

The Qalsa 2006 Member Satisfaction Study

QUALSA is delighted at the results from a recent member satisfaction study which, revealed that service providers are actively partnering with us in order to deliver the best health outcomes for the medical schemes to which we deliver services.



Qalsa has a reputation for leading-edge technology and some of the best clinical expertise in the industry. But do these core competencies translate into satisfied members? What is the service experience of the members of medical schemes to which Qalsa delivers services?

As part of our drive for continuous improvement, Qalsa commissioned a member satisfaction study in November 2006. The objectives of the study were to evaluate the service perceptions of the average member receiving services from Qalsa, with the view to identifying any service gaps that may exist and turning these into opportunities to delight our clients.

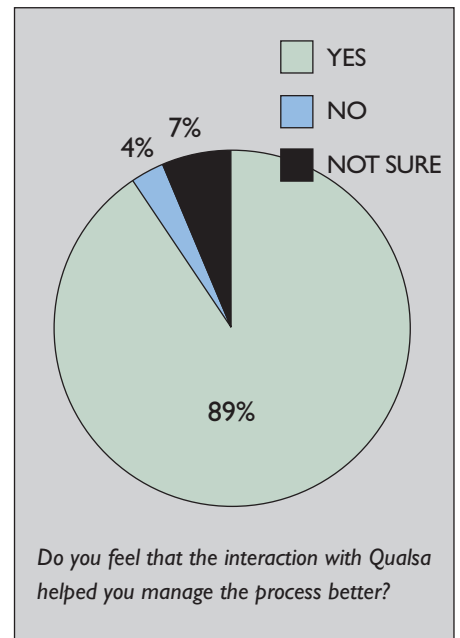
A representative sample of 300 members was selected from the total base of members who had interacted directly with Qalsa as part of our programmes to manage hospital admissions, chronic medicine usage, diseases and maternity cases over a three-month period. The survey was conducted by an independent external company, and the size of the sample was large enough to be significant and deliver results that can be taken to represent the average member's experience.

Some of the key results follow. It is also vital for us to know what service providers think of our service and we will be conducting a service provider survey later in 2007.

Case Managers and Consultants Score Tops

Interactions with case managers and consultants, which take place when requesting a hospital authorisation, chronic medicine registration or information about disease and maternity management, were rated very positively. Case managers were described by 85% to 100% of respondents as very willing to help, friendly and courteous, professional, approachable and sympathetic, able to answer all questions and as knowing exactly what they were talking about. In fact, 98% of members who had interacted with a case manager on the disease management programme indicated that they felt free to contact the case manager for future information or advice, suggesting that a strong and trusting relationship with the case manager was established during the interaction.

It is also interesting to note that 89% of members who received a visit or any telephonic contact from a case manager felt that the interaction with the Qalsa case manager helped them to manage the process better:



Do you feel that the interaction with Qalsa helped you manage the process better?



The interaction with telephonic consultants on the medicine management programme was also positively rated with the same descriptions applied to more than 90% of interactions.

Programme Forms and Process – Easy and Straightforward

Members whose chronic condition is being managed on the medicine programme rated the application and authorisation forms very positively, indicating that they found both forms very easy and straightforward to complete. **Doctors were praised for being very willing and co-operative in assisting patients in the registration process.** Qualsa is delighted at the partnership-approach doctors have displayed, as they are the gatekeepers to members' health, and their support and co-operation are key. The following result further reinforces the importance of the service providers' role in these programmes.

Doctors Key Communication Channel

Across all programmes, the primary channel for getting to know about the programme was through the doctor or specialist. The only other channels receiving a number of mentions were "letters and a telephone call from the medical scheme."



Programme Literature Having Positive Impact

Nearly 90% on a disease management programme who received literature around their condition indicated that they found the literature extremely useful. All respondents indicated that the literature, as well as their interaction with the case manager, proved very useful and met their expectations. Very similar results were received from those on the maternity management programme.

Few aware of the electronic application process for chronic medication

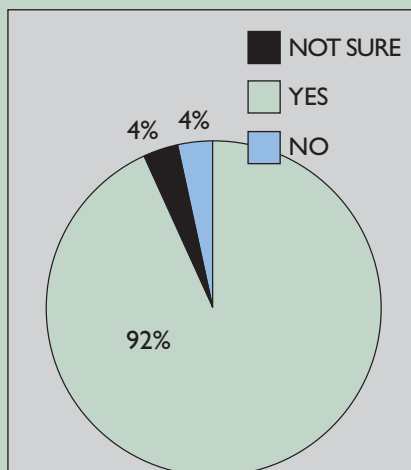
Qualsa has introduced an electronic application process for chronic medication, which is even easier to follow than the completion of a form. The process simply requires the doctor or specialist to apply telephonically. However, more than 60% of those surveyed appeared to be unaware of this option.

The next edition of Fasttrack will communicate further detail about this process and how you can make optimal use of it.



Medicine Programme Making a Real Difference

92% of members on one of Qualsa's medicine management programmes indicated it added value and assisted them in better managing their condition. When asked to explain why, answers were: "health and life has improved, programme helps to make medicine affordable, helps me to take medicine regularly," with 8% of respondents indicating that without it, they would have been dead!



Do you feel that being registered for the chronic medication benefit has helped you manage your condition better?

So what now?

We are pleased with the results of the survey as an initial measure of member satisfaction. The results suggest that certainly in most interactions, we are meeting clients service expectations and contributing positively towards helping patients manage their health.

However, as a learning organisation driven by the ISO philosophy of "continuous improvement", we'll certainly not be lapsing into complacency but will be striving to push performance standards even higher and ensure relevance to our clients. We plan to continue measuring satisfaction levels on a regular basis, and will extend the study to include other key stakeholders such as Boards of Trustees, Principal Officers and service providers in 2007.

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