Member Satisfaction Survey Results Indicate Need for Improvement

The Consumer Assessment of Healthcare Providers and Systems (CAHPS®) member satisfaction survey solicits our members’ perceptions about our health plan and network providers on an annual basis.

These results affect Anthem Blue Cross’ National Committee for Quality Assurance (NCQA) accreditation scores, which are an important barometer of the quality of care we provide.

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

The 2009 California Medicaid CAHPS scores noted below represent a statistically significant decline from our previous surveys and from the national Medicaid average.

<table>
<thead>
<tr>
<th>Measure</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2009 Variance from National Medicaid Average</th>
<th>2009 Medicaid National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Doctor Overall Rating1</td>
<td>74%</td>
<td>66%</td>
<td>56%</td>
<td>-20%</td>
<td>76%</td>
</tr>
<tr>
<td>How Well Doctors Communicate2</td>
<td>84%</td>
<td>77%</td>
<td>78%</td>
<td>-9%</td>
<td>87%</td>
</tr>
<tr>
<td>Shared Decision- Making3</td>
<td>NA</td>
<td>49%</td>
<td>43%</td>
<td>-15%</td>
<td>58%</td>
</tr>
<tr>
<td>Coordination of Care4</td>
<td>62%</td>
<td>71%</td>
<td>69%</td>
<td>-7%</td>
<td>76%</td>
</tr>
<tr>
<td>Getting Care Quickly5</td>
<td>NA</td>
<td>64%</td>
<td>68%</td>
<td>-12%</td>
<td>80%</td>
</tr>
</tbody>
</table>

How Well Doctors Communicate includes the following questions:
- How often personal doctor listened carefully to you?
- How often personal doctor explained things understandably to you?
- How often personal doctor showed respect for what you had to say?
- How often personal doctor spent enough time with you?

Shared Decision- Making includes the following questions:
- Doctor discussed pros and cons of each treatment choice?
- Doctor asked you which treatment choice was best for you?

Coordination of Care includes the following question:
- How often did your personal doctor seem informed about care you received from other health providers?

Getting Care Quickly includes the following questions:
- Got appointment for non-urgent care as soon as needed?
- Got appointment for urgent care as soon as needed?

1 Percent responding 8, 9 or 10 (scale of 0-10, where zero is the worst and 10 is the best).
2 Percent responding “Usually” or “Always.”
3 Percent responding “Definitely Yes.”
These measures represent categories that drive member satisfaction in the patient-doctor relationship, so it’s important for our network physicians to focus their efforts on improving in these areas.

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

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

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

- Foundation for Informed Medical Decision Making
- Health Dialog
- Blue Cross Blue Shield Technology Evaluation Center
- The Cochrane Collaboration

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

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

If you need any more information or have questions, please contact your Customer Care Center:

Medi-Cal outside Los Angeles County ........................................1-800-407-4627
Medi-Cal inside Los Angeles County .........................................1-888-285-7801