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2015 Membership Survey
Preliminary Results

Strategy & Methods

Goals of Preliminary Member Satisfaction Survey

- Measure overall member satisfaction
- Measure satisfaction with customer service
- Identify preferred communication strategies
- Identify potential variances in satisfaction between agency size and plan types

Multiple strategies used

1) Sent postcard and reminder postcard to 1,600 ASE and 1,600 PSE active employee members
2) Monitored initial response rate (found to be low)
3) Used available member e-mails to invite participants

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Strategy & Methods

- Invitation postcard and two reminder postcards sent to 3,200 active members (1,600 from each funding group)
- 27,495 e-mail invitations sent (removed any addresses for those who received postcards)
- 30,695 total members invited

- Respondents were generally representative of the entire active employee population

Demographic Profile: Survey Participants vs. Active Employee Population								
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Participants* (n=4969)	21.21%	73.29%	0.20%	10.63%	21.55%	30.19%	27.39%	4.61%
Population (n=73,277)	29.40%	70.59%	2.16%	17.63%	22.71%	26.79%	27.40%	3.30%
* Survey participants were able to select "prefer not to answer" for these questions								

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Findings

- No major differences in terms of
  - Between ASE/PSE
  - Between different sized agencies/districts
  - Between plan tiers (premium/classic/bronze)

- 5,430 total responses received by 9/30/15
  - Data collected 9/23
  - Invalid survey codes or records without responses were discarded

- 4,969 in analytic sample (2,070 ASE and 2,899 PSE)
  - 461 responses from postcard invitations (201 ASE/261 PSE)
  - Responses from 16% of invited members
  - Responses from 6.8% of entire active employee population (no retirees, spouses, or dependents)
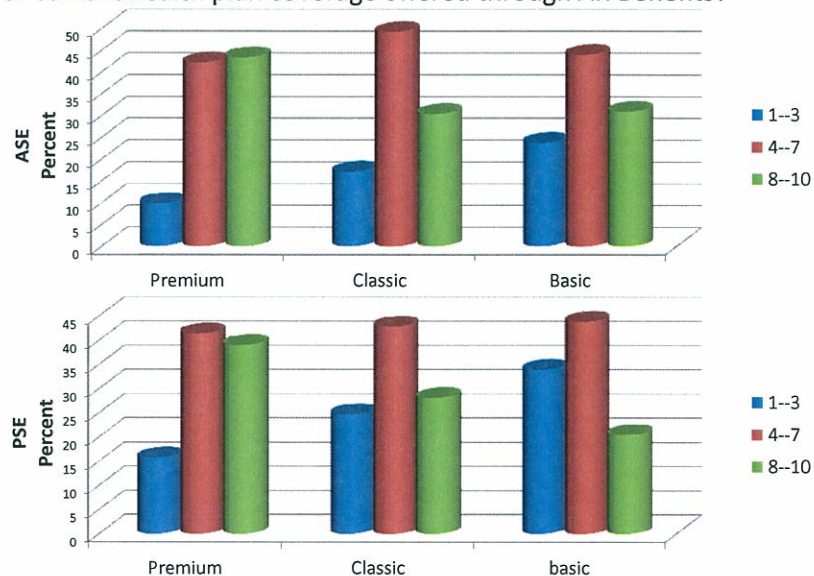
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Findings

- 75.8% of ASE and 77.3% of PSE reported not having used the customer service line at all within the past 12 months
  - Those who had used it did so between 2-5 times
- 93.3% overall had used at least one service in the last year covered by AR Benefits
  - Slightly more people said no within the basic plan- generally younger, healthier people
  - Of those that had used services, 27.4% of ASE and 26.8% of PSE had a question concerning their bill

- 53.6% of ASE and 64.1% of PSE ranked their overall satisfaction with their health plan coverage as a 7 of lower.

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Findings: How would you rank your overall satisfaction with your current health plan coverage offered through AR Benefits?

Findings

- The most preferred source of information for periodic updates on information or announcements about the AR Benefits health plan was the AR Benefits website unanimously across the plan tiers.
  - Preferences were otherwise mixed between printed material sent to home, group meetings or presentations at work, e-mails, monthly E-Newsletters, and carrier (ie: Health Advantage) websites.

- 76.7% of ASE and 78.6% of PSE reported going to the website never or semi-annually on a related question, *"How often do you use the AR Benefits website to receive information about your AR Benefits Health Plan?"*

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Findings

- 68.1% of ASE and 53.6% of PSE did not know who their Health Insurance Representative (HIR) was.
  - Participants from smaller agencies and districts were slightly more likely to know who their HIR was
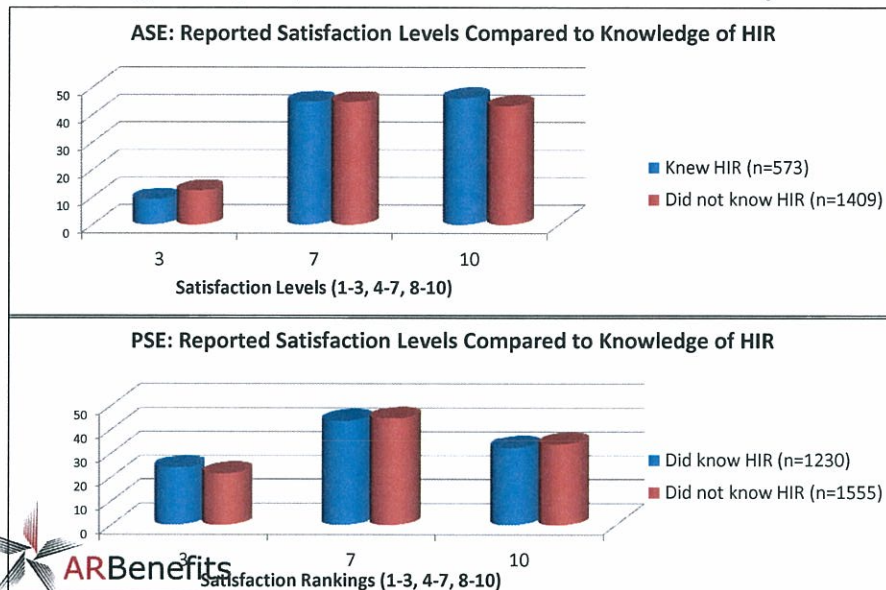
Do you know who your assigned agency/district health insurance representative is? (ASE and PSE)			
	Yes	No	Blank
XL and L	34.84%	60.88%	4.25%
M and S	41.40%	55.20%	3.40%

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Findings

- No large discrepancy in overall satisfaction based on knowledge of HIR

ASE: Reported Satisfaction Levels Compared to Knowledge of HIR

- Knew HIR (n=573)
- Did not know HIR (n=1409)

Satisfaction Levels (1-3, 4-7, 8-10)

PSE: Reported Satisfaction Levels Compared to Knowledge of HIR

- Did know HIR (n=1230)
- Did not know HIR (n=1555)

ARBenefits Satisfaction Rankings (1-3, 4-7, 8-10)

Limitations

- Hybrid methods used on convenience sample

- Methods were affected by time and cost constraints

- The postcard method required at least two steps of potential participants—they must go to the website printed on the card, and enter the code assigned to them. This can negatively affect response rates.

- The e-mail addresses EBD has on file are of those members who previously chose to share their e-mail addresses with the agency. It is possible or likely that these members were already more active with their health plan and were more likely to have a better understanding of the plan and communication strategies it uses.

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Limitations

- Using the Survey Monkey survey did not completely eliminate the potential for individuals to take the survey more than once, or share their survey codes with other people.

- Survey Monkey collects the Internet Protocol (IP) address from respondents, but this cannot necessarily be used to eliminate duplicate responses. Employees who work in the same building for the same state agency will produce identical IP addresses. It is unknown whether the same is true for each of the 265 school districts.

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