

## 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 State Board of Acupuncture Examiners. The agency currently regulates approximately 82,000 licensees and received approximately 7,000 complaints in FY 13. Overall, the agency is responsible for approximately 14 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 14-15. TMB has identified 16 primary customer groups.

**Table 1 – Customers by Strategy and Services for FY 14-15**

<b><i>Licensing Strategy – includes information and services provided by two departments (1) Pre-Licensure, Registration &amp; Consumer Services (PRC) and (2) Licensing Department</i></b>	
<b>Customer Categories</b>	<b>Services and Information Received</b>
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"> <li>• Physicians</li> <li>• Physicians in Training</li> <li>• Physician Assistants</li> <li>• Acupuncturists</li> <li>• Surgical Assistants</li> <li>• Non-profit Health Care Entities</li> <li>• Non-certified Radiological Technicians</li> <li>• Acudetox Specialists</li> </ul>
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.

<b>Enforcement Strategy – includes information and services provided by four departments (1) Enforcement Support, (2) Investigations, (3) Litigation, and (4) Compliance</b>	
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 (and representatives such as defense counsel) – <i>a respondent is 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>
<b>Physician Health Program Strategy – includes information and services provided by the Texas Physician Health Program</b>	
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>
<b>Public Education &amp; Administration Strategies – includes information and services provided by five departments (1) Executive office, (2) General Counsel, (3) Governmental Affairs &amp; Communications, (4) Information Resources, and (5) Finance.</b>	
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>15) Licensee/Respondent Representatives such as defense counsel and consultants</p> <p>16) Vendors &amp; Contracted Professional Services</p>	<p>A wide variety of information and services are provided including:</p> <ul style="list-style-type: none"> <li>- TMB Website</li> <li>- Responses to constituent information requests</li> <li>- Policy, rules, and regulations information</li> <li>- Responses to media inquiries</li> <li>- Open Records responses</li> <li>- TMB Data Products</li> </ul>

### **DESCRIPTION OF THE SURVEY PROCESS**

The TMB has utilized a variety of methods to survey its consumers. In its most recent published Report on Customer Service (FY 2012) the TMB focused on the quality of information and 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. Prior to that, the TMB surveyed its stakeholder groups which are actively involved in the rulemaking process as these groups represent a broad spectrum of TMB customers and have a substantive understanding of the agency's processes.

This year, the TMB focused more specifically on the agency's website, which recently underwent a complete redesign in January 2014. An online survey was created in-house and published to the homepage with a hyperlink directing customers to the online form. The survey was live on the TMB website ([www.tmb.state.tx.us](http://www.tmb.state.tx.us)) from April 29, 2014 to May 27, 2014.

The first two survey items were questions meant to identify the participant's demographic category and to determine the purpose of their visit to the TMB website. The remaining four items asked the participants specifically to rank their satisfaction level with the TMB website's usability as well as the quality of information it provides by having them rate how strongly they agree with a series of applicable statements. The form required responses to all six items for submission. Statement ratings ranged from **Strongly Disagree - Disagree - Neutral - Agree - Strongly Agree - Not Applicable**.

The primary limitation of the survey and its results was timing. When the survey was published the new TMB website had been active for five months and several content sections were still being updated and/or finalized. It is anticipated that future surveys will benefit from the more extended rollout of the website redesign. In addition, TMB plans to extend the length of time the survey is available on the website in order to reach a larger population of consumers.

### **CUSTOMER SATISFACTION SURVEY RESULTS AND ANALYSIS**

There were a total of 51 survey participants. Of the total participants, the majority (57%) selected "Licensure" as the nature of their contact with the TMB. Participants predominately identified themselves as "General Public" (21), followed by "Consultant" (13) and "Licensee" (10). See Tables 1 & 2.

**Table 1**

Summary of Responses to Item #1					
	Enforcement	Laws & Rules	Licensure	Other	Total
1) What is the nature of your contact with the TMB?	3	5	29	14	51

**Table 2**

Summary of Responses to Item #2						
	Applicant	Attorney	Consultant	General Public	Licensee	Total
2) Which category best describes you?	6	1	13	21	10	51

The majority of participants either "agreed" or "strongly agreed" with each survey statement: 72% agreed or strongly agreed that the information on the TMB website is adequate and helpful; 62% percent agreed or strongly agreed that the TMB website is user-friendly; 53%

agreed or strongly agreed that TMB publications, instructions and other printed information provided by the agency is accurate and easy to understand. Finally, 60% of the total survey participants agreed or strongly agreed that overall, they were satisfied with their experience using the TMB website. See *Table 3*.

**Table 3**

Summary of Responses to Items #3 - #6							
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A	Average Rating
3) The agency's website information is adequate and helpful.	3	5	4	23	14	2	Agree
4) The agency's website is user-friendly.	4	5	9	20	12	1	Agree
5) Publications, instructions and any other printed information provided by the agency is accurate and easy to understand.	2	8	9	17	10	5	Neutral
6) Overall, I am satisfied with my experience using the agency's website.	3	8	8	19	12	1	Agree

### ***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 14***

#### *Outcome Measures*

60% Percentage of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received

N/A Percentage of Surveyed Customer Respondents Identifying Ways to Improve Service Delivery

#### *Output Measures*

51 Total Customers Surveyed

2,000,000 Total Customers Served (estimated)

Efficiency Measures

\$1.90 Cost Per Customer Surveyed

Explanatory Measures

2,000,000 Total Customers Identified (estimated)

14 Total Customer Groups Inventoried