

Medicaid and PeachCare for Kids Member Survey:
Customer Service Satisfaction Survey
Spring 2004

Prepared for ACS

Prepared by the Georgia Health Policy Center
At Georgia State University



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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 subsequently contracted with the Georgia Health Policy Center (GHPC) at Georgia State University 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 1,501 randomly selected members who had contacted customer service between October 2003 and March 2004. The survey was conducted between April and May 2004 via telephone interviews.

- Ninety-six percent of members rated the **overall quality of customer service** as average or higher, with 71 percent of members rating the quality as "excellent" or "above average". This was a significant increase from fall 2003 results.

- Levels of satisfaction with:
 - Ease of use of the automated phone system;
 - Information provided by the automated phone system;
 - Obtaining needed information from the customer service representative;
 - Ease of getting information about doctors in the area; and
 - Time before the customer service representative came on the linewere **high and improved** relative to the fall 2003 survey.

- Levels of satisfaction with:
 - Courteousness of customer service representatives;
 - Time for a new ID card to be processed;
 - Ease of changing child's doctor;
 - Ease of using GHP website; and,
 - Usefulness of appointment reminders and children's health brochureswere **high and unchanged** from the fall 2003 survey.

- Relative to the fall 2003 survey:
 - The percentage of guardians of children on PeachCare or Medicaid who claimed that they almost always read the informational materials *increased*.
 - The percentage of guardians who reported that the appointment reminders increased their likelihood of making an appointment *remained the same* at 54 percent.

- **Adult Medicaid** members showed the greatest improvement in satisfaction from fall 2003 in the areas of:
 - Information provided by both the automated phone system and the customer service representatives;
 - Time before the customer service representative came on the line; and,
 - Overall quality of customer service received.

- Fifty-five percent of the members expressed strong interest in using the Georgia Health Partnership website. However, 86 percent 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 who had used the website reported that it was easy to use and contained the information they needed.

- Eighty-one percent of members found ACS's printed materials "very helpful" or "helpful".

Based on the results of this survey, member satisfaction with customer service is high and has improved significantly relative to the fall 2003 results.

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 interest of ongoing quality improvement, ACS contracted with the Georgia Health Policy Center (GHPC) at Georgia State University to conduct member surveys semi-annually to assess member satisfaction with ACS's claims administration and customer service. The 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 survey conducted between April and May 2004.

METHODOLOGY¹

Between April and May 2004, Pegasus, Inc. was subcontracted to conduct a telephone survey of a stratified random sample of Medicaid and PeachCare for Kids members who had called customer service between October 2003 and March 2004. In order to achieve 1,501 completed surveys, the survey administrator attempted to contact 10,589 member households for a successful completion rate of 14 percent. (Seventy-six percent of the attempts were unsuccessful due to unanswered calls or wrong or disconnected phone numbers. Three percent of attempts resulted in hard refusals to participate in the survey.)

Sample

The GHPC randomly selected guardians of PeachCare members, adult Medicaid members, and guardians of child Medicaid members who had been continuously enrolled from October 2003 through March 2004 and who had called customer service during that time. Medicaid recipients who resided in a nursing home during the period were excluded from the sample.

The methodology used is the same as was used for the fall 2003 survey. ACS's administrative records, which were used to draw the sample, indicate whether a member has contacted customer service. Therefore, it was possible to draw the sample strictly from those members whose records showed that they had contacted customer service. There was no record of those who tried to contact customer service, but failed.

Survey Instrument

The member survey measured members' reports of their experiences with customer service during a six-month period (October 2003-March 2004) through 24 close-ended questions² covering the following areas:

- 1) Customer service center experience,
- 2) Georgia Health Partnership website,
- 3) Informational and reminder brochures³, and
- 4) Demographic information.

¹ Further explanation located in Methodology Notes.

² The survey for adult Medicaid members included only 19 questions; 5 questions regarding informational mailings and children's services were not relevant for this population.

³ PeachCare and Medicaid children only

In addition to using a multiple-choice format, the questionnaire employed several five-point Likert scaled questions. The complete surveys are included in Appendix A (Medicaid adult version) and Appendix B (PeachCare version⁴).

Data Collection

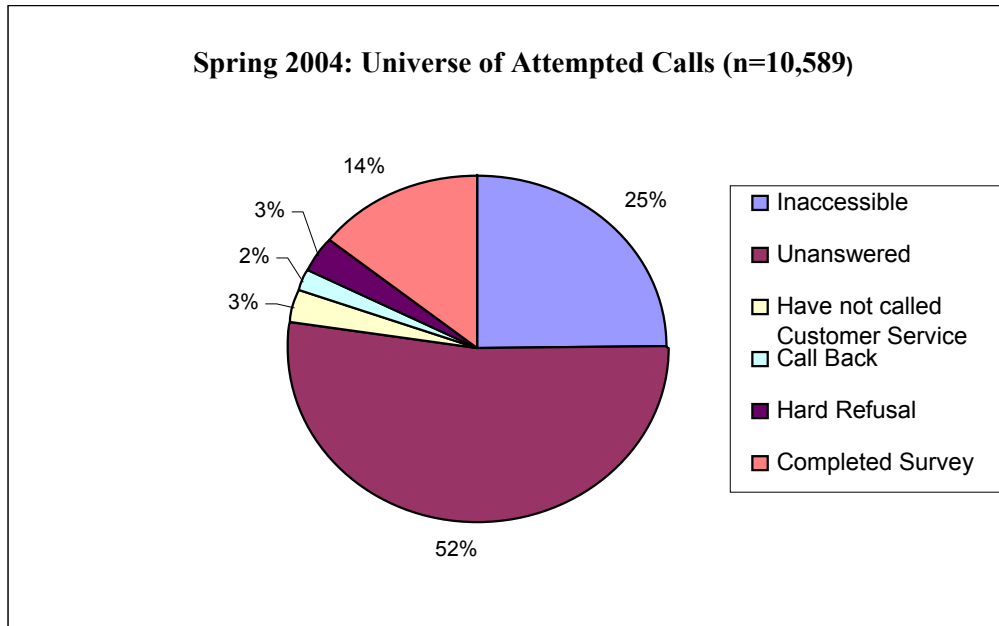
PEGUS Research, Inc. was the subcontractor for survey administration and data collection. Telephone surveys were conducted using computer-assisted telephone interviewing (CATI) software from April to May 2004. The surveys were conducted in both English and Spanish.

The goal was to achieve 1,500 completed surveys from members who had contacted customer service from October 2003 through March 2004. Completed surveys were to be evenly divided among 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 10,589 members via telephone. Ultimately, 1,501 surveys were successfully completed, for a response rate of 14 percent. The most frequent barriers to reaching members were unanswered calls (52 percent, which includes answering machines, fax or modem, busy line, or no answer) and inaccessible phone numbers (25 percent, which includes invalid, disconnected, or wrong number listed).

Another 318 members agreed to complete the survey but were excluded because they responded that they had not called customer service. As shown in Figure 1, three percent of potential member respondents gave a hard refusal, either by hanging up (n=102) or refusing to participate (n=263). Of the 189 people who requested a callback, 58 requested a Spanish-speaker. Language was a barrier in approximately .012 percent of cases (n=127).

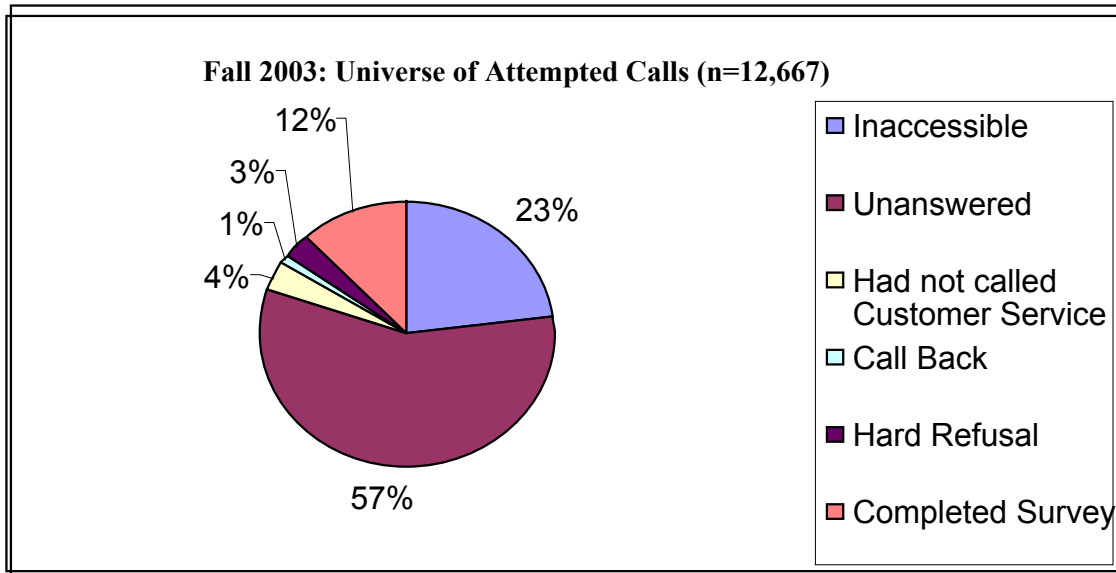
⁴ Medicaid children's version is the same as the PeachCare version.

Figure 1



Fall 2003's response rate was 12 percent of the 12,667 attempts. As shown in Figure 1a, the most substantial barriers were unanswered calls at 57 percent and inaccessible phone numbers at 23 percent. Another 447 members were excluded because they had no recollection of calling customer service.

Figure 1a



Profile of Respondents

Adult members on Medicaid, guardians of children on Medicaid, and guardians of children in PeachCare for Kids participated in the survey. The table below compares the respondents' demographic profiles. In general, PeachCare guardians were more educated than other respondents.⁵ Education and age distribution of respondents did not vary significantly from the fall 2003 survey.

Demographic Characteristics of Spring 2004 Survey Respondents

	All Members	Medicaid Adult	Medicaid Child	PeachCare
Education				
Less than high school	28 %	42 %	27 %	14 %
High School Diploma or GED	39 %	36 %	41 %	39 %
Post high school, technical training, or some college	27 %	18 %	25 %	37 %
Bachelors degree or higher	7 %	4 %	7 %	10 %
Age				
18 to 25	16 %	14 %	23 %	10 %
26 to 40	49 %	27 %	57 %	65 %
41 to 65	30 %	47 %	18 %	25 %
Over 65	5 %	11 %	2 %	1 %

⁵ Percentages may not add to 100 percent due to rounding.

RESULTS⁶

Summary of Findings

The results of the spring 2004 member survey reflect member satisfaction with ACS customer service during the six-month period from October 2003 to March 2004. Comparison of these results with the fall 2003 results suggests that satisfaction with customer service remains generally high and slightly improved.

- There was a significant increase in customer service satisfaction overall:
 - There was a significant increase in Medicaid adult members' satisfaction with customer service.
 - Medicaid children and PeachCare members' levels of satisfaction remained high.
- Satisfaction with the automated phone system's ease of use and the information it provided increased significantly from the fall 2003 survey.
- Speaking with a customer service representative continues to be the most popular mode of communication for members.
- Members were most satisfied with:
 - Courtesy of the customer service representatives, and
 - Information received from customer service representatives.
- Although satisfaction increased on these dimensions relative to the fall 2003 survey, members were least satisfied with:
 - Ease of changing a child's doctor, and
 - How quickly the request for a new ID card was processed.
- Parents and guardians of children in PeachCare and Medicaid valued the informational mailings and reminders, with 81 percent reporting the mailings and reminders were very helpful or helpful.
- While 55 percent of respondents claimed they would be interested in using the GHP website in the future, only 14 percent had used the website. This was a slight increase from the 12 percent reported in fall 2003.
- The two greatest barriers to website use continue to be lack of internet access and lack of knowledge regarding the website's existence.

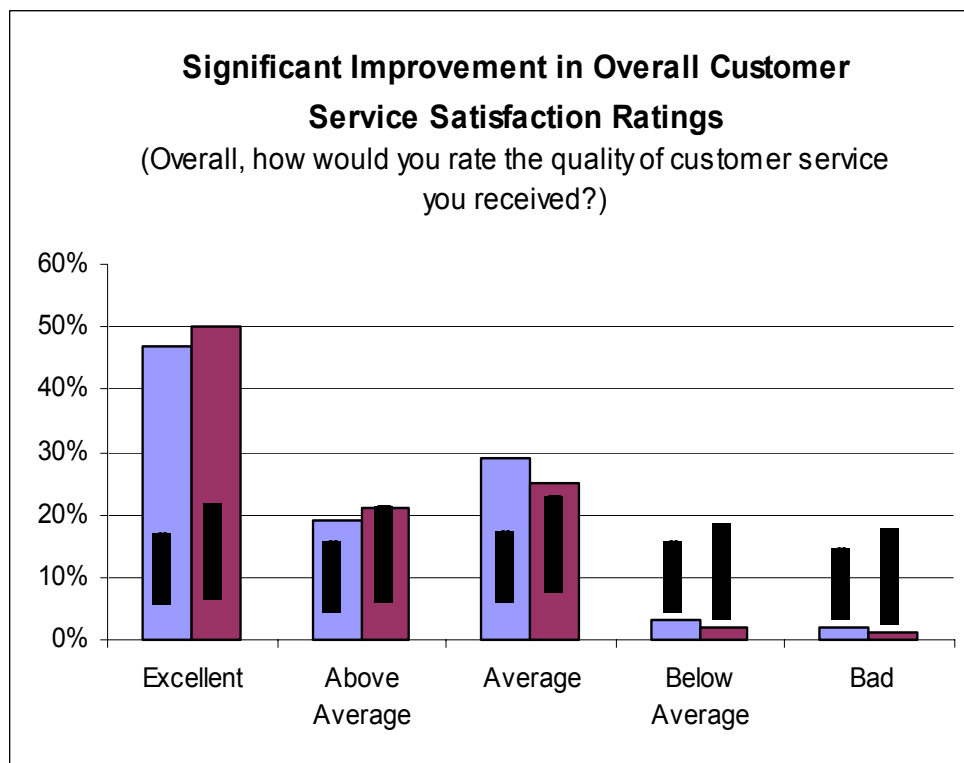
⁶ "Table 1 – Frequencies, percentages and statistically significant differences across survey rounds" found in Appendix C.

SECTION ONE: CUSTOMER SERVICE CENTER EXPERIENCE

Overall, members rated the quality of customer service highly, and there was a significant, positive increase in overall satisfaction (Figure 2).

- Seventy-one percent of members said that the customer service they received overall was “excellent” or “above average”. This represents a significant increase in overall customer satisfaction from fall 2003’s 66 percent.
- Twenty-five percent described customer service as “average”.
- Three percent rated it “below average” or “bad”.
- Adult Medicaid recipients had a statistically significant increase in satisfaction from the fall 2003 survey.
 - Sixty-six percent of adults on Medicaid rated customer service as “excellent” or “above average” in spring 2004, compared to 61 percent of fall 2003 adults on Medicaid.

Figure 2



Automated Phone System

Members felt that the automated phone system was user-friendly and provided the information needed: Satisfaction increased relative to the fall 2003 results (Figure 3).

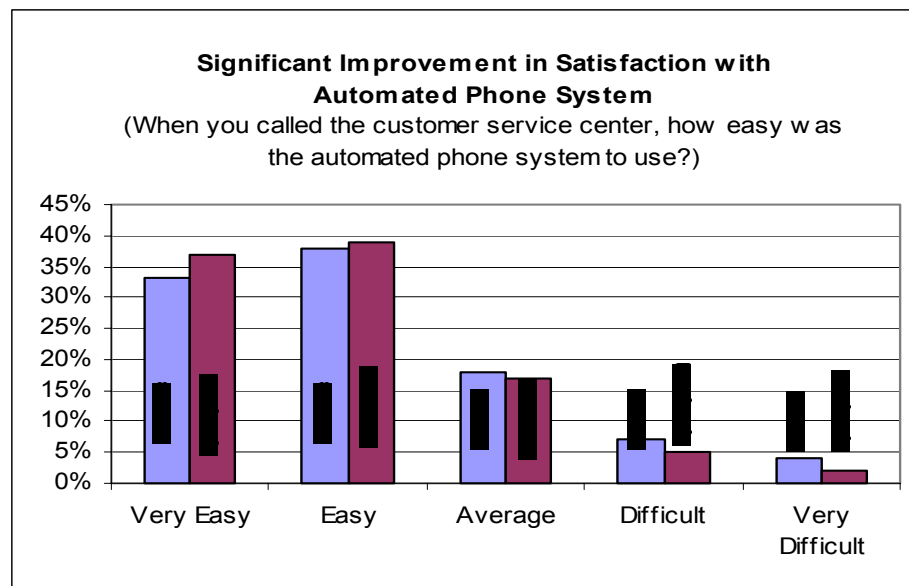
Ease of use:

- Seventy-six percent of members reported that the automated system was “very easy” or “easy” to use.
 - This was a significant improvement from the fall 2003 response of 71 percent who reported that the system was “very easy” or “easy” to use.
- Seventeen percent considered the ease of use as “average”.
- Only seven percent reported that the automated phone system was “difficult” or “very difficult” to use.

Information provided:

- Seventy-seven percent reported that they “always” or “often” received the information needed.
 - This was a significant improvement from the fall 2003 response of 71 percent that reported they “always” or “often” received the information needed.
- Sixteen percent reported that “sometimes” they received the information needed.
- Seven percent said they “rarely” or “never” received the information needed.
- Responses were similar across member types but did show significant improvement among adults and guardians of Medicaid children.

Figure 3



Customer Service Representative

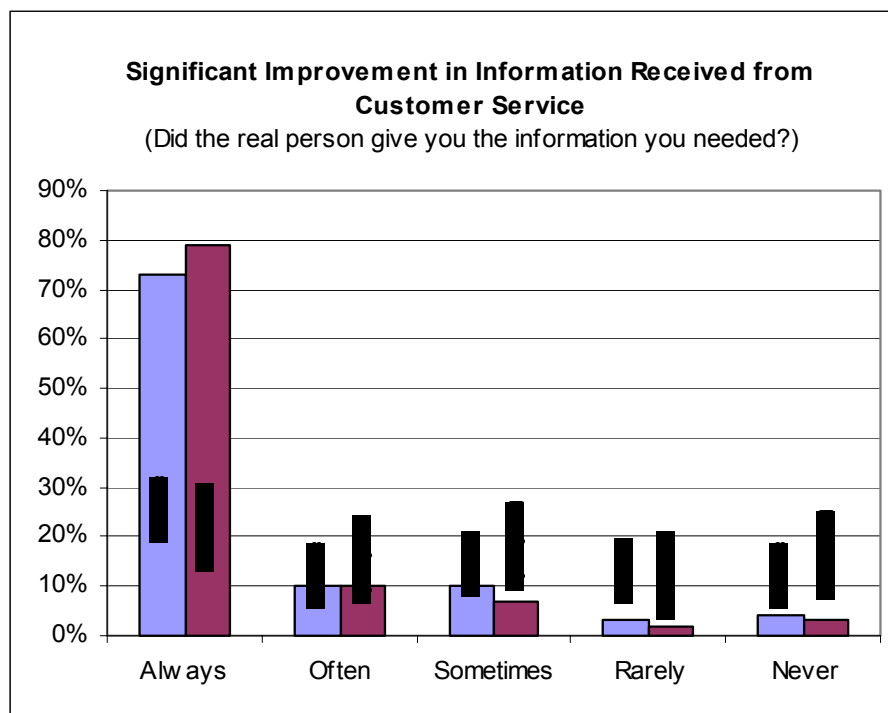
Of respondents who called customer service, almost all had tried to talk to a real customer service representative.

- Ninety-one percent of respondents had attempted to speak with a representative.

There was a significant improvement in members feeling that the customer service representatives provided the information needed (Figure 4).

- Eighty-nine percent said the customer service representative “always” or “often” gave the information needed, which is a significant improvement from fall 2003 when 83 percent reported this response.
- Only five percent said the customer service representative “never” or “rarely” gave the information needed.
- Adults and guardians of children on Medicaid improved significantly in their satisfaction with the information provided.
 - Eighty-seven percent agreed that representatives provided the requested information “always” or “often”, compared to 78 percent in fall 2003.

Figure 4

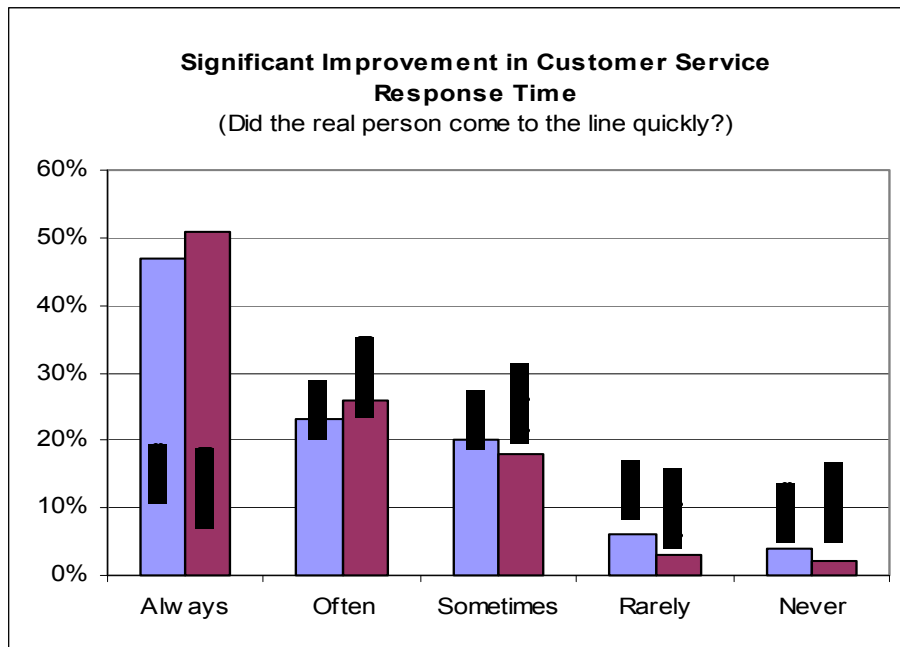


Ninety-three percent of members felt that the customer service representatives were courteous, which remained steady from the fall 2003 survey.

Members felt that a customer service representative typically came on the line within a reasonable amount of time; while satisfaction was already at high levels, satisfaction increased on this dimension relative to the fall 2003 survey (Figure 5).

- Seventy-seven percent said the customer service representative “always” or “often” came on the line quickly. This represents a statistically significant improvement over the fall 2003 survey, when 70 percent gave this response.
- Only five percent said the customer service representative “never” or “rarely” came on the line quickly, which is an improvement from ten percent reporting the same result in fall 2003 survey.
- Medicaid adults showed the greatest significant improvement in satisfaction levels.
 - Seventy-four percent agreed that the representative came on the line quickly “always” or “often”, compared to 65 percent that reported the same in the fall 2003 survey

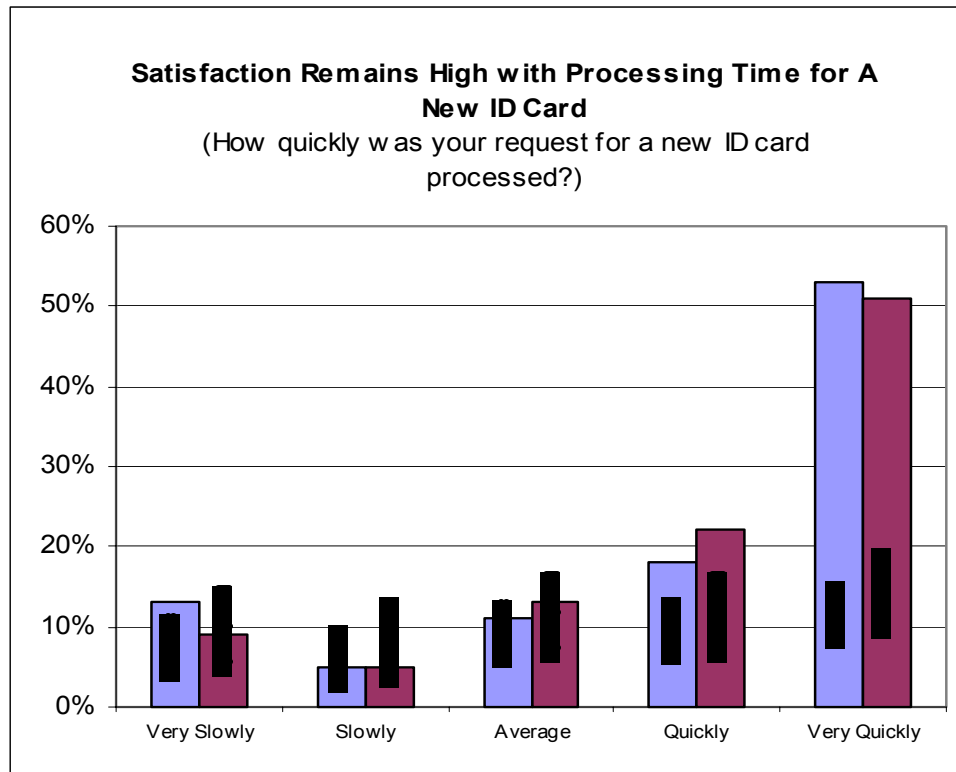
Figure 5



Services Requested

The majority of members who requested new ID cards reported that their requests were processed quickly, which remained steady from the fall 2003 survey (Figure 6).

Figure 6



Most members were satisfied with the availability of information on providers in their area, which significantly improved from the fall 2003 results.

- Of 1,490 respondents to this question, 39 percent had requested information about doctors in their area.
- Of those who requested information, 79 percent reported that it was easy to obtain.
- There was a statistically significant difference between the spring 2004 results and the fall 2003 results, with a four-point increase in satisfaction.

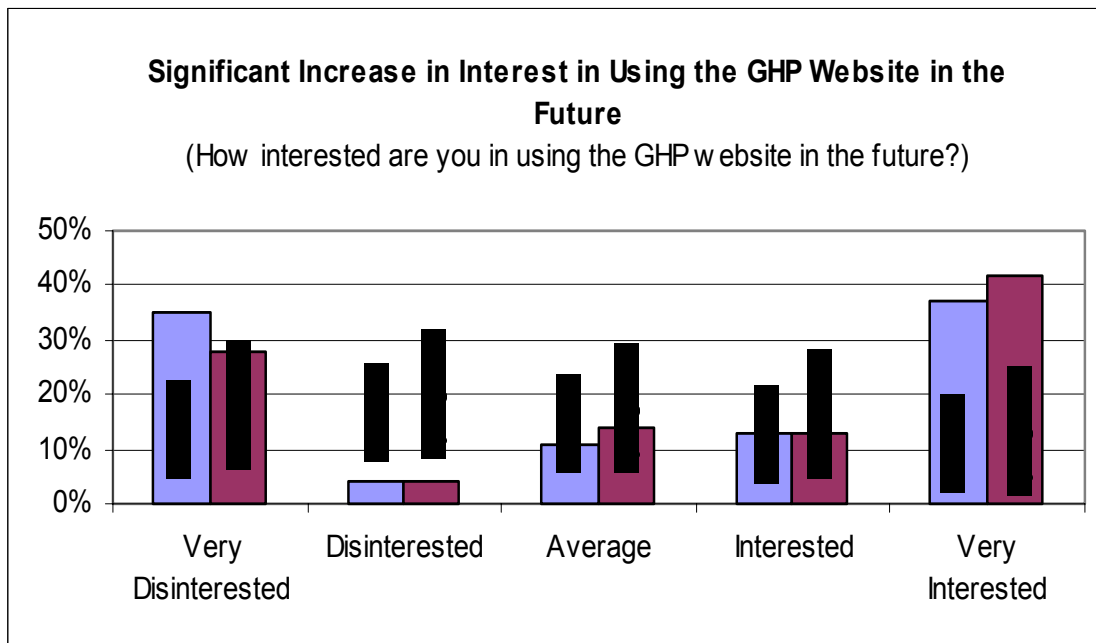
Seventy-five percent of members who attempted to change their child's physician were satisfied with the ease of doing so, which remained steady from the fall 2003 report.

SECTION TWO: GEORGIA HEALTH PARTNERSHIP (GHP) WEBSITE

While over half of the members indicated they were quite interested in using the GHP website, few had actually tried to use the site.

- Fifty-five percent of those who responded to this question indicated that they were interested in using the GHP website in the future, which was a significant improvement from the fall 2003 results of 50 percent reporting interest.
- Of the people who responded to this question, 86 percent had not tried the website.
 - PeachCare respondents were the largest member group who tried the website, with 21 percent of respondents.

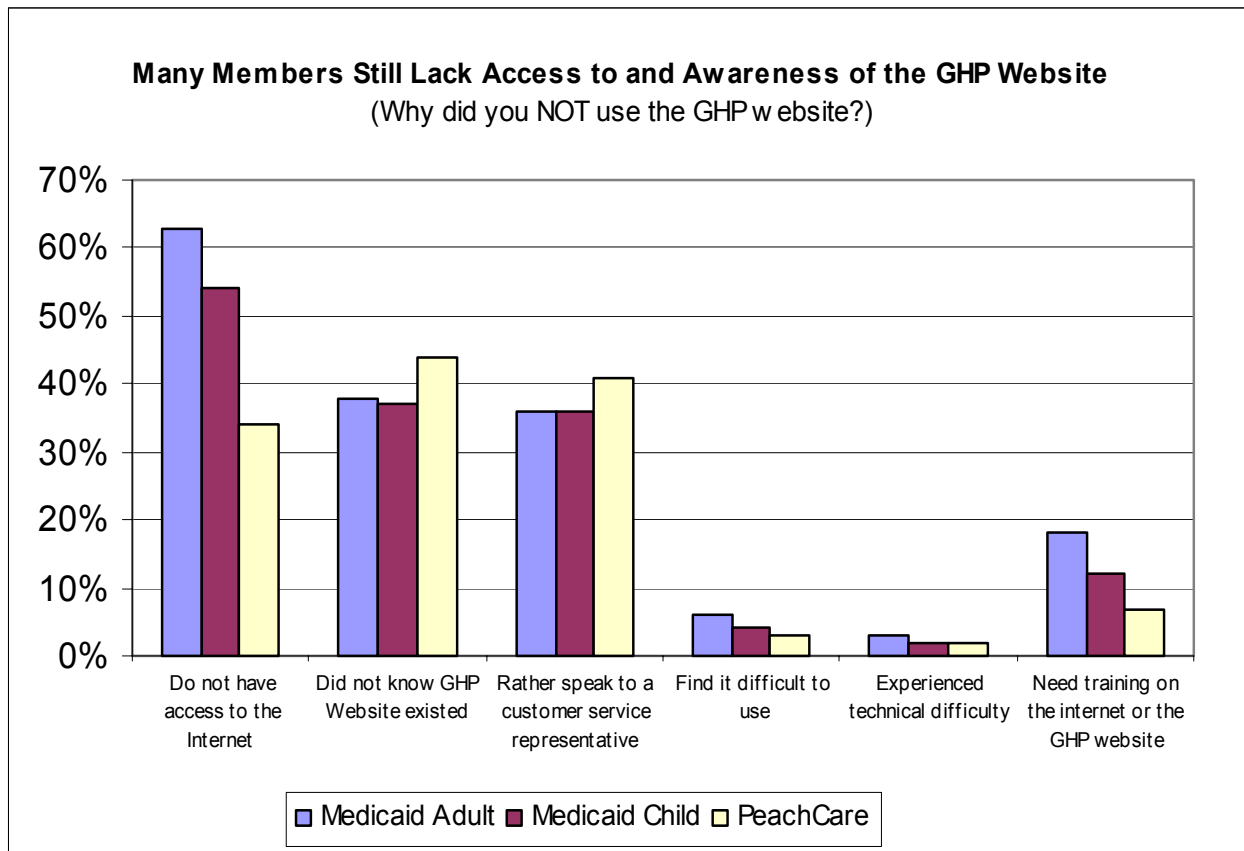
Figure 7



Those reporting that they did not try the website cited lack of web access and lack of knowledge of the site’s existence as main reasons, which is consistent with the fall 2003 survey results (Figure 8).

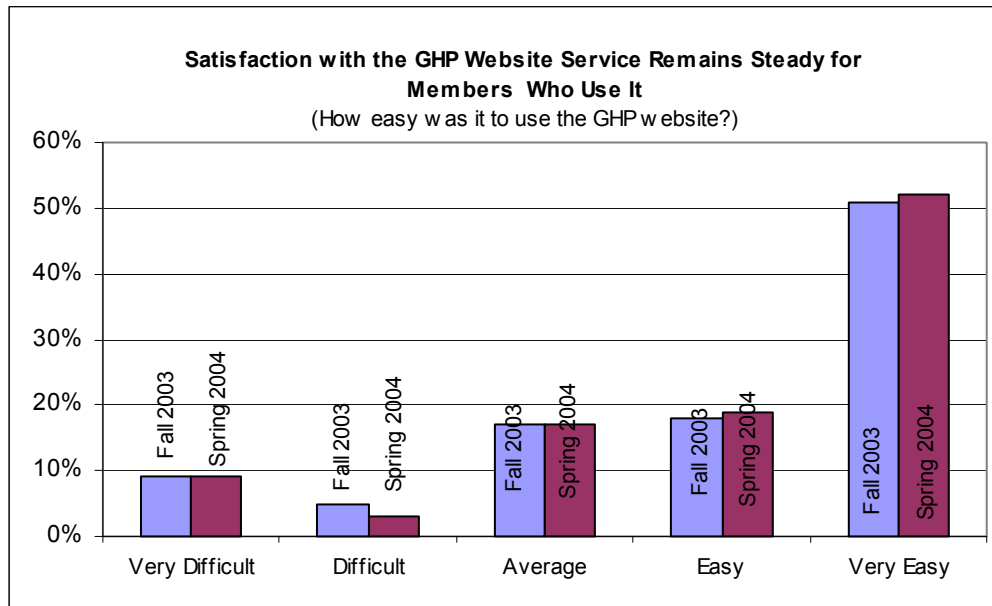
- Ninety percent reported that the greatest barrier to using the website was lack of Internet access and lack of knowledge regarding the existence of the site.
- Thirty-seven percent preferred speaking to a “live” customer service representative.

Figure 8



The 14 percent that used the website reported that it was easy to use and had the information that they needed, which remained steady from fall 2003 results (Figure 9).

Figure 9



SECTION THREE: INFORMATIONAL AND REMINDER BROCHURES⁷

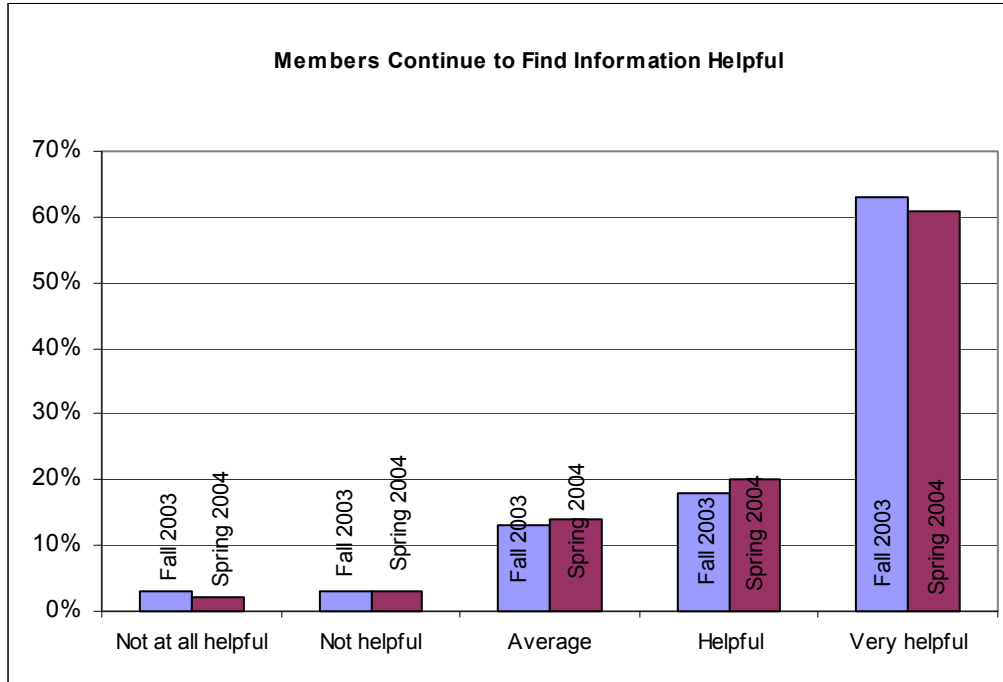
Over three-quarters of members reported that they almost always read the informational and reminder brochures, which represents an improvement from fall 2003 results.

- Seventy-eight percent said they read the brochures “always” or “often”.
- Thirteen percent read them “sometimes”.
- Eight percent “rarely” or “never” read them.
- This represents a statistically significant improvement from the fall 2003 survey when 76 percent of members reported that they “always” or “often” read the brochures.
 - The improvement was particularly notable among families with children on Medicaid, which improved from 69 percent of families reporting that they read the materials in the fall 2003 survey to 75 percent in the spring 2004 survey. This may be because the spring 2004 sample of these families was slightly more educated than the fall 2003 sample.

⁷These questions were asked of parents and guardians of children enrolled in Medicaid and PeachCare for Kids (n=1,001).

Eighty-one percent of members found printed materials informative; appointment reminders had a positive effect on over half the members. These results remain steady from the fall 2003 survey results (Figure 10).

Figure 10



CONCLUSION

Based on the results of this survey, member satisfaction with customer service is high and has either remained unchanged or improved relative to the fall 2003 results.

Adult Medicaid members showed the greatest improvement in satisfaction from fall 2003. This group was significantly less likely to attempt to contact a customer service representative, which may reflect their increased satisfaction with information received from the automated phone system. Those who spoke with a customer service representative had increased levels of satisfaction with the information received.

Areas for Future Attention

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

- Improving the ease of using the website;
- Improving awareness of the website; and
- Decreasing the time to process requested ID cards.

Improving the time to process a requested ID card could increase the number of members using services. This, in turn, may increase member satisfaction levels with ACS. In addition, increasing awareness of the website might improve the quality of the customer service experience.

Website

Despite high levels of expressed interest in the Georgia Health Partnership website among about half of the members, only 14 percent had used it at the time of the survey. This remains unchanged from the fall 2003 survey. Part of the issue appears to be lack of familiarity, since approximately one-third of the members (depending on member type) was 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.

Methodology Notes

Sample Selection

In March 2004, ACS provided the GHPC a sampling pool consisting of 116,304 members. These members had been continuously enrolled in the Medicaid or PeachCare programs for the previous six months. They made at least one call to customer service during that period. In addition, they did not reside in a nursing facility.

When drawing the sample from these members for the survey, the GHPC first excluded 11,198 (9.6 percent) members without a valid phone number. Then, members were divided into three groups: PeachCare Kids, Medicaid Children, and Medicaid Adults based on their eligibility category. Out of each group, 5,000 members were randomly selected as survey candidates. This was to ensure that the survey administrator could get at least 500 responses for each group.

The main purpose for this note is to highlight the fact that of the 116,304 individuals who called into the ACS call center October 2003 to March 2004, almost ten percent could not be included in the survey.

Sample Testing

The survey completed in May 2004 resulted in 1,501 complete responses. The GHPC initially examined the responses and the original sample pool for sampling bias. One factor examined was a member's primary language (illustrated in Table 1.) Language distribution in the completed survey data is fairly close to that of the initial sampling pool.

Table 1

Category	Size	English		Non English		Not Identified	
		Count	Percentage	Count	Percentage	Count	Percentage
Pool	116,304	87,445	75.19%	4,742	4.07%	24,117	20.74%
Responses	1,501	1,227	81.75%	43	2.87%	231	15.39%

The GHPC also considered size differences among the three sampling groups. Analyses were performed by adjusting group sizes using the sampling weights, and the result was compared to that of the unadjusted data. However, no significant differences were found in the adjusted data.

Cautionary Note

The GHPC recommends that the "Overall" result category be interpreted with caution. This result is a simple average of the three group results, whereas the groups differ significantly in their demographic profiles. The individual group results are possibly more meaningful when comparing to the previous survey.

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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 October 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 - Frequencies, Percentages, and Statistically Significant Differences Across Survey Rounds

	All Member Types		Medicaid Adult				Medicaid Child				PeachCare					
	Spring 2004		Fall 2003		Spring 2004		Fall 2003		Spring 2004		Fall 2003		Spring 2004		Fall 2003	
	Percent		Percent		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1) How easy was the automated phone system to use?																
1 - Very Easy	37%		33%		35%	31%		34%	28%		41%	39%				
2 - Easy	39%		38%		36%	38%		44%	39%		38%	38%				
3 - Average	17%		18%		18%	16%		17%	22%		16%	16%				
4 - Difficult	5%		7%		7%	9%		5%	7%		3%	4%				
5 - Very Difficult	2%		4%		3%	6%		1%	3%		1%	3%				
Difference, Significance	(+) *		(+) *				(+) *				(+) *					
2) Did the automated phone system give you the information you needed?																
1 - Always	59%		53%		55%	49%		66%	56%		56%	55%				
2 - Often	18%		18%		18%	20%		15%	16%		22%	17%				
3 - Sometimes	16%		15%		18%	16%		13%	16%		16%	14%				
4 - Rarely	3%		4%		4%	6%		3%	4%		3%	3%				
5 - Never	4%		9%		4%	10%		4%	7%		4%	11%				
Difference, Significance	(+) *		(+) *				(+) *				(+) *					
3) Did you try to talk to a real person?																
1 - Yes	91%		92%		88%	91%		90%	91%		95%	93%				
2 - No	9%		8%		12%	9%		10%	9%		5%	7%				
Difference, Significance	(-) *		(-) *				(-) *				(+) *					
4) Did a real person come on the line quickly?																
1 - Always	51%		47%		52%	44%		51%	47%		49%	50%				
2 - Often	26%		23%		22%	21%		26%	23%		30%	25%				
3 - Sometimes	18%		20%		20%	22%		17%	20%		17%	19%				
4 - Rarely	3%		6%		4%	7%		3%	8%		3%	4%				
5 - Never	2%		4%		3%	5%		2%	3%		2%	3%				
Difference, Significance	(+) *		(+) *				(+) *				(+) *					
5) Did the real person give you the information you needed?																
1 - Always	79%		73%		75%	67%		80%	74%		80%	78%				
2 - Often	10%		10%		12%	11%		9%	11%		9%	8%				
3 - Sometimes	7%		10%		7%	14%		7%	10%		7%	7%				
4 - Rarely	2%		3%		2%	4%		2%	2%		2%	3%				
5 - Never	3%		4%		4%	4%		3%	3%		2%	3%				
Difference, Significance	(+) *		(+) *				(+) *				(+) *					

Table 1 - Continued

	All Member Types		Medicaid Adult		Medicaid Child		PeachCare	
	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
6) Was the real person courteous?								
1 - Always	86%	86%	85%	87%	87%	85%	86%	87%
2 - Often	7%	7%	7%	6%	7%	9%	7%	6%
3 - Sometimes	5%	5%	6%	5%	4%	4%	5%	5%
4 - Rarely	1%	1%	1%	1%	1%	1%	1%	1%
5 - Never	1%	1%	1%	1%	1%	1%	1%	1%
Difference, Significance	(-)		(-)		(+) *		(-)	
7) Did you ever request a new ID card?								
1 - Yes	43%	49%	40%	43%	48%	55%	41%	48%
2 - No	57%	51%	60%	57%	52%	45%	59%	52%
Difference, Significance	(-) *		(-)		(-) *		(-) *	
8) How quickly was your request for a new ID card processed?								
1 - Very Slowly	9%	13%	11%	12%	9%	13%	9%	15%
2 - Slowly	5%	5%	4%	4%	6%	5%	6%	6%
3 - Average	13%	11%	12%	13%	13%	10%	14%	9%
4 - Quickly	22%	18%	19%	17%	25%	16%	22%	20%
5 - Very Quickly	51%	53%	56%	54%	48%	56%	50%	50%
Difference, Significance	(+) *		(+) *		(-)		(+) *	
9) Did you ask for information about doctors in your area?								
1 - Yes	39%	35%	39%	35%	36%	32%	41%	39%
2 - No	61%	65%	61%	65%	64%	68%	59%	61%
Difference, Significance	(+) *		(+) *		(+) *		(+) *	
10) How easy was it to get information about doctors in your area?								
1 - Very Difficult	6%	11%	7%	14%	6%	9%	5%	10%
2 - Difficult	4%	4%	5%	2%	5%	5%	3%	6%
3 - Average	11%	10%	10%	9%	11%	10%	11%	10%
4 - Easy	15%	16%	12%	16%	19%	14%	15%	18%
5 - Very Easy	64%	59%	67%	59%	60%	62%	65%	56%
Difference, Significance	(+) *		(+) *		(+) *		(+) *	
11) Did you try to change your child's doctor?								
1 - Yes	48%	39%			50%	41%	46%	37%
2 - No	52%	61%			50%	59%	54%	63%
Difference, Significance	(+) *				(+) *		(+) *	

Table 1 - Continued

	All Member Types		Medicaid Adult		Medicaid Child		PeachCare	
	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
12) How easy was it to change your child's doctor?								
1 - Very Difficult	11%	13%			10%	10%	12%	15%
2 - Difficult	4%	6%			4%	7%	4%	4%
3 - Average	11%	10%			10%	10%	11%	10%
4 - Easy	15%	11%			17%	12%	13%	10%
5 - Very Easy	60%	60%			59%	60%	61%	60%
Difference, Significance	(+)				(+)		(+)	
13) Overall, how would you rate the quality of the customer service you received?								
1 - Excellent	50%	47%	49%	42%	48%	45%	52%	54%
2 - Above Average	21%	19%	17%	19%	20%	18%	25%	21%
3 - Average	25%	29%	28%	33%	28%	33%	20%	21%
4 - Below Average	2%	3%	2%	4%	3%	3%	2%	2%
5 - Bad	1%	2%	2%	2%	1%	1%	1%	2%
Difference, Significance	(+) *		(+) *		(+)		(+)	
14) How interested are you in using the GHP website in the future?								
1 - Very Disinterested	28%	35%	34%	41%	27%	42%	24%	20%
2 - Disinterested	4%	4%	3%	4%	5%	3%	3%	5%
3 - Average	14%	11%	11%	8%	15%	12%	16%	13%
4 - Interested	13%	13%	10%	10%	15%	13%	13%	16%
5 - Very Interested	42%	37%	43%	36%	37%	30%	44%	46%
Difference, Significance	(+) *		(+) *		(+) *		(-)	
15) Have you tried to use the GHP website?								
1 - Yes	14%	12%	9%	7%	10%	9%		19%
2 - No	86%	88%	91%	93%	90%	91%		81%
Difference, Significance	(+)		(+)		(+)		(+)	

	All Member Types		Medicaid Adult		Medicaid Child		PeachCare	
	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 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	51%	56%	63%	61%	54%	66%	34%	37%
2 - Did not know the GHP website existed	39%	30%	38%	24%	37%	32%	44%	36%
3 - Would rather speak to customer service representative	37%	21%	36%	22%	36%	25%	41%	16%
4 - Find it difficult to use	4%	5%	6%	6%	4%	5%	3%	4%
5 - Experienced technical difficulty	2%	3%	3%	3%	2%	2%	2%	2%
6 - Need training on the internet or the GHP website	13%	6%	18%	8%	12%	5%	7%	3%
17) How easy was it to use the website?								
1 - Very Difficult	9%	9%	7%	3%	8%	13%	10%	10%
2 - Difficult	3%	5%	0%	9%	6%	9%	3%	2%
3 - Average	17%	17%	11%	26%	16%	16%	21%	14%
4 - Easy	19%	18%	11%	6%	22%	29%	21%	17%
5 - Very Easy	52%	51%	72%	57%	48%	33%	46%	57%
Difference, Significance	(+)		(+)		(+)		(-)	
18) Did the website give you the information you needed?								
1 - Yes	73%	72%	78%	76%	73%	66%	70%	73%
2 - No	27%	28%	22%	24%	27%	34%	30%	27%
Difference, Significance	(+)		(+)		(+)		(-)	
19) Did you search the website for information about doctors in your area?								
1 - Yes	65%	59%	64%	68%	69%	51%	64%	60%
2 - No	35%	41%	36%	32%	31%	49%	36%	40%
Difference, Significance	(+)		(-)		(+)		(+)	

Table 1 - Continued

	All Member Types		Medicaid Adult		Medicaid Child		PeachCare	
	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 2003	Spring 2004	Fall 2003
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
20) How often do you read this material?								
1 - Always	66%	61%			62%	54%	70%	67%
2 - Often	12%	15%			13%	15%	10%	15%
3 - Sometimes	13%	10%			15%	14%	12%	7%
4 - Rarely	2%	3%			2%	4%	3%	3%
5 - Never	6%	10%			7%	13%	6%	8%
Difference, Significance	(+) *				(+) *		(+)	
21) How helpful is this information?								
1 - Not at all helpful	2%	3%			2%	3%	3%	2%
2 - Not helpful	3%	3%			2%	4%	4%	2%
3 - Average	14%	13%			14%	12%	14%	14%
4 - Helpful	20%	18%			20%	18%	19%	18%
5 - Very helpful	61%	63%			62%	63%	61%	63%
Difference, Significance	(-)				(-)		(-)	
22) Have you scheduled an appointment with your child's doctor or dentist because of these materials?								
1 - Yes	54%	54%			52%	54%	56%	54%
2 - No	46%	46%			48%	46%	44%	46%
Difference, Significance	(+)				(-)		(+)	
23) What is the highest level of school you completed?								
1 - Less than high school	28%	28%	42%	37%	27%	34%	14%	14%
2 - High School Diploma or GED	39%	40%	36%	40%	41%	38%	39%	42%
3 - Post high school, technical training, or some college	27%	26%	18%	19%	25%	23%	37%	37%
4 - Bachelors degree or higher	7%	5%	4%	4%	7%	5%	10%	7%
Difference, Significance	(+)		(-)		(+) *		(+)	
24) What is your age?								
1 - 18 to 25	16%	19%	14%	15%	23%	27%	10%	14%
2 - 26 to 40	49%	48%	27%	27%	57%	53%	65%	65%
3 - 41 to 65	30%	27%	47%	44%	18%	18%	25%	21%
4 - Over 65	5%	5%	11%	14%	2%	2%	1%	1%
Difference, Significance	(+)		(+)		(+)		(+) *	

