



SAN FRANCISCO HEALTH PLAN

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## Member Services

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HEALTHY KIDS 

## 2004 Member Satisfaction Survey

*"You don't know what a relief it is to know that my kids have a comprehensive health plan. For my own peace of mind, it is great. For their health, it is the greatest!"*

*- HK Member Parent*

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## Executive Summary

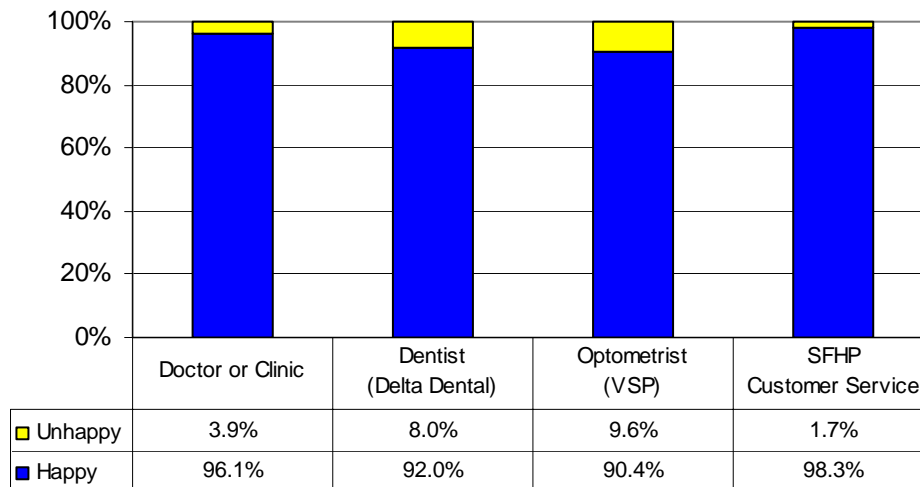
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Healthy Kids is a comprehensive health care insurance program, offering medical, dental, and vision care to the children of low to middle-income families residing in San Francisco. Administered by San Francisco Health Plan (SFHP), Healthy Kids fills a gap for families whose income exceeds the limit for other government or state-funded programs or for those children who are undocumented. SFHP is committed to assist Healthy Kids members and their parents to ensure they can access the health services they need.

This report summarizes the findings of the second annual Healthy Kids Member Satisfaction Survey. We use this survey as a tool to assess the level satisfaction with the Healthy Kids program and to identify areas of services that may need improvement to correct them.

Are Healthy Kids members and parents happy with the program? The answer is an overwhelming “Yes!” We asked Healthy Kids parents if their child had accessed four types of services and if they did, we asked them to tell us, with a simple “Yes” or “No” if they were happy with the services received. The following chart summarizes their answers in four critical areas of service addressed in this survey:

- Medical services: San Francisco Health Plan doctor or clinic
- Dental Services: Delta Dental Dentist
- Vision Services: VSP Optometrist
- Customer Service: San Francisco Health Plan Member Services and Outreach



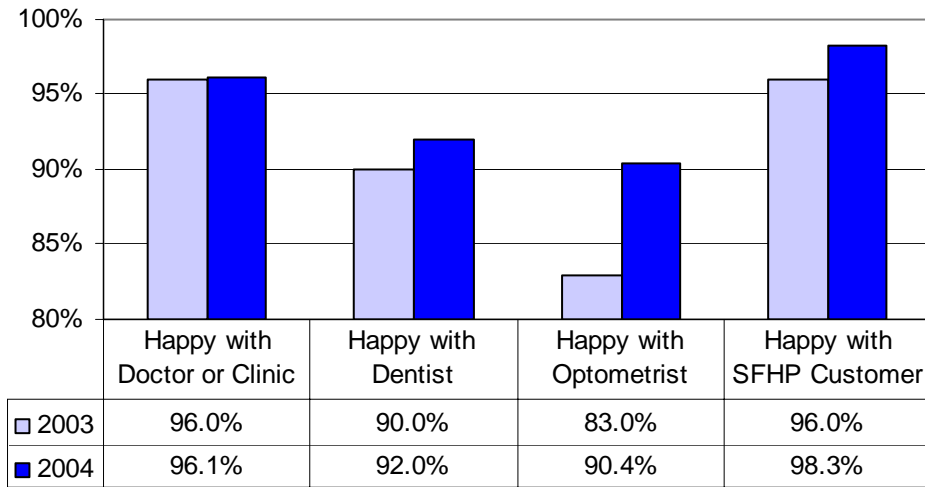
We disregarded those responses where the respondent answered that they had not accessed these services or did not answer these questions to focus exclusively on those respondents who accessed services. The table below shows the reported level of access to services based on the percent of respondents who specifically stated so.

## Reported Utilization of Services

SERVICE UTILIZED	%
Doctor	95%
Dentist	71%
Eye Doctor	44%
SFHP Customer Service	79%

Compared with the results from 2003, every one of these four service categories scored higher. Vision services had the highest increase of all four, 7.8 percentage points.

### SATISFACTION RATE



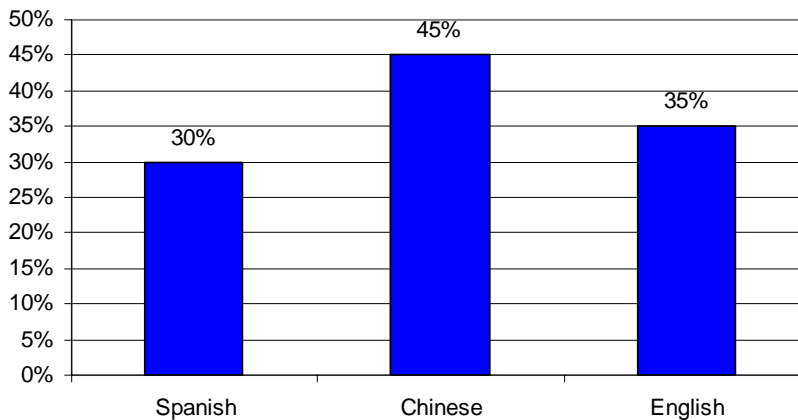
We kept this year's survey identical to last year's. We mailed it in April to 1,261 Healthy Kids households who were new to the Healthy Kids program anytime from January to December 2003. The survey was translated into Spanish and Chinese, our two largest language groups. We mailed English surveys to households who speak other languages besides Chinese or Spanish.

## Return Rate

We received a total of 440 responses, yielding a 35% global response rate, which is 1% higher than 2003. The following chart provides language specific return rates. Given the size of the population surveyed, 35% return rate is statistically significant for this project.

LANGUAGE	SENT		RESPONSE	
	SURVEYS	%	SURVEYS	%
Spanish	680	54%	206	30%
Chinese	316	25%	141	45%
English	265	21%	93	35%
<b>ALL LANGUAGES</b>	<b>1261</b>	<b>100%</b>	<b>440</b>	<b>35%</b>

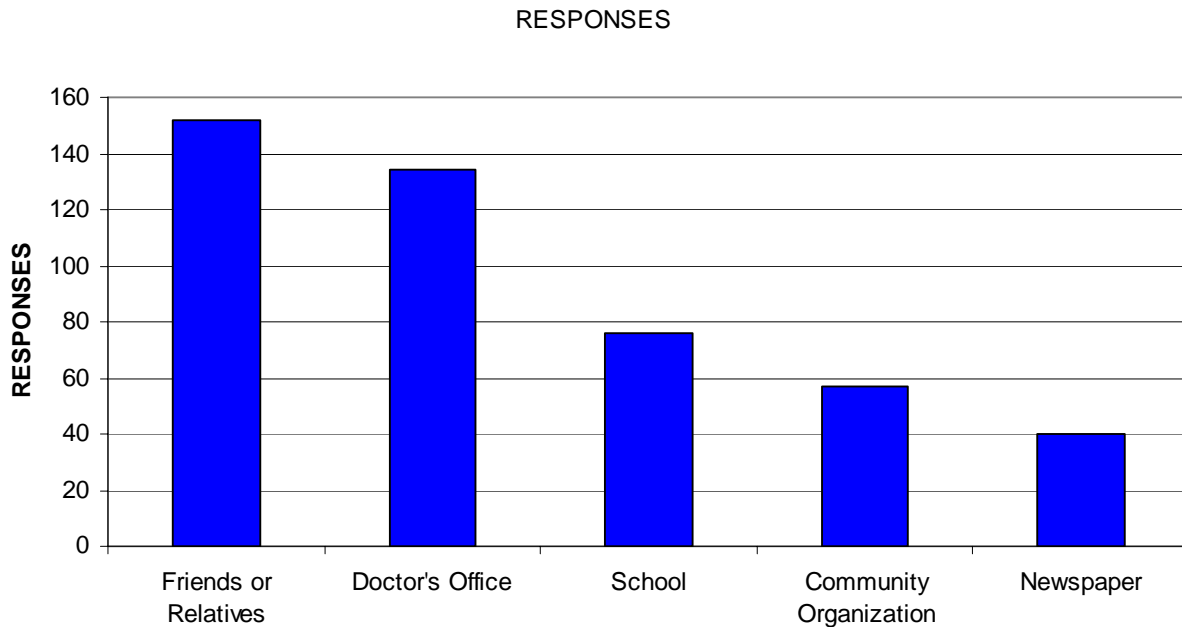
The following graph depicts the return rate per language as a percentage of surveys sent in that language. The return rate for Chinese increase by 4 percentage points compared to last year, it increased from 41% to 45%. The Spanish and English return rates were the same as last year.



## Dissemination of Feedback

### How did you hear about the Healthy Kids program?

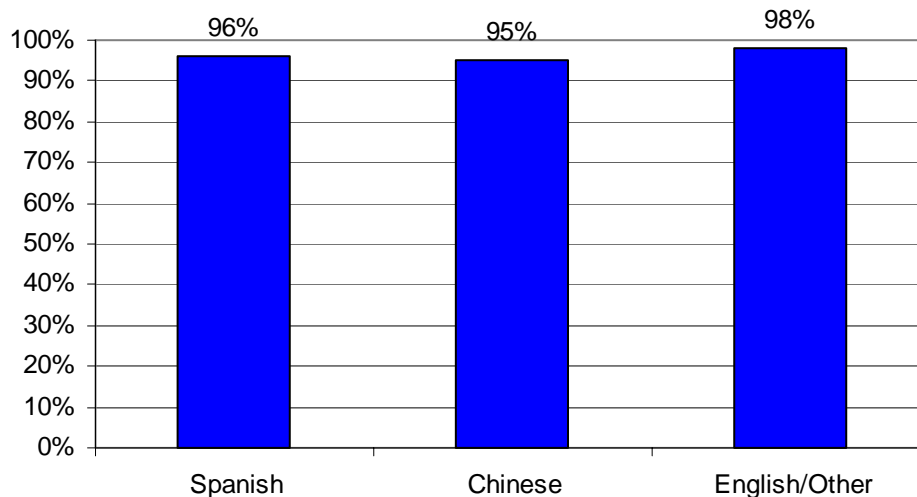
These results are almost identical to last year's. Word of mouth (friends, relatives, etc.) is the most common way our respondents learned about the Healthy Kids program. The doctor's office or the clinic is the second most common way our members learned about the program.



### Was it easy for you to enroll your child in the Healthy Kids program?

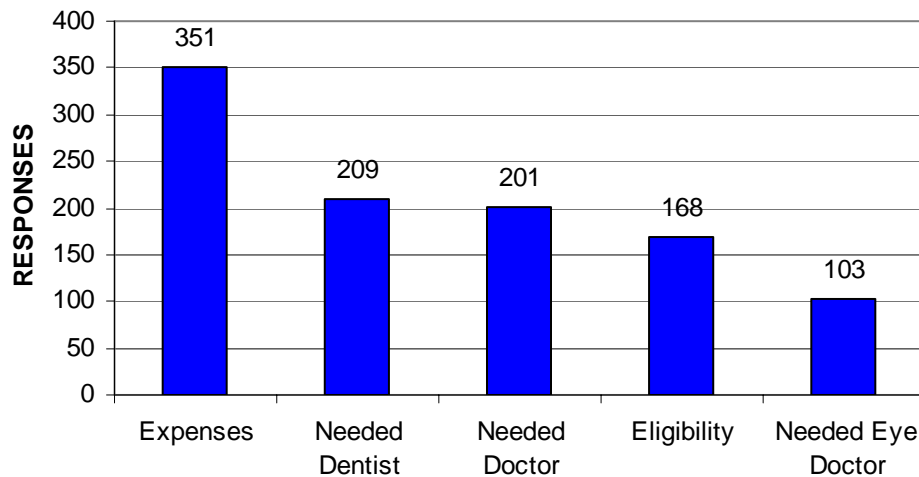
Regardless of language, the vast majority of our respondents stated that it was easy to enroll their child(ren) in the Healthy Kids program. The variation between language groups was negligible.

#### Yes, it was easy to enroll my child in the Healthy Kids program!



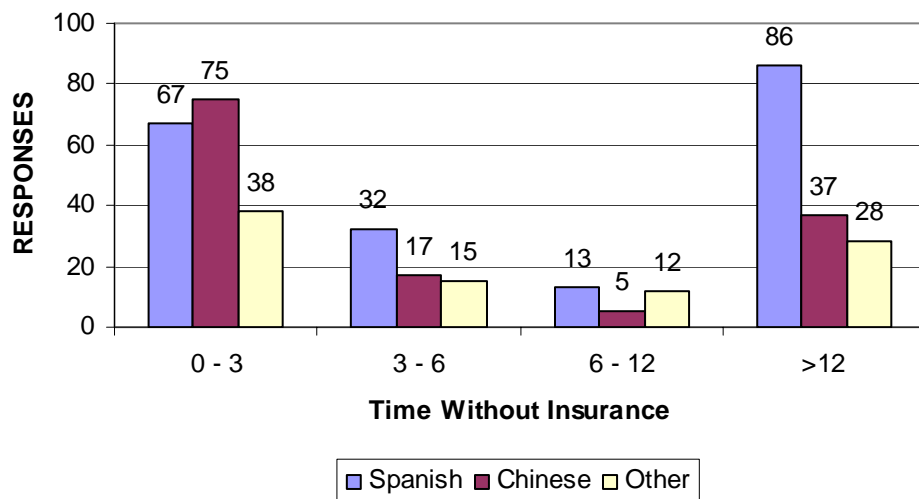
### Why did you enroll your child in the Healthy Kids program?

Most responses are similar to those of last year. High cost of medical services generates the most incentive for parents to enroll their child in the Healthy Kids program.



### How long was your child without health care coverage before joining the Healthy Kids program?

Most respondents' children seem to have gone without insurance for two distinct time periods, under three months and over 12 months. This is a good indicator that Healthy Kids may be filling a short-term gap as well as providing a health coverage solution for those who haven't had it for over a year. These responses are very similar to last year's. There was enough variation between language groups to look at a higher level of detail in the following graph.



*“Healthy Kids made a difference in my life. My children are very healthy and happy. My family is thankful for this program.”*

*“I’m so thankful of Healthy Kids. My son is able to get check ups for his teeth every six months and now he has beautiful teeth. Also, he could see an eye doctor at the right time. Because of that, I appreciate people who are related to this program.”*

**If your child visited the doctor or clinic since joining the Healthy Kids program, were you happy with the services?**

96.1% of those respondents who accessed medical services said that they are happy with the services provided by their doctor or clinic. There wasn’t any significant variation between language groups in this category. The following table shows the distribution of answers to this question.

DOCTOR	HAPPY WITH SERVICES	% HAPPY WITH SERVICES	NOT HAPPY	DIDN'T GO	NO ANSWER	TOTAL RESPONSES
<b>SPANISH</b>	194	99.5%	1	9	2	<b>206</b>
<b>CHINESE</b>	124	93.2%	9	6	2	<b>141</b>
<b>OTHER</b>	80	93.0%	6	7	0	<b>93</b>
<b>TOTAL</b>	<b>398</b>	<b>96.1%</b>	<b>16</b>	<b>22</b>	<b>4</b>	<b>440</b>

**If your child visited the dentist since joining the Healthy Kids program, were you happy with the services?**

The satisfaction rate with dental services increased. Respondents in the “English & Other Language” category have the lowest satisfaction rate. Some respondents who speak other languages had difficulty finding a dentist who spoke other languages besides Chinese, English or Spanish.

DENTAL	HAPPY WITH SERVICES	% HAPPY WITH SERVICES	NOT HAPPY	DIDN'T GO	NO ANSWER	TOTAL RESPONSES
<b>SPANISH</b>	140	94.6%	8	58	0	<b>206</b>
<b>CHINESE</b>	89	90.8%	9	43	0	<b>141</b>
<b>OTHER</b>	57	87.7%	8	28	0	<b>93</b>
<b>TOTAL</b>	<b>286</b>	<b>92.0%</b>	<b>25</b>	<b>129</b>	<b>0</b>	<b>440</b>

**If your child visited an eye doctor since joining the Healthy Kids program, were you happy with the services?**

The satisfaction rate with vision services increased 7.8 percentage points compared with last year. Spanish and Chinese- speaking members have the highest increase in satisfaction rate.

VISION	HAPPY WITH SERVICES	% HAPPY WITH SERVICES	NOT HAPPY	DIDN'T GO	NO ANSWER	TOTAL RESPONSES
<b>SPANISH</b>	86	91.5%	8	105	7	<b>206</b>
<b>CHINESE</b>	60	90.9%	6	70	5	<b>141</b>
<b>OTHER</b>	24	85.7%	4	62	3	<b>93</b>
<b>TOTAL</b>	<b>170</b>	<b>90.4%</b>	<b>18</b>	<b>237</b>	<b>15</b>	<b>440</b>



*"Healthy Kids makes me and my children live with health and happiness. Thank you!"*

**Why are respondents not happy with the medical services received?**

The very few negative responses that we received reveal the following reasons for dissatisfaction. They are categorized by type of service:

Medical Service (Doctor or Clinic)

- “Wait period for an appointment is too long, at least three weeks.”
- “I feel he was prescribed unnecessary medication.”

Dental Services

- “They wouldn’t provide the service without the parent’s permission.”
- “The dentist is good, but does not speak Spanish.”
- “I don’t know which dentist is good.”
- “Not all dentists want to honor this kind of insurance.”
- “Services were denied.”
- “It’s hard to find a specialist to take out a tooth for my kid.”

Vision Service

- “I don’t know which doctor to take my child to. I don’t have a list or a guide. I lost it.”
- “Because I thought that these services were not covered.”

**Does your child’s doctor speak your language?**

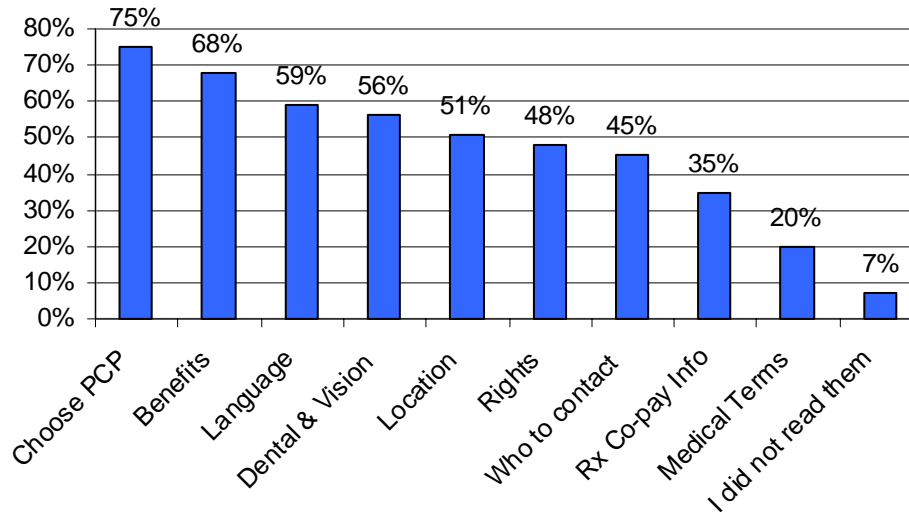
This year’s responses are almost identical to last year’s. We sent English surveys to any Healthy Kids household that does not have Spanish or Chinese listed in our database. Among these households, a small number of them, even though listed as English, in reality speak other languages such as Korean, Cambodian, Vietnamese, Russian, etc. This could be the reason why even though they respond to a survey in English, they also indicate that their doctor or clinic does not speak their language. Chinese respondents have the highest level of satisfaction, increasing from 93% last year to 99% this year.

Does your child’s doctor speak your language?

	Yes		No		TOTAL
	N	%	N	%	
SPANISH	196	97.5%	5	2.5%	201
CHINESE	140	99.3%	1	0.7%	141
OTHER	60	65.9%	31	34.1%	91
<b>ALL LANGUAGES</b>	<b>396</b>	<b>91.5%</b>	<b>37</b>	<b>8.5%</b>	<b>433</b>

**As the parent of a Healthy Kids member, you received a packet of information in the mail on how to use the services. What part of these materials did you find most helpful?**

The top three issues why members prefer our member materials are the provider directory, the listing of benefits or covered services and their availability in different languages. This question, as well as others, was formatted as a multiple choice and respondents were free to select as many options as they wanted.



**If you called Healthy Kids/San Francisco Health Plan for assistance, did you get the help you needed?**

The overall satisfaction of members on SFHP assistance increases by 2% comparing with year 2003. We received a perfect score, 100%, from Chinese respondents. The satisfaction percentage of Spanish respondents increases by 5% comparing with last year. For English/others respondents, it is the same as last year.

LANGUAGE	HAPPY		NOT HAPPY		TOTAL
	N	%	N	%	
SPANISH	165	98.8%	2	1.2%	167
CHINESE	105	100%	0	0%	105
OTHER	67	94.4%	4	5.6%	71
ALL	337	98.3%	6	1.7%	343

**As a parent, do you currently have health coverage insurance for yourself?**

The vast majority of Spanish respondents—mostly parents of Healthy Kids members—don't have medical insurance. Respondents in the other two languages categories are evenly divided between covered and not covered. The following table is sorted in decreasing order by respondents who don't have insurance.

LANGUAGE	Parent has health insurance	Parent does not have health insurance
Spanish	19%	81%
Other	47%	53%
Chinese	48%	52%

### **What is the one thing you like best about the Healthy Kids program?**

Our respondents told us—sometimes very eloquently—not only one reason, but many reasons why they like our Healthy Kids program. Here is what they had to say. This is a list of most frequent reasons sorted by language in descending order.

#### SPANISH:

1. Low cost
2. Good customer Service
3. All services
4. Access to medical services
5. Quality of medical services

#### CHINESE:

1. Good customer service
2. Low cost
3. They speak my language.
4. Dental services
5. All services.

#### ENGLISH:

1. Low cost
2. Customer Service
3. Benefits
4. Choice of doctors
5. Enrollment

### **What is the one thing you would like to see changed about the Healthy Kids program?**

Our respondents also told us how the Healthy Kids program can improve. We greatly appreciated their feedback because we are committed to improve our program. Here is a list of the most frequent responses listed by language in descending order.

#### SPANISH:

1. Expand age limit past 19 years of age
2. Improve dental services
3. Expand program to include parents
4. Expand network to include more doctors and hospitals
5. Improve access to medical services and include orthodontia as a benefit

#### CHINESE:

1. Expand the provider network
2. Expand age limit past 19 years of age
3. Eliminate co-payments for medical services
4. Reduce the administrative paperwork
5. Excessive wait for an appointment

#### ENGLISH:

1. Expand program to include parents
2. Excessive wait for an appointment
3. Expand the pharmaceutical formulary
4. Improve dental services
5. Expand age limit past 19 years of age

## Next Steps / Follow-Up

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Last year we committed to work on the following items. Here is an update of the steps we've taken to address these issues:

- ✓ Continuing to do outreach to enroll more children in the program for which they qualify, including Healthy Kids.

The Healthy Kids membership has increased since last year by 44% to a total membership of 3,792 as of April 2004. Through our Healthy Kids outreach effort, SFHP staff alone was able to assist an additional 3,649 children to apply for coverage in Medi-Cal and Healthy Families in the last 12 months. As a result of our efforts, 41% of all children in San Francisco have government-subsidized health insurance, and SFHP insures 25% of all children in the City!

- ✓ Continuing our efforts to find a way to cover parents through sponsoring AB 1524 to allow counties and county health plans to access unspent SCHIP dollars for parental coverage.

AB 1524 was signed by then-Governor Gray Davis on October 12, 2003. The next step is to gain federal approval so we can draw SCHIP dollars. We then applied for, and received, nearly \$2 million in support for a parental expansion program from the Blue Shield of California Foundation. In addition, the SFHP Governing Board committed \$2 million of our own reserves to fund such a program. Progress on the project then was stymied by Gov. Schwarzenegger's proposal to cap enrollment in Healthy Families because S-CHIP rules do not allow states to spend money on adults when there are children who are not insured. Very recently, the Governor withdrew that proposal, but too late for the City to commit dollars to the program for the next fiscal year.

So our next steps are to focus on getting the State of California to file the required waiver with the federal government to implement the program sometime in 2005.

Meanwhile, on June 1, 2004, Mayor Newsom proposed that the City fund extending the Healthy Kids program to cover all youths 19-24 who would otherwise age out of Healthy Kids, Healthy Families and Medi-Cal.

- ✓ Continuing to provide excellent member services so that members can get their questions answered (our average time to answer calls with a live person is 9 seconds), while highlighting this number to members so they know they can call us for help with anything.

Our members have consistently told us that they are satisfied with the level of customer service provided by San Francisco Health Plan. We strived to maintain a high satisfaction score. We were very pleasantly surprised to learn that our score went from 96% in 2003 to 98.3% in 2004.

- ✓ Reviewing our Member Welcome Calls script to add in information about dental and vision services.

We reviewed the Member Services Welcome Call script used when we call new members and added information regarding dental and vision services.

- ✓ Providing funding through our Access Enhancement Fund to our providers for ways to increase access.

On November 2003, our Governing Board approved funding for 10 projects to improve access for our members, using \$800,000 SFHP received in a one-time settlement of a lawsuit against the State. Some of the projects we funded included:

- Piloting a team approach to caring for diabetics at Ocean Park Clinic to include doctor, nutritionist, pharmacist, and translator
- Mobile eye services for DPH community clinics and to decrease waiting times at SFGH Ophthalmology Service
- Purchasing equipment to help expand the urgent care services at SFGH to be available from 10 am to 10 pm 365 days a year

- ✓ Continuing our funding of Children's Medical Center (via San Francisco First Five Commission) for weekend and evening hours.

The San Francisco Health Plan Access Enhancement Fund will support the Children's Medical Center after-hours clinics once the First 5 funding runs out in July 2004 through January 2006. The Fund also will provide two-years of funding to increase the availability of appointments at the San Francisco General Asthma Clinic by 45%, and for a number of other projects that should make getting care easier and faster for Healthy Kids.

- ✓ Exploring with Delta Dental orthodontia benefits (unlikely because so expensive) and improving the communication of the benefits and the network. We do not believe there will be a significant expansion in the network because we can't afford to pay higher rates. In addition, we are concerned that budget cutbacks will close some dental clinics.

We visited the administrative offices of Delta Dental in Sacramento and shared with them our concerns regarding the results of the Healthy Kids survey. We specifically discussed the feasibility of expanding dental benefits to include orthodontia but unfortunately, due to the high cost, we concluded that it's not possible within the funding constraints. In response to feedback from last year's Healthy Kids survey, information on how to access dental services has been added to all Member ID Cards and the enclosed welcome letter.

- ✓ Exploring with VSP ways to improve knowledge about covered services and the providers.

We brought the results of last year's Healthy Kids survey to the attention of Vision Service Plan's account executives. As a result, VSP providers have received notification and training about the Healthy Kids program. We have more frequent and accurate updates regarding VSP providers available for Healthy Kids. Vision services had the highest satisfaction increase (7.4 percentage points) when compared to other services. In response to feedback from last year's Healthy Kids survey, information on how to access vision services has been added to all Member ID Cards and the enclosed welcome letter.

- ✓ Improving our member materials to more clearly explain the basic benefits (and limitations) and how to access dental and vision services.

The Marketing and Communications department has worked hard to review, redesign and improve all our member materials (handbook, provider directory, ID card, etc.). For example, we produced a new Member Handbook designed to encourage members to

open it and read the new and improved content. The revised content simplifies how to get started as a new member and clarifies how to get the most out of the Healthy Kids program. Another example was creating new Member ID Cards that are more durable, have more information on how to access services, and are accompanied by a welcome letter that better clarifies when and how to use their card. When asked: "What is the one thing you like best about the Healthy Kids program?" A respondent wrote down: "The helpful packet and the Customer Service."

In addition to some of the initiatives listed in last year's report, our Marketing and Outreach teams worked diligently to increase the retention rate of our Healthy Kids members. Now that the Healthy Kids program is established, this issue has a higher level of priority.

✓ Increasing the Healthy Kids retention rate.

All insurance programs, including Healthy Kids, lose a significant number of children. Many reasons are unavoidable – the children move out of the county or age out of the program, for example. But some are also potentially avoidable, such as the family not sending in the information needed to renew.

SFHP's Marketing/Outreach Team convened a task force to look at ways to retain as many children as possible. SFHP efforts to reduce the number of children who leave the program at the annual review include notification efforts to remind families that they must renew to maintain eligibility. These efforts begin with a reminder phone call 60 days out from their deadline to return their renewal form; followed by a postcard 45 days out from their due date; followed by a final reminder letter 30 days out; and a final phone call 5-10 days. All notification efforts offer renewal application assistance via phone or in person.

New retention efforts that will be implemented in the summer of 2004 include: 1) creating new member kits a family receives at the time they enroll with information on how to renew. The kit will contain an FAQ sheet on how to get started and how to renew, a Change of Address postcard with instructions to send it as soon as they move, a magnetic shopping list for the refrigerator that has their renewal date printed at the top, and a high quality plastic SFHP folder designed to keep all their member materials in one place, which will also have a sticker listing their renewal date. With loss of contact as the number one reason for families not returning their renewal forms, the goal is to widely distribute the Change of Address Card and to create and include a Change of Address message in everything we send, reminding families of the importance of notifying us if they move.

✓ Proposal to extend coverage for members until they turn 24.

One other exciting event occurred very recently. On June 1, 2004, Mayor Newsom proposed that the City fund extending the Healthy Kids program to cover all youths 19-24 who would otherwise age out of Healthy Kids, Healthy Families and Medi-Cal. He included \$1.9 million for such a program in the budget he sent to the Board of Supervisors. We are hopeful that the Board will approve the funding. If they do, our goal is to get the program up and running as soon as possible. This program, as well as the expansion to parents, will be the focus of our efforts during the next year.

# Appendix

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## Survey Sample (English)

Please Return By April 19, 2004



**Healthy Kids Member Satisfaction Survey**

*The health of your child is important to us. Please answer each question thinking about your child since he or she joined the Healthy Kids program. Your answers will help us to improve the services provided to your child.*

1. How did you hear about the Healthy Kids program?
  - Friends / Relatives
  - School
  - Newspaper
  - Community Organization
  - Doctor's office or clinic
  - Other: \_\_\_\_\_
  
2. Was it easy for you to enroll your child in the Healthy Kids program?
  - Yes     No    If not, why? \_\_\_\_\_
  
3. Why did you enroll your child in the Healthy Kids program? (Check all that apply)
  - My child was not eligible for other health care coverage programs
  - I could not afford to pay for medical services on my own
  - My child needed to see a doctor
  - My child needed dental services
  - My child needed to see an eye doctor or to get eye glasses
  - Other: \_\_\_\_\_
  
4. How long was your child without health care coverage before joining the Healthy Kids program?
  - 0 to 3 months
  - 3 to 6 months
  - 6 to 12 months
  - A year or more
  
5. If your child visited a doctor or clinic since joining Healthy Kids, were you happy with the services?
  - Yes     No    If not, why? \_\_\_\_\_
  - I have not taken my child to a doctor or clinic.
  
6. If your child visited a dentist since joining the Healthy Kids program, were you happy with the services?
  - Yes     No    If not, why? \_\_\_\_\_
  - I have not taken my child to a dentist.
  
7. If your child visited an eye doctor since joining the Healthy Kids program, were you happy with the services?
  - Yes     No    If not, why? \_\_\_\_\_
  - I have not taken my child to an eye doctor.
  
8. Does your child's doctor or clinic speak your language?
  - Yes     No
  - If not, how has this been a problem for you? \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_



9. As the parent of a Healthy Kids member, you received a packet of information in the mail on how to use the services. What part of these materials did you find most helpful? (Check all that apply)

- How to choose a doctor, clinic, or hospital
- Information on services and benefits
- How to get dental or vision care
- Which doctors speak my language
- Which doctors are in my neighborhood
- Who to contact for medical services or questions
- Prescription co-pay information
- My rights as a Healthy Kids member
- Medical term definitions
- I did not read the member materials
- Other \_\_\_\_\_

10. If you called Healthy Kids/San Francisco Health Plan for assistance, did you get the help you needed?

- Yes  No If not, why \_\_\_\_\_
- I have not called Healthy Kids/San Francisco Health Plan for assistance.

11. What is the one thing you like best about the Healthy Kids program?

\_\_\_\_\_

12. What is the one thing you would like to see changed about the Healthy Kids program?

\_\_\_\_\_

13. How has the Healthy Kids program made a difference in your life and the lives of your children?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. As a parent, do you currently have health coverage insurance for yourself?

- Yes  No

**THANK YOU!** By sharing your experiences and opinions,  
you are helping to improve health care services for your child.

Please return your completed survey in the enclosed postage-paid envelope.

The following is **OPTIONAL**. You are not required to provide your name or phone number.

*If you would like a Healthy Kids/San Francisco Health Plan representative to call you for assistance, please provide your contact information. The information and comments you have provided in this survey are confidential.*

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Best time of day to call: \_\_\_\_\_

***Or please call us at 1-800-288-5555.***