk to a real person?

- a) Yes
- b) No (**SKIP to Q7**)

4) Did a real person come on the line quickly?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

5) Did the real person give you the information you needed?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

6) Was the real person courteous?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

7) When calling the customer service center from April 2003 through today, did you ever request a new ID card? That is the plastic card you received after April 1, 2003.

- a) Yes
- b) No **(SKIP to Q9)**
- c) Don't know/remember **(SKIP to Q9)**

8) Using a scale from 1 to 5, where 1 is not at all quickly and 5 is very quickly, how quickly was your request for a new ID card processed?

- f. Don't know/remember

9) When you called customer service from April 2003 through today, did you ask for information about doctors in your area?

- a) Yes
- b) No **(SKIP to Q11)**
- c) Don't know/remember **(SKIP to Q11)**

10) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to get information about doctors in your area?

- f. Don't know/remember

11) Overall, how would you rate the quality of the customer service you received from April 2003 through today?

- (1) Excellent
- (2) Above average
- (3) Average
- (4) Below average
- (5) Bad

Section II: new GHP website

The Georgia Health Partnership (GHP) website was introduced in April 2003. This website allows members to get information about the Medicaid program and its doctors.

12) Using a scale from 1 to 5, where 1 is not at all interested and 5 is very interested, how interested are you in using the GHP website in the future?

- f. Don't know

13) From April 2003 through today, have you tried to use the GHP website?

- a. Yes **(SKIP to Q15)**

- b. No (**GO to Q14**)
- c. Don't know/remember (**GO to Q14**)

If they answered no, ask if they would like the web site's address. The website is www.ghp.georgia.gov.

14) Why did you not use the GHP website (select all that apply)? *Read responses.*

- a. I do not have access to the Internet
- b. I did not know the GHP website existed
- c. I would rather speak to a customer service representative
- d. I find it difficult to use
- e. I experienced technical difficulty
- f. I need training on the Internet or GHP website
- g. Other (please specify) _____

(GO TO Q18)

15) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to use the website?

- f. Don't know/remember

16) Did the website give you the information you needed?

- a. Yes
- b. No
- c. Don't know/remember

17) Did you search the website for information about doctors in your area?

- a. Yes
- b. No
- c. Don't know/remember

Section IV: demographic information

These last questions are about you.

18) What is the highest level of school you completed?

- a. Less than high school
- b. High school diploma or GED
- c. Post high school, technical training, or some college
- d. Bachelors degree or higher

19) What is your age?

- a. 18 – 25
- b. 26 – 40

- c. 41 – 65
- d. Over 65

Thank you for taking the time to complete this survey. Your responses are important and will help Medicaid serve you better.

Thanks again and have a great day!

APPENDIX B

PEACHCARE FOR KIDS MEMBER TELEPHONE SURVEY

Introduction

Hi, is _____ (name of customer) available?

NO— My name is _____ and I'm calling for PeachCare for Kids. When would be a better time for me to try to reach _____ (name of customer)?

Record date and time _____

YES—Good morning/afternoon/evening, my name is _____, and I am calling for PeachCare. I would like to ask you a few questions about your experience with PeachCare's customer service. This is a brief survey that should take about five minutes. Your answers will stay confidential. Your participation is voluntary and your answers will help PeachCare serve you better. Let's begin.

Section I: customer service center experience

Interviewer: Prompt scale again if needed. Repeat verbiage linked to numeric scale response after respondent provides response. Example: "You said 1, meaning not at all important is that correct?"

The first questions are about your experiences with calling the PeachCare customer service number from April 2003 through today. This is the number you call to request a new ID card, to find out about benefits and coverage, to locate a provider in your area, or to change your child's doctor.

20)When you called the customer service center from April 2003 through today, how easy was the automated phone system to use?

- g) Very Easy
- h) Easy
- i) Average
- j) Difficult
- k) Very difficult
- l) Have not used automated system (**SKIP to Q3**)

21)When calling the customer service center from April 2003 through today, did the automated phone system give you the information you needed?

- g) Always
- h) Often
- i) Sometimes
- j) Rarely
- k) Never
- l) N/A

22)When you called the customer service center from April 2003 through today, did you try to talk to a real person?

- c) Yes
- d) No (**SKIP to Q7**)

23)Did a real person come on the line quickly?

- f) Always
- g) Often
- h) Sometimes
- i) Rarely
- j) Never

24)Did the real person give you the information you needed?

- f) Always
- g) Often
- h) Sometimes
- i) Rarely
- j) Never

25)Was the real person courteous?

- f) Always
- g) Often
- h) Sometimes
- i) Rarely
- j) Never

26)When calling the customer service center from April 2003 through today, did you ever request a new ID card? That is the plastic card you received after April 1, 2003.

- d) Yes
- e) No **(SKIP to Q9)**
- f) Don't know/remember **(SKIP to Q9)**

27)Using a scale from 1 to 5, where 1 is not at all quickly and 5 is very quickly, how quickly was your request for a new ID card processed?

- f. Don't know/remember

28)When you called customer service from April 2003 through today, did you ask for information about doctors in your area?

- d) Yes
- e) No **(SKIP to Q11)**
- f) Don't know/remember **(SKIP to Q11)**

29)Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to get information about doctors in your area?

- f. Don't know/remember

30)When you called customer service from April 2003 through today, did you try to change your child's doctor?

- a) Yes
- b) No **(SKIP to Q13)**
- c) Don't know/remember **(SKIP to Q13)**

31)Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to change your child's doctor?

- f. Don't know/remember

32)Overall, how would you rate the quality of the customer service you received from April 2003 through today?

- (1) Excellent
- (2) Above average
- (3) Average
- (4) Below average
- (5) Bad

Section II: new GHP website

The Georgia Health Partnership (GHP) website was introduced in April 2003. This website allows members to get information about the PeachCare for Kids program and its doctors.

33) Using a scale from 1 to 5, where 1 is not at all interested and 5 is very interested, how interested are you in using the GHP website in the future?

f. Don't know

34) From April 2003 through today, have you tried to use the GHP website?

d. Yes (**SKIP to Q17**)

e. No (**GO to Q16**)

f. Don't know/remember (**GO to Q16**)

If they answered no, ask if they would like the web site's address. The website is www.ghp.georgia.gov.

35) Why did you not use the GHP website (select all that apply)? *Read responses.*

h. I do not have access to the Internet

i. I did not know the GHP website existed

j. I would rather speak to a customer service representative

k. I find it difficult to use

l. I experienced technical difficulty

m. I need training on the Internet or GHP website

n. Other (please specify) _____

(GO TO Q20)

36) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to use the website?

f. Don't know/remember

37) Did the website give you the information you needed?

d. Yes

e. No

f. Don't know/remember

38) Did you search the website for information about doctors in your area?

d. Yes

e. No

f. Don't know/remember

Section III: informational and reminder brochures

The next questions ask about the reminders to schedule appointments and the brochures about children's health that you get in the mail from PeachCare.

39) How often do you read this material?

- a. Always
- b. Often
- c. Sometimes
- d. Rarely
- e. Never (**SKIP to Q23**)

40) Using a scale from 1 to 5, where 1 is not at all helpful and 5 is very helpful, how helpful is this information?

41) Have you scheduled an appointment with your child's doctor or dentist because of these materials?

- a. Yes
- b. No

Section IV: demographic information

These last questions are about you.

42) What is the highest level of school you completed?

- e. Less than high school
- f. High school diploma or GED
- g. Post high school, technical training, or some college
- h. Bachelors degree or higher

43) What is your age?

- e. 18 – 25
- f. 26 – 40
- g. 41 – 65
- h. Over 65

Thank you for taking the time to complete this survey. Your responses are important and will help PeachCare serve you better.

Thanks again and have a great day!

APPENDIX C

Table 1 - Percentages, and Statistically Significant Differences Across Survey Rounds

	Overall		Medicaid Adult		Medicaid Child		PeachCare Child	
	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1) How easy was the automated phone system to use?								
1 - Very Easy	33%	30%	31%	28%	28%	29%	39%	32%
2 - Easy	38%	34%	38%	34%	39%	32%	38%	35%
3 - Average	18%	24%	16%	25%	22%	21%	16%	25%
4 - Difficult	7%	9%	9%	8%	7%	12%	4%	6%
5 - Very Difficult	4%	4%	6%	4%	3%	6%	3%	2%
Difference, Significance	(+) *		(+)		(+)		(+) *	
2) Did the automated phone system give you the information you needed?								
1 - Always	53%	47%	49%	49%	56%	47%	55%	45%
2 - Often	18%	19%	20%	20%	16%	18%	17%	20%
3 - Sometimes	15%	21%	16%	22%	16%	19%	14%	22%
4 - Rarely	4%	6%	6%	4%	4%	8%	3%	5%
5 - Never	9%	7%	10%	5%	7%	8%	11%	7%
Difference, Significance	(+) *		(-)		(+) *		(+) *	
3) Did you try to talk to a real person?								
1 - Yes	92%	94%	91%	96%	91%	93%	93%	93%
2 - No	8%	6%	9%	4%	9%	7%	7%	7%
Difference, Significance	(-) *		(-) *		(-)		(-)	
4) Did a real person come on the line quickly?								
1 - Always	47%	35%	44%	33%	47%	31%	50%	40%
2 - Often	23%	26%	21%	28%	23%	23%	25%	28%
3 - Sometimes	20%	24%	22%	24%	20%	27%	19%	22%
4 - Rarely	6%	8%	7%	8%	8%	10%	4%	6%
5 - Never	4%	7%	5%	8%	3%	10%	3%	5%
Difference, Significance	(+) *		(+) *		(+) *		(+) *	
5) Did the real person give you the information you needed?								
1 - Always	73%	69%	67%	71%	74%	63%	78%	73%
2 - Often	10%	13%	11%	12%	11%	15%	8%	11%
3 - Sometimes	10%	9%	14%	8%	10%	10%	7%	10%
4 - Rarely	3%	3%	4%	2%	2%	4%	3%	2%
5 - Never	4%	6%	4%	7%	3%	8%	3%	4%
Difference, Significance	(+)		(-)		(+) *		(+)	

Table 1 - Continued

	Overall		Medicaid Adult		Medicaid Child		PeachCare Child	
	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
6) Was the real person courteous?								
1 - Always	86%	79%	87%	81%	85%	75%	87%	81%
2 - Often	7%	9%	6%	11%	9%	8%	6%	9%
3 - Sometimes	5%	7%	5%	5%	4%	11%	5%	6%
4 - Rarely	1%	1%	1%	1%	1%	2%	1%	1%
5 - Never	1%	2%	1%	1%	1%	4%	1%	2%
Difference, Significance	(+) *		(+) *		(+) *		(+) *	
7) Did you ever request a new ID card?								
1 - Yes	49%	30%	43%	31%	55%	21%	48%	38%
2 - No	51%	70%	57%	69%	45%	79%	52%	62%
Difference, Significance	(+) *		(+) *		(+) *		(+) *	
8) How quickly was your request for a new ID card processed?								
1 - Very Slowly	13%	11%	12%	10%	13%	10%	15%	13%
2 - Slowly	5%	4%	4%	7%	5%	4%	6%	2%
3 - Average	11%	13%	13%	16%	10%	8%	9%	15%
4 - Quickly	18%	20%	17%	14%	16%	23%	20%	23%
5 - Very Quickly	53%	51%	54%	54%	56%	56%	50%	47%
Difference, Significance	(-) *		(+) *		(-) *		(-) *	
9) Did you ask for information about doctors in your area?								
1 - Yes	35%	39%	35%	37%	32%	41%	39%	38%
2 - No	65%	61%	65%	63%	68%	59%	61%	62%
Difference, Significance	(-) *		(-) *		(-) *		(+) *	
10) How easy was it to get information about doctors in your area?								
1 - Very Difficult	11%	8%	14%	10%	9%	5%	10%	8%
2 - Difficult	4%	4%	2%	3%	5%	4%	6%	4%
3 - Average	10%	11%	9%	10%	10%	14%	10%	9%
4 - Easy	16%	15%	16%	14%	14%	15%	18%	14%
5 - Very Easy	59%	63%	59%	64%	62%	61%	56%	65%
Difference, Significance	(-) *		(-) *		(-) *		(-) *	
11) Did you try to change your child's doctor?								
1 - Yes	39%	38%			41%	44%	37%	33%
2 - No	61%	62%			59%	56%	63%	67%
Difference, Significance	(+) *				(-) *		(+) *	

Table 1 - Continued

	Overall		Medicaid Adult		Medicaid Child		PeachCare Child	
	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
12) How easy was it to change your child's doctor?								
1 - Very Difficult	13%	8%			10%	8%	15%	8%
2 - Difficult	6%	3%			7%	1%	4%	6%
3 - Average	10%	6%			10%	2%	10%	11%
4 - Easy	11%	8%			12%	7%	10%	9%
5 - Very Easy	60%	75%			60%	82%	60%	66%
Difference, Significance	(-)*				(-)*		(-)	
13) Overall, how would you rate the quality of the customer service you received?								
1 - Excellent	47%	46%	42%	46%	45%	42%	54%	49%
2 - Above Average	19%	22%	19%	25%	18%	17%	21%	23%
3 - Average	29%	27%	33%	24%	33%	33%	21%	23%
4 - Below Average	3%	3%	4%	2%	3%	4%	2%	3%
5 - Bad	2%	3%	2%	3%	1%	4%	2%	2%
Difference, Significance	(+)		(-)*		(+)		(+)	
14) How interested are you in using the GHP website in the future?								
1 - Very Disinterested	35%		41%		42%		20%	
2 - Disinterested	4%		4%		3%		5%	
3 - Average	11%		8%		12%		13%	
4 - Interested	13%		10%		13%		16%	
5 - Very Interested	37%		36%		30%		46%	
15) Have you tried to use the GHP website?								
1 - Yes	12%		7%		9%		19%	
2 - No	88%		93%		91%		81%	

Table 1 - Continued

	Overall		Medicaid Adult		Medicaid Child		PeachCare Child	
	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
16) Why did you not use the GHP website?								
1 - Do not have access to the internet	56%		61%		66%		37%	
2 - Did not know the GHP website existed	30%		24%		32%		36%	
3 - Would rather speak to customer service representative	21%		22%		25%		16%	
4 - Find it difficult to use	5%		6%		5%		4%	
5 - Experienced technical difficulty	3%		3%		2%		2%	
6 - Need training on the internet or the GHP website	6%		8%		5%		3%	
17) How easy was it to use the website?								
1 - Very Difficult	9%		3%		13%		10%	
2 - Difficult	5%		9%		9%		2%	
3 - Average	17%		26%		16%		14%	
4 - Easy	18%		6%		29%		17%	
5 - Very Easy	51%		57%		33%		57%	
18) Did the website give you the information you needed?								
1 - Yes	72%		76%		66%		73%	
2 - No	28%		24%		34%		27%	
19) Did you search the website for information about doctors in your area?								
1 - Yes	59%		68%		51%		60%	
2 - No	41%		32%		49%		40%	

Table 1 - Continued

	Overall		Medicaid Adult		Medicaid Child		PeachCare Child	
	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
16) Why did you not use the GHP website?								
1 - Do not have access to the internet	56%		61%		66%		37%	
2 - Did not know the GHP website existed	30%		24%		32%		36%	
3 - Would rather speak to customer service representative	21%		22%		25%		16%	
4 - Find it difficult to use	5%		6%		5%		4%	
5 - Experienced technical difficulty	3%		3%		2%		2%	
6 - Need training on the internet or the GHP website	6%		8%		5%		3%	
17) How easy was it to use the website?								
1 - Very Difficult	9%		3%		13%		10%	
2 - Difficult	5%		9%		9%		2%	
3 - Average	17%		26%		16%		14%	
4 - Easy	18%		6%		29%		17%	
5 - Very Easy	51%		57%		33%		57%	
18) Did the website give you the information you needed?								
1 - Yes	72%		76%		66%		73%	
2 - No	28%		24%		34%		27%	
19) Did you search the website for information about doctors in your area?								
1 - Yes	59%		68%		51%		60%	
2 - No	41%		32%		49%		40%	

Table 1 - Continued

	Overall		Medicaid Adult		Medicaid Child		PeachCare Child	
	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003	Fall 2003	Spring 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
20) How often do you read this material?								
1 - Always	61%	64%			54%	63%	67%	64%
2 - Often	15%	15%			15%	14%	15%	17%
3 - Sometimes	10%	13%			14%	15%	7%	11%
4 - Rarely	3%	4%			4%	3%	3%	4%
5 - Never	10%	4%			13%	4%	8%	5%
Difference, Significance	(-) *				(-) *		(+) *	
21) How helpful is this information?								
1 - Not at all helpful	3%	3%			3%	2%	2%	3%
2 - Not helpful	3%	2%			4%	2%	2%	3%
3 - Average	13%	11%			12%	10%	14%	12%
4 - Helpful	18%	17%			18%	17%	18%	16%
5 - Very helpful	63%	67%			63%	69%	63%	66%
Difference, Significance	(+) *				(+) *		(+) *	
22) Have you scheduled an appointment with your child's doctor or dentist because of these materials?								
1 - Yes	54%	61%			54%	63%	54%	60%
2 - No	46%	39%			46%	37%	46%	40%
Difference, Significance	(-) *				(-) *		(-) *	
23) What is the highest level of school you completed?								
1 - Less than high school	28%	31%	37%	37%	34%	33%	14%	22%
2 - High School Diploma or GED	40%	39%	40%	38%	38%	42%	42%	38%
3 - Post high school, technical training, or some college	26%	24%	19%	19%	23%	21%	37%	31%
4 - Bachelors degree or higher	5%	6%	4%	6%	5%	4%	7%	9%
Difference, Significance	(+) *		(-)		(+) *		(+) *	
24) What is your age?								
1 - 18 to 25	19%	16%	15%	11%	27%	22%	14%	16%
2 - 26 to 40	48%	47%	27%	37%	53%	46%	65%	59%
3 - 41 to 65	27%	28%	44%	35%	18%	26%	21%	23%
4 - Over 65	5%	8%	14%	18%	2%	6%	1%	2%
Difference, Significance	(-) *		(-)		(-) *		(-) *	

