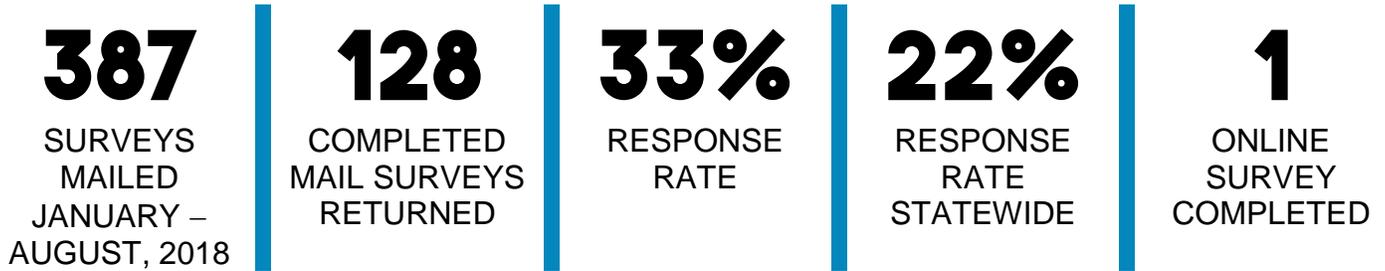


THE ADRC OF BARRON, RUSK AND WASHBURN

2018 CUSTOMER SATISFACTION REPORT

SURVEY METHODS

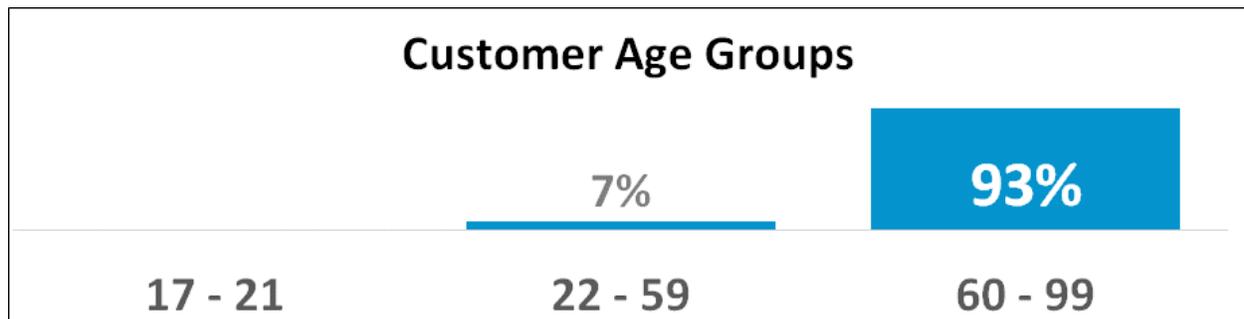


SAMPLE DESCRIPTION*

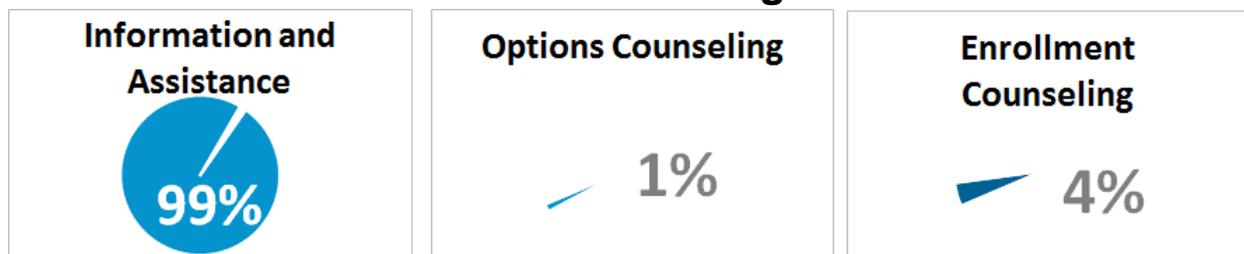
Customer characteristics

Physical Disability	Age 60 or over	Mental Health	Developmental or Intellectual Disability	Substance Use	Alzheimer's or Irreversible Dementia
70%	77%	0%	0%	2%	13%

Customer Age Groups



ADRC Service Categories



* This data is from the sample generated via the ADRC customer tracking system. It reflects the sample file information regarding those customers who completed a survey via the mail survey distribution. Multiple categories (e.g. I&A and Options Counseling) may have been checked. Note that these numbers may differ from the survey results that follow.

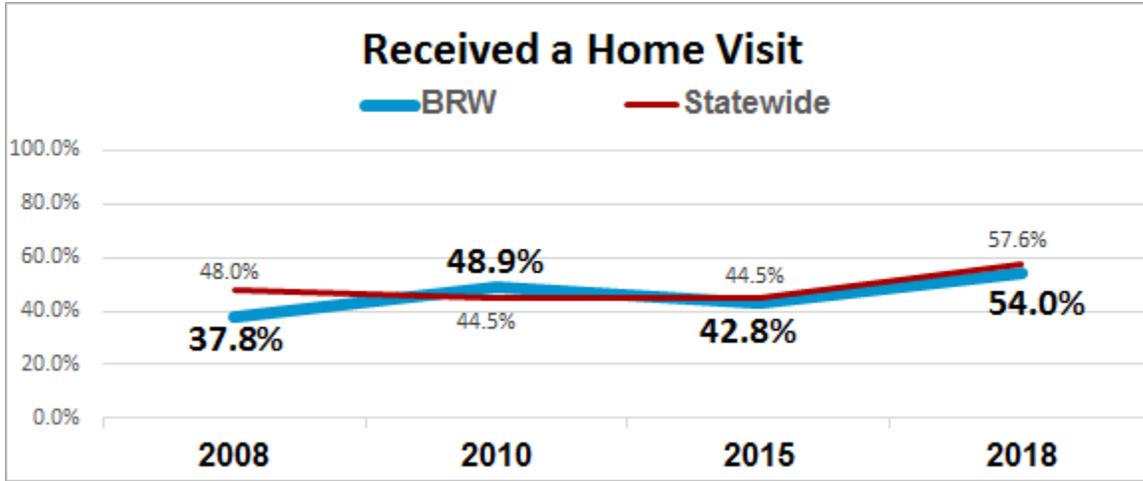
GETTING STARTED

First Heard about the ADRC:	
Family or friend	50.8%
Health care provider	28.3%
Newspaper	20.0%
Newsletter	17.5%
Brochure	16.7%
ADRC sign	10.8%
Assisted living	9.2%
Sample Size	120

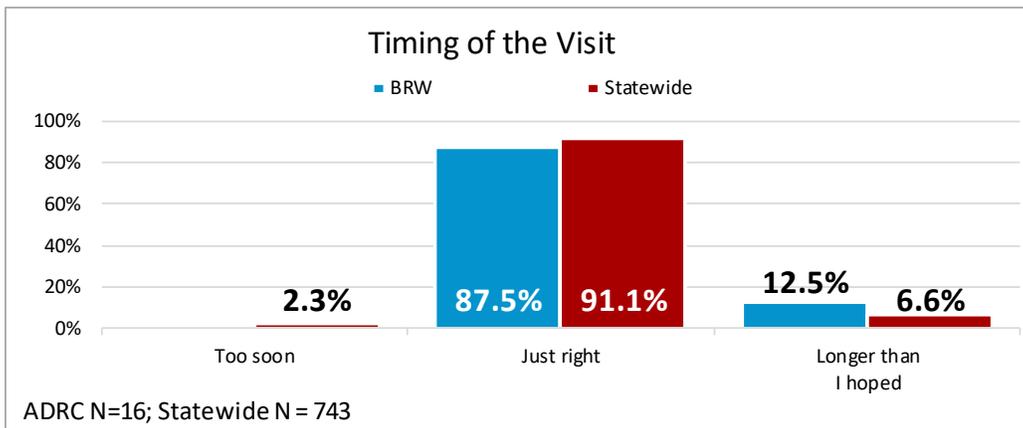
Main Issue or Concern:	
General information	44.9%
Help staying in my home	33.6%
Help paying for services	33.6%
Help finding housing with services	31.8%
Caregiver services or information	31.8%
Medicare or other insurance questions	30.8%
Information about Family Care or IRIS	30.8%
Help with a disability	29.0%
Concern about memory loss	20.6%
Help finding a device like a walker	7.5%
To appeal Medicaid decision	5.6%
Sample Size	107

HOME VISITS

Among all Customers:



Among only those who received a home visit:

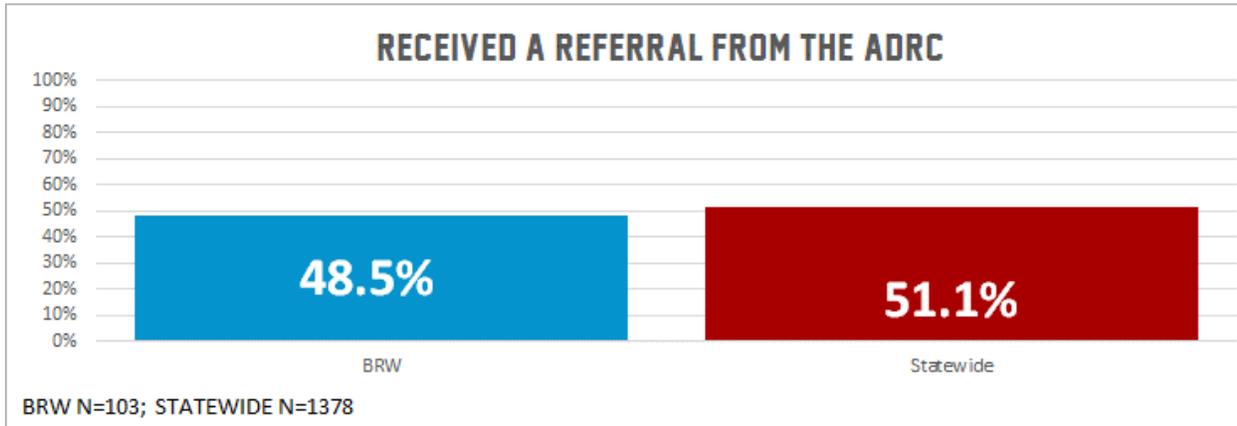


Among only those who did not receive a home visit:

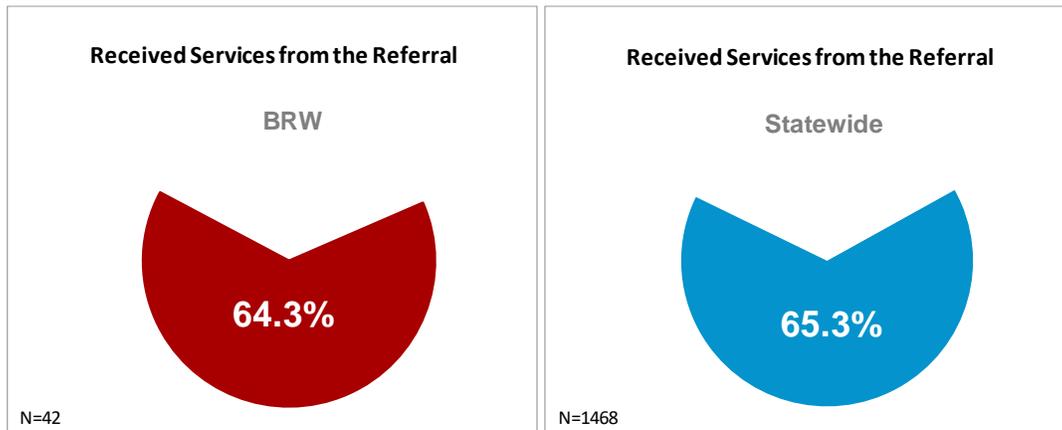


REFERRALS

“Received Referral” shows the percentage of customers who received a referral from the ADRC for one or more services and “Received Services” shows the percentage of people who acted on the referral and received service(s).



Among only those who received a referral:



Among only those who received a referral but did not receive services:

	BRW	Statewide
Haven't called yet but plan to	25.0%	11.3%
Service was not what I needed	25.0%	28.0%
Decided not to contact	16.7%	26.5%
I was not eligible	16.7%	26.8%
Program was not available	12.5%	18.5%
Phone number did not work	4.2%	2.8%
Sample Size	N=21	N=817

THE ADRC EXPERIENCE

Customers described a variety of aspects about the ADRC staff person who helped them on a scale from excellent to poor, the results of which are depicted in the chart below. Results are provided as an average, where 1 equals “poor” and 4 equals “excellent”.

Detailed Results	BRW	Barron	Ladysmith	Spoooner
Got a good understanding of your physical abilities and limitations (EC only)	4.0	4.0	4.0	4.0
Understood what help you needed (EC only)	4.0	4.0	4.0	4.0
Was respectful (EC only)	4.0	4.0	4.0	4.0
Helped with paperwork	3.7	3.7	3.5	3.9
Was knowledgeable of the programs or services in our area	3.6	3.5	3.8	3.8
Helped you consider future needs	3.6	3.6	3.4	3.8
Got an understanding of your needs and preferences	3.6	3.5	3.6	3.8
Made it easier to get the information you need	3.6	3.6	3.7	3.7
Explained each step	3.6	3.5	3.5	3.7
Provided reliable information (EC only)	3.6	3.0	4.0	3.5
Helped you consider the pros and cons	3.6	3.6	3.3	3.7
Got a sense of what fits in your budget	3.5	3.4	3.4	3.6
Told you the cost of each option	3.4	3.4	3.2	3.5
Helped you consider future needs	3.4	3.4	3.2	3.5
Helped you use your money wisely	3.4	3.4	3.2	3.5
Sample Size	128	69	22	36

* One online survey participant did not report the office visited. This respondent is included in the overall BRW total.

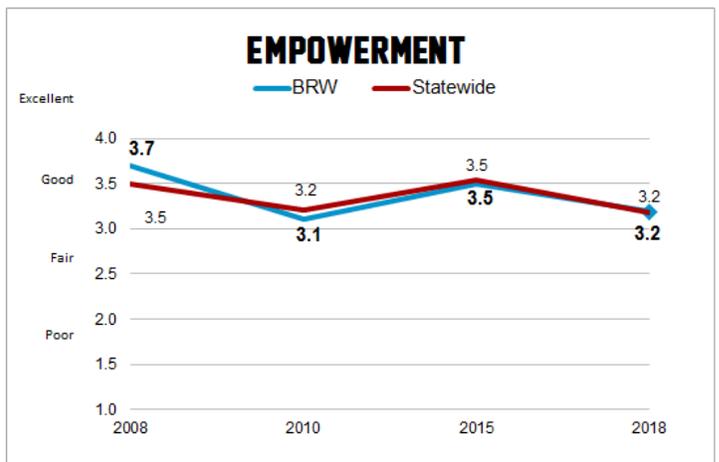
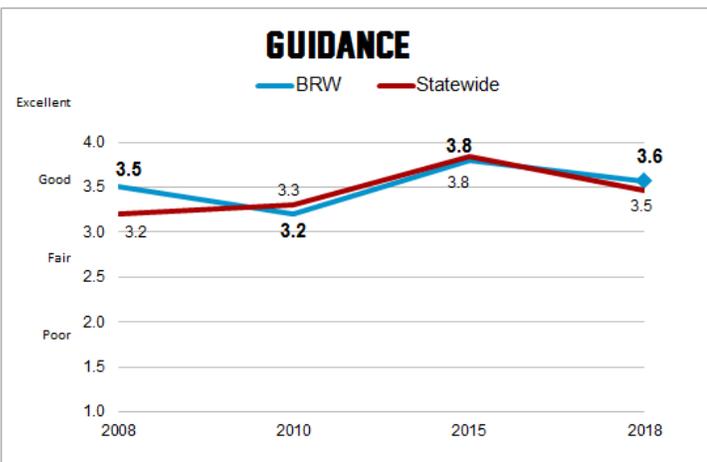
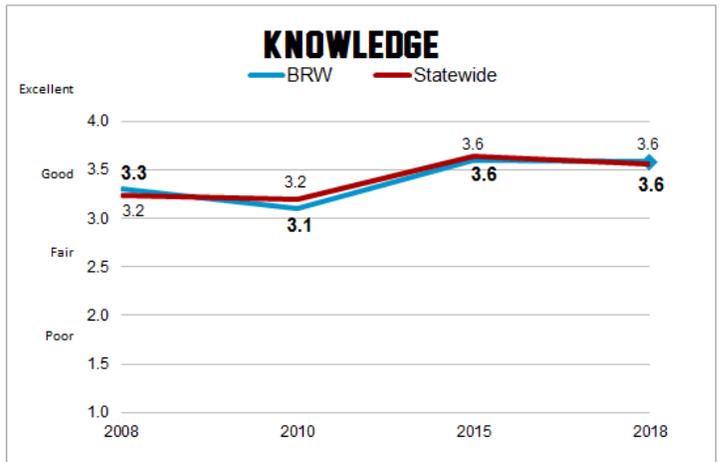
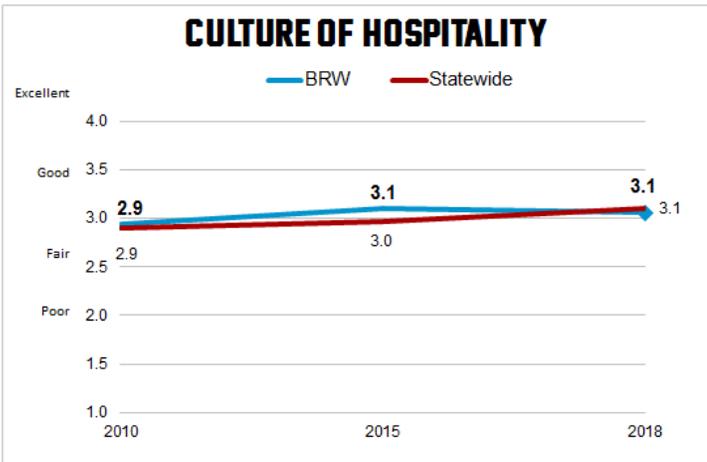
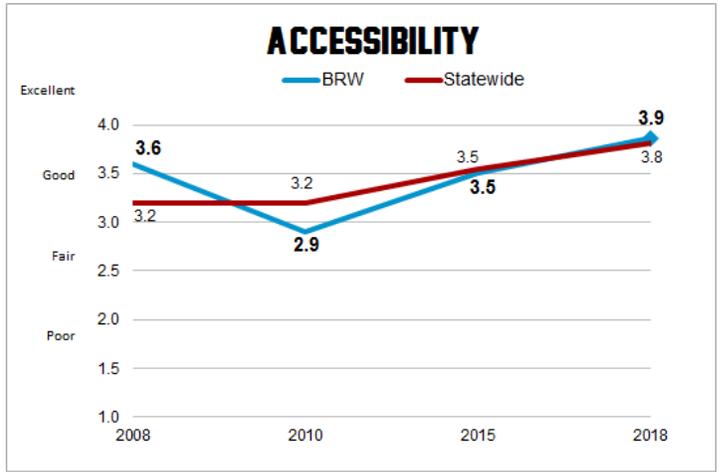
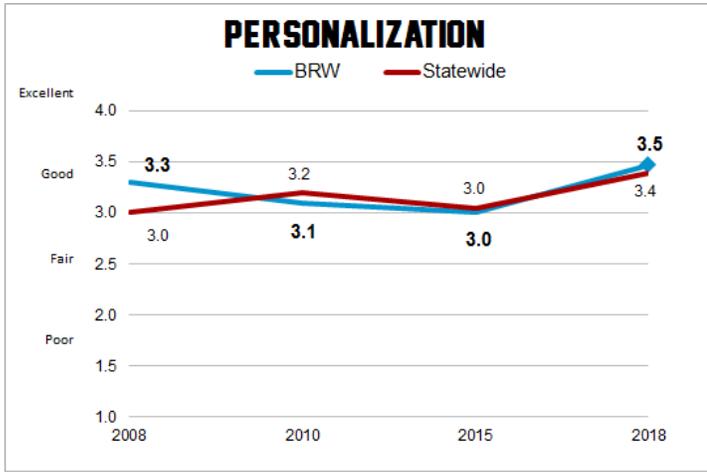
DOMAINS

Wisconsin has developed and used a set of domains to provide an understanding of the elements that comprise customer satisfaction. Through statistical analysis, these domains emerged as distinct qualities of the ADRC that are significant predictors, or key drivers, of all aspects of customer satisfaction.

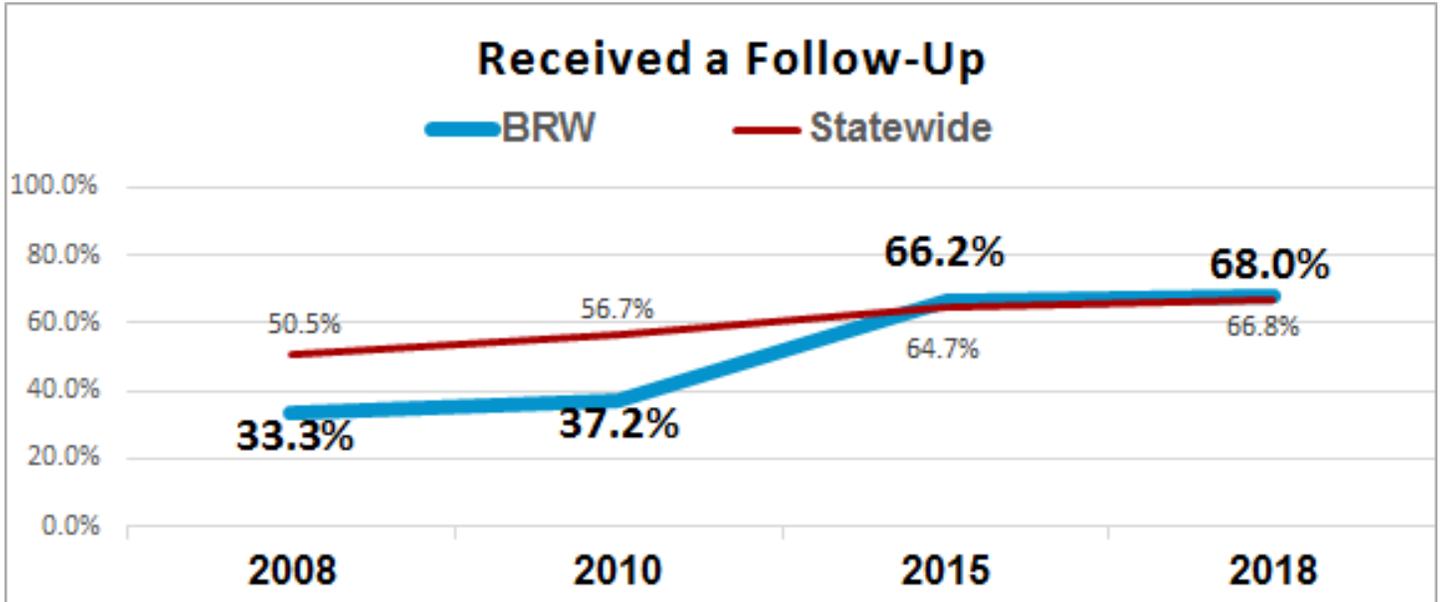
Domain scores are an average of all items that contribute to the domain. Customers were asked if each item was excellent (4), good (3), fair (2) or poor (1) or, in the case of statements, if they strongly agreed (4), somewhat agreed (3), somewhat disagreed (2) or strongly disagreed (1). Responses of “don’t know” were removed from the analysis.

Domain	2018 Indicators
Personalization	The staff person understood the customer’s needs and preferences The staff person was able to get a good sense of what the customer could afford. Customers have a single point of contact.
Accessibility	The customer found the ADRC’s phone number easily. The ADRC returned customer calls promptly. Hours someone was available were convenient.
Culture of Hospitality	Number of times a customer needed to explain the situation before getting help. Privacy of the conversation.
Knowledge	Was knowledgeable about the programs or services in the area. <Did not> overwhelm you with too much information. Made it easier to get the information you needed.
Guidance	Helped the customer consider the pros and cons. Explained each step clearly. Helped the customer with the paperwork if needed. Helped the customer navigate the system.
Empowerment	Let the customer know what to expect next. Helped the customer follow through on decisions. Helped the customer consider future needs. Helped the customer understand the cost of each option. Helped the customer use money wisely.

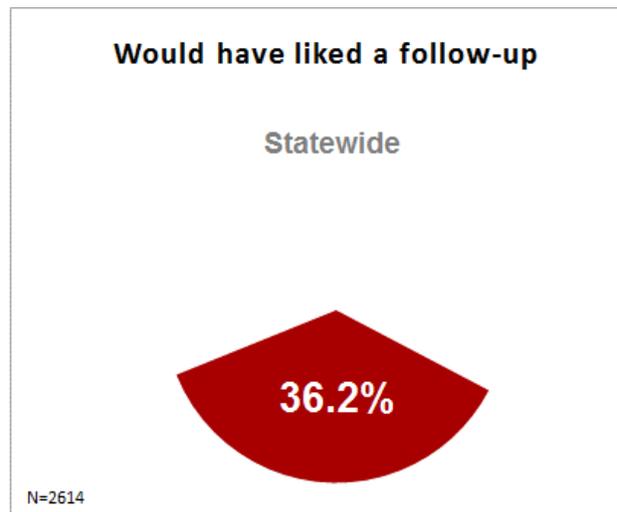
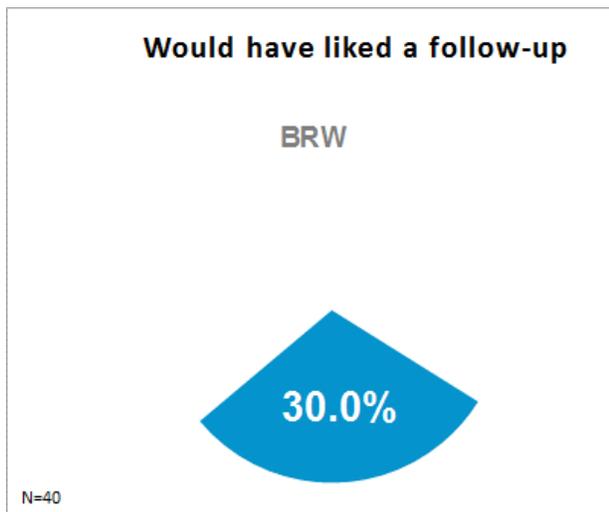
DOMAIN RESULTS OVER TIME



CUSTOMER FOLLOW-UP



Among those who did not receive a follow-up:



CUSTOMER OUTCOMES

The chart below shows the usefulness of the help and information customers have received from the ADRC, as well as overall satisfaction with the ADRC experience measured over time. The first two charts below provide the customers' satisfaction on a scale of one to four, whereas willingness to recommend is measured as a percentage of customers who said "Yes, I would recommend the ADRC's services."

