

# NEW CONSUMER SATISFACTION DESIGN AND PROCESS RECOMMENDATIONS



Presentation to Commissioner Wolf

August 31, 2021

# HOW WE GOT TO THIS POINT

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# KEY CONSIDERATIONS



MESSAGING



MAJOR DOMAINS



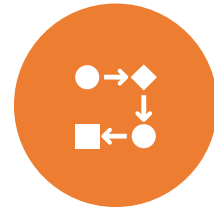
FREQUENCY AND  
TYPE OF SURVEY(S)



LANGUAGE  
CONSIDERATIONS



WHOM TO SURVEY



THE PROCESS AND  
FOLLOW-UP

# MESSAGE – THE WHY

*The Massachusetts Rehabilitation Commission (MRC) is very interested in the opinions of those we serve. Your voice is important because it lets us know how we're doing helping you. Our goal is that you feel respected, that our services are timely, that we are always responsive to you, and that at the end of your experience with MRC you feel that the services you received were of value to you. Throughout your experience with MRC, we will ask you to tell us as honestly as possible how you feel about MRC. By sharing your honest feedback with us along the way, you are truly helping us become better at helping you and others in the future.*

# DOMAINS

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**Respect** *(How the consumer feels they are treated)*

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**Timeliness** *(How the consumer feels about the time the process takes)*

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**Working Alliance** *(How the consumer feels about the counselor relationship)*

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**Dependability** *(How the consumer feels about MRC's responsiveness)*

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**Value** *(How the consumer feels about the services they have received)*

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**Diversity, Equity, Inclusion, Accessibility** *(How the consumer feels about MRC's cultural responsiveness)*

# FREQUENCY, TYPE, AND STYLE

<u>WHEN</u>	<u>TYPE</u>	<u>STYLE</u>
AT ELIGIBILITY	FORMAL	SCALE + OPEN-ENDED
AT IPE	PULSE	SCALE + OPEN-ENDED
SELECT TIME PERIODS <i>(every 3 months/6 months)</i>	PULSE	SCALE + OPEN-ENDED
AT CLOSURE	FORMAL	SCALE + OPEN-ENDED
SPONTANEOUS <i>(Consumer Initiated)</i>	INFORMAL	SCALE + OPEN-ENDED

# SURVEY LANGUAGE PRINCIPLES

Language/text must be written from the consumer's perspective, not the organization's perspective – do not use agency words, acronyms, etc.




Language/text must be easily understood (or very well explained) and at the appropriate grade-level for majority of consumers.



Surveys must be fully accessible in every format disseminated and must be available in multiple languages.



Language/text of the surveys must be culturally-sensitive for traditionally underrepresented, underserved, and unserved populations.



Each survey should ask if the consumer would like to be contacted or talk with someone from the agency (consent).



# SURVEY COMPARISON

## CURRENT SURVEY

Did you develop or receive any services outlined in your Individual Plan for Employment (IPE)?

- ☐ Yes, I developed an IPE with my counselor and have received services.
- ☐ No, I did not develop an IPE with my counselor, and I did not receive any services from MRC.
- ☐ Yes, I developed an IPE with my counselor, but I have not received services yet.

How satisfied are you with the services that you received from the Massachusetts Rehabilitation Commission?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat Satisfied
- ☐ Dissatisfied
- ☐ Very Dissatisfied

## NEW DESIGN EXAMPLES

### RESPECT DOMAIN

*How many stars do you give MRC for the way you were treated?*

- ☐ ★★★★★
- ☐ ★★★★☆
- ☐ ★★★☆☆
- ☐ ★★☆☆☆
- ☐ ★☆☆☆☆

*Please describe your experience with MRC?*

### WORKING ALLIANCE DOMAIN

*How many stars do you give your counselor?*

- ☐ ★★★★★
- ☐ ★★★★☆
- ☐ ★★★☆☆
- ☐ ★★☆☆☆
- ☐ ★☆☆☆☆

*Do you have any suggestions for your counselor?*





# WHOM TO SURVEY

## REPRESENTATIVE:

Representative random sample of all consumers served by VR (statistical sample).

## TARGETED:

Purposeful sampling of underrepresented, underserved, and unserved populations.  
Purposeful sampling of consumers by key demographics (age, disability, etc.).

## LONGITUDINAL:

The same consumers identified through sampling would be followed throughout the VR process and receive a survey at agreed upon touchpoints.

## CONSUMER CHOICE:

Spontaneous “on-demand” real-time survey should be available at the request of the consumer. Data may follow a different analysis path (TBD). *Note: this does not replace the formal consumer complaint process.*

# PROCESS

## **DATA COLLECTION** *(on-going)*

- *Randomization occurs, surveys are disseminated automatically to representative sample of consumers based on key touchpoints and time. Data is collected longitudinally, following consumers throughout the entirety of their VR experience.*

## **DATA EXPORT and ANALYSIS**

- *3<sup>rd</sup> party vendor collects data, and AQA analyzes data, identifies trends, and prepares reports.*

## **TRANSFORMATIVE ACTION**

- ***Ongoing:** Identify how to use data to inform ongoing systems transformation efforts*
- ***3x/YEAR:** VR Leadership meets with AQA to review findings and develop targeted action plan to address key findings; and then presents action plan to executive huddle for input. Implement action plan.*
- ***Bi-Annually:** Key data themes are uploaded to Tableau Readers to provide all staff with highlights of data, with targeted trainings as may be appropriate.*
- ***PRN:** As may be needed, follow up with individual consumer to help resolve specific concerns/issues.*

# Next Steps

## 1. VENDOR RESEARCH

Synergy will research and conduct demos with potential 3<sup>rd</sup> party vendors and present themes and comparative findings to MRC.



## 2. RFR TO SELECT VENDOR

MRC will develop and post appropriate RFR to purchase 3<sup>rd</sup> party vendor survey services.



## 3. WORKPLAN, TIMELINE, AND PHASING

Develop implementation workplan, schedule and timelines, and subsequent phasing of the new process across MRC.