

# Caller satisfaction and ER use reduction

Caller satisfaction and Improvement towards reducing Emergency Room use for routine care remained the two main initiatives for the Member Services department for the 2010-2011 Fiscal Year. This past year the Member Services department experienced staffing shortages but worked diligently to maintain service levels for the call center. The department staff continued with its commitment to the collaborative coaching effort with Cottage Hospital Santa Barbara Emergency Department (ED) staff targeting those members using the ED for routine care resulting in reduced ED utilization.

The Member Services department also reviewed its organizational structure and made some reporting changes that reallocated staff for the call center. The department also started efficiency reviews of all positions in order to streamline processes throughout the department. Also included in this activity was a complete review of metrics, coaching and evaluation tools focusing on employee satisfaction while improving customer service.

### Community Advisory Boards

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Karen Johnson  
Petra Lowen  
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*Clockwise from top left: Pat Tyler, Lauren Ortega, Donna Slimak, Maria Estrada, Lizette Castellanos-Forney, Maria Marquez, Katherine Back, Mishela Prieto, Diana Calderon, Elizabeth Rodriguez, Kira Cross, Lisa Smith, Rosemary Muñoz, Shonna Stamps, Angela Garcia, Dori Martini, Eric Buben, Joanna Rosas, Rosa Medina*