

Appendix 7: Myers group Opportunity Analysis

Independent Variables

Each of the six composites includes scores on multiple survey questions:

- 1) Getting Needed Care
 - Getting a provider you are happy with
 - Seeing a specialist you need to see
 - Getting care, test or treatments needed
 - Delays in care while waiting for approval
- 2) Getting Care Quickly
 - Getting the help/advice you needed
 - Obtaining care right away for an illness/injury/condition
 - Obtaining care when wanted, not when needed right away
 - Waiting time in the doctor's office
- 3) How Well Doctors Communicate
 - Doctors listening carefully to you
 - Doctors explaining things in an understandable way
 - Doctors showing respect for what you had to say
 - Doctors spending enough time with you
- 4) Courteous and Helpful Office Staff
 - Office state treating you with courtesy and respect
 - Office staff as helpful as you thought they should be
- 5) Customer Service
 - Finding/understanding information
 - Getting help when calling customer service
 - Experience with plan paperwork
- 6) Claims Processing
 - Claims handle in a reasonable time
 - Claims handled correctly

Dependent Variable

The composites are correlated with how people rated their overall satisfaction with their health plan.

Composite Categories:

Plan Strength

Key driver of satisfaction and plan rates are at/above the 75th percentile when compared to Quality Compass 2004. Recommended action: Market and Maintain

Plan Opportunity

Key Driver of satisfaction but plan rates below the 50th percentile when compared to Quality Compass 2004. Recommended action: Investigate and Improve

Monitor

Key driver of satisfaction, but rates between the 50th and 75th percentile when compared to Quality Compass 2004. Recommended action: Monitor.

Secondary Drivers: Not a Key Driver, but an area that could become important in the future.