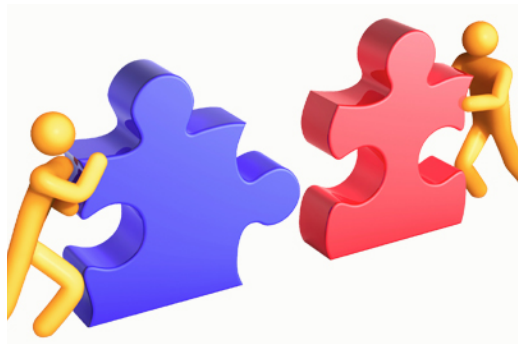




# Aging and Disability Resource Center (ADRC) Client Satisfaction Survey

July 1, 2014 – December 31, 2014



December, 2015

# Introduction

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## I. Background

The Aging and Disability Resource Center Program is a collaborative effort of the U.S. Administration on Community Living and the Centers for Medicare and Medicaid Services. Between 2003 and 2005, funding was provided to 43 states and territories to develop ADRCs which were envisioned as one-stop shops or single points of entry into the long-term support and services system for older adults and persons with disabilities. In 2009, additional funding allowed for the expansion and implementation of ADRCs into 49 states and territories.<sup>1</sup>

Wisconsin is considered the birthplace of ADRCs which were first established in 1998 as pilot programs as part of the reform of long-term care. The 2011-2013 Wisconsin biennial budget provided funding to expand ADRCs into all 72 counties. Funding is derived from State general purpose revenue and federal Medicaid match funds.

The mission statement of ADRCs in Wisconsin is: "To empower and support seniors, people with disabilities, and their families to ask for help, find a way to live with dignity and security, and achieve maximum independence and quality of life."<sup>2</sup>

The Aging and Disability Resource Center (ADRC) of Dane County officially opened its doors at 2865 N Sherman AVE in Madison on November 28, 2012.

The mission of the ADRC is, "To support seniors, adults with disabilities, their families and caregivers by providing useful information, assistance and education on community services and long-term care options and by serving as the single point of

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<sup>1</sup> Aging & Disability Resource Center Technical Assistance Exchange, *Aging and Disability Resource Center, Options Counseling, Care Transitions, Systems Integration and the Enhanced Options Counseling Initiatives*, available on-line at: <http://www.adrc-tae.acl.gov/tiki/index.php?page=ADRCHomeTest>, accessed 4/20/2014.

<sup>2</sup> Office for Resource Center Development, Bureau of Aging and Disability Resources, Division of Long-Term Care, Wisconsin Department of Health Services, *2011 Status Report Aging and Disability Resource Centers of Wisconsin* (Madison: January, 2012), p. i..available on-line at: [https://www.dhs.wisconsin.gov/publications/p0/p00251\\_2011.pdf](https://www.dhs.wisconsin.gov/publications/p0/p00251_2011.pdf), accessed 4/20/2014.

entry for publicly funded long-term care services while at the same times respecting the rights, dignity and preference of the individual.”

The Elder Benefit Specialist Program administered by the Area Agency on Aging is co-located at and operated in partnership with the ADRC. Disability Specialists are also located at the ADRC.

Services may be provided at the ADRC, via telephone, or through a visit at the individual's home or another location of his/her choosing.

## II. Study Purpose

The purpose of the survey was to measure client satisfaction with the ADRC by persons who contacted the center by telephone and/or who had a home visit.

## III. Data Collection

### Measures

A number of surveys that have been used to evaluate ADRCs and their reports were examined including:

- *Access 2011 Summary Report*, prepared by Analytic Insight, LLC and submitted to the Office for Resource Center Development, Bureau of Aging and Disability Resources, Wisconsin Department of Health Services on September 30, 2011; available on-line at: <https://www.dhs.wisconsin.gov/adrc/pros/publications.htm> .
- *Process and Outcome Study Report*, prepared by IMPAQ International LLC and submitted to the Office for Performance and Evaluation, Administration for Community Living, U.S. Department of Health and Human Services dated November 30, 2014; available on-line at: [http://www.aoa.acl.gov/Program\\_Results/docs/ADRCs-final-study-report.pdf](http://www.aoa.acl.gov/Program_Results/docs/ADRCs-final-study-report.pdf) .
- *2004 Second National Study of OAA Title III Survey Recipients*, Administration for Community Living, U.S. Department of Health and Human Services which used the Performance Outcome Measurement Project (POMP) Information and Assistance Survey available on-line at: <http://www.agid.acl.gov/DataFiles/NPS/FileLinks/?year=2004&serviceid=7> .

- *Satisfaction Survey Results and Lessons Learned: Maine's Aging & Disability Resource Center Project*, conducted by The Muskie School of Public Service at the University of Southern Maine dated December, 2012 and available online at: <http://muskie.usm.maine.edu/Publications/DA/ADRC-Survey-2012.pdf>

These instruments were compared to questions posed by Jennifer Fischer, ADRC Manager with Dane County Department of Human Services.

The survey instrument used in the Maine study along with the POMP Information and Assistance survey served as the base instruments. The surveys inquire about the efficiency of the service, the reason for contacting the ADRC, the interaction with the staff, and the effectiveness of the service. This was tailored then to Dane County's processes, such as adding in a question regarding whether a caller received a follow-up telephone call from the ADRC. Due to the desire to allow anonymity for respondents, the surveys asked about customer demographics but were not coded to allow for tracking of surveys. Two versions of the instrument were created: one for persons receiving telephone services printed on white paper and the other for persons who had a home visit printed on buff colored paper. Both surveys contained 18 items. They may be found in Appendix A.

#### Translation

The survey was only made available in English.

#### Survey Population

At the request of Jennifer Fischer, Karl Schlenker with the State of Wisconsin Department of Health Services, Bureau of Aging and Disability Resources on 2/1/2015 generated a dataset against the SAMS (Social Assistance Management Systems) backup database of all call records with a call Start Date value between 7/1/2014 and 12/31/2014. Callers who did not have a recorded mailing address or a value stored in the Street1 data field were excluded from the dataset.

The dataset for the study period was incomplete due to issues with how the customer data was entered into SAMS by Dane County staff. As noted by Mr. Schlenker, “As per our phone conversation on 2/5/2015, a significant number of call records have been recorded incorrectly into SAMS. Specifically, in some cases where a call and/or home visit took place directly with the client in question, the user \*should have\* recorded the client as being both the "CONSUMER" \*and\* the "CALLER"; however, in some cases like this, users recorded the client \*only\* as the "CONSUMER", leaving the "CALLER" field set to "anonymous". These anonymous calls are not included in the result set. In addition to the result set being incomplete, in some situations this will mean that the result set shows a phone call as having been the last interaction with a client, when in fact a home visit may actually have been performed during the date range in question. As such, just because the result set shows the most recent interaction with a client as having been an incoming call, you cannot necessarily assume that this is accurate. (In other words, don't write your survey question in such a way that it \*assumes\* these persons really \*didn't\* have a home visit. The only way to be certain of this will be to double-check their consumer record in SAMS.)”

The dataset was then “cleaned” with city and zip code data in street fields moved to the appropriate fields, asterisks eliminated from the end of last names, and organization names moved out of the last name field and into a separate field.

Of the original 1,060 rows of clients, 50 were cut, most frequently due to the caller being a duplicate. Other reasons are cited in Table 1.

**Table 1:** ADRC Survey – Reason Rows Not Included in the Survey Mailing

Reason	Number	Percent
Duplicate	28	56
Homeless	7	14
Insufficient mailing address	15	30
Total	50	100

Survey Method

A total of 1,010 survey forms were mailed February 19, 2015. Surveys were sent out in DCDHS Department envelopes printed with a “Return Service Requested.” A postage-paid, addressed, business reply envelope was included. Surveys were requested returned by April 3, 2015.

Comments from Surveys That Were Excluded

*Did not talk to anyone.*

*I'm so sorry I don't recall contacting you, though I certainly would have done so.*

In response to the first question of: How did you first hear about the Aging & Disability Resource Center (ADRC)?; wrote: *This letter.*

Survey forms returned with bad addresses, that had a forwarding address indicated, were re-mailed until two weeks prior to the final survey due date. The exception to this was if a mailing address was outside the State or indicated that the individual to whom it was addressed was deceased, the survey was not re-mailed. Of the 154 surveys returned with bad addresses, 81 were re-mailed. Four of the surveys that were re-mailed were subsequently returned with a bad address.

Client Confidentiality

Survey recipients were assured of the anonymous nature of their survey responses. The survey was not coded for any tracking of respondents. Information from the surveys is being released in aggregate form.

Response Rate

The overall response rate was 23.8%. A response rate of 20% is considered acceptable for a one-time mail survey.

**Table 2:** Response Rate

Mailed Surveys	1,010
Surveys with Bad Addresses, not re-mailed	77
Surveys to Customers	933
Surveys Returned	227
Surveys Excluded	5
Useable Surveys	222
Response Rate	23.8%

The five survey forms, shown in Table 2, excluded from analysis, included those that were returned blank (2) and those on which the respondent indicated there had been no contact with the ADRC (3).

Of the 1,010 survey forms that were mailed out, 758 were to recipients of telephone services and 252 to those receiving home visits. Of the returned surveys that were useable, 54 were from recipients of home visits (23% response rate) and 168 were from recipients of telephone services (24% response rate).

#### **IV. Findings**

Data were analyzed by the Senior Program Analyst in the Planning and Evaluation Unit of Dane County Department of Human Services.

Data were analyzed using Office 2010 version of Excel. Chi square tests of significance were performed as warranted. A significance level of 95% or probability of five percent ( .05) was used.

##### Findings

- a. Overall, survey respondents felt that ADRC staff listened carefully to what they wanted, understood what they wanted, and explained things in a way they could understand.
- b. Survey respondents gave the ADRC staff high marks for being courteous and respectful. Yet, there was a statistically significant difference in how Persons of Color perceived the ADRC staff treating them in terms of courtesy and respect compared to persons who were White/Caucasian.
- c. Overall, survey respondents felt the information they received was clear (90%) and helpful (84.3%).
- d. Survey respondents who were age 80 and older were less likely than persons under the age of 80 to feel that the person who talked with them understood what they wanted and that the information they received was helpful.
- e. 88.9% of survey respondents would recommend the ADRC to a friend or relative.

Findings are presented in the following sections of the report:

- Demographics
- Visibility
- Contact Reason
- Efficiency
- Service Quality
- Effectiveness

## **V. Limitations**

There are a number of limitations that are inherent in a study of this nature:

- The study was conducted by staff from the Planning and Evaluation Unit with the Dane County Department of Human Services rather than an independent third party.
- There were a large number of records excluded from the dataset provided by the State due to being incorrectly entered into SAMS or not having a mailing address.
- The surveys examined the experiences of person who contacted the ADRC by telephone and/or had a home visit. It did not evaluate the experiences of persons who walked-in to or had appointments at the ADRC.
- Due to the number of questions that were skipped by survey respondents, it was decided to analyze the data based on the number of respondents for each question rather than using the total number of survey respondents which is the usual methodology.

## **VI. Future Studies**

Suggestions for future studies include:

- Conduct the survey on a rolling basis so that survey forms are administered within 2-6 weeks of the time that the ADRC was contacted or the home visit occurred.
- Develop a survey for persons who have appointments at or walk-in to the ADRC.
- Translate the survey instruments into Spanish and Hmong.



- Due to the number of persons who were directed to other places for a service or more information, it would be useful to add in a question: Was this a helpful connection or referral?
- It would be helpful to have a question on the overall rating of the ADRC services with the responses of excellent, very good, good, fair, and poor.
- The question, “If you called after hours and left a message, how soon did the person call you back?” was intended to reference the initial or first call to the ADRC. Due to the number of people who indicated they had called after hours and left a message but were called back either within the hour or the same day, the question may need to be clarified, such as breaking it out into more than one question, perhaps asking if the first time the person contacted the ADRC if he/she called after hours; if yes - whether the call was on the weekend, after closing hours, or prior to opening; and then the timeframe for when the caller was contacted (same day, within 3 days, in the same week, more than a week, not sure.).
- Code surveys to track the staff person with whom the person interacted.
- Work with AAA, to survey benefits specialist services.

## **VII. Next Steps**

This information will be shared with:

- ADRC Manager and Supervisors
- Aging and Disability Resource Center Governing Board
- Health and Human Needs Committee (HHNC) of the County Board
- General public via posting on the DCDHS web site.

Additionally,

- The survey instrument will be revised to address issues raised in the section of this report on future studies.

# Demographics

Tables 3 and 4 compare the demographics of the survey respondents to those of clients served during the study period and to clients to whom a survey was mailed.

The comparison of the demographics is to determine whether the respondents were reflective of the population served during the study period. Problematic in this, is that surveys were only sent to persons who were not listed as anonymous in the State database and to those for whom an address was recorded.

The demographic data on callers and persons who received a home visit was extracted via queries by Karl Schlenker with the State of Wisconsin Department of Health Services, Bureau of Aging and Disability Resources and run on May 1, 2015. This is after the pull of the data that generated the information for the surveys.

Due to the number of callers for whom the race/ethnicity (98.9%) was unknown at the time of the call, it was not possible to determine whether the respondents were reflective of the population served during the study period based on race/ethnic status.

There was no significant difference between callers served during the study

**Table 3:** Demographics of Telephone Services Survey Respondents Compared with Callers Served during the Study Period and with Surveys Mailed (All Unduplicated)

Characteristic	Callers Served		Surveys Mailed		Respondents	
	No.	Percent	No.	Percent	No.	Percent
<b>Gender</b>						
Female	2,128	64	675	67	151	68
Male	952	28	317	31	64	29
Unknown	273	8	18	2	7	3
Total	3,353	100	1,010	100	222	100
<b>Race/Ethnicity</b>						
Asian	3	<1	1	<1	6	3
Af. Amer/Black	7	<1	2	<1	13	6
Bi-Racial					2	1
Hispanic/Latino	1	<1			4	2
Native American					1	<1
Pacific Islander					1	<1
White	25	<1	17	<2	185	83
Unknown	3,317	99	990	98	10	5
Total	3,353	100	1,010	100	222	100
<b>Age at Survey</b>						
15-59	1,361	41	221	29	65	39
60+	1,870	56	141	19	95	57
Unknown	122	4	396 <sup>3</sup>	52	8	5
Total	3,353	101 <sup>4</sup>	758	100	168	101 <sup>5</sup>

<sup>3</sup> The discrepancy between the number of callers for whom the age at the time a the survey was mailed was unknown and at the time of the call is most likely due to the different dates on which the data sets were run.

<sup>4</sup> Will not equal 100% due to rounding.

<sup>5</sup> Will not equal 100% due to rounding.

period and respondents based on gender<sup>6</sup> and age group<sup>7</sup>.

As shown in Table 4, the large number of persons who received a home visit during the study period for whom the race/ethnicity was unknown, meant that it was not possible to determine whether the survey respondents were reflective of the population served.

There was no significant difference between persons who received a home visit during the study period and respondents to the home visit survey in terms of gender.<sup>8</sup>

While 76% of the respondents to the home visit survey were age 60 and older compared with 72% of persons who received a home visit during the study period, this was not statistically significant.<sup>9</sup>

**Table 4:** Demographics of Home Visit Survey Respondents Compared with Clients Served during the Study Period and with Surveys Mailed (All Unduplicated)

Characteristic	Clients Served		Surveys Mailed		Respondents	
	No.	Percent	No.	Percent	No.	Percent
<b>Gender</b>						
Female	336	61	156	62	35	65
Male	210	38	96	38	19	35
Unknown	1	<1				
Total	547	100	252	100	54	100
<b>Race/Ethnicity</b>						
Asian	2	<1	1	<1	1	2
Af. Amer/Black	2	<1			3	6
Bi-Racial					2	4
Hispanic/Latino	1	<1			1	2
Native American						
Pacific Islander						
White	8	1	6	2	46	85
Unknown	534	98	245	97	1	2
Total	547	100	252	100	54	101 <sup>10</sup>
<b>Age at Survey</b>						
15-59	144	26	43	17	10	19
60+	394	72	137	54	41	76
Unknown	9	2	72	29	3	6
Total	547	100	252	100	54	101 <sup>11</sup>

<sup>6</sup>  $\chi^2 = 4.107295$ ,  $df = 2$ ,  $p < .05$ .

<sup>7</sup>  $\chi^2 = 0.706725$ ,  $df = 2$ ,  $p < .05$ .

<sup>8</sup>  $\chi^2 = 0.322737$ ,  $df = 2$ ,  $p < .05$ .

<sup>9</sup>  $\chi^2 = 5.035695$ ,  $df = 2$ ,  $p < .05$ .

<sup>10</sup> Will not equal 100% due to rounding.

<sup>11</sup> Will not equal 100% due to rounding.

# Visibility

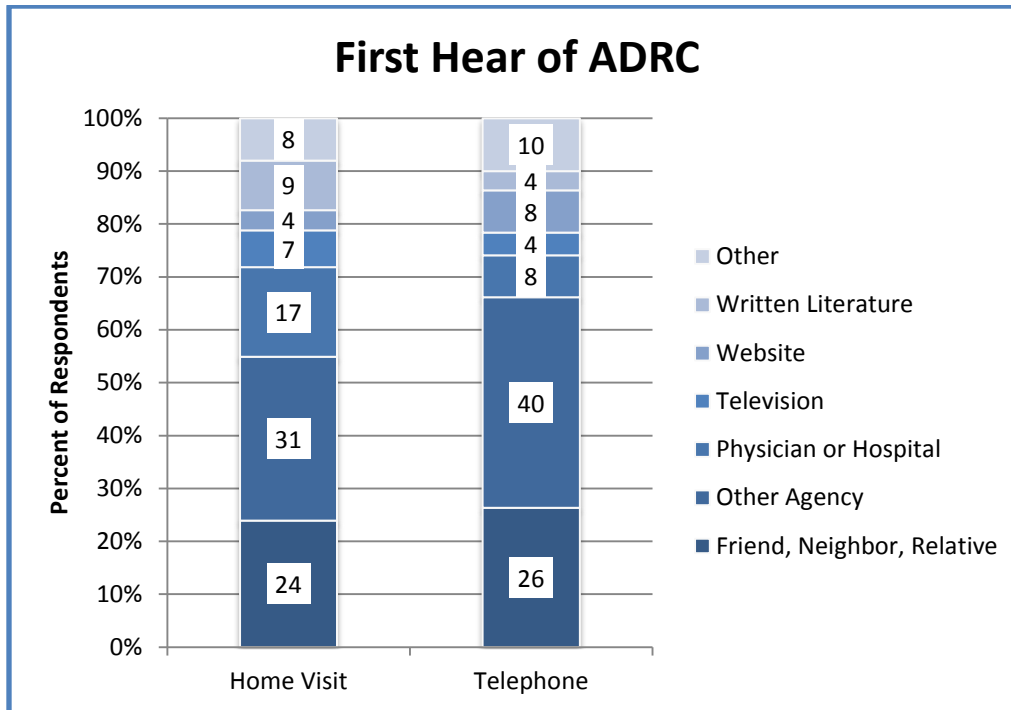
Respondents to the surveys were most likely to first hear of the ADRC from other agencies. This was cited by 40% of the respondents to the survey regarding Telephone Services and 31% of those who responded to the Home Visits survey. Other agencies ran the gamut from senior centers, nursing homes, Care Wisconsin, the Department of Vocational Rehabilitation, and other non-profit agencies to churches.

One out of every four respondents first heard of the ADRC through a friend, neighbor, or relative.

Physicians' offices and hospitals were the first source for learning of the ADRC for 17% of those who received a home visit and 8% of those who received telephone services.

The category of "Other" included persons who learned of the ADRC through *The Answer Book*, those who indicated they lived nearby, or in the neighborhood, or were walking past and saw the agency. Two respondents each indicated they learned of the ADRC from the radio or from a resource fair. Three individuals indicated they did not remember how they heard about the ADRC.

**Graph 1: Percentage of Survey Respondents Who First Heard of ADRC by Source**



N = 54 for home visits and 164 for telephone services.

Sample of Comments from Survey Respondents

*More visibility so people know you are there.*

*This is a real hidden resource! More outreach to agencies that may serve not just elders but their children.*

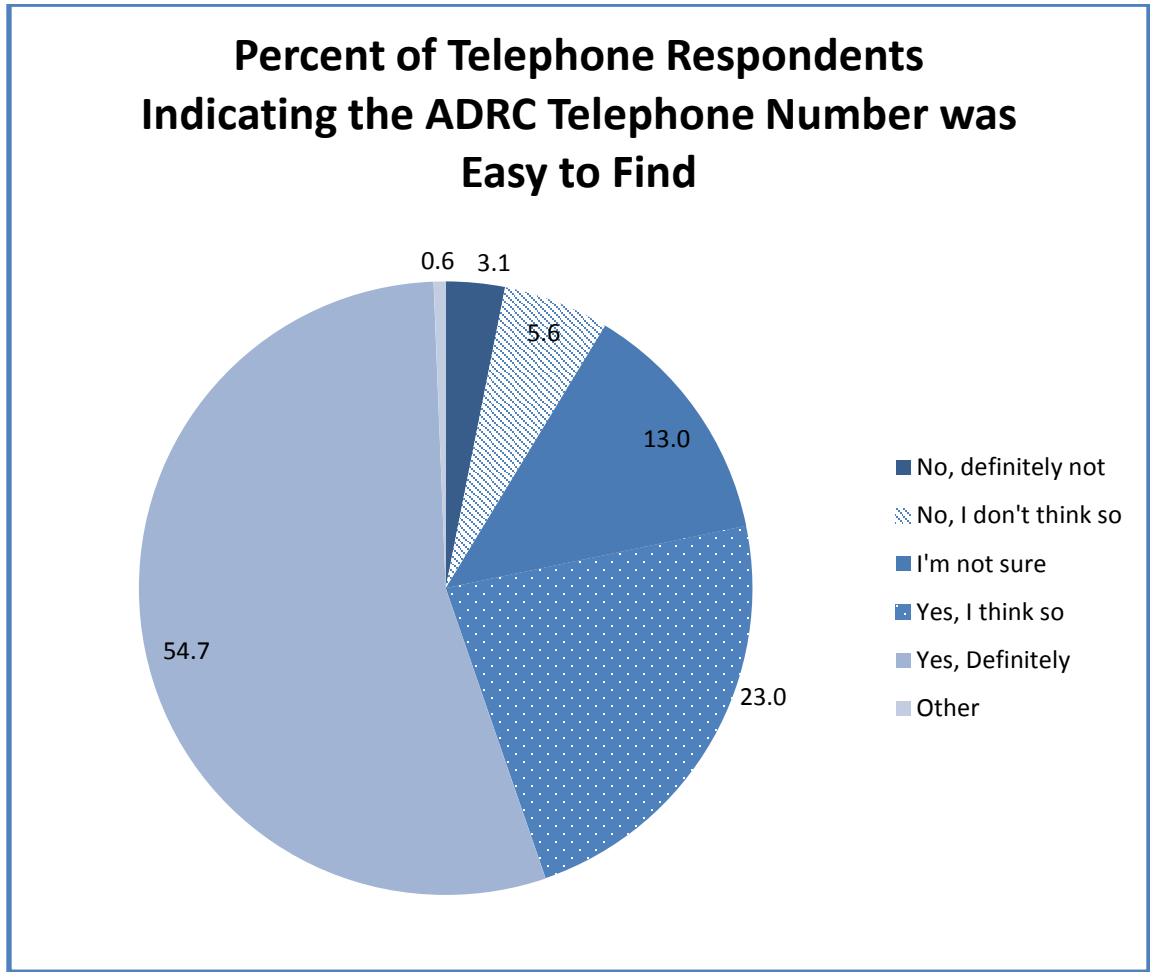
*I'm not sure enough people know about this helpful place.*

The Telephone Services survey inquired as to the ease in which the telephone number for the ADRC could be found.

Overall, 77.7% of respondents indicated that the telephone number was easy to find (Yes, Definitely or Yes, I think so); 8.7% indicated that it was not, and 13% were not sure.

There were differences in how respondents first heard of the ADRC and whether they indicated the telephone number was easy to find. Just 70% of those who first heard of the ADRC from another agency felt the telephone number was easy to find. Among those who heard of the ADRC from the web site, 77% indicated the number was easy to find. This compares with 86% of those who learned of the ADRC from television and 85% of those who heard of the ADRC from a physician or hospital who indicated the telephone number was easy to find.

**Graph 2:** Responses to Telephone Survey Question, “Was the telephone number for the ADRC easy to find?” by Percentage



N = 161

# Contact Reason

Survey respondents contacted the ADRC for a wide range of reasons.

Overall, assistance with obtaining public benefits was the most frequently cited reason for contacting the ADRC.

There were differences in the reason for the contact between those who responded to the two surveys.

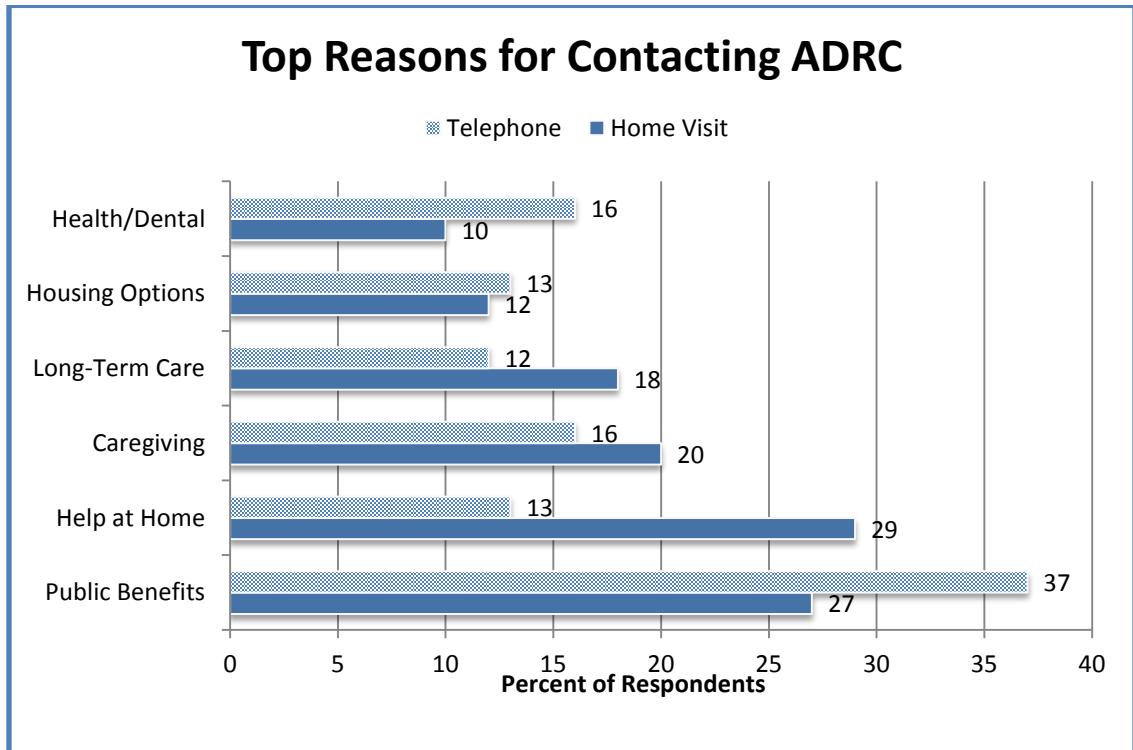
Respondents to the Home Visit survey indicated the main reasons they contacted the ADRC were to receive help at home/in-home services (29%), receive assistance with obtaining public benefits (27%), assistance with caregiving (20%), and long-term care (18%).

Telephone Services survey respondents indicated the main reasons for contacting the ADRC were assistance with obtaining public benefits (37%), health/dental (16%), and assistance with caregiving (16%).

In some cases, the reason for the contact was a bit outside the scope of the ADRC, such as to try to resolve an issue with a noisy neighbor or to seek assistance with a landlord/tenant issue.

Two thirds of those who responded to the telephone services survey indicated they contacted the ADRC for themselves, 29% contacted the ADRC for someone else.

**Graph 3:** Most Frequently Cited Reasons for Contacting the ADRC by Respondent Type



N = 51 for home visits and 163 for telephone services.

# Efficiency

Efficiency was measured in terms of wait times for home visits and telephone calls.

One of the best practices identified in the Analytic Insight 2008 evaluation of Wisconsin ADRCs was that, “ADRC staff visit people in their home as soon as possible, **within three days** of their first contact with the person.”<sup>12</sup>

While nearly a third of the respondents to the Home Visits survey were not sure of how long they waited to see someone after contacting the ADRC Office, 27.8% indicated they waited 1-3 days and 24.1% indicated they waited 4-6 days.

Respondents to the Home Visits survey were further asked if the wait time was acceptable to them and 85% indicated Yes. One individual indicated he/she was not available initially and the remainder indicated they were “Not sure.”

Among respondents to the Telephone Services survey, 63% indicated they were “very quickly” able to speak to someone regarding their needs and an additional 30% indicated they were able to do so

<sup>12</sup> Department of Health Services, Office for Resource Center Development, “ADRC Quality: Best Practices in Achieving Satisfied Customers,” *Resource Centered*, 9-1(2009), p. 4.

**Table 5:** Responses to Home Visits Survey Question Regarding Wait Time

Survey Question	Percent of Respondents					N
	1-3 Days	4-6 Days	7-10 Days	Over 10 Days	Not Sure	
How long did you wait to see someone after contacting the ADRC Office?	27.8	24.1	11.1	5.6	31.5	54

**Table 6:** Responses to Telephone Services Survey Question Regarding Wait Time

Survey Question	Percent of Respondents				N
	Very Quickly	Somewhat Quickly	Not Quickly at All	I'm not Sure	
How quickly were you able to speak to someone about your needs? <sup>13</sup>	63.2	30.1	4.3	1.8	163

**Table 7:** Responses to Telephone Services Survey Question Regarding Returning Calls

Survey Question	Percent of Respondents						N
	Within the hour	Same Day	Within 3 Days	In the same week	More than a week	Not Sure	
If you called after hours and left a message, how soon did the person call you back?	1.6	36.5	44.4	4.8	4.8	7.9	63

<sup>13</sup> One person indicated between “Very quickly” and “Somewhat quickly.”

“somewhat quickly.”

One of the quality indicators identified in the 2008 study of Wisconsin ADRCs conducted by Analytic Insight was follow-up contacts made to ADRC customers. This was identified as influencing the customer’s perception of the ADRC. Some of the best practices in this area were:

- ADRC has a method to track when a follow-up is required, when it will occur, and the outcome;
- ADRC follow-up policies clearly define staff expectations for which situations require a follow-up, etc.;
- ADRC staff contact customers to follow up and ask if the customer received the information sent to them, if they have any additional questions, or need further assistance;

Customers with no additional need for information or help often report an appreciation to the ADRC for the follow-up call. ADRC staff reported these calls can be rewarding.. and a greater chance that that individual will contact them again if they need further assistance.<sup>14</sup>

For the 63 respondents to the Telephone Services survey who contacted the ADRC after hours and left a message, the majority indicated the person called them back within three days (44.4%). A total of 38.1% indicated they were called the same day of which 1.6% indicated they were called within the hour. Just 4.8% indicated they waited more than a week.

<sup>14</sup> Department of Health Services, Office for Resource Center Development, p. 5.

**Table 8:** Percent of Respondents to Telephone Services Survey Indicating They Received a Follow-up Telephone Call

Survey Question	Percent of Respondents			N
	Yes	No	Not Sure	
Did you receive a follow-up telephone call from the ADRC after your telephone call? <sup>15</sup>	61.6	24.4	13.4	164

Sample of Comments from Telephone Services Survey Respondents

*Person spoke with... was super & called me 1 mo later to see if all resolved.*

*If you promise to return a phone call to a client, please do. Whether positive or negative results, the return call would have been appreciated. Will not call again!*

*Get back to people when you tell them you will.*

*Just to make sure that when we leave a message that we get a call back. Many times this does not happen.*

*... was so helpful & called me back the same day with the info on the market place locations.*

<sup>15</sup> One person indicated a follow-up telephone call was not required.



Given the responses to the question about when respondents to the Telephone Services survey were contacted after leaving a message, there is some question as to whether this question was clear. The purpose was to measure the responsiveness of ADRC staff upon the initial customer contact. The question did not implicitly reference the initial call. Nor did the question provide a means to capture information on whether the call was made on a weekend, prior to the ADRC opening, or after closing hours. It is suggested that this question be reworked in the future.

# Service Quality

Service quality was examined in relation to whether the survey respondent felt that ADRC staff listened carefully to and understood what the individual wanted, was able to explain things in an understandable manner, was knowledgeable about the services and information, and was courteous and respectful.

Survey respondents gave ADRC staff high marks for being courteous and respectful with 90.7% indicating Yes, Definitely and another 7.9% indicating Yes, I think so.

Combining the “Yes, Definitely” and “Yes, I think so” responses, survey respondents felt that ADRC staff listened carefully to what they wanted (94%), understood what they wanted (91%), and explained things in a way they could understand (93%).

Respondents were slightly less likely to affirmatively indicate that the ADRC staff person was knowledgeable about the services and information they asked about (87.9%).

**Table 9:** Responses to Service Quality Questions

Survey Question	Percent of Respondents					Resp. (N)
	Yes, Definitely	Yes, I think so	I'm not Sure	No, I don't think so	No, definitely Not	
Did you feel the person who talked with you....						
Listened carefully to what you wanted?	79.6	14.8	4.6	0.9	0.0	216
Understood what you wanted?	76.2	15.0	6.1	2.8	0.0	214
Explained things to you in a way you could understand?	76.7	16.7	3.7	2.3	0.5	215
Was knowledgeable about the services and information you asked about? <sup>16</sup>	72.6	15.3	6.5	2.8	2.3	215
Was courteous and respectful?	90.7	7.9	0.9	0.0	0.5	216

Sample of Comments from Survey Respondents

*I got good information, wonderful girl helped me a lot, also I needed more answers which I got on a telephone call.*

*A little more tactful in delivery...it was very stressful for me to deal with all this information.*

*I am so thankful for the information and prompt services available for my disabled son.*

*Listen more carefully to what is asked.*

*The small amount of time spent with case manager ....was very helpful and enlightening. I am grateful.*

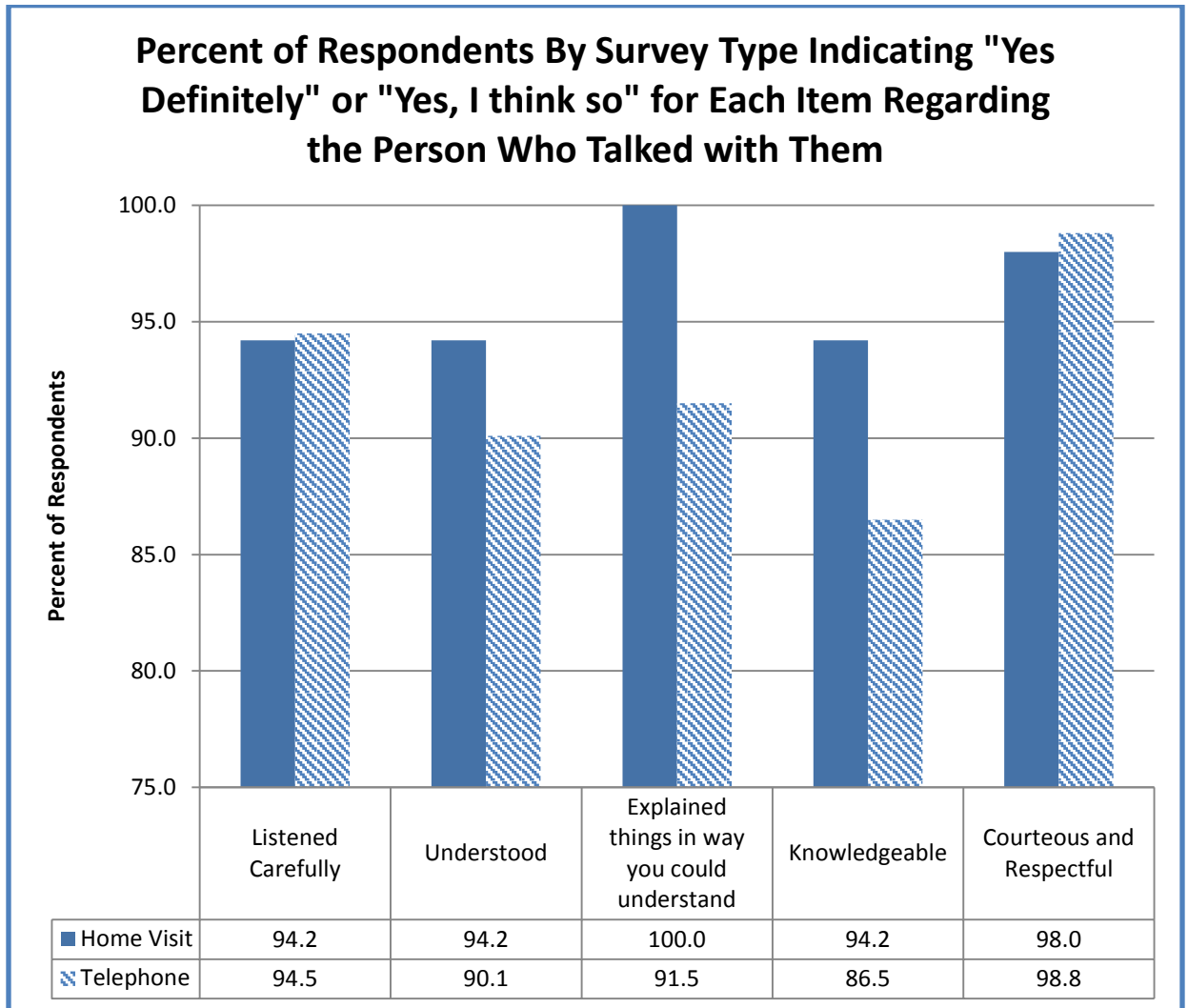
<sup>16</sup> One respondent indicated between Yes, Definitely and Yes, I think so.

As shown in Graph 4, there was little variation between how persons who received a home visit and those who received telephone services perceived the quality of the services. None of these variations are statistically significant.

This data was further analyzed by the gender, race/ethnic status, and age of the respondent.

There was no significant difference between males and females in terms of how they perceived the ADRC staff in listening to them carefully, understanding what they wanted, explaining things to them in a way they could understand, being knowledgeable about the services and information they asked about, and treating them courteously and respectfully.

**Graph 4:** Percent of Survey Respondents Indicating “Yes, Definitely” or “Yes, I think so” for Select Survey Items Regarding the Person with Whom They Talked. Respondents to Home Visit Survey compared with Respondents to Telephone Services Survey.

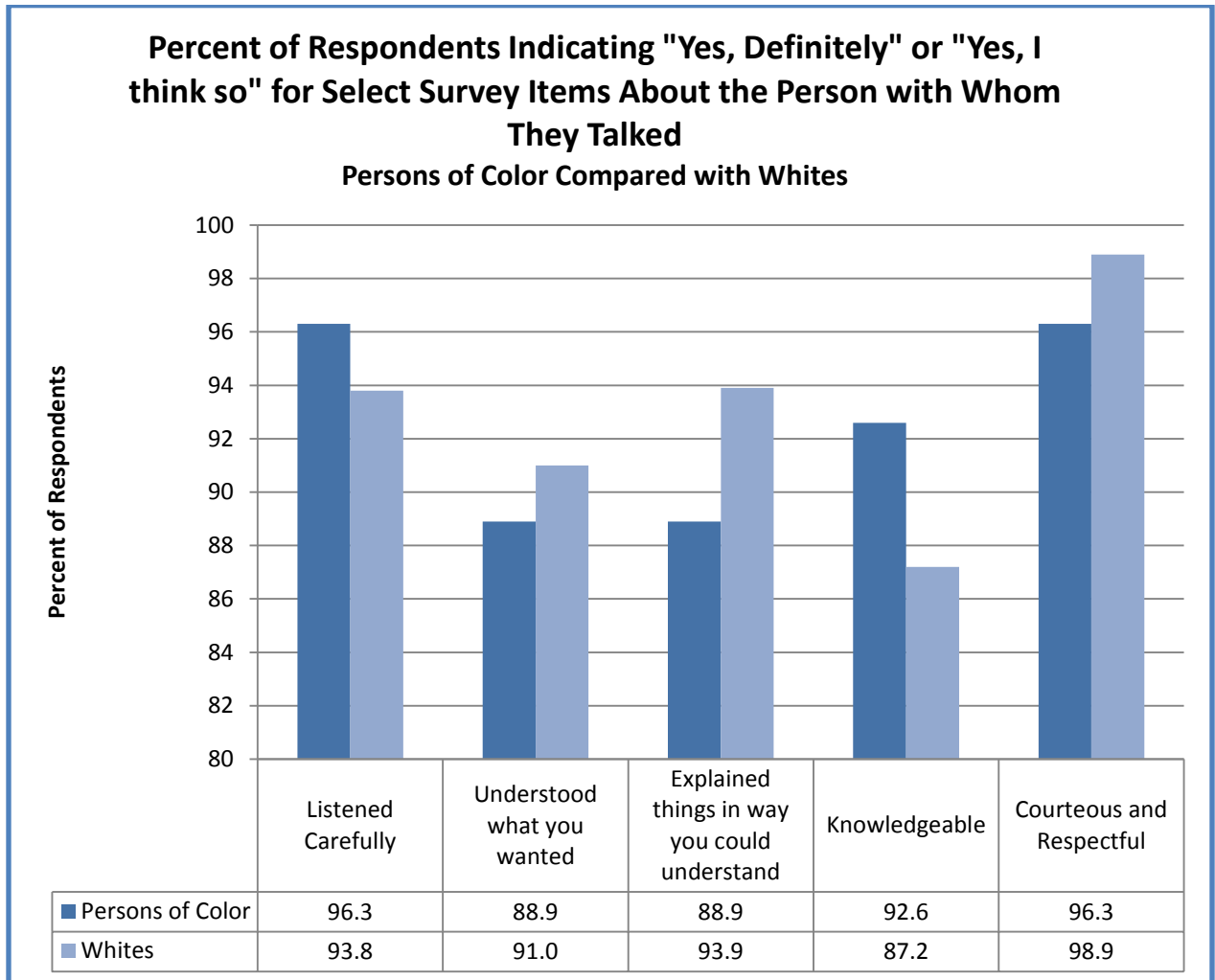


Responses to survey items related to service quality were compared for Persons of Color (those with a racial/ethnic background of Hispanic/Latino, African-American or Black, Asian, Pacific Islander, Native American) and persons who considered themselves White/Caucasian.

There was no significant difference between Persons of Color and Whites/Caucasians in terms of how they perceived the ADRC staff in listening carefully to what they wanted, understanding what they wanted, explaining things to them in a way they could understand, and being knowledgeable about the services and information they asked about.

There was a statistically significant difference in how Persons of Color perceived the ADRC staff treating them in terms of courtesy and respect. When asked if the staff person was courteous and respectful, none of the persons who were White/Caucasian indicated negatively compared with 3.7% of Persons of Color.<sup>17</sup>

**Graph 5:** Percent of Survey Respondents Indicating “Yes, Definitely” or “Yes, I think so” for Select Survey Items Regarding the Person with Whom They Talked. Persons of Color Compared with Whites.



<sup>17</sup>  $\chi^2 = 7.018146$ ,  $df = 2$ ,  $p < .05$ .

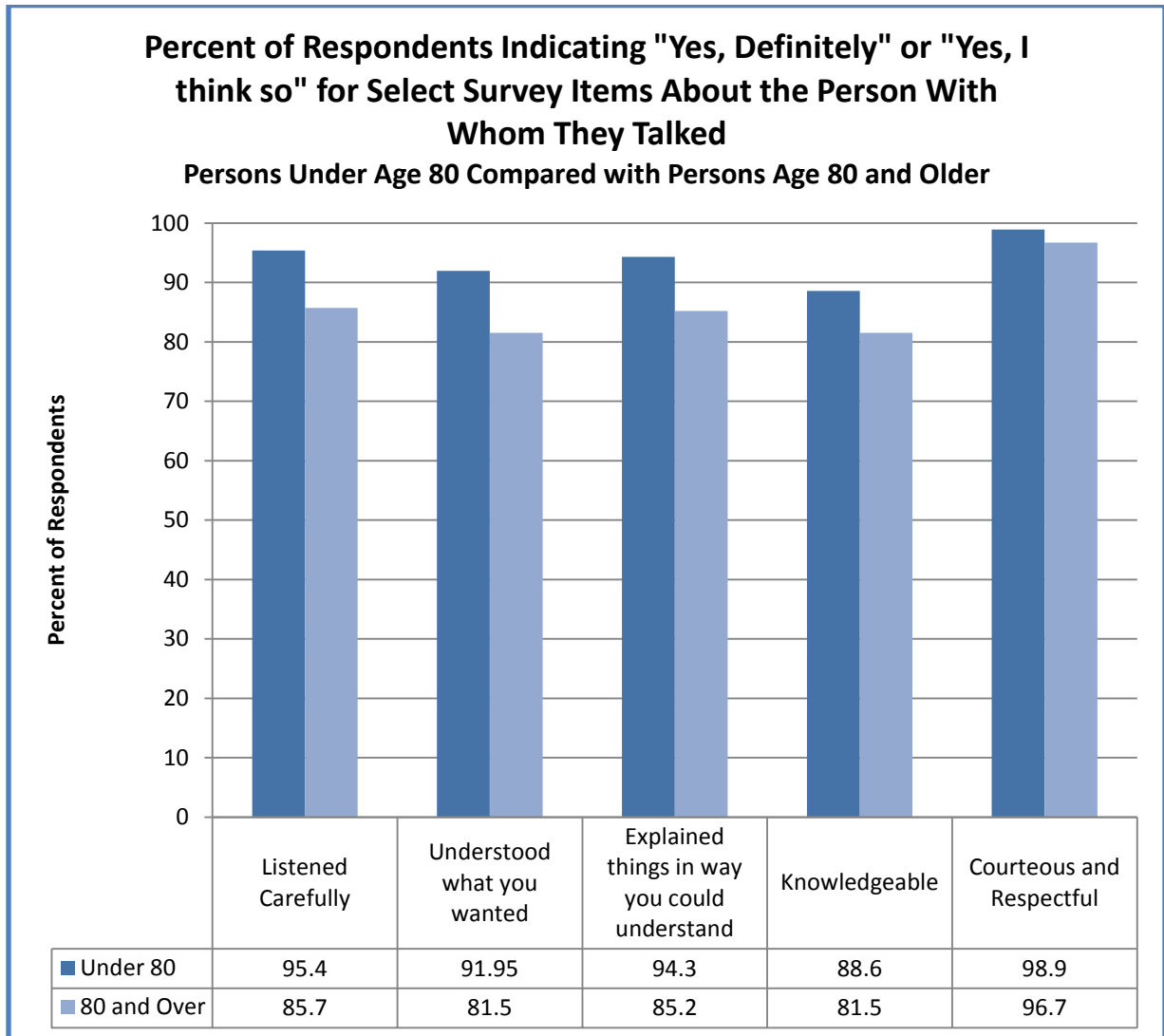
Data was also analyzed based on age first by examining the experience of respondents age 65 and older compared with those under age 65. There were no significant differences between these two groups.

The data was then analyzed for respondents age 80 and older compared with those under 80. The only significant difference was that respondents age 80 and older were less likely (81.5%) than persons under the age of 80 (91.95%) to feel that the person who talked with them understood what they wanted.<sup>18</sup>

In an attempt to get a sense of how the results for Dane County compared with other ADRCs, the studies conducted by the State of Maine under contract with the University of Southern Maine and the national study conducted by IMPAQ International for the Administration for Community Living (ACL) were examined.

It should be noted that these comparisons are not exact in that the ACL study used slightly different wording for one question and different responses for a second question. The State of Maine study had slightly different response categories of Yes, No, and Unsure for each of the three questions which are compared.

**Graph 6:** Percent of Survey Respondents Indicating “Yes, Definitely” or “Yes, I think so” for Select Survey Items Regarding the Person with Whom They Talked. Persons Under Age 80 Compared with Persons Age 80 and Older.



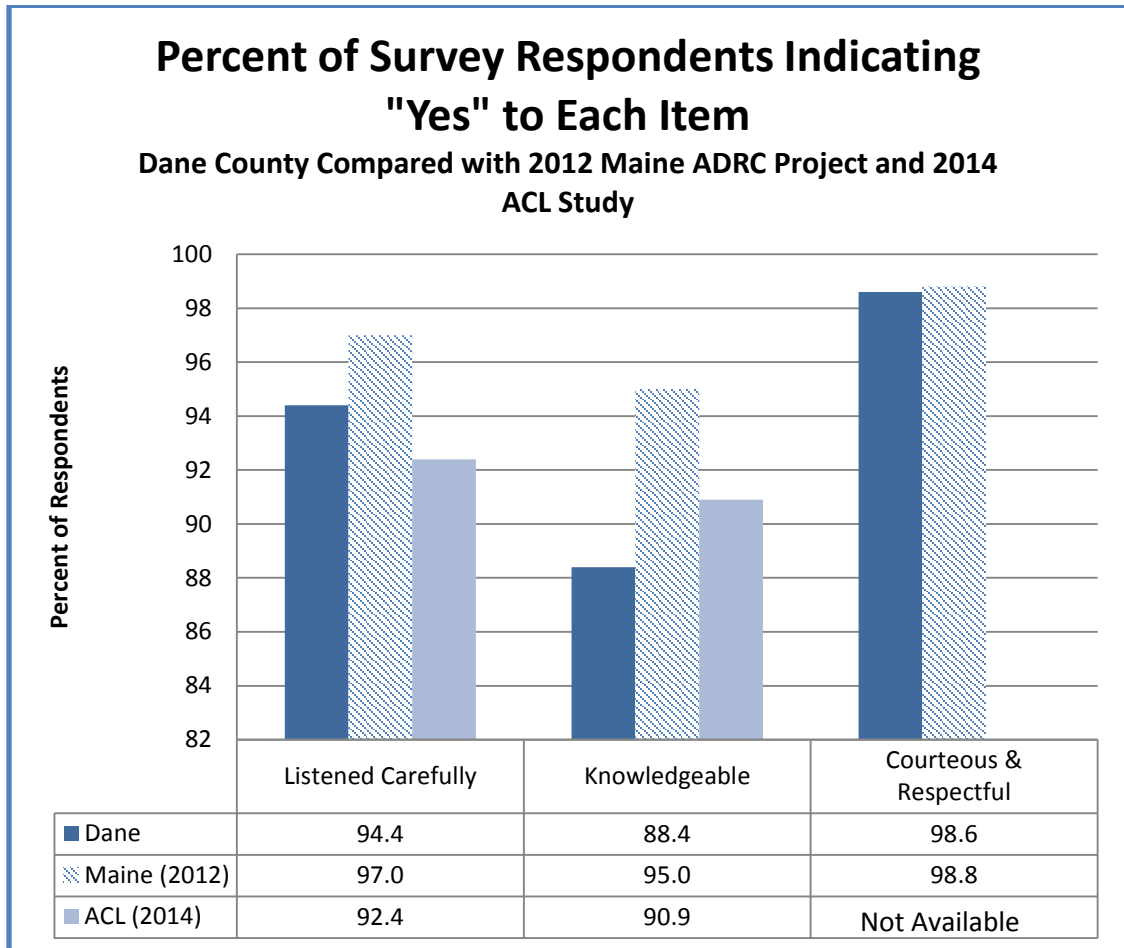
<sup>18</sup>  $\chi^2 = 7.225177$ ,  $df = 1$ ,  $p < .05$ .

The National Study of Aging and Disability Resource Centers conducted by IMPAQ International for the Administration for Community Living, Department of Health and Human Services reported in 2014, used slightly different language for the question on whether the person listened carefully to what you wanted, wording it as “Did you feel the \_\_\_\_, paid close attention to what you were saying?” The choices that were collapsed to indicate whether the staff person was knowledgeable were “Very knowledgeable” and “Somewhat knowledgeable.”

Recognizing the limitations in the comparison, there were no significant differences in whether respondents to the Dane County and Maine surveys felt that the person they talked with was courteous and respectful.

Respondents to the Dane County survey were less likely to indicate that the person they talked with was knowledgeable about the services and information they asked about than did those responding to the Maine<sup>19</sup> and ACL<sup>20</sup> surveys. This was a significant difference.

**Graph 7:** Comparison of Dane County Respondents Rating the ADRC Staff Person with Whom They Talked on Key Items with Respondents to the 2012 Survey of Maine’s Aging & Disability Resource Center (ADRC) Project and the Administration for Community Living 2014 National Study of Aging and Disability Resource Centers



<sup>19</sup>  $\chi^2 = 15.6959$ ,  $df = 2$ ,  $p < .05$ .

<sup>20</sup>  $\chi^2 = 7.310601$ ,  $df = 2$ ,  $p < .05$ .

# Effectiveness

Overall, respondents to the surveys felt the information they received was clear (90%) and helpful (84.3%) based on the “Yes, Definitely” and “Yes, I think so” responses.

There were no significant differences in terms of ethnic status/race or gender in respondents feeling that the information was helpful.

Respondents to the survey who were age 80 and older were significantly less likely to indicate that the information they received was helpful (72.4%) based on the “Yes, Definitely” and “Yes, I think so” responses compared with persons under the age of 80 (85.8%).<sup>21</sup>

**Table 10:** Responses to Information Quality Questions

Survey Question	Percent of Respondents					Resp. (N)
	Yes, Definitely	Yes, I think so	I'm not Sure	No, I don't think so	No, definitely Not	
Overall....						
Was the information you received clear?	72.7	17.6	5.6	3.2	0.9	216
Was the information you received helpful? <sup>22</sup>	73.8	10.5	6.2	4.8	4.3	211

### Sample of Comments from Survey Respondents

*All my needs were met quickly & professionally. Can't imagine any improvement needed!*

*You are very helpful. Thank you so very much.*

*I felt overwhelmed by the amount of information given. Not sure if it could be narrowed down or not.*

*The ADRC seems to be one of many contact points. I must say, they were the most helpful. Thank you for your service.*

<sup>21</sup>  $\chi^2 = 6.446645$ ,  $df = 2$ ,  $p < .05$ .

<sup>22</sup> One respondent indicated between “I’m not sure” and “No, I don’t think so.”

Of the survey respondents, 68% indicated they were directed to other places for a service or more information.

As a result of their contact with the ADRC, 62% of the survey respondents indicated they pursued services.

There were no significant differences on these two survey items based on gender, race/ethnic status, or age.

**Table 11:** Responses to Information Quality Questions

Survey Question	Percent of Respondents			N
	Yes	No	I'm not Sure	
Were you directed to other places for a service or more information? <sup>23</sup>	68.3	20.6	10.1	218
As a result of your contact (call) with ADRC staff, did you pursue any services? <sup>24</sup>	62.2	28.6	7.8	217

Sample of Comments from Survey Respondents

*The only trouble with other agencies you have to be destitute before any one will help.*

*I wanted help with making my bathroom more accessible - referred me to Independent Living who lost my paperwork - 6 months later they somewhat helped me.*

*I was given 1 number to call and all of their services were priced much higher than I could afford. Very disappointing!*

<sup>23</sup> One respondent indicated a referral was “not necessary” and a second respondent indicated that the referral was not wanted.

<sup>24</sup> Two respondents indicated “Not yet” and one indicated it “would have been pointless.”



# Satisfaction

Overall satisfaction with services was measured by asking if the individual would recommend the ADRC to a friend or relative. Among the respondents, 88.9% would recommend the ADRC to a friend or relative.

Among the different groups of survey respondents based on gender, race/ethnic status, and age group that were examined there were no significant differences as to whether they would recommend the ADRC to a friend or relative.

**Table 12:** Responses to Survey Question, “Would you recommend the ADRC to a friend or relative?” by Percent of Respondents

Survey Question	Percent of Respondents			N
	Yes <sup>25</sup>	No	I'm not Sure	
Would you recommend the ADRC to a friend or relative?	88.9	5.1	6.0	218

Sample of Comments from Survey Respondents

*Already have!*

*Keep up the good job, we need people like your staff.*

*4 stars for your staff, everything is ok. Keep up the good work.*

*I have repeatedly been impressed w/your staff. That's hard to find anywhere.*

*I'm so grateful for all ADRC does.*

*Thank you for all the help! You guys are doing a great job!*

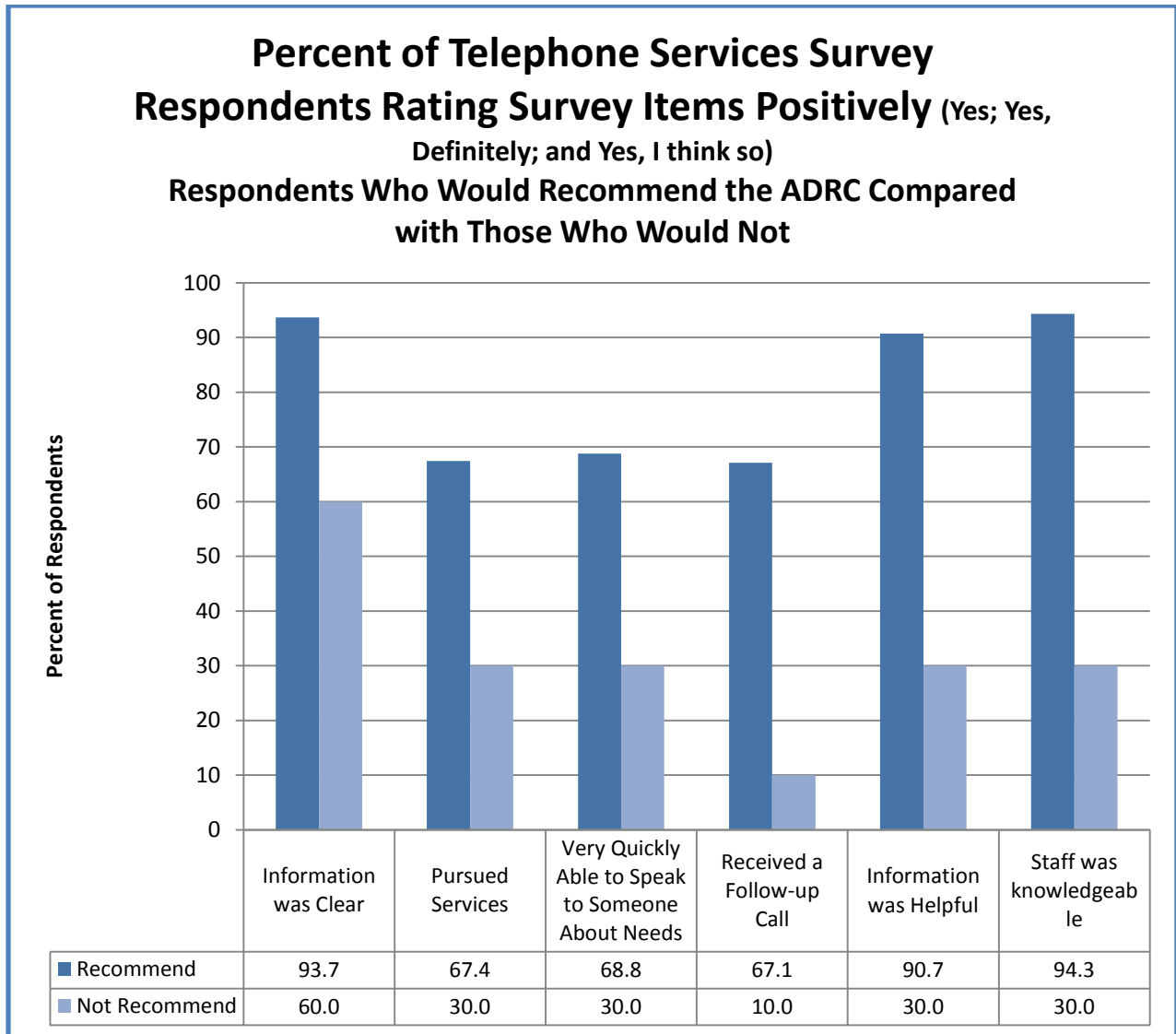
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<sup>25</sup> The Telephone Services survey choices of “Yes, definitely” and “Yes, I think so” were collapsed into the Yes category. The survey choices of “No, I don’t think so” and “No, definitely not” were collapsed into the No category.

As illustrated in Graph 8, there were significant differences in how persons who would recommend the ADRC to a friend or relative (Yes, definitely and Yes, I think so) rated certain items on the survey compared with those who would not recommend the ADRC (No, I don't think so and No, definitely not).

Respondents to the Telephone Services Survey who would recommend the ADRC to a friend or relative were more likely to indicate that the person who talked with them on the phone was knowledgeable about the services and information they asked about (94.3% vs. 30.0%); the information they received was helpful (90.7% vs. 30.0%); and that they received a follow-up call from the ADRC (67.1% vs. 10.0%).

**Graph 8:** Comparison of Survey Respondents Who Would Recommend the ADRC to a Friend or Relative to Those who Would Not on Key Items

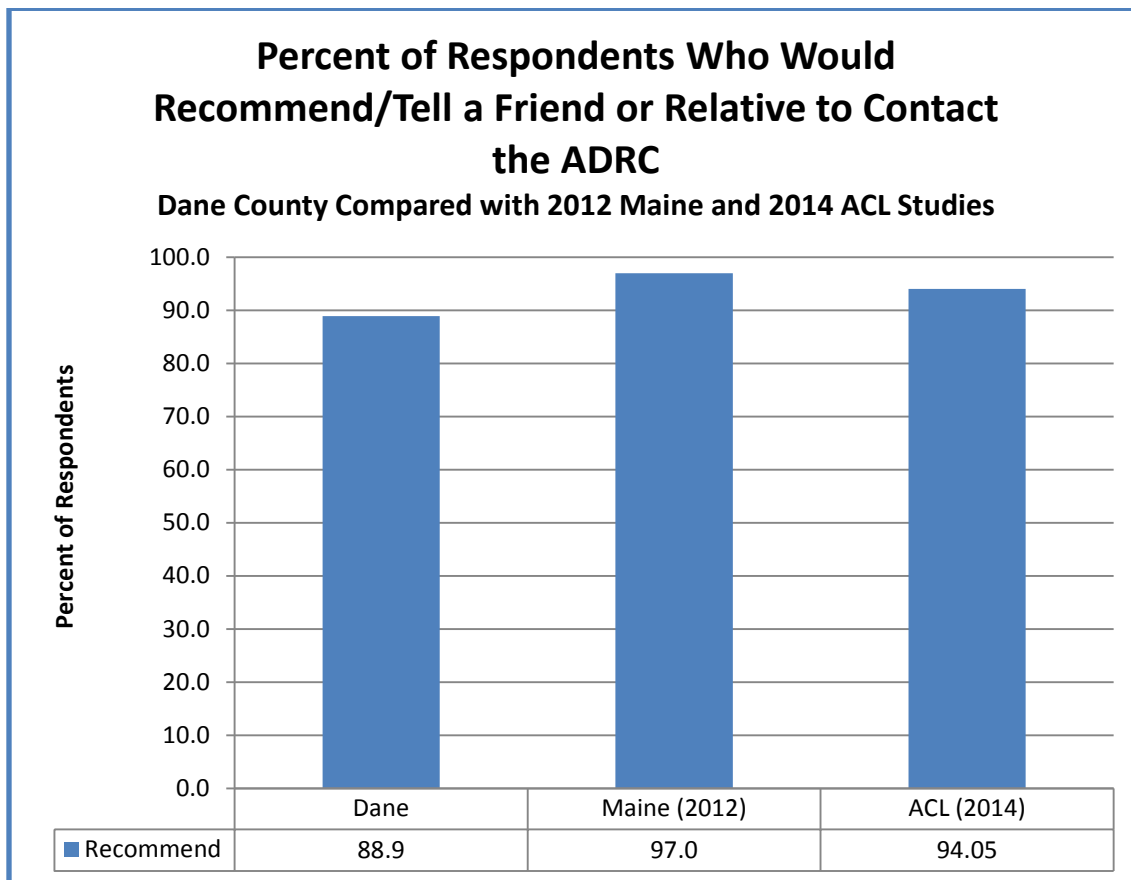


To get a sense of how the results for Dane County compared with other ADRCs, the studies conducted by the State of Maine under contract with the University of Southern Maine and the national study conducted by IMPAQ International for the Administration for Community Living (ACL) were examined. The question for both of these studies was worded slightly different from that of Dane County. The ACL study worded it, “Would you tell a friend or relative who needed help to contact the ADRC?” The Maine study wording was “Would you tell a friend or relative to call the Area Agency on Aging – Aging & Disability Resource Center?” While the Dane County survey wording was, “Would you recommend the ADRC to a friend or relative?”

Just 88.9% of respondents to the Dane County survey would recommend the ADRC to a friend or relative. This compares with 97% of the Maine respondents who would tell a friend or relative to call the ADRC and 94.05% of the respondents to the ACL survey who would tell a friend or relative who needed help to contact the ADRC.

The differences between the Dane and Maine<sup>26</sup> respondents and the Dane and ACL responses are significant.<sup>27</sup>

**Graph 9:** Comparison of Dane County Respondents Indicating They Would Recommend the ADRC to a Friend or Relative with Respondents with the 2012 Survey of Maine’s Aging & Disability Resource Center (ADRC) Project and the Administration for Community Living 2014 National Study of Aging and Disability Resource Centers



Ns for Dane = 218, Maine = 1,622 and ACL = 552.

<sup>26</sup>  $\chi^2 = 19.00766$ ,  $df = 2$ ,  $p < .05$ .

<sup>27</sup>  $\chi^2 = 39.51$ ,  $df = 2$ ,  $p < .05$ .

# Suggestions for Improvement

The survey had a free-form question that asked, "What could we do to improve our services?" Of the 115 respondents to this question, 50.4% (58) indicated they had no recommendations for improvement, provided positive comments, or the comment was not directed to this service.

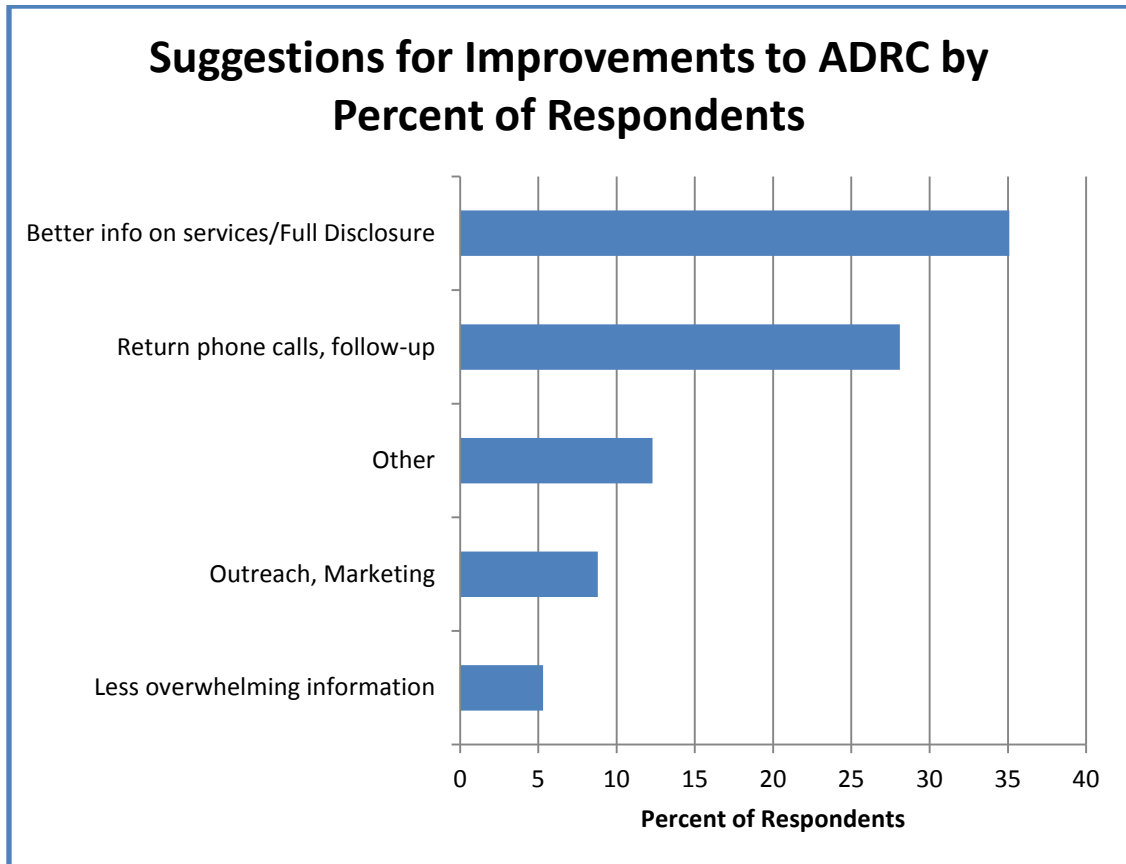
Many of the written comments were praise for the services as seen in the following:

- *Continue as is!*
- *Excellent.*
- *I can't think of anything. You [all] were so kind, patient, respectful, knowledgeable.*
- *I think you all are in great shape. Nothing.*
- *You are on the right track. Thank you!*

The remaining 57 responses were grouped into eight (8) categories. Approximately 35% of the respondents wanted better information on services available through the ADRC, a direct connection to services, or full disclosure of what to expect from the ADRC. Some of the comments in this area included:

- *Clearly indicate what the initial visit(s) will include & who they apply to. If I will benefit from your services & why.*
- *Recommend an interview(s) - most helpful for full disclosure.*

**Graph 10:** Grouped Responses to Survey Question, "What could we do to improve our services?"



N = 57.

- *Add more services to your collection, cleaning, organizing, working, movers, etc.*
- *Do more than give out referrals. Actually provide useful resources (knowledgeable).*
- *Have ADRC give better assistance to the elderly and disabled when it comes to 50+ housing, 55+ housing, 62+ housing.*
- *Have more information to direct say like me for housekeeping and small odd jobs instead the works!*
- *Have more resources that can actually help with your needs.*
- *List of available service w/phone #'s.*

Returning telephone calls, follow-up, and improved communication were cited as items for improvement by 28% of survey respondents to this item. Some of the comments in this area have been cited previously. A few additional comments were:

- *Call back.*
- *Have the initial contact(s) with ADRC. Return phone calls (approx 6 months ago someone came out & was very difficult to find after this).*
- *Monitor email if staff 000 [out of office] - had to call to realize the person was on vacation.*
- *No structure. No follow-up. Runaround!*
- *When you leave message with person helping you, maybe they could get back to you within 2 days. Sometimes it was a week.*

- *The worker said that she would follow up w/me in 2 wks. That was 5-6 mos ago & I still haven't heard from her. I'm non impressed! I seem to know more than the worker did!*

Around 12% of the comments were classified in a category of Other. Several of these comments offered very concrete suggestions for improvement, such as:

- *Send reminder of appointments.*
- *Serve coffee :)*
- *I am a Social Worker in the nursing home. ADRC does not currently take "referrals" from me. It is hard to explain to family members the information they should be asking about to then have them make the call. Taking referrals would help minimize confusion significantly & save both myself & the ADRC time in clarifying needed services.*

Slightly fewer than 4% of the comments spoke to needing to have compassion and empathy for the caller or person with whom the home visit was conducted as in these comments:

- *No, if you fall into that category to get help and she made me feel like IT was coming out of their own pocket. I don't like asking for help any more than she like giving IT, I pray every day this is going to be the last day.*

- *If a person comes in to apply for social security disability, they do not feel good (respect and take into consideration.) 2) Be empathetic, put yourself in the person's shoes. Be compassionate. 3) Need thinking people who know statutes and who know how to talk to people. 4) Do not express your opinion. Help that person to fill out paperwork the best they can. 5) Need cultural sensitivity - can't profile people based on looking at them.*

A small number of comments related to having assistance for the completion of forms or paperwork or other services already a part of the ADRC, as in:

- *Help fill out forms & phone forms, recommend service provider/interpret differences in provider.*
- *Make appointment to go over different services rather than try to explain information over phone.*

## **Appendix A: Survey Instruments**



# Customer Survey

## Telephone Services

**Introduction:** Dane County strives to ensure that we are providing quality services to our customers. We would like your opinion about your experience with the Aging and Disability Resource Center of Dane County. This survey is completely anonymous. You do not have to complete it if you don't want to, but we hope you will help us out. How you answer the questions will not impact your services in any way. The results of this survey will be released in aggregate form only. That means that your answers will be grouped together with those of other people who have responded to this survey.

Please return your completed survey in the enclosed, postage paid envelope no later than **April 3, 2015**.

**Directions:** Please check the response that best represents your opinion. Please check one answer for each question.

1. How did you **first hear** about the Aging & Disability Resource Center (ADRC)

- 1 Friend, neighbor, or relative
- 2 Physician or hospital
- 3 Other agency
- 4 Newspaper
- 5 Radio
- 6 Resource fair
- 7 Television
- 8 Web site
- 9 Written literature (brochure, flyer, business card)
- 10 Other, (Please specify) \_\_\_\_\_

2. Was the telephone number for the ADRC easy to find?

- 5 Yes, definitely
- 4 Yes, I think so
- 3 I'm not sure
- 2 No, I don't think so
- 1 No, definitely not

3. How quickly were you able to speak to someone about your needs?

- 1 Very quickly
- 2 Somewhat quickly
- 3 Not quickly at all
- 4 I'm not sure

Over 

4. If you called after hours and left a message, how soon did the person call you back?
- 1 Within the hour
  - 2 The same day
  - 3 Within three days
  - 4 In the same week
  - 5 More than a week
  - 6 Not sure
  - 7 Did not call after hours
5. What was the main reason you contacted the ADRC?
- 1 Caregiving
  - 2 Employment
  - 3 Equipment / Assistive Technology
  - 4 Health / Dental
  - 5 Help at home / In-home services
  - 6 Housing options
  - 7 Long-Term Care
  - 8 Mental Health
  - 9 Public Benefits
  - 10 Transportation
  - 11 Other, (please specify) \_\_\_\_\_
6. Did you contact the ADRC for yourself or for someone else?
- 1 Myself
  - 2 Someone else
  - 3 Not sure

Did you feel the person who talked with you on the phone	Yes Definitely	Yes, I think so	I'm not sure	No, I don't think so	No, definitely not
7. <b>Listened</b> carefully to what you wanted?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
8. <b>Understood</b> what you wanted?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
9. <b>Explained</b> things to you in a way you could understand?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
10. Was <b>knowledgeable</b> about the services and information you asked about?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

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<b>Did you feel the person who talked with you on the phone</b>	<b>Yes Definitely</b>	<b>Yes, I think so</b>	<b>I'm not sure</b>	<b>No, I don't think so</b>	<b>No, definitely not</b>
11. Was <b>courteous</b> and <b>respectful</b> ?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

	<b>Yes Definitely</b>	<b>Yes, I think so</b>	<b>I'm not sure</b>	<b>No, I don't think so</b>	<b>No, definitely not</b>
12. Was the information you received <b>clear</b> ?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
13. Was the information you received <b>helpful</b> ?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

14. Were you directed to other places for a service or more information?

- 1 Yes
- 2 No
- 3 I'm not sure

15. Did you receive a follow-up call from the ADRC after your phone call?

- 1 Yes
- 2 No
- 3 I'm not sure

16. As a result of your call with ADRC staff, did you pursue any services?

- 1 Yes
- 2 No
- 3 I'm not sure

17. Would you recommend the ADRC to a friend or relative?

- 5 Yes, definitely
- 4 Yes, I think so
- 3 I'm not sure
- 2 No, I don't think so
- 1 No, definitely not

18. What could we do to improve our services?

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Over 

## Demographics

The following section collects some demographics so that we can make sure that all persons of all backgrounds are treated equitably.

19. What is your gender?

- F Female  
 M Male  
 O Other

20. What is your race/ethnicity? (Check all that apply.)

- B African-American/Black  
 I American Indian or Alaska Native  
 A Asian  
 H Hispanic/Latino  
 P Native Hawaiian or Pacific Islander  
 W White or Caucasian

21. In what year were you born?

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**Thank you for taking the time to complete this survey! Please return it in the enclosed envelope to:**

Dane County Department of Human Services  
1202 Northport DR/4<sup>th</sup> FL  
Madison, WI 53704

# Customer Survey

## Home Visits

**Introduction:** Dane County strives to ensure that we are providing quality services to our customers. We would like your opinion about your experience with the Aging and Disability Resource Center of Dane County. This survey is completely anonymous. You do not have to complete it if you don't want to, but we hope you will help us out. How you answer the questions will not impact your services in any way. The results of this survey will be released in aggregate form only. That means that your answers will be grouped together with those of other people who have responded to this survey.

Please return your completed survey in the enclosed, postage paid envelope no later than **April 3, 2015**.

**Directions:** Please check the response that best represents your opinion. Please check one answer for each question.

1. How did you **first hear** about the Aging & Disability Resource Center (ADRC)

- 1 Friend, neighbor, or relative
- 2 Physician or hospital
- 3 Other agency
- 4 Newspaper
- 5 Radio
- 6 Resource fair
- 7 Television
- 8 Web site
- 9 Written literature (brochure, flyer, business card)
- 10 Other, (Please specify) \_\_\_\_\_

2. How long did you wait to see someone after contacting the ADRC office?

- 1 1-3 days
- 2 4-6 days
- 3 7-10 days
- 4 Over 10 days
- 5 Not sure

3. Was that wait time acceptable to you?

- 1 Yes
- 2 No
- 3 Not sure

4. What was the main reason you contacted the ADRC?

- 1 Caregiving
- 2 Employment
- 3 Equipment / Assistive Technology
- 4 Health / Dental
- 5 Help at home / In-home services
- 6 Housing options
- 7 Long-Term Care
- 8 Mental Health
- 9 Public Benefits
- 10 Transportation
- 11 Other, (Please specify) \_\_\_\_\_

Did you feel the person who talked with you ....	Yes Definitely	Yes, I think so	I'm not sure	No, I don't think so	No, definitely not
5. <b>Listened</b> carefully to what you wanted?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
6. <b>Understood</b> what you wanted?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
7. <b>Explained</b> things to you in a way you could understand?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
8. Was <b>knowledgeable</b> about the services and information you asked about?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
9. Was <b>courteous</b> and <b>respectful</b> ?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

Overall...	Yes Definitely	Yes, I think so	I'm not sure	No, I don't think so	No, definitely not
10. Was the information you received <b>clear</b> ?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
11. Was the information you received <b>helpful</b> ?	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

12. Were you directed to other places for a service or more information?

- 1 Yes
- 2 No
- 3 I'm not sure

13. As a result of your contact with ADRC staff, did you pursue any services?

- 1 Yes
- 2 No
- 3 I'm not sure

14. Would you recommend the ADRC to a friend or relative?

- 1 Yes
- 2 No
- 3 I'm not sure

15. What could we do to improve our services?

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## Demographics

The following section collects some demographics so that we can make sure that persons of all backgrounds are treated equitably.

16. What is your gender?

- F Female
- M Male
- O Other

17. What is your race/ethnicity? (Check all that apply.)

- B African-American/Black
- I American Indian or Alaska Native
- A Asian
- H Hispanic/Latino
- P Native Hawaiian or Pacific Islander
- W White or Caucasian

18. In what year were you born?

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**Thank you for taking the time to complete this survey! Please return it in the enclosed envelope to:**

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1202 Northport DR/4<sup>th</sup> FL  
Madison, WI 53704