



2019 Centennial Care Member Satisfaction Report

December 31, 2019

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Executive Summary

Self-Directed Choices Members/Employer of Records were asked to participate in an anonymous online Constant Contact Survey to help the agency evaluate the effectiveness of our services. The survey included questions about the client's interactions with and impressions of assigned staff. The survey also asked Member/Employer of Records what changes Self-Directed Choices could make to achieve higher ratings and provided a place for comments.

Survey questions were worded as positive statements or direct questions, and included the following questions:

1. Which Managed Care Organization (MCO) are you currently enrolled with?
2. What is the Member's age?
3. In what Zip Code is the Member's home located?
4. How polite is your Support Broker?
5. How respectful of your time is your Support Broker?
6. How knowledgeable is your Support Broker of services and supports available on Centennial Care Self-Directed Community Benefit?
7. How well does your Support Broker understand your questions and concerns?
8. How empowered are you to self-direct your budget?
9. How satisfied are you with the reliability of your Support Broker?
10. Overall, what is your level of satisfaction with our Support Broker services?
11. How satisfied are you with Self-Directed Choices Admin Supports?
12. Additional comments
13. Do you want Self-Directed Choices Management Staff to contact you?

Note: The survey questionnaire is included in the Appendix for reference.

Methodology

Self-Directed Choices developed the survey with input from the Director, CFO, Program Manager and Quality Specialist. The final survey form was emailed and mailed to Members/Employer of Records (EORs) and included questions about their satisfaction level.

The emailed survey was emailed on three separate dates 11/13/19 (174), 11/16/19 (128) and 11/20/2019 (115). Fifty-four (54) surveys were completed electronically. Thirty-six surveys were also mailed (via USPS) to households for which SDC did not have an email address. 16 mailed surveys were returned completed. A total of 70 completed surveys were collated in Constant Contact, the survey information system.

The Survey link was also provided through Constant Contact to allow the Director to resend to only people who had not opened the email. Constant Contact provided the following statistics:

	Survey's Provided	Completed Surveys
Emailed	174	54
Mailed	<u>36</u>	<u>16</u>
Totals	210	70

The Director reviewed each survey for missing information and responses. After reviewing, the responses were imported into Microsoft® Excel and errors were checked against the individual online forms. Mailed surveys were entered into Constant Contact and subtracted to arrive at the above totals. Data analysis was completed using Excel. The results reported this year are a larger sample than last years, noting the increase in Centennial Care Members.

Survey Questions

The following questions were asked to gain insights of the Member's demographic information.

Q. 1: Which Managed Care Organization (MCO) are you currently enrolled with?

MCO	Number of Responses	Response Ratio
Blue Cross/Blue Shield NM	49	70.0%
Presbyterian	9	12.9%
Western Sky Community Care	10	14.3%
No Responses	2	2.8%
Total	70	

Q. 2: What is the Member's age?

2019 Survey - Member Age Range Count	
Age Range	Count
Under 18	2
18 to 24	1
25 to 34	4
35 to 44	9
45 to 54	9
55 to 64	23
65 to 74	12
74 or older	8
No answer	2
Total	70

Q. 3: Top Five Zip Codes served are illustrated below

Zip Code	Number
87102	6
87121	6

87124	6
87031	5
87505	3
All other zip codes	44
Totals	70

Q. 4: How Polite is your Support Broker?

	Responses	Percentage
Extremely polite	54	77.1%
Very polite	13	18.6%
Somewhat polite	1	1.4%
Occasionally polite	0	0.0%
Often rude	0	0.0%
No response	2	2.9%
Totals	70	

Q. 5: How Respectful of your Time is your Support Broker?

Extremely respectful	52	74.3%
Very respectful	14	20.0%
Moderately respectful	1	1.4%
Occasionally disrespectful	1	1.4%
Often disrespectful	0	0.0%
No response	2	2.9%
Total	70	

Q. 6: How knowledgeable is your Support Broker of services and supports available on Centennial Care Self-Directed Community Benefit?

	Rating	Percentage
Extremely knowledgeable	51	72.9%
Very knowledgeable	14	20.0%
Somewhat knowledgeable	2	2.9%
Not so knowledgeable	1	1.4%
Not at all knowledgeable	0	0.0%
No response	2	2.8%
Total	70	

Q. 7: How well does Your Support Broker Understand your questions and concerns?

	Rating	Percentage
Extremely well	49	70.0%
Very well	18	25.7%
Somewhat well	0	0.0%
Not so well	1	1.4%
Not at all	0	0.0%
No response	2	2.9%
Total	70	

Q. 8. How empowered are you to self-direct your budget?

	Rating	Percentage
Extremely	50	71.4%
Somewhat	14	20.0%
Moderately	2	2.9%
Slightly	1	1.4%
Not at all	1	1.4%
No response	2	2.9%
Total	70	

Comments to Question 8: How empowered are you to self-direct your budget?

Q. 8. Comments: How empowered are you to self-direct your budget?
Comment 1: trust their extreme knowledge of their job. They understand my needs for our daughter.
Comment 2: [Support Broker] is very supportive in all aspects of program; he asks me questions to help think about options for solutions. Also, very active in finding and utilizing resources available to use my program.
Comment 3: [Support Broker] is amazing at helping me to use my funds to help me to achieve my health goals
Comment 4: I've followed [Support Broker] from another brokerage and asked my Care Coordinator if she knew which brokerage [Support Broker] was with because she knows more about the Self-Directed program and is more responsive than other Support Brokers. She worked overtime to fix an urgent mistake another broker made when I first changed to Self-Directed years ago. [Support Broker] 's work ethics are the highest I've experienced in this program.
Comment 5: I like this self-directed program very much
Comment 6: New to self-directed and often left with no direction on forms and processes.
Comment 7: Empowered - WOW! What a concept... but not sure how much that has to do with this budget! I feel I'm luckier than most to have things on my budget that were hard fought for in the past and still to get them, but to get anything unusual new is difficult! In the past I fought over things and went to FAIR HEARINGS but that was a joke!

Q. 9: How satisfied are you with the reliability of your Support Broker?

	Rating	Percentage
Extremely satisfied	54	77.1%
Very satisfied	13	18.6%
Somewhat satisfied	0	0.0%
Not so satisfied	0	0.0%
Not at all satisfied	1	1.4%
No response	2	2.9%
Total	70	

Q. 10: Overall, what is your level of satisfaction with our Support Broker services?

	Rating	Percentage
Very satisfied	65	92.9%
Somewhat satisfied	2	2.9%
Neither satisfied nor dissatisfied	0	0.0%
Somewhat dissatisfied	1	1.4%
Very dissatisfied	0	0.0%
No response	2	2.8%
Total	70	

Q. 11: How Satisfied are You with Self-Directed Choices Admin Supports?

	Rating	Percentage
Extremely satisfied	50	71.4%
Very satisfied	15	21.4%
Somewhat satisfied	2	2.8%
Somewhat dissatisfied	1	1.4%
Very dissatisfied	0	0.0%
No response	2	2.8%
Total	70	

Do You Have any Additional Comments?

Of the 70 survey respondents 27 had the following additional comments:

Comment 1: Before switching to Self-Direct my needs were not met and services were more harmful than helpful. I am thankful for your program. My support broker, [Support Broker] is wonderful. I have a rare diagnose and she takes the time to understand and help me meet my needs.
Comment 2: Everyone has been a blessing to my family. She has always been very helpful and considerate. Please don't change her.
Comment 3: We are very happy and satisfied to have you in our home an thank you for

everything you have done for us.
Comment 4: I was never so happy to be free of the backstabbing, controlling actions of [company] having nothing to do with my health. [Support Broker] 's support and initiative my behalf is like night and day from [Support Broker]? when I had to beg for info and support.
Comment 5: Doing great job.
Comment 6: I just wanted to let you know how wonderful [Support Broker] has been to me. At age 79 I need a lot of backing to do my paperwork for Self-Directed Choices. already have been approved to fax in my pay requests due to my aversion to computers. However, he goes way beyond his job description, believe me. He handles all my problems with Xerox and calms me down when I am very frustrated with the whole payment routine. He reviews my submissions when there is a conflict and is patient, kind and understanding in helping to solve them. I cannot tell you how thankful I am that he works for you and how wonderful it has been for me to negotiate the regulations with his excellent support. Let me thank you for hiring him, and I wish you that all staff meet his level of commitment.
Comment 7: Everything is going great!
Comment 8: Always keeps in touch and communicates effectively.
Comment 9: Wish we could get our voucher payment when requested. We receive payments after the payment is due. Please, Please address this problem
Comment 10: Our Support Broker is delightful to work with and is always there if we need her!
Comment 11: I am maintaining 3 medical insurances. but [client] has not used [insurance company product] that we bought because his doctors would not accept [company]??
Comment 12: I received an email to add a new policy that would do away with self-directed choices services. I will not sign up for that service because I need a second set of eyes not to be railroaded by [company] when, they deny or cut services.
Comment 13: My support broker is amazing always there when I need her.
Comment 14: I switched from another support broker agency for in March & the difference and improvement in services is staggering. I am very satisfied.
Comment 15: I have first-hand knowledge of Self-directed care vs. Agency-directed care. There is no comparison. I am able to monitor my dollars and stay within my budget. Being responsible to hire, train and implement my needs is awesome! in comparison. My Support broker is always there to keep me on track with reg's/rules/laws etc. I am a retired Federal employee and well aware of State monies being spent on my behalf. These dollars are spent on things that keep me ENGAGED IN LIFE...not warehoused. I can't imagine life without the services I receive through Self-Directed Choices.
Comment 16: She makes it so suitable to meet with us wherever we are.
Comment 17: Give [Support Broker] a raise, but please don't promote her where she won't be able to be my Support Broker.
Comment 18: I'm very pleased with [Support Broker] he's done a very good job
Comment 19: I've followed [Support Broker] from another brokerage and asked my Care Coordinator if she knew which brokerage [Support Broker] was with because she knows more about the Self-Directed program and is more responsive than other Support Brokers. She worked overtime to fix an urgent mistake another broker made when I first changed to Self-Directed years ago. [Support Broker]'s work ethics are the highest I've experienced in this program. She is conservative in a program with sometimes unclear protocol. [Support Broker] is up to date on changes with Self-Directed 2.0 and informs her, Self-Directed Choices clients of every change. She patiently works with those of declining health and is aware of both their strengths and limitations.
Comment 20: I am extremely pleased with my support broker. He is very

<p>respectful, polite, and helpful. I am blessed to have his help.</p>
<p>Comment 21: Self-directed choices has made a great difference in my life and home care help, they are all so easy to work with, [manager] and her staff have been very helpful anytime we need assistance or have any questions. I'm very happy that I changed to self-directed.</p>
<p>Comment 22: very knowledgeable and extremely helpful</p>
<p>Comment 23: We are opting to switch my grandmother's support broker agency to a different agency. We have felt ignored and abandoned with a process that is new to us. Hopefully we can succeed with a more proactive support broker.</p>
<p>Comment 24: [Support Broker] is extremely helpful with everything I need to make [client]'s quality of life meaningful. She has been an asset to our family as I'm sure she is an asset to your company. Thank You, [Support Broker].</p>
<p>Comment 25: Like I said before there is such a vast difference between the service I didn't have before and the great level [Support Broker] provides! [Support Broker] is honest, knowledgeable, straightforward, kind, and extremely hardworking. Whenever I contact him, he almost immediately gets back to me.</p>
<p>Comment 26: I contact Conduent frequently for answers to specific questions. They are extremely helpful. Their support provides me with an alternative contact when my support broker may not be readily available. With the workload that the Broker has, sometimes it can be difficult to get a quick response. But I think my solution to work between both entities (Broker and Conduent) has made my job much easier and I'm able to be more productive in providing services to the Participant.</p>
<p>Comment 27: Re: Question 11 Have never needed admin support so the real answer is n/a which wasn't a choice.</p>

Survey Results

Integration and Analysis of Survey Results

Qualitative Summary of Customer Comments and Feedback

A qualitative analysis was done on the client comments to identify themes that appear to be important to client satisfaction. This was in order to understand what is important to the SDC client population, based on their direct narrative statements beyond their survey selections. The purpose of this is to help SDC management and staff focus on the voice of the client for 2020 in order to keep a high level of service by delivering what is important to them.

Client Expressed Problems	Count
DELAYS (BUDGET APPROVALS, RESOURCES)	2
PROBLEM WITH ORGANIZATION OUTSIDE SDC	3
MAY NEED FURTHER INSTRUCTION / HELP	2
GET A RESPONSE FROM SDC	3
RESPONSE TIME	1

Themes that Appear to Be Important to Clients	Count
MEET MY NEEDS / HELPS REACH GOALS	15
TRUST (A story or statement saying trust/relationship was important to a client)	3
LEVEL OF SERVICE AND/OR SERVICE BROKER SATISFACTION	19
CONSISTENT SERVICE (Client clearly mentioned consistency as important to them)	4
CLIENT COMMUNICATION (Client said staff communication helped them)	5
LEVEL OF ACCESS (Client impression of high level of responsiveness)	1
RESPONSE TIME (Client stated they appreciated response time)	1
PROFESSIONALISM (SDC maintains professional and specialized knowledge)	7

Client Profile

Self-Directed Choices clients are those people who have chosen to participate in the Centennial Care Medicaid Waiver program in New Mexico and choose SDC as their Support Broker Agency to help them meet their self-direction care plan goals. The average age of an SDC member is 54.11 years of age in 2019.

The client has a forty-eight (48) percent likelihood of living in the Albuquerque metro area (including

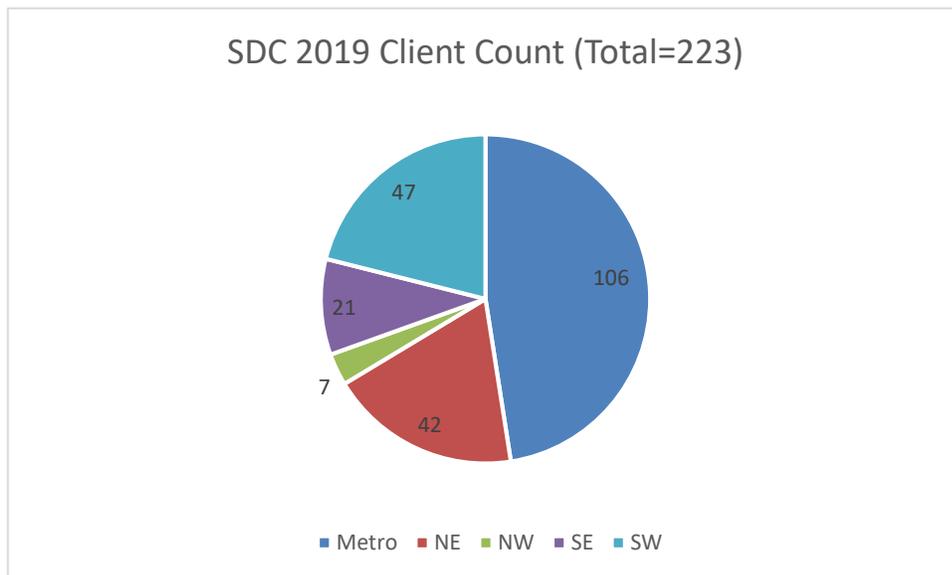
suburbs such as Rio Rancho, Belen, etc.). Otherwise, another forty (40) percent of Centennial Care clients live in the southwest region (Las Cruces) and the northeast (Farmington) region of the state. The remaining twelve (12) percent live in the southeast and northwest regions.

Clients indicated satisfaction with SDC 95.6 percent of the time when answering the Annual Customer satisfaction survey. The top three themes that appear to be important to a client according to the SDC Customer Satisfaction Survey qualitative analysis of comments, and what clients appreciate about Self-Directed Choices, are:

1. Level of Service and/or Service Broker Satisfaction
2. Meet my Needs and/or Helps Reach Goals
3. Client Communication

One response in 2019 indicated dissatisfaction. Comments (assumed to include that response) that were scoured to detect any problems and issues revealed that the top barrier or problem a client is likely to face is either a problem with an organization outside SDC or a problem getting a response from SDC.

Centennial Care		
Region	SDC 2019 Client Count	Percentage
Metro	106	48%
NE	42	19%
NW	7	3%
SE	21	9%
SW	47	21%
Total	223	100%



As of December 31, 2019, the average age of a Centennial Care Client in the Self-Directed Choices Centennial Care Member population is 54.11 years.

Comparison to Previous Years

Quantitative Summary

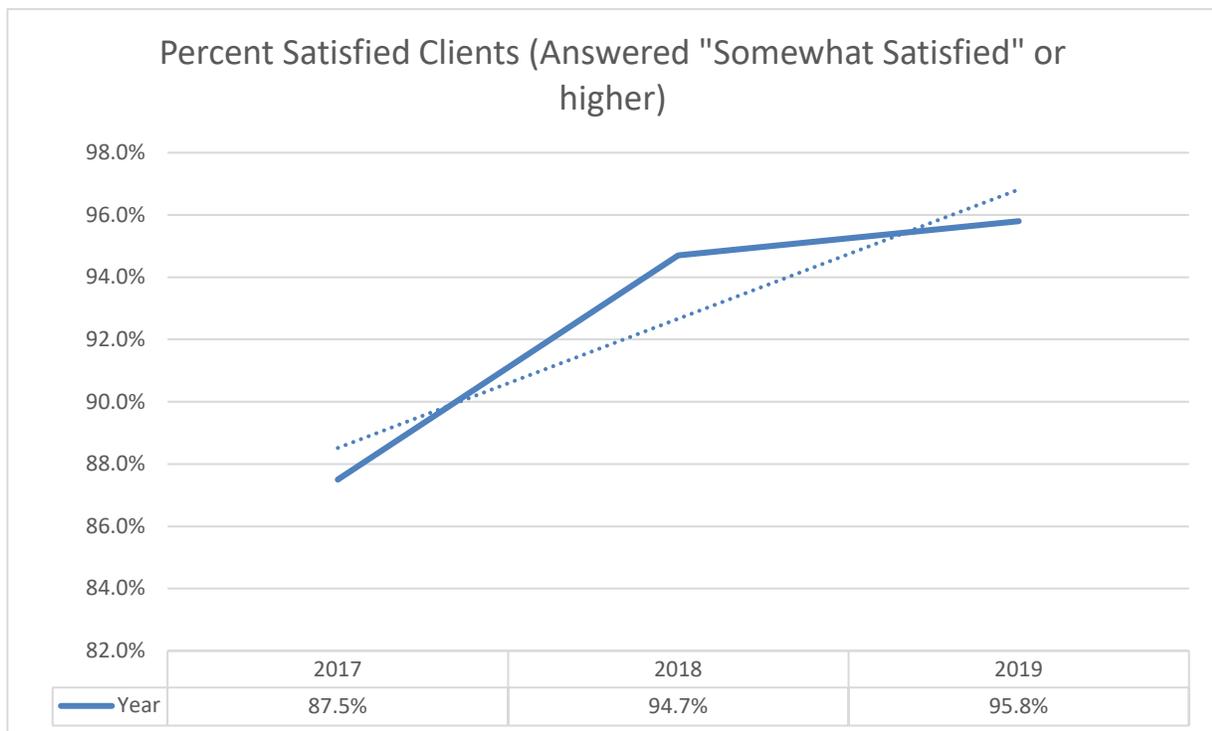
Customer satisfaction is one of three agency level variables that signifies how well Self-Directed Choices scores itself on quality performance. The annual customer satisfaction survey is a critical evaluation tool used in the quality management program to provide feedback and information for management to gain insight based on direct client feedback and take action based upon this feedback.

Overall Satisfaction with SDC	
Year	Percent Satisfied Clients (Answered "Somewhat Satisfied" or higher)
2017	87.5%
2018	94.7%
2019	95.8%

Trend Analysis

Customer Satisfaction has shown a trend to increase overall client satisfaction level for the past three years. With the large jump in 2018 to about 95 percent, it is not expected a major increase will again occur, so continuing to maintain the current customer satisfaction level or gain a slight increase is acceptable for the agency in 2020.

SDC has been operating at a high level of customer satisfaction, about 95 percent, for two annual cycles.



SDC 2020 Goals and Business Objectives

The quality assurance and compliance programs support Self-Directed Choices management in establishing clear annual goals and objectives based upon direct customer feedback as well as other agency, community, and business needs.

- Management goals
 - Customer Service
 - Use Annual Survey results to maintain high level of service
 - Utilize high level of practices in Quality Assurance, Compliance, Program and Training management in agency operations to support mission, vision, and values of agency.
 - Further develop agency level Quality Metrics to measure rate of success: Customer satisfaction rating, average months of retained staff, and number of complaints.
 - Staffing
 - Respond to additional client growth with appropriate number of staff, that is, for every 50 new clients—hire an additional support broker.
 - Hire staff member in one or both the NW region (Farmington) and/or the NE region to support the distributed team model.
 - Maintain staff in Las Cruces to support the distributed team model.
- Increase Efficiency
 - Eliminate Quality Assurance Specialist hours spent on monthly reports to MCOs / preparing and entering gathered information on Excel Spreadsheets by at least 20 hours per quarter by preparing and entering information in Apricot Cloud information system instead of in individual spreadsheets.
- Increase Communication
 - Support distributed team model by allowing staff to access information and training in the cloud via any secure internet connection.
 - Offer significantly increased access to agency information in Apricot information management system in relationship to clients, such as care plan and budgeting information and provide the ability for staff to interact with quality assurance data related to agency and clients.
- Increase Information Accuracy and Distribution
 - By increasing automated access to information, agency shall expect an increase in accuracy since Support brokers will be able to see and provide data when they know something looks inaccurate. The increased communication is expected to result in more accuracy as well.
 - Connecting outside the agency with MCOs to engage and align with them on community events they participate in or sponsor will help SDC know more for clients about available community resources and how clients can increasingly connect in the community.
 - In response to regulations such as the CMS Final Rule, SDC would particularly like to participate in Community events, rural events and tribal events during 2020. This is to:
 - Bring together people with disabilities and people without disabilities in the community
 - Raise awareness of issues for people with disabilities such as the need to get real IDs in regard to out of state travel and emergency management plans and procedures, for one example.

- Examples of where SDC sees opportunities for shared involvement would have been nice to target last year was when BCBS hosted bloodmobiles and Western Sky was giving away free turkeys on Thanksgiving.

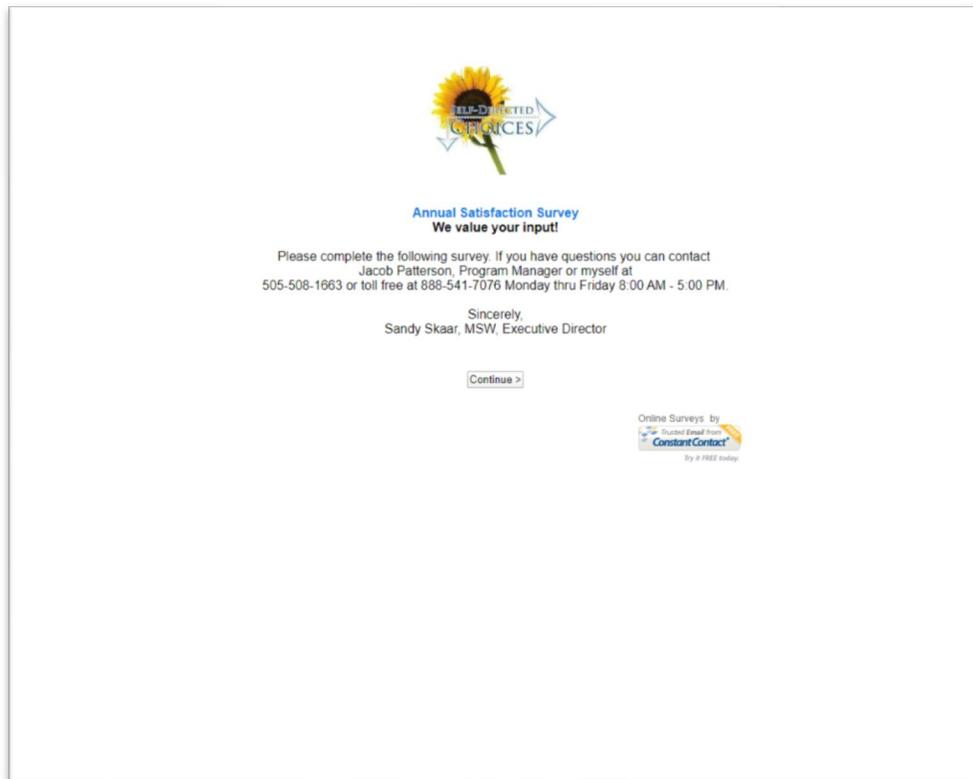
Appendix A: Survey Tool

Appendix A: The Survey Greeting Page

Self-Directed Choices Member Feedback Survey. Self-Directed Choices Members/Employer of Records received the following Constant Contact email or letter.

As a valued Self-Directed Choices client, we want to thank you for allowing us to serve you this year. Our goal is to help you understand, develop and use your self-directed budget to enhance your life. Today, we need your help to accomplish our goal.

Please take a moment to complete this required survey of the following questions regarding our interactions with Self-Directed Choices staff.



Appendix A: Actual Survey

1 * Which Managed Care Organization (MCO) are you currently enrolled with?

Answer	0%	100%	Number of Responses	Response Ratio
Blue Cross Blue Shield New Mexico			49	71.0%
Presbyterian			9	13.0%
Western Sky Community Care			10	14.4%
No Responses			1	1.4%
Totals			69	100%

2 * What is the Member's age?

Answer	0%	100%	Number of Responses	Response Ratio
under 18			2	2.8%
18 to 24			1	1.4%
25 to 34			4	5.7%
35 to 44			9	13.0%
45 to 54			9	13.0%
55 to 64			23	33.3%
65 to 74			12	17.3%
75 or older			8	11.5%
No Responses			1	1.4%
Totals			69	100%

3 * In what zip code is the Member's home located? (enter 5-digit zip code; for example, 87111, 87505, 87031...)

	Number of Responses
View Text Answers	68

4 * How polite is your Support Broker?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely polite			54	78.2%
Very polite			13	18.8%
Somewhat polite			1	1.4%
Occasionally polite			0	0.0%
Often rude			0	0.0%
No Responses			1	1.4%
Totals			69	100%

5 * How respectful of your time is your Support Broker?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely respectful			52	75.3%
Very respectful			14	20.2%
Moderately respectful			1	1.4%
Occasionally disrespectful			1	1.4%
Often disrespectful			0	0.0%
No Responses			1	1.4%
Totals			69	100%

6 * How knowledgeable is your Support Broker of services and supports available on Centennial Care Self-Directed Community Benefit?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely knowledgeable			51	73.9%
Very knowledgeable			14	20.2%
Somewhat knowledgeable			2	2.8%
Not so knowledgeable			1	1.4%
Not at all knowledgeable			0	0.0%
No Responses			1	1.4%
Totals			69	100%

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7 * How well does your Support Broker understand your questions and concerns?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely well			49	71.0%
Very well			18	26.0%
Somewhat well			0	0.0%
Not so well			1	1.4%
Not at all			0	0.0%
No Responses			1	1.4%
Totals			69	100%

8 * How empowered are you to self-direct your budget?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely			50	72.4%
Somewhat			14	20.2%
Moderately			2	2.8%
Slightly			1	1.4%
Not at all			1	1.4%
No Responses			1	1.4%
Totals			69	100%

[View comments \(7\)](#)

9 * How satisfied are you with the reliability of your Support Broker?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely satisfied			54	78.2%
Very satisfied			13	18.8%
Somewhat satisfied			0	0.0%
Not so satisfied			0	0.0%
Not at all satisfied			1	1.4%
No Responses			1	1.4%
Totals			69	100%

10 * Overall, what is your level of satisfaction with our Support Broker services?

Answer	0%	100%	Number of Responses	Response Ratio
Very satisfied			65	94.2%
Somewhat satisfied			2	2.8%
Neither satisfied nor dissatisfied			0	0.0%
Somewhat dissatisfied			1	1.4%
Very dissatisfied			0	0.0%
No Responses			1	1.4%
Totals			69	100%

11 * How satisfied are you with Self-Directed Choices Admin Supports?

Answer	0%	100%	Number of Responses	Response Ratio
Extremely satisfied			50	72.4%
Very satisfied			15	21.7%
Somewhat satisfied			2	2.8%
Somewhat dissatisfied			1	1.4%
Very dissatisfied			0	0.0%
No Responses			1	1.4%
Totals			69	100%

12 Additional comments:

	Number of Responses
View Text Answers (comments are in word report)	35

13 If you want Self-Directed Choices Management Staff to contact you, please provide your name and phone number below.

	Number of Responses
View Text Answers (comments are in word report)	19

(continued on next page)

Closing Page



Thank you for your time in completing our survey. We value your input.

Sincerely,
Sandy Skaar
Self-Directed Choices.

