QUALITY IMPROVEMENT STORYBOARD

PROJECT TITLE:	Assessing Customer Satisfaction in the Los Angeles County Department of Public Health
DPH STRATEGIC GOAL/OBJ.:	6.1e: Implement a systematic process for assessing internal and external customer satisfaction with public health services.
PROJECT TIMELINE:	January 2017 and ongoing
QI SPECIALIST:	DPH Customer Satisfaction Workgroup

PLAN

1. Getting Started
Aim Statement: to measure and improve overall customer satisfaction with DPH programs and services by developing a standardized survey that could be used Department-wide.

2. Assemble the Team
A DPH Customer Satisfaction (CS) Workgroup was convened with participation from multiple programs:
- Communicable Disease Control & Prevention (CDCP)
- Community Health Services (CHS)
- Children's Medical Services (CMS)
- Division of Environmental Health (EH)
- Health Education Administration (HEA)
- Organizational Development & Training (ODT)
- Substance Abuse & Prevention Control (SAPC)
- Quality Improvement & Accreditation (QIAP)
- Vital Records (VR)

3. Examine the Current Approach
- **81.8%** of DPH programs reported assessing customer satisfaction within the past year (DPH Report Card 2015-16)
- **28** versions of customer feedback surveys were collected across DPH

A routine and standardized mechanism to collect customer feedback is a public health accreditation requirement. However, there is no department-wide standard for collecting customer feedback. Not all programs collect feedback, and among those that do, the survey process and definitions can vary greatly. A baseline measurement for overall DPH customer satisfaction is unknown and there may be opportunities for improvement based on customer feedback.

4. Identify Potential Solutions &
5. Develop an Improvement Theory
Potential Solution/Strategy: Create a standardized approach for collecting customer feedback; this includes establishing core survey questions, common guidelines & procedures, and definitions.

Improvement Theory: Developing a standardized approach and survey for assessing customer feedback will improve the coordination of customer satisfaction surveys within DPH, the validity of their findings, and highlight areas for improvement.

DO

6. Test the Theory
The CS Workgroup drafted a set of core survey questions and guidelines and conducted a series of small-scale tests using internal and external customers.

STUDY

7. Check the Results
The team conducted 5 rounds of survey testing among 8 different customer groups. With each test round, the team studied the results and adjusted the survey questions and processes (See Table 1).

ACT

8. Standardize the Improvement or Develop a New Theory
The final set of customer satisfaction survey questions & guidelines will be recommended for use by all DPH programs.

9. Establish Future Plans
In 2018, QIAP will implement a customer satisfaction survey process within DPH. QIAP will monitor the process and make adjustments as needed (Jan – July). QIAP will also find a baseline measurement of DPH's overall level of customer satisfaction and identify opportunities for improvement, if needed (July – Dec).

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Table 1. Summary of Customer Satisfaction Survey Test Notes

	DO		STUDY	ACT
PILOT TEST #	**CUSTOMER GROUP**	**SURVEY METHOD**	**FINDINGS**	**NEXT STEPS**
1	QI team members	Paper (1 day)	Survey tool needs revisions for clarity, flow, and relevance	Revised survey questions and guidelines
	CDCP staff	Electronic (Surveymonkey, 3 weeks)	Reminders needed for electronic survey method	
2	DPH staff assisted by HEA	Electronic (Surveymonkey, 2 weeks)	Survey tool and guidelines/definitions need additional clarification Reminders needed for electronic survey method	Revised survey questions and guidelines
	DPH staff assisted by ODT	Electronic (Surveymonkey, 2 weeks)	Survey tool and guidelines/definitions need additional clarification Reminders needed for electronic survey method	
3	EH customers	Paper (approx. 1 week)	English & Spanish surveys tested Program collected more responses when a staff members proactively invited customers (in-person) to complete a survey	Revised survey questions for clarity The survey also evolved from one template to multiple templates so they could be tailored for different customer groups (external, internal, & partner/stakeholder customers)
	Vital Records customers (Birth and Death sections)	Paper (2 days)	English & Spanish surveys tested Program staff invited all customers (in-person) to complete a survey; response rate was high.	
4	EH customers	Paper (approx. 2 weeks)	English & Spanish surveys tested EH staff used a script to invite customers (in-person) to complete a survey. Also, the collection box was placed in a more prominent location. More responses were received.	Revise guidelines to provide tips and recommendations to increase response rates. Also, programs can tailor the survey's introductory text as needed to fit the program's needs.
	CMS clients	Paper & electronic (2 weeks)	CMS staff invited all customers/ clients (in-person) to complete a survey; response rate was high.	
5	DPH partners and stakeholders	Electronic via Surveymonkey	Testing of partners/stakeholders template in progress	