

**Member Experience Survey Solutions**

# SPH Analytics

SPH Analytics is a full-service healthcare solutions organization dedicated to improving the quality of healthcare.

As a leader in advanced technology and analytics, SPH Analytics provides a comprehensive portfolio of services that empower healthcare organizations with the tools and resources to measurably increase performance, reduce costs, and improve the quality of care.

## Our Vision and Values

**At SPH Analytics, our vision is to create impact at the intersection of clinical quality, financial health, and member/patient loyalty by prescribing an adoptable path to achieve the Triple Aim.**

Providing unsurpassed value and service to our clients is a core value. Our team is committed to making a positive impact on the quality of care by delivering individualized service, guidance, and valuable resources to the healthcare market.

## Member Experience Survey Solutions

SPH Analytics provides complete management of regulatory surveys and elective healthcare surveys. Our expertise includes pre-survey guidance and consultation, administration of the entire survey process and submissions, and comprehensive reporting and analytics.

SPH Analytics' experienced professionals work with each client to determine the best solutions for the client's specific needs and budget. As experts in healthcare survey administration and member outreach, SPH Analytics provides guidance and recommendations for survey design, methodology, sampling, and segmentation and stratification of data, in addition to recommendations for improving the member's experience.

Our advanced reporting and guided analytics give healthcare organizations the ability to identify strengths and areas of potential improvement for highly-targeted action planning to drive improvement, increase scores/ratings, and enhance member loyalty and satisfaction.



# Member Experience Survey Solutions

## Regulatory Surveys

SPH Analytics provides complete management of regulatory survey administration and requirements. We continually monitor healthcare standards and guidelines (through CMS, NCQA, AHRQ, etc.) to ensure compliance. SPH Analytics provides valuable guidance and resources each step of the way and delivers comprehensive reporting and in-depth analysis of survey results to help drive quality improvement initiatives.

- HEDIS CAHPS<sup>®</sup>
- Medicare CAHPS
- Medicare HOS
- CAHPS for PCMH
- QHP Enrollee

## Elective Surveys

SPH Analytics has been a leader in healthcare surveys and solutions for more than 24 years. We have extensive experience and expertise in survey design, data collection, analysis, and interactive reporting. Many top healthcare organizations throughout the nation rely on SPH Analytics to conduct their healthcare surveys and deliver reliable, action-oriented results.

- Behavioral Health (ECHO<sup>®</sup>)
- Call Center Satisfaction
- CAHPS Drill-Down and Simulation
- Case Management
- CG CAHPS
- Disease Management
- Provider Satisfaction



CAHPS<sup>®</sup> is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).

# HEDIS CAHPS<sup>®</sup> Survey

The HEDIS CAHPS Survey is the most comprehensive tool available for assessing consumers' experiences with their health plans and affiliated providers. As an NCQA-certified CAHPS Survey provider with years of experience, SPH Analytics has the knowledge, expertise, and dedication you can depend on for your CAHPS Surveys.

**Survey design:** Developed jointly by the Agency for Healthcare Research and Quality (AHRQ) and the National Committee for Quality Assurance (NCQA), the CAHPS Survey assesses consumers' experiences with their health plan and affiliated providers. The standard CAHPS Surveys include Adult and Child versions for both the Commercial and Medicaid populations.

**Survey administration:** SPH Analytics (SPH) has the experience and expertise to manage all the details of this important survey. All operational aspects of the survey administration are conducted onsite, ensuring quality during each step of the process.

**Support and guidance:** Clients receive personalized service and attention with ongoing communication and guidance throughout the CAHPS Survey administration.

**Reporting:** We provide comprehensive analysis of CAHPS results including interactive online reporting tools in a format that is easy to understand and apply to quality improvement measures.

**Augmenting the survey:** SPH also offers CAHPS augmentation. This allows additional plan members to be sampled for a specific segment of the health plan population. The augmented samples follow the standard CAHPS protocol, but data is not submitted to NCQA. Results from the specified segment collected during the CAHPS Survey administration can be combined with results from the core sample data collection process in a segmentation analysis.

SPH Analytics has the experience and expertise clients trust to conduct their HEDIS CAHPS Survey.

- NCQA-certified CAHPS Survey provider
- Clients receive personalized service and attention with ongoing communication and guidance throughout the survey process
- Survey consultants are available to present the final report to help you better understand your CAHPS results
- More than two decades of experience and expertise conducting the CAHPS Survey



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# Medicare CAHPS<sup>®</sup> Survey

SPH Analytics provides Medicare Advantage (MA) and Prescription Drug Plans (PDPs) with valid and reliable MA & PDP CAHPS results along with insightful analysis to identify areas for potential quality improvement.

SPH Analytics (SPH) is a CMS-approved Medicare CAHPS Survey provider with extensive experience surveying the Medicare population. You can depend on us to manage all the details of the Medicare CAHPS Survey for you.

**Survey design:** The Medicare CAHPS Survey assesses members' experience and satisfaction with their plan for services provided and quality of care.

**Survey administration:** Our processes undergo rigorous audits and all functions are performed by highly trained and qualified staff members. Mail processing, survey scanning, outreach through our state-of-the-art call center, survey collection, and comprehensive analysis are all conducted onsite by SPH. We adhere to high standards of quality to provide exceptional client service and satisfaction.

**Reporting:** SPH provides online reporting of Medicare CAHPS results and a comprehensive analysis of the results in an easy-to-understand format.

SPH Analytics provides plans with valid results and insightful information to help improve performance, scores/ratings, and member satisfaction.

- CMS-approved Medicare CAHPS Survey provider
- Onsite oversight of all aspects of the survey administration
- Insightful analysis to identify improvement opportunities
- Experience and expertise reaching and surveying the Medicare population
- Ongoing resources and guidance



# Medicare HOS Survey

SPH Analytics is uniquely qualified to administer the Medicare Health Outcomes Survey (HOS). SPH Analytics (SPH) provides personalized assistance and consultation with up-to-date information and guidance. As a CMS-approved Medicare HOS Survey vendor, we have the experience and expertise you can depend on to conduct your surveys.

The Medicare Health Outcomes Survey is designed for the Medicare population in managed care settings. It assesses a plan's ability to maintain or improve the physical and mental health of its Medicare members over time.

SPH has been successfully conducting the Medicare Health Outcomes Survey since the program's inception. We provide reliable survey management with up-to-date and relevant information and guidance.

**Dependability:** As a dependable leader in healthcare surveys, we have the experience and reliability plans trust to conduct their HOS Surveys.

**Experience:** SPH Analytics has successfully conducted thousands of HOS Surveys for Medicare Advantage plans throughout the country.

**Expertise:** SPH has more than two decades of experience and extensive knowledge conducting surveys for the Medicare population.

**Guidance:** SPH provides specialized HOS consultation and guidance. Clients receive ongoing status updates throughout the project.

**Spanish language protocol:** We have extensive experience conducting mail and phone healthcare surveys to the Spanish-speaking population.

**Quality without added cost:** We are the leader for value and service. When you partner with SPH, we manage all aspects of the Medicare HOS Survey process for you while providing valuable guidance and resources.



## CAHPS<sup>®</sup> PCMH Survey

As an NCQA-certified CAHPS Patient-Centered Medical Home (PCMH) Survey provider, SPH Analytics has the expertise to conduct your PCMH Survey. SPH Analytics (SPH) provides resources and guidance throughout the process to give you peace of mind and complete understanding of the survey administration and results.

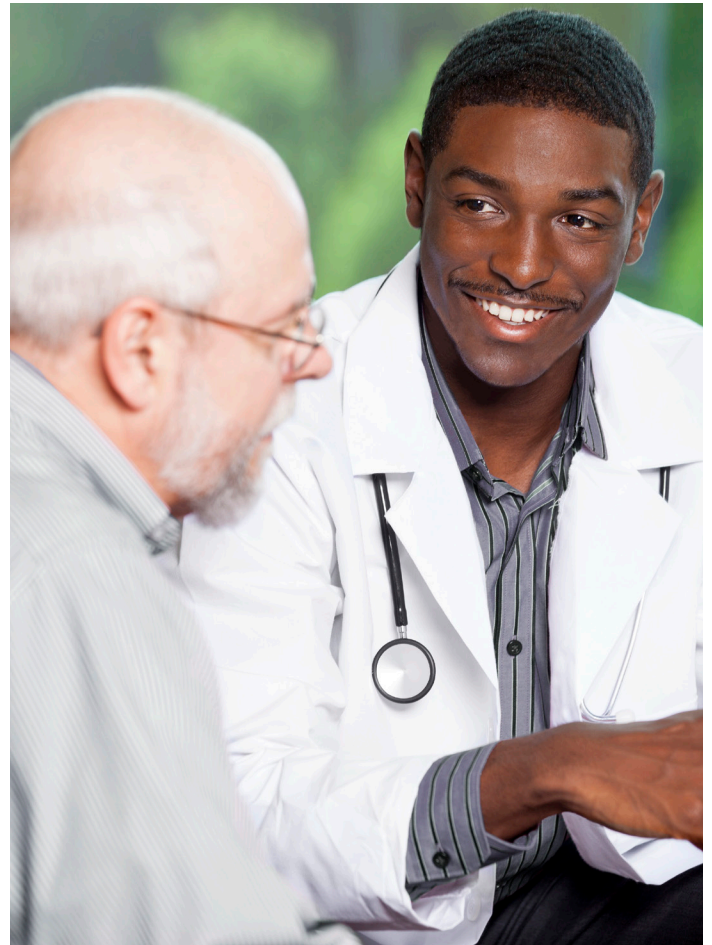
The CAHPS PCMH Survey is a reliable tool for assessing patients' experiences and overall satisfaction with the healthcare received from their clinicians.

We conduct surveys with all five NCQA-approved survey methods: mail, phone, mixed mail/phone, internet, and IVR. We also offer an SPH-recommended (and NCQA-approved) enhanced methodology. Our personalized consultation can help you determine the best survey methodology to maximize response rates and results reporting.

Developed jointly by AHRQ, NCQA, and the Commonwealth Fund, this survey is the most comprehensive tool available for accessing patients' experiences with their clinicians' practices.

The CAHPS PCMH Survey supports the efforts of practices distinguishing themselves through enhanced patient care by providing:

- Direct patient feedback about their experience and satisfaction
- Practice level reporting
- Measurable results with insightful reports identifying practice strengths and potential areas for improvement
- Additional distinction for those practices participating in NCQA's PCMH Recognition Program



## QHP Enrollee Survey

The QHP Enrollee Survey assesses the enrollee's experience with their Qualified Health Plan (QHP) offered through the Health Insurance Marketplace. All Qualified Health Plans are required to conduct the survey through a CMS-approved survey vendor using a standardized survey protocol. Results from the survey are included in the Quality Rating System (QRS). The QRS assigns each QHP a Star Rating of 1 to 5 stars.

### Guidance and Assurance with SPH Analytics

SPH Analytics is a CMS-approved survey vendor for the QHP Enrollee Survey. With more than two decades of experience conducting healthcare surveys and multiple survey provider accreditations, we have the experience and expertise to help you meet this important survey requirement.

Plans receive ongoing guidance and assurance when they partner with SPH Analytics to conduct their QHP Enrollee Surveys.

- CMS-approved survey vendor
- More than two decades of experience and expertise
- Personal guidance each step of the way
- Actionable information for performance improvement

### Survey Objective

Information obtained from this survey is intended to help consumers choose a health plan, provide QHPs with actionable information for measurable improvement, provide accreditation organizations with information to regulate and accredit plans, and provide data for consumer research.

### Survey Details

**Survey design:** The questionnaire is based on the Medicaid CAHPS 5.0 with additional and supplemental questions.

**Eligible members:** Adults enrolled at least 6 months with no more than one 30-day break in enrollment.

**Sampling:** Product level sampling (HMO, PPO, etc.) offered by a particular issuer in a particular state.

**Methodology:** Survey methodology includes mail, phone, and web protocols.

**Database:** Plans will provide survey vendors with an audited database and vendors will pull the sample.

**Plan requirement:** QHPs with at least 500 enrollees are required to conduct the survey.





# Behavioral Health Survey (ECHO<sup>®</sup>)

The Behavioral Health Survey assesses the experience, needs, and perceptions of members about their behavioral health services. The SPH Analytics' Behavioral Health Survey supports the NCQA standard for the administration of annual member experience surveys.

## Meet Requirements and Measure Program Effectiveness

SPH Analytics (SPH) manages and guides our clients throughout all aspects of the survey administration and provides a benchmark so plans can compare their results for additional insight into their performance.

**Survey design:** SPH Analytics recommends the ECHO Survey which was developed by CAHPS grantees at the Harvard Medical School after nearly six years of research and testing, as well as extensive input from behavioral healthcare policy experts, leading industry stakeholders such as CMS, Agency for Healthcare Research Quality (AHRQ) and consumers.



The Behavioral Health Survey measures the satisfaction of members who have received behavioral health care and helps plans gauge the effectiveness of their members' care.

SPH can assist plans in adding custom questions to obtain valuable additional and targeted information.

**Survey administration:** The Behavioral Health Survey can be conducted using a mail-only protocol or a mixed methodology to include mail with telephone follow-up.

**Guidance and expertise:** SPH works with our clients to determine the best survey methodology to fit their specific needs. SPH has extensive experience conducting Behavioral Health Surveys.

**Reporting:** We provide insightful reporting with useful and actionable feedback regarding members' behavioral health care.

With increased focus on behavioral health and the growing number of members receiving behavioral health care, this survey is a valuable tool for evaluating your members' experience and measuring the effectiveness of behavioral health services.

# Call Center Satisfaction Survey

A primary factor in determining loyalty and satisfaction is the healthcare consumer's experience with the customer service department of their health plan or provider. Health plans and providers can rely on SPH Analytics' Call Center Satisfaction Surveys to measure the perception of their patients and members who interact with customer service.

SPH Analytics has administered Call Center Satisfaction Surveys for health plans and healthcare organizations nationwide. We have developed an effective outreach protocol that ensures consistency and reliability for achieving internal goals.

### Respondents are asked about their level of satisfaction with:

- Their last call with the customer service department
- The accessibility of the customer service representatives by phone
- The customer service agent's ability to resolve issues or answer questions

Research has found that the call center and claims processing experiences significantly influence how members rate their overall satisfaction with the health plan.

The Call Center Satisfaction Survey can be a powerful quality intervention for making change and improving member services and/or CAHPS customer service scores.

### Understand Patient/Member Call Center Experience

- Track progress over time
- Improve customer service interaction with patients and members
- Assess first call resolution rates
- Develop performance goals
- Recognize outstanding staff performance

An ongoing survey program allows plans to track progress over time and measure the effectiveness of customer service improvement initiatives.



# CAHPS® Drill-Down and Simulation Surveys

SPH Analytics' CAHPS Drill-Down and Simulation Surveys allow health plans to explore key factors influencing member satisfaction. The surveys help healthcare organizations obtain additional, action-oriented information based on their member-specific data, empowering health plans with the knowledge they need to develop processes and targeted initiatives to improve member satisfaction and increase scores.

## CAHPS Drill-Down Surveys

While the standard CAHPS Surveys help identify strengths and areas for improvement, SPH Analytics' Drill-Down Surveys are designed to provide additional and more in-depth information that is often needed for effective follow-up action and decision making. Our Drill-Down Surveys include core questions, supplemental questions to explore the reasons behind member perceptions, open-ended questions, and write-in response choices. In-depth questions, including multi-mark response choices, assist plans in identifying opportunities to improve their members' experiences.

## CAHPS Simulation Surveys

CAHPS Simulation Surveys allow plans to survey members prior to the standard regulatory time schedule to understand and react to member perceptions before CAHPS submissions.

### Survey Results

SPH Analytics provides a full analysis of survey results with comprehensive information and insights. Survey results are delivered in an easy-to-understand format that can include:

- Benchmarking
- Evaluation of key specialty areas
- Staff performance
- Policy and procedure review
- Loyalty analysis



## Insight Beyond Standard CAHPS

As an NCQA-Certified HEDIS CAHPS vendor and a CMS-Approved Medicare CAHPS vendor with more than two decades of experience, SPH Analytics has the knowledge and expertise to provide survey insights and recommendations to increase member satisfaction and improve scores/ratings.

Increase member satisfaction and improve scores with the CAHPS Drill-Down and Simulation Surveys.

## Case Management Survey

SPH Analytics' Case Management Survey provides a valid and reliable method for measuring case management satisfaction. The survey helps plans develop and gauge the success of quality improvement initiatives.

The Case Management Survey was developed by SPH Analytics in response to the NCQA standard for satisfaction with case management.

### The survey provides important information about:

- Patient referral to the program and follow-up
- Access to care, coordination of care, and quality of care
- Quality of life
- Prescription drug therapy
- Physical therapy
- Helpfulness of information and written materials
- Overall satisfaction with case management program

SPH Analytics (SPH) works with individual health plans to develop additional supplemental questions, if necessary, to obtain specific information about the case management program.

SPH provides an in-depth final report with graphic analysis of the survey results along with a phone consultation to discuss key findings and highlight opportunities.

Survey results can be used to enhance the case management program and implement quality improvement initiatives.

The Case Management Survey is a valuable tool for measuring satisfaction and program effectiveness.

### SPH Provides Insightful Measurement of Case Management Programs

- Developed to support NCQA QI Case Management Standards
- Valid and reliable results with comprehensive analysis and insights
- Measures satisfaction and program effectiveness
- Final results reporting provides valuable information to support quality improvement
- Red-flag alerts notify plan when a member needs follow-up



## CG CAHPS<sup>®</sup> Survey

SPH Analytics has the experience and expertise to successfully administer the Clinician and Group CAHPS (CG CAHPS) Survey and deliver powerful analytics and online reporting for targeted performance improvement.

SPH Analytics (SPH) has been helping healthcare organizations improve performance and survey results for more than two decades. We manage the complete survey process for you and go above and beyond regulatory requirements with action analytics and the resources you need to improve performance and compete in today's market.

### The CG CAHPS Survey for Focused Improvement

The CG CAHPS Survey is designed to measure patient satisfaction and general experience with their primary care physician and/or physician practice. Health plans and providers administer the survey to determine where to focus their improvement efforts and track performance.

A mixed mail/phone methodology is recommended for effectively managing quotas to ensure statistically valid results. At SPH Analytics, we carefully evaluate the member database at the physician or group level to verify patient volume is sufficient for achieving the objective.

### Powerful Survey Analytics and Online Reporting

SPH provides innovative online analytics and reporting at multiple levels including optional physician/group report cards to support transparency and accountability across the provider network. Our comprehensive reporting information can be used for pay-for-performance initiatives and to guide quality improvement programs.

#### SPH Analytics gives you the power to take action with:

- Guided analytics that pinpoint specific opportunities for improvement
- Prioritized performance initiatives using flexible dashboard views
- Automated service recovery identification
- Web-based reporting that enables proactive response and performance monitoring

SPH Analytics can help you make the most of CG CAHPS with our continual guidance, expertise, and powerful analytics.



## Disease Management Survey

Healthcare organizations today are placing increased focus on disease management for patients with chronic conditions and/or complex healthcare needs. Effective disease management programs help reduce costs while improving patient care.

SPH Analytics offers a reliable approach for measuring the effectiveness of disease management programs and provides actionable results reporting for your quality improvement initiatives. Organizations choose SPH Analytics (SPH) to conduct their Disease Management Surveys because of our flexible survey options, and insightful reporting.

SPH delivers comprehensive analysis of the survey data to provide useful information that is easy to understand and apply to quality and program improvement initiatives.

### Our Disease Management Survey options include:

- SPH's Disease Management Survey which supports the NCQA Standard for Satisfaction with Disease Management
- Custom Disease Management Surveys based on specific programs and organizational needs

The Disease Management Survey provides an effective approach for measuring a plan's disease management program satisfaction and effectiveness.

### Insights from SPH's Disease Management Survey Can Help Improve Program Results

- Survey options include the SPH Survey and custom disease management surveys
- Valid and reliable results with comprehensive analysis and insights
- Survey consultations to help you select the best survey for your needs
- Dedication to improving healthcare by providing meaningful information



# Provider Satisfaction Survey

## Measures Physician and Practice Manager Satisfaction with the Plan

Provider satisfaction is vital for today's health plans. Provider satisfaction can be closely linked to member satisfaction and overall perception of health plan performance.

SPH Analytics conducts the Health Plan Provider Satisfaction Survey to assess the provider's and practice manager's overall satisfaction with the health plan. The survey is designed to compel physicians and office managers to complete the survey which provides valuable feedback to the health plan.

In developing the Health Plan Provider Satisfaction Survey, SPH Analytics conducted extensive research into the components impacting provider satisfaction. We also facilitated focus groups and in-depth interviews with physicians and office managers.

SPH Analytics administers the survey through various methods and employs reliable sampling methodologies. We also offer the option to share survey results with providers, which can increase physician cooperation.

Provider Satisfaction Surveys can be challenging for plans to administer. However, SPH Analytics has the experience and expertise to help plans effectively navigate this process. SPH Analytics helps increase physician response rates with a well-designed survey that asks relevant questions.

### The Health Plan Provider Satisfaction Survey:

- Measures physician satisfaction with the plan
- Identifies factors impacting physician satisfaction and loyalty to the plan
- Provides the opportunity to compare overall physician satisfaction with other plans
- Employs methods to improve physician response rates



# Empowering Healthcare Transformation

SPH Analytics (SPH), a leader in healthcare analytics and population health management, empowers clients to analyze and interpret their clinical, financial, and consumer experience data to maximize their performance. SPH's Population Care™, Population Value™, and Population Engage™ solutions are built on the innovative Nexus™ Platform, providing insights and impact to integrated health networks, ACOs, hospitals, ambulatory care providers, physician groups, and health plans. SPH's quality measure dashboards, financial risk measurement analytics, healthcare survey and call center solutions, and consulting services empower clients to meet the Triple Aim by improving population health, reducing overall cost of care, and improving the patient experience.



Ranked number one in MACRA and MIPS Support Technology for Value-Based Care by Black Book Research, SPH Analytics has been providing insights to clients for more than 24 years and serves clients in all 50 states. Corporate headquarters are in metro Atlanta. SPH Analytics is a portfolio company of the \$3 billion Symphony Technology Group.



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