

# Member Services

## Improving Satisfaction ER Visit Reduction



*Donna Slimak,  
Director of Member Services*

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The Member Services Department had two main initiatives for the 2009-2010 fiscal year: (1) satisfaction and (2) improvement toward reducing emergency room use for routine care. An automated survey to measure satisfaction with the Call Center was implemented in January 2010 (16% of all incoming calls were surveyed with a 47% completion rate). Two questions are contained within this automated survey that provide the ability to leave a message for a supervisor call back. The first question inquires if the caller is satisfied with the service they received from the Member Services Representative and the second question inquires if the caller felt their issue(s) were resolved. The first 2 quarters of data revealed an aggregate score of 100% satisfaction rate with question number one and 98% for question number two. These scores were well above the anticipated 95% tentative goal.

The second initiative is related to the Statewide Emergency Room Reduction Collaborative for which the Member Services Department is the lead for CenCal Health. This effort also involved numerous activities. One such effort is the direct collaboration with Cottage Hospital Goleta and Santa Barbara emergency room staff in coaching targeted members using the emergency room for routine care. This effort along with Provider Services Department's continued expansion of the after-hours availability of PCPs within the South County of Santa Barbara appears to have had a positive impact and early results indicate the decrease of overall emergency room use for the Santa Barbara South County hospitals. Both initiatives and interventions have proven very successful for the Member Services Department and CenCal Health.



*Member Services Staff*