

## **SpecialCare Discharge Planner Satisfaction Survey Case Study**

### ***At A Glance***

Name: SpecialCare  
San Diego, CA  
[www.specialcaredme.com](http://www.specialcaredme.com)

Industry: Home medical equipment

Date: April 5, 2007

#### Goals

- Assess the importance health care professionals place on the following attributes of home medical equipment companies:
  - Hours of availability
  - Geographic coverage
  - Insurance acceptance
- Find out SpecialCare's main competitors.
- Know which insurance companies are most widely accepted.

#### Key challenge

- Because care professionals are extremely busy, our survey had to be concise and meaningful.

#### Solution

- Set up the survey to be easy to read and to the point.
- Offer a \$10 incentive to respondents.

Executed by: MARKETING SOLUTIONS by CESSON

### ***Background***

SpecialCare is a home medical equipment provider serving all of San Diego County. Its goal is to provide quality, personalized service to the patient, caregiver, physician and health care team. SpecialCare offers services to neonates, children and adults, and it is available 24 hours a day, 7 days a week to support patients and referral sources.

SpecialCare maximizes independence and improves the quality of life for its clients by supplying all necessary home medical equipment and offering personalized training for the patient/caregiver.

### ***Vision***

The purpose of the survey is to analyze the attitude of discharge planners toward home medical equipment companies. Specifically, it takes a look at the value healthcare professionals (mostly discharge planners) place on hours of availability, geographic coverage and insurance acceptance of home medical equipment

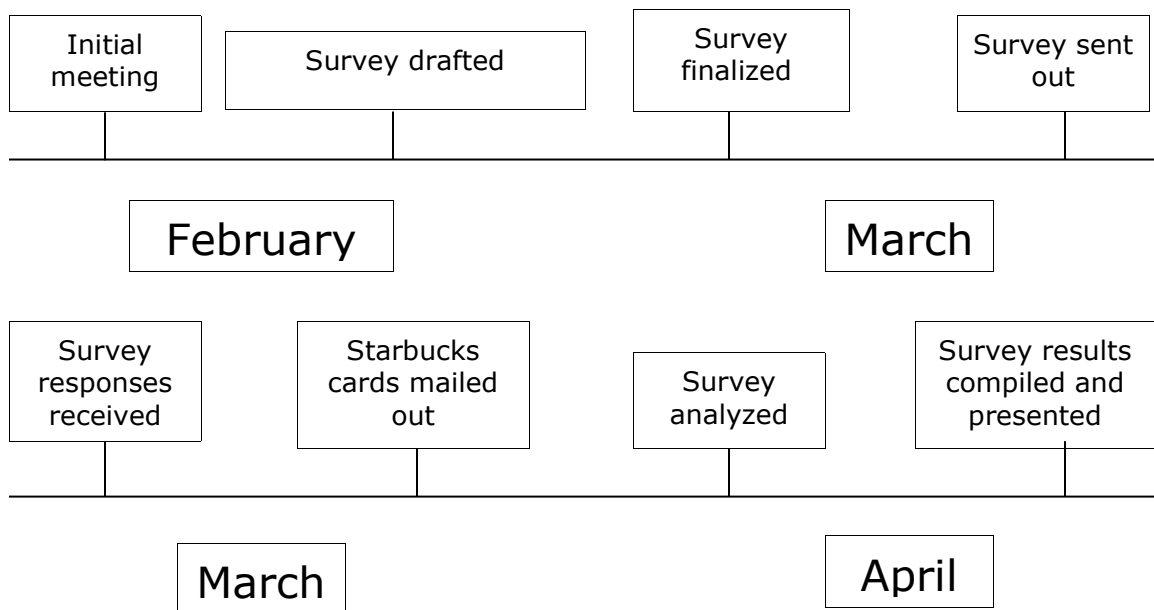
companies. Additionally, the survey narrows the competitive market of home medical equipment companies in San Diego County and determines which insurance companies are the dominant providers in the area.

Details:

- Send-out date: March 6, 2007
- Number successfully sent out: 114
- Returned: 46 (40.4% - well above average results)
- Sent to: Discharge planners around San Diego County
- Type: A two-page survey with eight questions, using scales and short-answer questions
- Incentive: \$10 Starbucks card was sent to respondents

**Delivery**

Timeline



MARKETING SOLUTIONS by CESSON understands that most people do not enjoy spending their time filling out surveys. This survey was, however, essential for learning more about the core competencies of SpecialCare and the needs and wants of the market. Because of this, MARKETING SOLUTIONS by CESSON focused on creating a survey that was informative and simple enough for healthcare professionals to complete in a short amount of time.

After a few drafts, MARKETING SOLUTIONS by CESSON and SpecialCare created a survey that would meet all parties' needs. The survey was worded so it was easy to understand, but the questions were poignant and meant to meet the criteria set out by SpecialCare. The questions were easy to answer because the survey was built using a mix of a five-point Likert scale and short-answer questions. The survey was designed to take no longer than five minutes to fill out.

While the survey covered subjects important to SpecialCare, the it also included topics of concern for healthcare professionals, making it meaningful for both parties. By presenting home health care issues that affect the surveyor and the respondent, the respondent is more likely to feel involved and to fill out the survey. In addition, a \$10 Starbucks card was offered as an incentive to all those who completed the survey.

### **Results**

As a result of MARKETING SOLUTIONS by CESSON's careful wording, formatting and incentives, this survey saw a 40.4% response rate. This is an outstanding response, particularly given the audience of healthcare professionals, who are some of the busiest individuals with the least amount of time to complete tasks outside of their day-to-day activities. The response rate is well above the expected 20%.

Encouraged its success, MARKETING SOLUTIONS by CESSON began analyzing the responses. Because of the excellent response rate, the agency was able to ensure the validity of the responses and determine clear trends for the needs, opinions and satisfaction levels of health care professionals.

The goals set early on with SpecialCare were achieved. The opinion/satisfaction question revealed the importance health care professionals place on hours of availability, geographic coverage and the levels of insurance acceptance among home medical equipment companies. In addition, by asking which insurance companies patients most frequently use, it became obvious which insurers were the dominant players. Finally, by listing the main home medical equipment companies and leaving a space for "others," MARKETING SOLUTIONS by CESSON learned who SpecialCare's main competitors were. Opinion questions were asked in reference to why certain home medical equipment companies are used over others, which again showed SpecialCare which attributes health care professionals found most important among home medical equipment companies.

By reviewing the analysis prepared by MARKETING SOLUTIONS by CESSON, SpecialCare can now better serve its clientele and know which aspects of its business should be focal points in the future.