

American Customer Satisfaction Index

Veterans Health Administration Veterans Affairs

2013 Customer Satisfaction Inpatient Survey

Final Report
March 2014



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Table of Contents

	Page
Introduction and Methodology	5
Introduction	5
Customer Segment	5
Customer Background	5
ACSI Results	8
Model Indices	8
Satisfaction: ACSI	10
Drivers of Satisfaction	11
Outcomes of Satisfaction	12
Using the Model	13
Summary and Recommendations	13
Appendices	
A Survey Questionnaire	15
B Significant Difference Tables	25
C Frequencies of Survey Questions	31
D Disposition Report	41

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Introduction and Methodology

Introduction

This is the 2013 report on customer satisfaction of veterans who have had a recent experience as inpatients at acute medical centers of the Veterans Health Administration (VHA). The methodology used for this study is that of the American Customer Satisfaction Index (ACSI) which combines survey input with cause and effect modeling to produce indices of satisfaction, and the drivers and outcomes of satisfaction.

Since 1994, the American Customer Satisfaction Index has been a national indicator of customer evaluations of the quality of goods and services available to U.S. residents. It is the only uniform, cross-industry/government measure of customer satisfaction. It produces indices of satisfaction, its causes and effects, for 10 economic sectors, 43 industries, 200 private sector companies, two types of local government services, the U.S. Postal Service, and a substantial portion of federal government. ACSI allows benchmarking between the public and private sectors, and for each customer segment, between one year's result and the next. ACSI is a useful tool for improving practices and processes. It shows how customers evaluate the activities VHA does and identifies which of these activities has the most impact on the perception of the quality the agency delivers. Results can be used to prioritize future efforts to improve quality and, through quality, customer satisfaction and the desired outcome, Veteran's Loyalty.

The questionnaire used is shown in Appendix A. It was designed to be agency-specific in terms of activities, outcomes, and introductions to the questionnaire and to specific question areas. However, it follows a format, common to all federal agency questionnaires, which allows cause and effect modeling using the ACSI model.

Customer Segment

VHA chose as its customer segment (Inpatients) veterans recently discharged from a VHA acute medical center to home in 2013. VHA provided sample with names, phone numbers, and addresses for individuals who met the criteria described above.

Customer interviews were conducted by telephone between February 6 - 12, 2014 by the professional interviewers of ASVA working under monitored supervision from a central phone room. Interviewers used CATI (computer-assisted-telephone-interviewing) terminals programmed for the specific questionnaire. Appendix D contains a complete disposition of the response rate for this study. Response rate as calculated by AAPOR standards was 22%.

Respondent Background

The primary means used to obtain services was an actual visit to a medical center for 48% of respondents in 2013, down from 57% in the previous year. Thirty-four percent used a phone call to obtain services, up six percentage points from 2012. Written communication (5%) and E-mail (1%) were mentioned far less frequently as the primary means of obtaining services.

For nearly three-quarters (71%) of respondents the stay was not planned in advance but was an emergency. Twelve percent of respondents were 80 years old or older and 70% were either in their 60s or 70s. Only 12% of the respondents had a college degree, while 89% were at least a high school graduate. As in 2012, 80% identified themselves as White and the percentage of those identifying themselves as African American increased two percentage points to 15%. Forty-two percent had total family income under \$20,000 and another 36% had income under \$40,000. This leaves 20% with incomes of \$40,000 or more, up from 16% last year. The vast majority of respondents are males (96%).

	2012		2013	
	Percent	Frequency	Percent	Frequency
Primary means used to obtain services				
E-mail	1%	2	1%	2
Internet/World Wide Web	0%	1	2%	5
Telephone call	28%	67	34%	83
Visit to medical center	57%	135	48%	115
Written communication	3%	7	5%	12
Some other means	9%	22	9%	22
Not applicable/do not obtain services from this center	1%	3	1%	2
Number of Respondents		237		241

Hospital stay was an emergency or planned in advance				
Emergency	64%	153	71%	172
Planned in advance	36%	86	29%	69
Number of Respondents		239		241

Age				
Under 50	7%	18	6%	15
50-59	14%	34	12%	29
60-69	38%	92	51%	125
70-79	21%	52	19%	47
80 and over	19%	46	12%	29
Number of Respondents		242		245

Highest level of education completed				
Less than high school	13%	31	11%	28
High school graduate	29%	70	38%	92
Some college or associate degree	43%	105	39%	96
College graduate	11%	26	8%	20
Post-graduate	5%	11	4%	9
Number of Respondents		243		245

Hispanic Latino or Spanish origin				
No	94%	226	92%	221
Yes	6%	15	8%	19
Number of Respondents		241		240

	2012		2013	
	Percent	Frequency	Percent	Frequency
Race~				
White	80%	194	80%	191
African American	13%	31	15%	35
American Indian	4%	9	1%	2
Asian	0%	0	0%	0
Native Hawaiian - Pacific Islander	0%	0	0%	1
Other Race	5%	13	5%	12
Number of Respondents	241		238	

Total annual family income in 2013				
	Percent	Frequency	Percent	Frequency
Under \$20,000	45%	100	42%	89
\$20,000 but less than \$30,000	24%	54	21%	45
\$30,000 but less than \$40,000	15%	33	15%	32
\$40,000 but less than \$60,000	10%	22	14%	30
\$60,000 but less than \$80,000	3%	6	3%	6
\$80,000 but less than \$100,000	2%	4	1%	3
\$100,000 or more	1%	3	2%	5
Number of Respondents	222		210	

Gender				
	Percent	Frequency	Percent	Frequency
Male	95%	230	96%	236
Female	5%	13	4%	9
Number of Respondents	243		245	

Complained to VA Medical Center within the past year				
	Percent	Frequency	Percent	Frequency
Did not complain	82%	199	86%	210
Complained	18%	44	14%	35
Number of Respondents	243		245	

ACSI Results

Model Indices

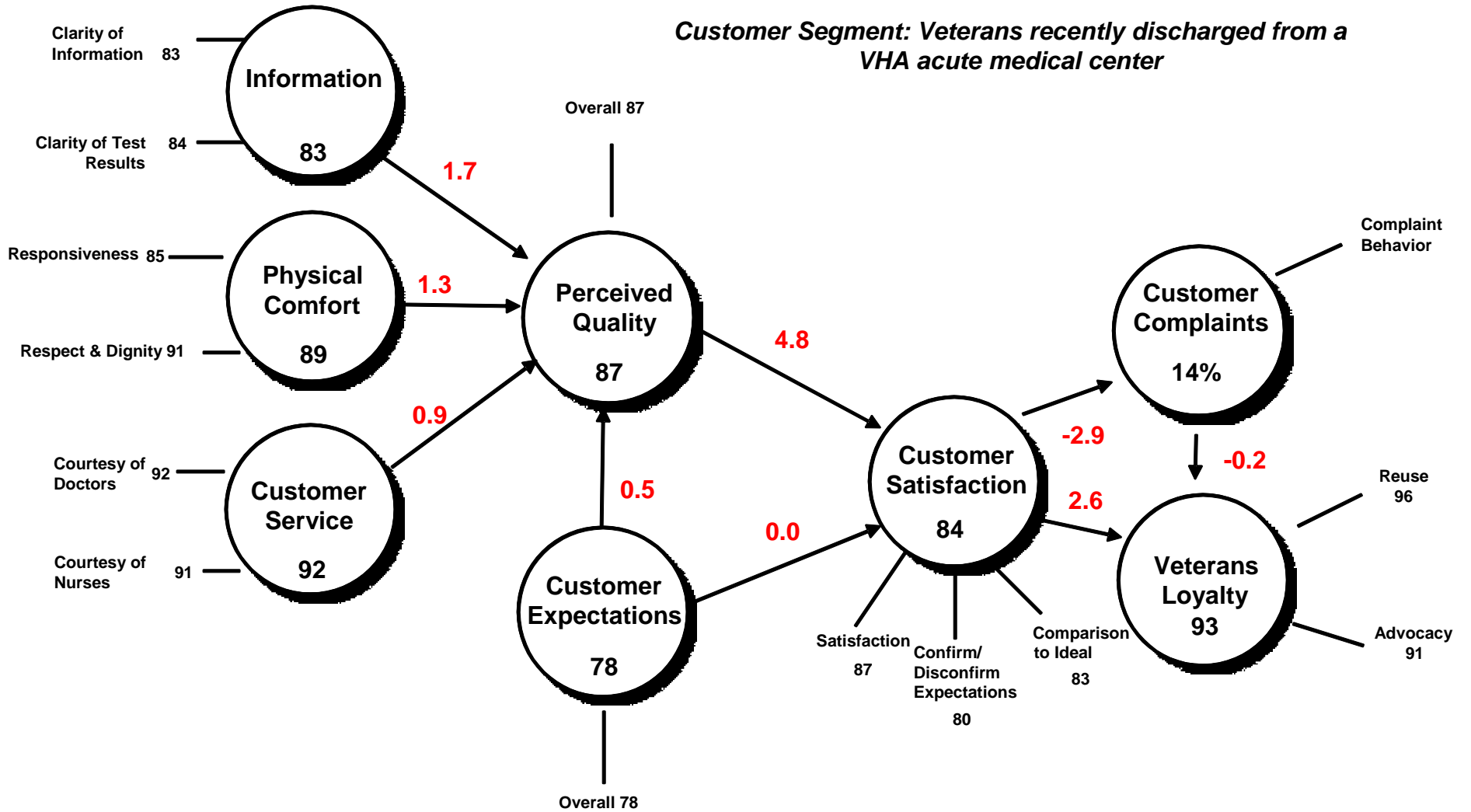
The government agency ACSI model is a variation of the model used to measure private sector companies. Both were developed at the National Quality Research Center of the Ross School of Business at the University of Michigan. Whereas the model for private sector, profit-making, companies measures Customer Loyalty as the principal outcome of satisfaction (measured by questions on repurchase intention and price tolerance), each government agency, defined the outcome most important to it for the customer segment measured. Each agency also identified the principal activities that interface with its customers. The effects of these activities on customer satisfaction/dissatisfaction are estimated by the model.

Thus the model, shown on page 9 for VHA Inpatients should be viewed as a cause and effect model that moves from left to right, with satisfaction (ACSI) in the middle. The circles are multi-variable components that are measured by several questions (question topics are shown on the left side of the small arrows). The large arrows connecting the components in the circles represent the strength of the effect of the component on the left to the one to which the arrow points on the right. These arrows represent "impacts." The larger the number on the arrow, the more effect the component on the left has on the one on the right.

The 2013 VHA model for veterans recently discharged from a VHA acute medical center to home is shown on the next page. The meanings of the numbers shown in the model are the topic of the rest of this chapter.

VHA Inpatient

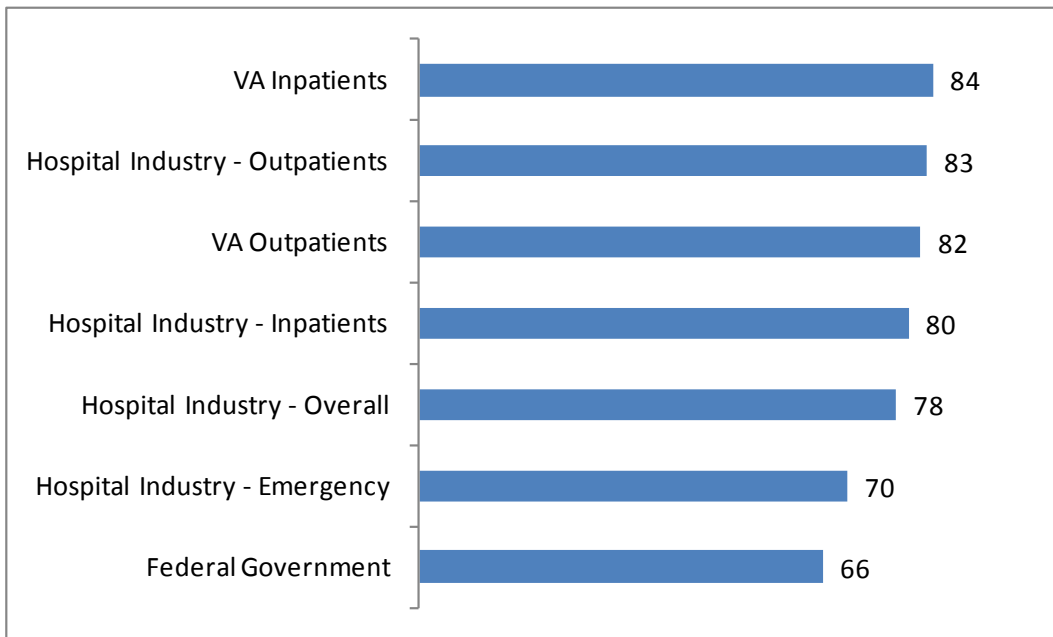
Customer Segment: Veterans recently discharged from a VHA acute medical center



Satisfaction: ACSI

The ACSI is a weighted average of three questions, Q11, Q12, and Q13, in the questionnaire in Appendix A. The questions are answered on 1-10 scales, but the weighted average is transposed and reported as an index on a 0-100 scale.¹ The three questions measure: Overall satisfaction (Q11); Fallen short of or exceeded expectations (Q12); and Comparison to an ideal (Q13). The model does the weighting to maximize the effect of satisfaction on the agency outcome at the bottom right of the model.

The 2013 customer satisfaction index (ACSI) for veterans recently discharged from a VHA acute medical center (Inpatients) holds at a strong 84 on a 0-100 scale. VHA inpatient care remains above the ACSI measure for the private sector hospital industry. The chart below shows satisfaction scores for both VHA inpatient and outpatient segments, compared with the aggregate private hospital score and its three components (outpatient, inpatient and emergency room care). The VHA Inpatient satisfaction score is four points higher than the industry score for inpatients and is six points above the hospital industry average overall.



¹ The confidence interval for this agency's customer segment is plus or minus 2.1 points on a 0-100 scale at the 90% confidence level.

Drivers of Satisfaction

VHA identified three activities that interface with its customers, Information received from caregivers at the VA medical center, Physical Comfort, and Customer Service. The indices for each of the three activities are weighted averages of questions asked on the survey.

Two other components were included in the satisfaction model as potential drivers of customer satisfaction. The first is the customer's expectations of the overall quality of VHA as an agency; expectations prior to use or, for longer-term users, prior to recent use (Q1). The second is his/her perception of the overall quality of VHA as an agency after having had experience doing such business (Q10).

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sample Size	254	257	255	247	247	246	242	239	243	245
Information	83	86	85	83	85	83	86	86	86	83
Physical Comfort	87	88	87	89	89	89	89	88	90	89
Customer Service	89	90	91	91	92	91	93	92	93	92
Customer Expectations	76	77	78	79	80	82	81	82	81	78
Perceived Quality	85	88	86	86	88	87	88	88	88	87
Customer Satisfaction	84	83	84	83	85	84	85	85	84	84

In the customer satisfaction model for Inpatients, Perceived Quality has the biggest impact on satisfaction. Of the areas driving Perceived Quality and in turn, Satisfaction, Information has the greatest impact with an impact of 1.7 on Quality. The score of 83 in 2013 is three points lower than in 2012. Clarity of information provided by caregiver (83) and clarity of explanation of test results (84) both shared a similar three point decrease when compared to last year.

Customer Service continues to be the highest rated driver with a score of 92 and has an impact on Quality of 0.9. In terms of courteousness, the scores for doctors (92) and nurses (91) were down slightly from 2012.

Physical Comfort, with an impact on Quality of 1.3, dropped one point to 89. The responsiveness of hospital staff to call button (85) and the degree to which you were treated with respect and dignity (91) fell one and two points, respectively.

Customer Expectations were down three points to 78. Perceived Quality of service continues to outperform expectations, widening its gap to 9 points in 2013. In the satisfaction model, Perceived Quality is the main driver of satisfaction and has the highest direct impact on Satisfaction (4.8).

Outcomes of Customer Satisfaction

Customer Complaints

Complaints fell further to 14% in 2013, which is down from 18% in 2012, and 22% in 2011. The VA Medical Centers' handling of respondents' complaints fell to 44. Ease of making a complaint gained back the five points lost in 2012 and returned to 66 in 2013.

Veterans Loyalty

The outcome VHA wants from satisfied customers is Veterans Loyalty. Veterans' Loyalty for this model was measured by two questions: how likely is it that you will use the VA Medical Center again in the future when you need inpatient medical care (Q15) and how willing would you be to say positive things about inpatient care at the VA Medical Center to other veterans (Q16).

For the third straight year, the 2013 index of Veterans' Loyalty remains at 93 on a 0-100 scale. In five out of the past six measures Veterans' Loyalty for Inpatients was 93. Respondents remain very willing to say positive things about inpatient care (91) and are highly willing to use a VA medical center the next time they need inpatient care (96).

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sample Size	254	257	255	247	247	246	242	239	243	245
Loyalty	93	93	94	92	93	93	94	93	93	93
Customer Complaints	19%	15%	18%	17%	13%	23%	17%	22%	18%	14%
Handling of complaint	--	--	--	53	56	48	49	52	47	44
Ease of making complaint	--	--	--	71	69	57	68	66	61	66

Using the Model

In order to improve customer satisfaction, it is recommended to focus on improving the higher-impact, lower-performing drivers as a priority.

The impact scores shown in the customer satisfaction model on page 9 should be read as the effect on the subsequent component if the component on the left of the arrow were to be improved by 5 points. For example, if Physical Comfort were improved by 5 points, Perceived Quality would go up by the value of the impact (1.3) from 87 to 88.3. Customer Satisfaction (ACSI) would, in turn increase by 1.2 to become 85.2.²

Summary and Recommendations

Customer Satisfaction with VHA Inpatient Services continues to be consistently high and to outpace the private sector. There was no change in satisfaction from last year. In fact, during the past decade the inpatient satisfaction index for VHA has only ranged two points, with scores between 83 and 85 during that time.

While satisfaction did not decrease from last year, the ratings for information did drop three points. Given the high impact on satisfaction, improving both the clarity of information from caregivers and the test results should be targeted. There likely is some room for improvement as the current score of 83 marks the lowest level since 2009.

Physical comfort has considerable impact as well. Ensuring that patients continue to be treated with respect and dignity and staff being highly responsive to the call button should be continued areas of focus. Maintaining or improving upon these high scores will be critical to a high level of satisfaction.

Both doctors and nurses rate very highly for their courteousness with scores in the 90s. As is the case with Physical Comfort, maintaining or improving upon these high scores will be critical to a high level of inpatient satisfaction.

Veterans continue to be highly loyal to VHA. Complaints are down from last year with a four percentage point drop to 14%. This is the lowest level since 2008. However, complaint handling appears to be an area to focus on with a score of just 44.

² The computation for Information's impact on satisfaction is: (Physical Comfort's impact on Perceived Quality/5 x Perceived Quality's impact on satisfaction) or $(1.3/5) \times 4.8 = 1.2$.

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APPENDIX A: SURVEY QUESTIONNAIRE

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**American Customer Satisfaction Index
VHA Inpatient
Veterans Affairs: Veterans Health Administration**

PROG. NOTE: Move in CONTACT NAME from sample
[CONTACT NAME]: FNAME LNAME FROM SAMPLE

May I speak with (RESTORE CONTACT NAME)?

Hello, I'm (NAME) calling on behalf of the CFI Group. Today I want to ask you about services you may have received as an inpatient from the VA Medical Center. The purpose of the research is to help the Veterans Health Administration improve its services to veterans. Your name will be confidential, and you may stop at any time or skip any question you do not wish to answer.

This interview is authorized by Office of Management and Budget Control No. 1090-0007 which expires on March 31, 2015. This interview will take approximately 8-10 minutes.

PROG. NOTE: TERMINATE SCREEN

Those are all of the questions I have for you. Thank you for your interest in this project.

Now, I am going to ask you some questions about the VA Medical Center with which you have had experience as an inpatient.

- Q1. Before you entered the VA Medical Center for inpatient care, you probably knew something about that VA Medical Center. Now think back and remember your expectations of the overall quality of the VA Medical Center. Please give me a rating on a 10 point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high."

How would you rate your expectations of the overall quality of the VA Medical Center?

[RECORD NUMBER 1-10]

DK

REF

Now, let's think about the information you received from caregivers at the VA Medical Center...

- Q2. If you had concerns you needed answered, how clearly did your caregiver provide information to you in a way you could understand? Using a 10 point scale again on which "1" means "not at all clearly" and "10" means "very clearly," how clearly did the VA Medical Center caregivers provide information to you in a way you could understand?

[RECORD NUMBER 1-10]

11 Had no concerns

DK

REF

- Q3. How clearly did doctors or nurses explain test results to you in a way you could understand? Using a 10 point scale again on which "1" means "not at all clearly" and "10" means "very clearly," how clearly did the VA Medical Center doctors or nurses explain test results to you in a way you could understand?

[RECORD NUMBER 1-10]

DK

REF

Now let's talk about your physical comfort during your inpatient experience at the VA Medical Center...

- Q4. How responsive was hospital staff when you used the call button? On a 10 point scale on which "1" means "not at all responsive" and "10" means "very responsive," how responsive was hospital staff when you used the call button?

[RECORD NUMBER 1-10]
11 Never used call button
DK
REF

- Q5. To what degree did you feel you were treated with respect and dignity while in the hospital? On a 10 point scale on which "1" means "not at all treated with dignity and respect" and "10" means "very much treated with dignity and respect," to what degree did you feel you were treated with respect and dignity while in the hospital?

[RECORD NUMBER 1-10]
DK
REF

- Q6. How courteous were your doctors? On a 10 point scale on which "1" means "not at all courteous" and "10" means "very courteous," how courteous were your doctors?

[RECORD NUMBER 1-10]
DK
REF

- Q7. And how courteous were your nurses? On a 10 point scale on which "1" means "not at all courteous" and "10" means "very courteous," how courteous were your nurses?

[RECORD NUMBER 1-10]
DK
REF

- Q10. Please consider all your experiences in the past two years with inpatient care at the VA Medical Center. Using a 10 point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the **overall quality** of inpatient care at the VA Medical Center?

[RECORD NUMBER 1-10]
DK
REF

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with the inpatient care at the VA Medical Center.

- Q11. First, please consider all your experiences to date as an inpatient at the VA Medical Center. Using a 10 point scale on which “1” means “very dissatisfied” and “10” means “very satisfied,” how **satisfied** are you with that VA Medical Center?

[RECORD NUMBER 1-10]

DK

REF

-
- Q12. Considering all of your expectations, to what extent has the inpatient care at the VA Medical Center fallen short of or exceeded your expectations? Using a 10 point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent has that VA Medical Center fallen short of or exceeded your expectations?

[RECORD NUMBER 1-10]

DK

REF

Q13. Forget the VA Medical Center for a moment. Now, I want you to imagine an ideal medical center providing inpatient care. (PAUSE) How well do you think the VA Medical Center compares with that ideal medical center? Please use a 10 point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[RECORD NUMBER 1-10]

DK

REF

Next, I want you to think about any communication you may have had with the VA Medical Center regarding complaints about your inpatient care experience.

Q14. Have you complained to the VA Medical Center within the past year?

1 Yes

2 No

DK

REF

{IF Q14 = 1, ASK Q14A – 14B; OTHERWISE GO TO Q15}

Q14A. How well, or poorly, was your most recent complaint handled? Using a 10 point scale on which "1" means "handled very poorly" and "10" means "handled very well," how would you rate the handling of your complaint?

[RECORD NUMBER 1-10]

DK

REF

Q14B. How difficult or easy was it to make your most recent complaint? Using a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy was it to make a complaint?

[RECORD NUMBER 1-10]

DK

REF

Q15. How likely is it that you will use the VA Medical Center again in the future when you need inpatient medical care? On a 10 point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that you will use the VA Medical Center again?

[RECORD NUMBER 1-10]

DK

REF

- Q16. If asked, how willing would you be to say positive things about inpatient care at the VA Medical Center to other veterans? On a 10 point scale on which “1” means “not at all willing” and “10” means “very willing,” how willing would you be to say positive things about that VA Medical Center?

[RECORD NUMBER 1-10]

DK

REF

- Q17. What is the **primary** means you used to obtain services from the VA Medical Center where you were recently an inpatient? (*READ CODES 1-6 IF NECESSARY; ACCEPT ONE MENTION*)

- 1 E-mail
- 2 Internet/World Wide Web
- 3 Telephone call
- 4 Visit to medical center
- 5 Written communication
- 6 Some other means
- 7 Not applicable/do not obtain services from this center

DK

REF

- Q18. Was your recent hospital stay an emergency or planned in advance?

- 1 Emergency
- 2 Planned in advance

DK

REF

Now, we need to ask a few demographic questions ...

QD1. What is your age, please?

[RECORD NUMBER OF YEARS 1-150]

DK

REF

QD2. What is the highest level of formal education you completed? (*READ CODES 1-5*)

- 1 Less than high school
- 2 High school graduate
- 3 Some college or associate degree
- 4 College graduate
- 5 Post-Graduate

DK

REF

QD3. Are you of Hispanic, Latino or Spanish origin?

1 Yes

2 No

DK

REF

QD4. Do you consider your race(s) as: (*READ CODES 1-5, ACCEPT UP TO 5 MENTIONS*)

- 1 White
- 2 Black or African American
- 3 American Indian or Alaska Native
- 4 Asian
- 5 Native Hawaiian or other Pacific Islander
- 6 Other race

DK

REF

QD5. What was your total annual family income in 2013? (*READ CODES 1-7 AS NECESSARY*) (*READ IF NECESSARY: Before taxes*)

1 Under \$20,000

2 \$20,000 but less than \$30,000

- 3 \$30,000 but less than \$40,000
 - 4 40,000 but less than \$60,000
 - 5 \$60,000 but less than \$80,000
 - 6 \$80,000 but less than \$100,000
 - 7 \$100,000 or more
 - DK
 - REF
-

QD6. Gender (By Observation)

- 1 Male
 - 2 Female
-

APPENDIX B: SCORE TABLES

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Significant Differences – 2012 compared to 2011

	2012	2013	Difference	Significant Difference
Sample Size	243	245		
Information	86	83	-3	
Clarity of information provided by caregiver	86	83	-3	
Clarity of explanation of test results	87	84	-3	
Physical Comfort	90	89	-1	
Degree to which you were treated with respect and dignity	93	91	-2	
Responsiveness of hospital staff to call button	86	85	-1	
Customer Service	93	92	-1	
Courteousness of doctors	93	92	-1	
Courteousness of nurses	93	91	-2	
Customer Expectations	81	78	-3	
Expectations of the overall quality of the VA Medical Center	81	78	-3	
Perceived Quality	88	87	-1	
Overall quality of inpatient care at the VA Medical Center	88	87	-1	
Customer Satisfaction	84	84	0	
Satisfaction compared to ideal	82	83	1	
Satisfaction compared to expectations	81	80	-1	
Overall satisfaction	88	87	-1	
Customer Complaints	18	14	-4	
Complained to VA Medical Center within the past year	18	14	-4	
Loyalty	93	93	0	
Willingness to say positive things about the VA Medical Center	92	91	-1	
Likelihood to use VA Medical Center in the future for inpatient care	96	96	0	
Handling of Complaint	47	44	-3	
Handling of complaint	47	44	-3	
Ease of Making Complaint	61	66	5	
Ease of making complaint	61	66	5	

Significant differences at the 90% level of confidence are note by an asterisk (*).

History of scores from 2004-2012

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sample Size	254	257	255	247	247	246	242	239	243	245
Information	83	86	85	83	85	83	86	86	86	83
Clarity of information provided by caregiver	83	85	84	84	85	84	85	86	86	83
Clarity of explanation of test results	84	86	86	83	86	83	87	87	87	84
Physical Comfort	87	88	87	89	89	89	89	88	90	89
Degree to which you were treated with respect and dignity	90	91	90	90	91	91	91	90	93	91
Responsiveness of hospital staff to call button	83	83	82	85	84	86	86	84	86	85
Customer Service	89	90	91	91	92	91	93	92	93	92
Courteousness of doctors	90	91	94	91	92	91	94	93	93	92
Courteousness of nurses	89	89	89	91	91	91	92	92	93	91
Customer Expectations	76	77	78	79	80	82	81	82	81	78
Expectations of the overall quality of the VA Medical Center	76	77	78	79	80	82	81	82	81	78
Perceived Quality	85	88	86	86	88	87	88	88	88	87
Overall quality of inpatient care at the VA Medical Center	85	88	86	86	88	87	88	88	88	87
Customer Satisfaction	84	83	84	83	85	84	85	85	84	84
Satisfaction compared to ideal	83	82	83	82	83	84	84	84	82	83
Satisfaction compared to expectations	83	81	81	82	81	81	84	84	81	80
Overall satisfaction	87	87	86	85	88	86	87	88	88	87
Customer Complaints	19	15	18	17	13	23	17	22	18	14
Complained to VA Medical Center within the past year	19	15	18	17	13	23	17	22	18	14
Loyalty	93	93	94	92	93	93	94	93	93	93
Willingness to say positive things about the VA Medical Center	91	92	92	91	93	91	93	90	92	91
Likelihood to use VA Medical Center in the future for inpatient care	94	96	96	95	95	95	96	95	96	96
Non-modeled questions				53	56	48	49	52	47	44
Handling of complaint	--	--	--	53	56	48	49	52	47	44
Ease of making complaint	--	--	--	71	69	57	68	66	61	66

Complained compared to did not complain

	Did not complain	Complained	Difference	Significant Difference
Sample Size	210	35		
Information	87	63	-24	*
Clarity of information provided by caregiver	87	62	-25	*
Clarity of explanation of test results	87	64	-23	*
Physical Comfort	91	73	-18	*
Degree to which you were treated with respect and dignity	93	77	-16	*
Responsiveness of hospital staff to call button	88	66	-22	*
Customer Service	94	78	-16	*
Courteousness of doctors	95	76	-19	*
Courteousness of nurses	93	81	-12	*
Customer Expectations	80	65	-15	*
Expectations of the overall quality of the VA Medical Center	80	65	-15	*
Perceived Quality	89	70	-19	*
Overall quality of inpatient care at the VA Medical Center	89	70	-19	*
Customer Satisfaction	87	67	-20	*
Satisfaction compared to ideal	86	66	-20	*
Satisfaction compared to expectations	83	63	-20	*
Overall satisfaction	89	70	-19	*
Customer Complaints	0	100	100	
Complained to VA Medical Center within the past year	0	100	100	
Loyalty	96	81	-15	*
Willingness to say positive things about the VA Medical Center	94	76	-18	*
Likelihood to use VA Medical Center in the future for inpatient care	98	89	-9	*
Handling of Complaint	--	44	--	
Handling of complaint	--	44	--	
Ease of Making Complaint	--	66	--	
Ease of making complaint	--	66	--	

Significant differences at the 90% level of confidence are noted by an asterisk (*).

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APPENDIX C: FREQUENCIES OF SURVEY QUESTIONS

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Expectations of the overall quality of the VA Medical Center

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not Very High	5	2.0	2.1	2.1
2.00	3	1.2	1.3	3.4
3.00	7	2.9	2.9	6.3
4.00	3	1.2	1.3	7.6
5.00	17	6.9	7.1	14.7
Valid 6.00	10	4.1	4.2	18.9
7.00	14	5.7	5.9	24.8
8.00	64	26.1	26.9	51.7
9.00	34	13.9	14.3	66.0
10.00 Very High	81	33.1	34.0	100.0
Total	238	97.1	100.0	
Missing -98.00	7	2.9		
Total	245	100.0		

Clarity of information provided by caregiver

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not At All Clearly	4	1.6	1.6	1.6
2.00	3	1.2	1.2	2.9
3.00	7	2.9	2.9	5.8
4.00	3	1.2	1.2	7.0
5.00	16	6.5	6.6	13.6
Valid 6.00	6	2.4	2.5	16.0
7.00	12	4.9	4.9	21.0
8.00	31	12.7	12.8	33.7
9.00	37	15.1	15.2	49.0
10.00 Very Clearly	124	50.6	51.0	100.0
Total	243	99.2	100.0	
Missing -98.00	2	.8		
Total	245	100.0		

Clarity of explanation of test results

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not At All Clearly	4	1.6	1.7	1.7
2.00	7	2.9	3.0	4.6
3.00	3	1.2	1.3	5.9
4.00	5	2.0	2.1	8.0
5.00	10	4.1	4.2	12.2
Valid 6.00	4	1.6	1.7	13.9
7.00	14	5.7	5.9	19.8
8.00	30	12.2	12.7	32.5
9.00	36	14.7	15.2	47.7
10.00 Very Clearly	124	50.6	52.3	100.0
Total	237	96.7	100.0	
-99.00	1	.4		
Missing -98.00	7	2.9		
Total	8	3.3		
Total	245	100.0		

Responsiveness of hospital staff to call button

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not AT All Responsive	8	3.3	3.6	3.6
2.00	2	.8	.9	4.4
3.00	1	.4	.4	4.9
4.00	4	1.6	1.8	6.7
5.00	2	.8	.9	7.6
Valid 6.00	6	2.4	2.7	10.2
7.00	17	6.9	7.6	17.8
8.00	30	12.2	13.3	31.1
9.00	42	17.1	18.7	49.8
10.00 Very Responsive	113	46.1	50.2	100.0
Total	225	91.8	100.0	
-98.00	1	.4		
Missing -11.00	19	7.8		
Total	20	8.2		
Total	245	100.0		

Degree to which you were treated with respect and dignity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00 Not At All Treated with Dignity and Respect	4	1.6	1.6	1.6
2.00	3	1.2	1.2	2.9
3.00	3	1.2	1.2	4.1
4.00	2	.8	.8	4.9
5.00	2	.8	.8	5.7
7.00	4	1.6	1.6	7.4
8.00	25	10.2	10.2	17.6
9.00	30	12.2	12.3	29.9
10.00 Very Much Treated with Dignity and Respect	171	69.8	70.1	100.0
Total	244	99.6	100.0	
Missing -98.00	1	.4		
Total	245	100.0		

Courteousness of doctors

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00 Not At All Courteous	3	1.2	1.2	1.2
2.00	1	.4	.4	1.6
3.00	1	.4	.4	2.0
4.00	1	.4	.4	2.5
5.00	3	1.2	1.2	3.7
6.00	2	.8	.8	4.5
7.00	10	4.1	4.1	8.6
8.00	17	6.9	7.0	15.6
9.00	33	13.5	13.5	29.1
10.00 Very Courteous	173	70.6	70.9	100.0
Total	244	99.6	100.0	
Missing -98.00	1	.4		
Total	245	100.0		

Courteousness of nurses

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not At All Courteous	2	.8	.8	.8
2.00	1	.4	.4	1.2
3.00	3	1.2	1.2	2.5
4.00	1	.4	.4	2.9
5.00	5	2.0	2.0	4.9
Valid 6.00	3	1.2	1.2	6.1
7.00	8	3.3	3.3	9.4
8.00	23	9.4	9.4	18.9
9.00	32	13.1	13.1	32.0
10.00 Very Courteous	166	67.8	68.0	100.0
Total	244	99.6	100.0	
Missing -99.00	1	.4		
Total	245	100.0		

Overall quality of inpatient care at the VA Medical Center

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not Very High	2	.8	.8	.8
2.00	2	.8	.8	1.7
3.00	2	.8	.8	2.5
4.00	2	.8	.8	3.3
5.00	6	2.4	2.5	5.8
Valid 6.00	5	2.0	2.1	7.9
7.00	12	4.9	5.0	12.8
8.00	45	18.4	18.6	31.4
9.00	58	23.7	24.0	55.4
10.00 Very High	108	44.1	44.6	100.0
Total	242	98.8	100.0	
Missing -98.00	3	1.2		
Total	245	100.0		

Overall satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Very Dissatisfied	2	.8	.8	.8
2.00	4	1.6	1.6	2.4
3.00	1	.4	.4	2.9
4.00	1	.4	.4	3.3
5.00	7	2.9	2.9	6.1
Valid 6.00	7	2.9	2.9	9.0
7.00	17	6.9	6.9	15.9
8.00	38	15.5	15.5	31.4
9.00	40	16.3	16.3	47.8
10.00 Very Satisfied	128	52.2	52.2	100.0
Total	245	100.0	100.0	

Satisfaction compared to expectations

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Falls Short of Your Expectations	7	2.9	2.9	2.9
2.00	5	2.0	2.0	4.9
3.00	4	1.6	1.6	6.6
4.00	3	1.2	1.2	7.8
5.00	10	4.1	4.1	11.9
Valid 6.00	9	3.7	3.7	15.6
7.00	24	9.8	9.8	25.4
8.00	41	16.7	16.8	42.2
9.00	40	16.3	16.4	58.6
10.00 Exceeds Your Expectations	101	41.2	41.4	100.0
Total	244	99.6	100.0	
Missing -98.00	1	.4		
Total	245	100.0		

Satisfaction compared to ideal

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not Very Close to the Ideal	4	1.6	1.7	1.7
2.00	1	.4	.4	2.1
3.00	1	.4	.4	2.5
4.00	4	1.6	1.7	4.1
5.00	14	5.7	5.8	9.9
Valid 6.00	10	4.1	4.1	14.0
7.00	22	9.0	9.1	23.1
8.00	35	14.3	14.5	37.6
9.00	46	18.8	19.0	56.6
10.00 Very Close to the Ideal	105	42.9	43.4	100.0
Total	242	98.8	100.0	
Missing -98.00	3	1.2		
Total	245	100.0		

Handling of complaint

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Handled Very Poorly	7	2.9	23.3	23.3
2.00	1	.4	3.3	26.7
3.00	2	.8	6.7	33.3
4.00	4	1.6	13.3	46.7
5.00	4	1.6	13.3	60.0
Valid 6.00	2	.8	6.7	66.7
7.00	2	.8	6.7	73.3
8.00	3	1.2	10.0	83.3
9.00	1	.4	3.3	86.7
10.00 Handled Very Well	4	1.6	13.3	100.0
Total	30	12.2	100.0	
-98.00	5	2.0		
Missing -80.00	210	85.7		
Total	215	87.8		
Total	245	100.0		

Ease of making complaint

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00 Very Difficult	4	1.6	11.8	11.8
2.00	3	1.2	8.8	20.6
4.00	1	.4	2.9	23.5
5.00	2	.8	5.9	29.4
6.00	1	.4	2.9	32.4
7.00	6	2.4	17.6	50.0
8.00	2	.8	5.9	55.9
9.00	3	1.2	8.8	64.7
10.00 Very Easy	12	4.9	35.3	100.0
Total	34	13.9	100.0	
Missing -98.00	1	.4		
Missing -80.00	210	85.7		
Total	211	86.1		
Total	245	100.0		

Likelihood to use VA Medical Center in the future for inpatient care

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00 Very Unlikely	2	.8	.8	.8
5.00	1	.4	.4	1.2
6.00	2	.8	.8	2.1
7.00	1	.4	.4	2.5
8.00	13	5.3	5.4	7.9
9.00	18	7.3	7.5	15.4
10.00 Very Likely	204	83.3	84.6	100.0
Total	241	98.4	100.0	
Missing -98.00	4	1.6		
Total	245	100.0		

Willingness to say positive things about the VA Medical Center

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00 Not At All Willing	2	.8	.8	.8
2.00	2	.8	.8	1.6
3.00	2	.8	.8	2.4
4.00	1	.4	.4	2.9
5.00	2	.8	.8	3.7
Valid 6.00	10	4.1	4.1	7.8
7.00	9	3.7	3.7	11.4
8.00	18	7.3	7.3	18.8
9.00	25	10.2	10.2	29.0
10.00 Very Willing	174	71.0	71.0	100.0
Total	245	100.0	100.0	

APPENDIX D: DISPOSITION REPORT

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ACSI Code	Definition	n
U	UNIVERSE OF SAMPLED TELEPHONE NUMBERS	1489
	Interviews	
I	Total completed interviews	250
P	Partial interviews	4
I+P	Total interviews	254
	Eligible cases that are not interviewed (Non-respondents)	
	Break-offs	0
	Refusal, qualified cases	18
RQ	Total qualified cases refusals	18
	Cases of unknown eligibility (Unknown eligibility/No contact—Non-interview)	
	Refusal before screening for eligible respondent	33
	No answer/Not available	422
	Answering machine/voice mail	621
	Busy	0
	Foreign language/hard of hearing	4
UE	Total unknown eligibility	1080
	Cases that are not eligible (Non-eligible Respondents)	
	Disconnect/out of service	108
	Computer/FAX	0
	Wrong number	7
	Filter	22
	Other Non-eligible respondent	
NER	Total Non-eligible Respondents	137
	Quota Filled so respondent not eligible for interview	
	Case of quota-filled subgroup	0
	Scheduled for callback, but subgroup quota filled or interview period ended	0
QF	Total Quota Filled Respondents	0
U	Universe of Sampled Numbers	1489
NER	Less Non-eligible Respondents	137
QF	Less Quota Filled Respondents	0
EU	Universe of Eligible Numbers	1352
	COOPERATION RATE (AAPOR (2)) = I/(I+P)+RQ	91.9%
	e = (I+P+RQ+QF)/(I+P+RQ+QF+NER)	66.5%
	RESPONSE RATE (AAPOR RR(3)) = I+COOP(QF)/(I+P+RQ+QF+NER+e(UE))	22.2%