

REPORT ON CUSTOMER SERVICE

AGENCY OVERVIEW

The mission of Texas Medical Board (TMB) is to protect and enhance the public's health, safety, and welfare by establishing and maintaining standards of excellence used in regulating the practice of medicine and ensuring quality health care for the citizens of Texas through licensure, discipline, and education. The agency staff supports three boards: the Texas Medical Board, the Texas Physician Assistant Board, and the Texas Acupuncture Board. The agency currently regulates approximately 82,000 licensees and received over 8,000 complaints in FY 11. Overall, the agency is responsible for approximately 15 different types of licenses, permits, and certifications.

CUSTOMER INVENTORY

A wide variety of customers are served by the strategies in all three TMB goals (licensure, enforcement, administration). Individuals, especially those regulated by TMB, may receive a variety of information and services from the agency and may be included in more than one customer category for the purpose of assessing customer service. Table 1 shows TMB's categories of customers, and information and services they receive by strategy for FY 12-13. TMB has identified 14 primary customer groups.

Table 1 – Customers by Strategy and Services for FY 12-13

<i>Licensing Strategy – includes information and services provided by two departments (1) Pre-Licensure, Registration & Consumer Services (PRC) and (2) Licensing Department</i>	
Customer Categories	Services and Information Received
1) Applicants for licenses or permits 2) Current license or permit holders	TMB issues initial licenses or permits to the following customer groups. The majority of these licenses/permits are also renewed (registered) on a biennial basis. <ul style="list-style-type: none"> • Physicians • Physicians in Training • Physician Assistants • Acupuncturists • Surgical Assistants • Non-profit Health Care Entities • Non-certified Radiological Technicians • Acudetox Specialists
1 & 2 above as well as all categories of TMB customers including: 3) General Public 4) Health-care Entities (seeking verification of physician licensure, etc.)	In addition to pre-licensure duties, the PRC Department runs the agency's call center/customer service line which fields questions about licensure information and agency processes (and forwards as necessary to the appropriate departments) from all categories of TMB customers in addition to applicants and licensees - including the general public, other governmental entities, etc.

Enforcement Strategy – includes information and services provided by four departments (1) Enforcement Support, (2) Investigations, (3) Litigation, and (4) Compliance	
Customer Categories	Services Received
<p>5) Complainants – <i>individuals or entities that file complaints including patients, family or friends of patients, other health professionals, government agencies, law enforcement, TMB itself as the result of specific regulatory activities, or health care entities such as insurance companies.</i></p> <p>6) Respondents -<i>any licensee of the agency responding to a complaint inquiry including physicians, physician assistants, acupuncturists, surgical assistants, etc.</i></p> <p>7) Probationers – <i>a licensee fulfilling the terms of a remedial/corrective action or disciplinary order.</i></p>	<p>A complaint received by TMB against a licensed individual or entity triggers the enforcement process.</p> <p>Each complaint receives an initial review and if necessary is investigated to determine if a violation has occurred and, if so, what appropriate remedial/corrective or disciplinary action is needed.</p> <p>If a remedial plan or disciplinary action is issued by the board, then a compliance officer works with the licensee (probationer) to ensure the terms of the action are met.</p>
Physician Health Program Strategy – includes information and services provided by the Texas Physician Health Program	
Customer Categories	Services Received
<p>8) Self-referrals – <i>TMB applicants and licensees.</i></p> <p>9) Referrals - <i>TMB, concerned colleagues, hospitals and others who may refer or suggest self-referral to TMB applicants and licensees.</i></p>	<p>The Texas Physician Health Program (PHP) is administratively attached to the Texas Medical Board, but overseen by an 11-member governing board.</p> <p>PHP is a non-disciplinary program that encourages physicians, physician assistants, acupuncturists and surgical assistants to seek early assistance with drug or alcohol-related problems or mental or physical conditions that present a potentially dangerous limitation or inability to practice medicine with reasonable skill and safety.</p>
Public Education & Administration Strategies – includes information and services provided by five departments (1) Executive office, (2) General Counsel, (3) Public Information/Special Projects, (4) Information Resources, and (5) Finance.	
Customer Categories	Services Received
<p>In addition to many of the customers listed above, the following groups are also served by these departments.</p> <p>10) Elected Officials</p> <p>11) Media/News outlets</p> <p>12) Open Records Requestors</p> <p>13) Oversight agencies</p> <p>14) Professional associations</p>	<p>A wide variety of information and services are provided including:</p> <ul style="list-style-type: none"> - TMB Website - Responses to constituent information requests - Policy, rules, and regulations information - Responses to media inquiries - Open Records responses - TMB Data Product

DESCRIPTION OF THE SURVEY PROCESS

TMB has used a variety of methods to survey consumers. For the past two biennia, TMB surveyed the stakeholder groups used in the rulemaking process because they represent a broad spectrum of TMB customers and have a substantive understanding of the agency's processes.

This year, the survey focused on the quality of information and level of customer service provided by the agency. TMB surveyed callers to its customer service line, which is staffed by the Pre-Licensure, Registration, & Consumer Services Department. From April 27, 2012 through May 25, 2012, callers to the customer service line were asked if they would be willing to take a customer survey at the end of the call. The customer service line averages approximately 5,000 calls each month.

Callers agreeing to take the survey were transferred to an automated survey where they were asked to respond to seven items. The first six items were statements that asked the caller to rate them on a scale from 1 to 5, with 5 indicating strong agreement and 1 indicating strong disagreement. The seventh and last item asked for a brief description of the purpose of the call. Callers were able to skip any items they preferred not to answer, which resulted in some items having higher response rates than others.

The primary limitation of this survey was the fact that participants had the option to skip a majority of the questions and complete the survey at the very end of the call. Also, this sampling method may not include all of TMB's customer groups, though a majority of the 14 primary customer groups use the customer service line. In addition, individuals that did not call the customer service line during the period the survey was conducted did not have the option to participate. TMB does not currently have the resources to expand the survey to a greater number and variety of participants, nor to extend the length of time the survey is conducted.

CUSTOMER SATISFACTION SURVEY RESULTS AND ANALYSIS

Of the 5,638 calls received during the survey period, 215 callers agreed to participate and were transferred to the automated survey. Of those callers who were transferred to the survey, 186 responded to at least one item, resulting in an 87 percent response rate. Because callers could choose to skip one or more items on the survey, some items have higher response rates than others. Table 2 lists the response rates for each survey item and the overall response rate.

Table 2 – Response Rates

Survey Items	Response Rate
1. <i>The customer service line was answered promptly.</i>	61%
2. <i>The customer service representative I worked with was professional and courteous.</i>	41%
3. <i>The customer service representative was knowledgeable and helpful.</i>	36%
4. <i>I called after I could not find the information I needed on the Texas Medical Board website.</i>	25%
5. <i>I received a complete answer to my question today.</i>	25%
6. <i>I am satisfied with my experience with the Texas Medical Board today.</i>	19%
7. <i>Please leave a brief description regarding the subject of your call today. For example, "I requested a complaint form", or "I was checking on the status of my application."</i>	65%
Overall Response Rate	87%

The majority of callers either “strongly agreed” or “agreed” with each survey item they responded to. Callers indicated they had a positive experience with the timeliness of calls being answered, and the professionalism and knowledge of the TMB employees. Callers indicated they received complete answers to their questions and were satisfied with their experience with the TMB.

Although a majority of callers also “agreed” or “strongly agreed” with survey item #4, a positive response would be to “disagree” or “strongly disagree”. The average rating for survey item #4, was 3.9, indicating that callers had difficulty finding information they were looking for on the TMB website and called the TMB for that information. Table 3 summarizes the responses to the first six survey items.

Table 3– Summary of Responses to Items #1 - #6

Survey Items	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree	No Response	Average Rating
1. <i>The customer service line was answered promptly.</i>	91	17	12	6	5	84	4.4
2. <i>The customer service representative I worked with was professional and courteous.</i>	77	6	4	0	2	126	4.8
3. <i>The customer service representative was knowledgeable and helpful.</i>	61	9	2	1	4	138	4.6
4. <i>I called after I could not find the information I needed on the Texas Medical Board website.</i>	35	3	4	2	10	161	3.9
5. <i>I received a complete answer to my question today.</i>	38	4	5	3	3	162	4.3
6. <i>I am satisfied with my experience with the Texas Medical Board today.</i>	32	4	3	1	0	175	4.7

The last item on the survey asked about the purpose of the call. Out of the 186 callers who answered at least one survey question, 139, or 75 percent, of the callers answered this question. The responses were grouped into eight categories, including an “other” category. The top two reasons for calling the Texas Medical Board, which comprised 61 percent of the calls, were to obtain information about license applications and registrations. Table 4 below shows the categorized responses to the seventh, and last, item on the survey.

Table 4 – Summary of Responses to Item #7

7. Please leave a brief description regarding the subject of your call today. For example, "I requested a complaint form", or "I was checking on the status of my application."

Category	Number of Comments
<i>Applications</i>	58
<i>Registration</i>	27
<i>General Information</i>	14
<i>Other</i>	13
<i>Delegation</i>	11
<i>Complaints</i>	7
<i>Rules and Regulations</i>	5
<i>Website</i>	4
Total	139

ONGOING MEASURES OF CUSTOMER SATISFACTION

TMB continues to research other means to measure customer satisfaction. The agency receives feedback on services and processes from a variety of customer groups including stakeholder groups in the rulemaking process, professional associations, legislative offices, and customers who call or write the agency.

Performance Measures FY 12Outcome Measures

- 90% Percentage of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received
- 3% Percentage of Surveyed Customer Respondents Identifying Ways to Improve Service Delivery

Output Measures

- 215 Total Customers Surveyed
- 5,000,000 Total Customers Served (estimated)

Efficiency Measures

- \$1.42 Cost Per Customer Surveyed

Explanatory Measures

- 5,000,000 Total Customers Identified (estimated)
- 14 Total Customer Groups Inventoried