### **CUSTOMER SATISFACTION SCORE**

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Create satisfied customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>≥ 95% of patients are satisfied or very satisfied with our customer service</td>
</tr>
<tr>
<td>Acceptable Quality Level</td>
<td>Customer satisfaction may not fall greater than 3% for more than two consecutive months or any three months in a year.</td>
</tr>
<tr>
<td>Monitoring Method</td>
<td>Run Chart updated by 10th business day each month.</td>
</tr>
</tbody>
</table>

### **MEASURE DESCRIPTION**

<table>
<thead>
<tr>
<th>Indicator Description</th>
<th>This indicator measures customer satisfaction among patients transported by EMS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question Indicator Answers</td>
<td>How satisfied are patients with the customer service provided by EMS?</td>
</tr>
<tr>
<td>Patient / Customer Need</td>
<td>Measuring patient satisfaction within the Healthcare Industry including EMS is an important key indicator. Patient Satisfaction evaluates the patient’s impression of the quality of service they receive from EMS. It helps the department improve the patient-medic interaction and, ultimately, how the community values the EMS system.</td>
</tr>
<tr>
<td>Type of Measure</td>
<td>Intermediate Outcome</td>
</tr>
<tr>
<td>Objective</td>
<td>Create satisfied customers.</td>
</tr>
<tr>
<td>Data Provided By</td>
<td>Business Analysis and Research Team</td>
</tr>
<tr>
<td>Reporting Values</td>
<td>Percent of patients who describe themselves as “satisfied” or “very satisfied” with the care they received from ATCEMS in a call-back survey.</td>
</tr>
<tr>
<td>Limitations</td>
<td>None</td>
</tr>
<tr>
<td>Notes</td>
<td>None</td>
</tr>
</tbody>
</table>

### **Measure Calculation**

| Formula Description | The Customer Satisfaction Score is calculated by dividing the count of respondents describing themselves as “satisfied” or “very satisfied” by the count of all patients responding to the survey question. |
Indicator Formula

\[ \text{Score} = \frac{\text{count}(\{\text{satisfied respondents}\}) + \text{count}(\{\text{very satisfied respondents}\})}{\text{count}(\{\text{all respondents}\})} \]

Data Filters
None

Interval Calculation
Not applicable

Numerator
Population
Survey respondents who describe themselves as “satisfied” or “very satisfied.”

Inclusion
Patients who respond to this question in the survey.

Exclusion
Patients who do not respond to question.

Data Source
SurveyMonkey report

Denominator
Population
All patients who respond to question regarding overall satisfaction with their experience.

Inclusion
Patients who respond to this question in the survey.

Exclusion
Patients who do not respond to question.

Data Source
SurveyMonkey report

Aggregation
Scores are aggregated based on the month in which the survey is conducted.

Stratification
None

Minimum Sample Size
None

Data Lineage
ATCEMS conducts a phone survey of all patients for whom it has adequate contact information. As the survey progresses, responses are entered into a form created in SurveyMonkey. A new survey is used for every month the survey is conducted.

The results of each month’s survey are downloaded from SurveyMonkey in Microsoft Excel format for further analysis and compilation of responses.
**Reporting**

**Travis County ILA Reporting**

**Medium:** Web site chart  
**Orientation:** External  
**Format:** Run chart containing monthly data values for most recent 13 month period.  
**Update Frequency:** Monthly  
**Data Source:** SurveyMonkey report.

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**Metadata**

**Pillar / Strategic Objective Links**

S5: To have an informed community that actively participates in feedback for improvement.  
F2: To be an organization that provides value to the community.

**Development Status**

Actively reporting

**References**

*Interlocal Agreement Between the City of Austin and Travis County for Emergency Medical Services (Fiscal Year 2014)*

**Best Practices**

Centers for Medicare and Medicaid Services (CMS), HCAPS, Value Based Purchasing.

The Centers for Medicare and Medicaid Services (CMS) promotes patient satisfaction measurement as a means to improve the quality of care provided by hospitals. CMS says that it does so in three ways, “First, the [HCAHPS] survey is designed to produce data about patients' perspectives of care that allow objective and meaningful comparisons of hospitals on topics that are important to consumers. Second, public reporting of the survey results creates new incentives for hospitals to improve quality of care. Third, public reporting serves to enhance accountability in health care by increasing transparency of the quality of hospital care provided in return for the public investment.”  
(http://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/HospitalQualityInits/HospitalHCAHPS.html; Last accessed 10/22/2013)
Institute of Healthcare Improvement (IHI)

Patient experience of care is a principle component of the Institute of Healthcare Improvement (IHI) Triple Aim Initiative. The IHI believes that simultaneous improvement of the three branches of the triple aim initiative will improve the value of healthcare that consumers receive.

(http://www.ihi.org/offerings/Initiatives/TripleAim/Pages/default.aspx; Last accessed 10/22/2013)

The National Highway and Traffic Administration, in their document entitled, “Emergency Medical Services Performance Measures,” has included Patient Satisfaction Rate as an indicator for EMS.

Joint Commission on Accreditation of Healthcare Organizations (JCAHO), Core Measure.

Nist.gov/Baldrige/ Baldrige Performance Excellence Program, Category 3 – Customer Focus.

Definition Version Info

Version C; 2014-03-09