

## MEDICAL BOARD STAFF REPORT

DATE REPORT ISSUED: July 15, 2015  
 ATTENTION: Members, Executive Committee  
 SUBJECT: Consumer Satisfaction Survey Results  
 STAFF CONTACT: Letitia Robinson, Research Specialist

### REQUESTED ACTION:

Review the Board's consumer satisfaction survey results to determine how the Medical Board of California (Board) is meeting the needs of consumers. This report is intended to provide the Members with an update and no action is needed at this time.

### BACKGROUND:

As part of the Board's Strategic Plan, consumer surveys are being conducted. These surveys are a valuable tool for evaluating and enhancing the Board's organizational effectiveness and systems to improve services. There are three types of surveys currently being conducted by the Board:

- Applicant Survey
- Newsletter Survey
- Website Users Survey

The Board is using SurveyMonkey, a web-based system, to conduct these surveys. The applicant survey was started in August 2012. Information on the initial results were included in the 2012 Sunset Report and the 2013 Supplemental Sunset Report. The Newsletter survey was launched in the Fall 2012 Newsletter. In March 2013, the Board began the website user survey. Fiscal Years (FY) 12-13, 13-14, and 14-15 survey results are being provided.

### DISCUSSION:

#### **Applicant Survey**

Initially, the applicant survey link was included in a letter sent to newly licensed physicians. Board staff sent these letters by email and regular mail. Unfortunately when the State eliminated the Board's student assistant positions, the Board was unable to continue sending these letters. Due to these staffing constraints, there were no surveys results from the third quarter of FY 2013-2014 to the second quarter of FY 2014-2015.

Shortly after initiating the survey in 2012, the Board decreased the number of questions from 17 to 5. This was done in an effort to increase the response rate and only include the most effective questions to measure applicants' satisfaction with the licensure process.

Beginning February 2015, the Board began sending email blasts to newly licensed physicians. Through the BreZe system, email addresses are extracted twice monthly and an email with the survey link is sent.

The outcome of the "Applicant Satisfaction Survey - Quarterly Results" (**Attachment 1**) indicated as follows:

- In 2013, the Board revised the Physician's and Surgeon's Application. In addition, the online tutorials and clearer instructions were added to the website. These changes have contributed to the positive survey results. Of the applicants surveyed, 86% to 96% indicated the application instructions clearly state how to complete the application. And 80% to 94% stated the Board's website information was helpful.
- Many applicants using the BreZE system were satisfied with the information it provided. On average, 68% reported they were either very satisfied or somewhat satisfied.
- On average, 70% of applicants reported they were satisfied with the service staff provided and with the application process.

### **Newsletter Survey**

The Newsletter survey link is included in each edition of the Board's Newsletter. The Newsletter is produced four times per year and is sent electronically via email blast to all licensees and other interested parties. In addition, the Winter Newsletter is sent out annually via regular mail to all licensees who do not have an email account. This also includes the Newsletter survey link information. This will allow the readers to complete the survey.

This survey has produced a very low response rate. This can be attributed to the fact that the Newsletters are only being distributed four times per year. Over the three fiscal years, the Board only received 142 responses. In early editions of the Newsletter, the survey link was near the end of the Newsletter. In an effort to increase the response rate, the survey link is currently being advertised on Page 3 with the President's Message.

The survey consists of 16 questions. Most questions were intended for the readers to rate the usefulness of each section of the Newsletter. Out of the 16 questions, 4 rate the overall usefulness or satisfaction of the Newsletter.

The outcome of the "Newsletter Satisfaction Survey - Quarterly Results" (**Attachment 2**) indicated as follows:

- The majority of the readers reported being satisfied with the content of the Newsletter. On average 75% of the readers reported the contents as excellent, very good, or good in FY 14-15.
- The usefulness of the annual report question received very high ratings. Of the 11 quarters reported, 4 quarters received ratings of 100% for very useful, informative, or somewhat informative.
- On average 69% of the readers preferred to receive the Newsletter via email, 28% preferred hard copy via regular mail, and 3% preferred Social Media delivery.

- The majority of the Board's Newsletter audience is Physician/Surgeon. On average the Physician/Surgeon response rate was 80% in FY 12-13, 92% in FY 13-14, and 75% in FY 14-15.

### **Website Users Survey**

The website users survey link is on the Board's website. Originally, the survey consisted of 17 questions. There were 277 responses in FY 13-14 and 113 responses in FY 14-15. The decline in the responses may be contributed to the changes in the Board's website layout in January 2014. In an effort to increase the declining response rate, the survey was decreased to 5 questions beginning in FY 14-15.

Of these 5 questions, 1 is intended to obtain readers feedback on topics or suggestions for improvement and is not included in the survey results. The remaining 4 questions are intended to obtain readers overall satisfaction while navigating the Board's website, as well as, identifying the type of individuals who visit the Board's website.

The outcome of the "Website Satisfaction Survey - Quarterly Results" (**Attachment 3**) indicated as follows:

- In FY 13-14, website users consisted of about 57% current licensees, 15% consumer/patients, and 17% categorized as other. In FY 14-15, website users consisted of about 33% current licensees, 30% consumer/patients, and 20% categorized as other.
- The majority of our website users were seeking information on license renewal, verifying a license, and filing a complaint. Ratings for filing a complaint increased in FY 14-15 by 14% compared to FY 13-14. This may be contributed to the BreEZe system enhancement that allows a consumer/patient to file a complaint electronically.
- Unfortunately, with the implementation of the new BreEZe system in the second quarter of FY 13-14 most website users reported they were unable to find the information they were seeking and reported dissatisfaction with the Board's website. Some commented that the Board's website was confusing and cumbersome, others stated the renewal processing and verifying a license was not user-friendly. Prior to the BreEZe system, on average 85% of the website users reported they were able to find the information they were seeking.

## Attachment 1

### Applicant Satisfaction Survey - Quarterly Results

**1. Did the application instructions clearly state how to complete the application?**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 61	Q2 - 167	Q3 - 142	Q4 - 173	Q1 - 180	Q2 - 25	Q3 - 0	Q4 - 0	Q1 - 0	Q2 - 0	Q3 - 125	Q4 - 258
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	88%	93%	94%	94%	89%	96%	n/a	n/a	n/a	n/a	86%	88%
No	12%	7%	6%	6%	11%	4%	n/a	n/a	n/a	n/a	14%	12%

**2. If you visited the Medical Board's website for assistance, was the information helpful?**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 61	Q2 - 167	Q3 - 142	Q4 - 173	Q1 - 180	Q2 - 25	Q3 - 0	Q4 - 0	Q1 - 0	Q2 - 0	Q3 - 125	Q4 - 258
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	87%	90%	94%	90%	87%	92%	n/a	n/a	n/a	n/a	80%	81%
No	13%	10%	6%	10%	13%	8%	n/a	n/a	n/a	n/a	20%	19%

**3. If you used the BreEZe online system, how satisfied were you with the information it provided?**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 61	Q2 - 167	Q3 - 142	Q4 - 173	Q1 - 180	Q2 - 25	Q3 - 0	Q4 - 0	Q1 - 0	Q2 - 0	Q3 - 125	Q4 - 258
	%	%	%	%	%	%	%	%	%	%	%	%
Very satisfied	33%	31%	37%	41%	35%	44%	n/a	n/a	n/a	n/a	25%	28%
Somewhat satisfied	34%	36%	37%	35%	32%	24%	n/a	n/a	n/a	n/a	36%	36%
Somewhat dissatisfied	16%	8%	6%	12%	9%	4%	n/a	n/a	n/a	n/a	10%	11%
Very dissatisfied	5%	7%	6%	2%	7%	8%	n/a	n/a	n/a	n/a	10%	7%
Not Applicable, I did not use the Web Applicant Access System.	12%	18%	13%	11%	17%	20%	n/a	n/a	n/a	n/a	19%	18%

## Attachment 1

### Applicant Satisfaction Survey - Quarterly Results

**4. How satisfied were you with the courteousness, helpfulness, and responsiveness of the staff person who processed your application?**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 61	Q2 - 167	Q3 - 142	Q4 - 173	Q1 - 180	Q2 - 25	Q3 - 0	Q4 - 0	Q1 - 0	Q2 - 0	Q3 - 125	Q4 - 258
	%	%	%	%	%	%	%	%	%	%	%	%
Very satisfied	53%	60%	53%	56%	50%	52%	n/a	n/a	n/a	n/a	44%	41%
Somewhat satisfied	12%	16%	20%	19%	22%	16%	n/a	n/a	n/a	n/a	22%	22%
Somewhat dissatisfied	12%	5%	5%	7%	4%	0%	n/a	n/a	n/a	n/a	14%	14%
Very dissatisfied	10%	5%	6%	6%	7%	12%	n/a	n/a	n/a	n/a	12%	16%
Not applicable; I did not have any communication with the staff person who processed my application.	14%	13%	16%	12%	17%	20%	n/a	n/a	n/a	n/a	8%	7%

**5. How satisfied were you with the application process?**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 61	Q2 - 167	Q3 - 142	Q4 - 173	Q1 - 180	Q2 - 25	Q3 - 0	Q4 - 0	Q1 - 0	Q2 - 0	Q3 - 125	Q4 - 258
	%	%	%	%	%	%	%	%	%	%	%	%
Very satisfied	44%	49%	50%	42%	44%	44%	n/a	n/a	n/a	n/a	30%	31%
Somewhat satisfied	23%	26%	24%	31%	26%	44%	n/a	n/a	n/a	n/a	33%	29%
Somewhat dissatisfied	15%	11%	13%	17%	19%	4%	n/a	n/a	n/a	n/a	19%	21%
Very dissatisfied	18%	14%	14%	9%	11%	8%	n/a	n/a	n/a	n/a	18%	19%

## Attachment 2 Newsletter Satisfaction Survey - Quarterly Results

**1. My overall satisfaction about the content of the Medical Board's Newsletter is:**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 9	Q3 - 14	Q4 - 14	Q1 - 38	Q2 - 9	Q3 - 4	Q4 - 8	Q1 - 25	Q2 - 8	Q3 - 7	Q4 - 6
	%	%	%	%	%	%	%	%	%	%	%	%
Excellent	n/a	33%	0%	43%	21%	11%	0%	25%	16%	25%	14%	33%
Very Good	n/a	45%	29%	21%	18%	33%	50%	38%	24%	38%	29%	17%
Good	n/a	11%	29%	36%	34%	22%	25%	13%	28%	13%	29%	33%
Average	n/a	0%	36%	0%	16%	34%	0%	13%	20%	13%	14%	0%
Disappointed	n/a	11%	6%	0%	11%	0%	25%	11%	12%	11%	14%	17%

**2. Please rate the usefulness of the Annual Report (fall issue):**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 9	Q3 - 14	Q4 - 14	Q1 - 38	Q2 - 9	Q3 - 4	Q4 - 8	Q1 - 24	Q2 - 7	Q3 - 7	Q4 - 6
	%	%	%	%	%	%	%	%	%	%	%	%
Very Useful	n/a	22%	29%	36%	27%	22%	0%	13%	13%	14%	14%	17%
Informative	n/a	67%	43%	21%	34%	22%	75%	38%	42%	43%	57%	50%
Somewhat Informative	n/a	11%	21%	43%	34%	56%	0%	38%	33%	43%	15%	16%
Not Useful At All	n/a	0%	7%	0%	5%	0%	25%	11%	12%	0%	14%	17%

## Attachment 2 Newsletter Satisfaction Survey - Quarterly Results

### 3. I prefer to receive the Newsletter:

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 9	Q3 - 14	Q4 - 14	Q1 - 36	Q2 - 9	Q3 - 4	Q4 - 8	Q1 - 23	Q2 - 7	Q3 - 7	Q4 - 6
	%	%	%	%	%	%	%	%	%	%	%	%
Via Email	n/a	78%	79%	64%	61%	67%	100%	75%	66%	71%	29%	66%
Hard copy via Regular Mail	n/a	22%	21%	36%	28%	33%	0%	25%	30%	29%	71%	17%
Social Media (when it becomes available)	n/a	0%	0%	0%	11%	0%	0%	0%	4%	0%	0%	17%

### 4. My main interest in the Newsletter is as a:

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 9	Q3 - 14	Q4 - 14	Q1 - 36	Q2 - 9	Q3 - 4	Q4 - 8	Q1 - 23	Q2 - 7	Q3 - 7	Q4 - 6
	%	%	%	%	%	%	%	%	%	%	%	%
Physician / Surgeon	n/a	67%	86%	86%	78%	100%	100%	88%	91%	71%	86%	50%
Associated Medical Professional	n/a	0%	0%	0%	11%	0%	0%	0%	0%	0%	14%	17%
Interested Reader	n/a	11%	7%	14%	8%	0%	0%	0%	9%	14%	0%	0%
Member of the Media	n/a	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Government Member	n/a	11%	0%	0%	3%	0%	0%	0%	0%	0%	0%	17%
Other	n/a	11%	7%	0%	0%	0%	0%	12%	0%	15%	0%	16%

### Attachment 3 Website Satisfaction Survey - Quarterly Results

**1. Which of the following best describes you?**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 0	Q3 - 0	Q4 - 71	Q1 - 110	Q2 - 76	Q3 - 48	Q4 - 43	Q1 - 35	Q2 - 27	Q3 - 24	Q4 - 27
	%	%	%	%	%	%	%	%	%	%	%	%
Consumer/Patient	n/a	n/a	n/a	1%	2%	16%	17%	23%	29%	15%	42%	33%
Applicant (applying for licensure)	n/a	n/a	n/a	3%	6%	8%	10%	2%	6%	11%	8%	11%
Current Licensee	n/a	n/a	n/a	82%	89%	40%	52%	47%	29%	33%	38%	33%
Educator	n/a	n/a	n/a	1%	0%	1%	2%	2%	9%	4%	0%	0%
Employer/Recruiter	n/a	n/a	n/a	3%	0%	5%	10%	0%	2%	7%	0%	8%
Media	n/a	n/a	n/a	0%	0%	0%	2%	0%	2%	0%	0%	0%
Other (please specify)	n/a	n/a	n/a	10%	4%	30%	6%	26%	23%	30%	12%	15%

**2. During your most recent visit to the Board's website, which of the following best describes the information you were seeking? <sup>1/</sup>**

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 0	Q3 - 0	Q4 - 71	Q1 - 110	Q2 - 76	Q3 - 48	Q4 - 43	Q1 - 35	Q2 - 27	Q3 - 24	Q4 - 27
	%	%	%	%	%	%	%	%	%	%	%	%
License Renewal	n/a	n/a	n/a	82%	83%	26%	38%	28%	40%	30%	17%	22%
Application for Licensure	n/a	n/a	n/a	7%	4%	13%	15%	5%	0%	7%	4%	7%
Verifying a License	n/a	n/a	n/a	4%	6%	41%	29%	23%	23%	15%	29%	18%
Filing a Complaint	n/a	n/a	n/a	1%	4%	5%	6%	14%	20%	15%	29%	18%
Public Documents	n/a	n/a	n/a	6%	2%	15%	8%	7%	14%	4%	8%	0%
Name/Address Change	n/a	n/a	n/a	3%	4%	3%	6%	9%	9%	4%	8%	4%
Board Publications/Media	n/a	n/a	n/a	4%	3%	7%	2%	2%	3%	7%	0%	0%
Continuing Education	n/a	n/a	n/a	4%	1%	1%	2%	0%	3%	4%	4%	0%
Legislation/Regulation	n/a	n/a	n/a	1%	2%	3%	0%	5%	3%	0%	0%	0%
Other (please specify)	n/a	n/a	n/a	11%	11%	25%	19%	23%	37%	41%	42%	52%

<sup>1/</sup> Results exceeding 100% is attributed to raters having the option to choose multiple answers.



### Attachment 3

## Website Satisfaction Survey - Quarterly Results

#### 3. Were you successful in finding the information you were seeking?

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 0	Q3 - 0	Q4 - 71	Q1 - 110	Q2 - 76	Q3 - 48	Q4 - 43	Q1 - 35	Q2 - 27	Q3 - 24	Q4 - 27
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	n/a	n/a	n/a	86%	84%	50%	31%	21%	14%	22%	21%	11%
No	n/a	n/a	n/a	14%	16%	50%	69%	79%	86%	78%	79%	89%

#### 4. Overall, how satisfied are you with the Board's website?

Answer Options	FY 2012 - 2013				FY 2013 - 2014				FY 2014 - 2015			
	Q1 - 0	Q2 - 0	Q3 - 0	Q4 - 71	Q1 - 110	Q2 - 76	Q3 - 48	Q4 - 43	Q1 - 35	Q2 - 27	Q3 - 24	Q4 - 27
	%	%	%	%	%	%	%	%	%	%	%	%
Extremely satisfied	n/a	n/a	n/a	24%	26%	9%	2%	9%	9%	11%	0%	11%
Somewhat satisfied	n/a	n/a	n/a	45%	40%	30%	13%	14%	11%	15%	12%	4%
Neither satisfied nor dissatisfied	n/a	n/a	n/a	9%	16%	5%	10%	2%	17%	18%	17%	7%
Somewhat dissatisfied	n/a	n/a	n/a	14%	11%	16%	17%	19%	20%	15%	4%	26%
Extremely dissatisfied	n/a	n/a	n/a	9%	8%	40%	58%	56%	43%	41%	67%	52%