



2020 Customer Satisfaction Survey Analysis

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Prepared for:
**Southwest Michigan
Behavioral Health**

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Contents

MHSIP.....	3
Consumer satisfaction ratings.....	4
Consumer access ratings.....	7
Consumer quality/appropriateness ratings.....	10
Consumer participation in treatment ratings.....	12
Consumer outcomes ratings.....	14
Consumer functioning ratings.....	16
Consumer social connectedness ratings.....	18
Overall consumer results by construct by year.....	20
Overall consumer results by county.....	22
Opportunities for improvement from comments....	31

YSS.....	33
Youth consumer appropriateness ratings.....	34
Youth access ratings.....	37
Parental access to services for youth ratings.....	39
Youth Cultural sensitivity ratings.....	41
Youth outcome ratings.....	43
Parental social connectedness ratings.....	45
Overall youth results by construct by year.....	47
Overall youth results by county.....	46
Opportunities for improvement from comments.....	58

Survey Diagnostics & Recommendations.....	60
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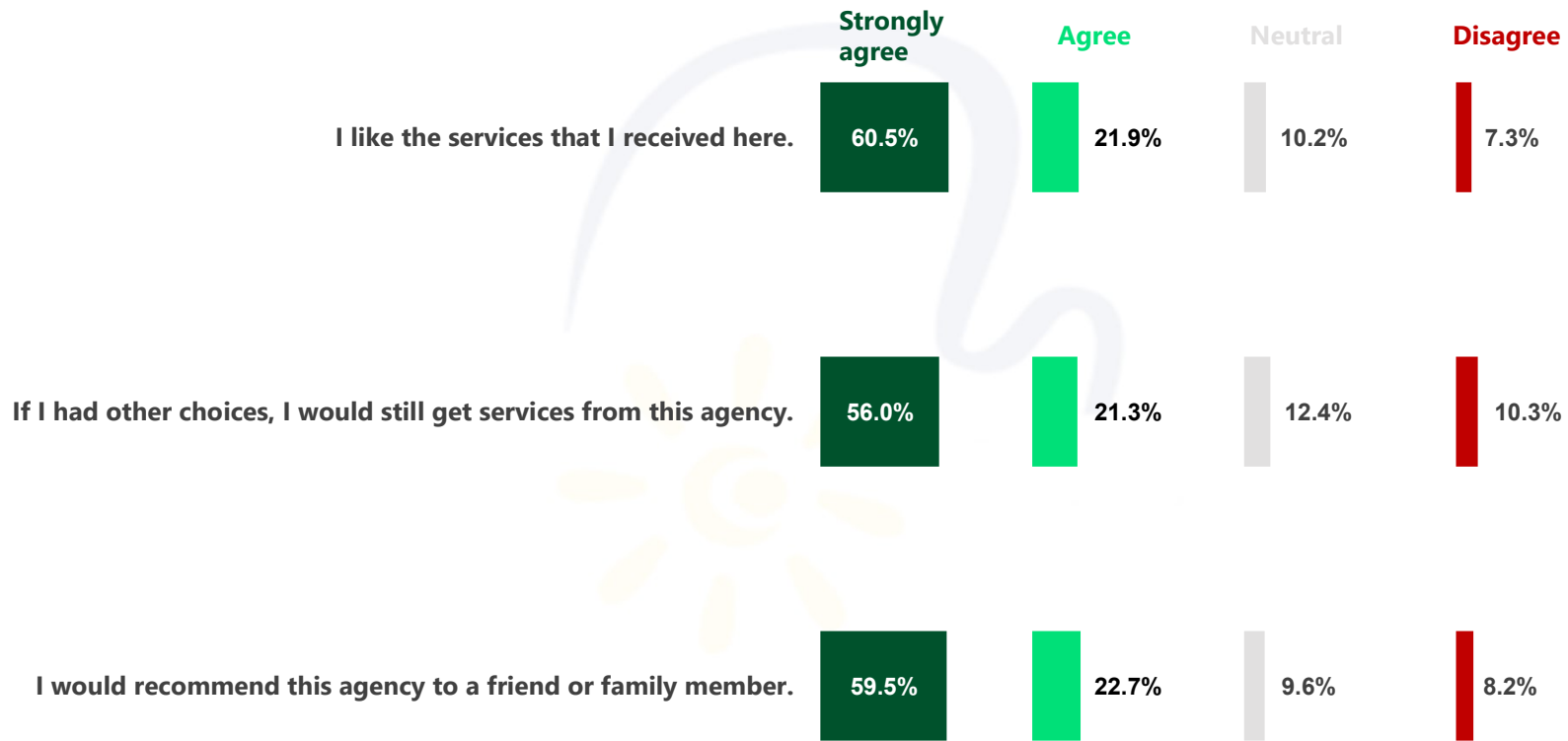


Mental Health Statistics Improvement Plan (MHSIP) 2020

Sample size: 1,243

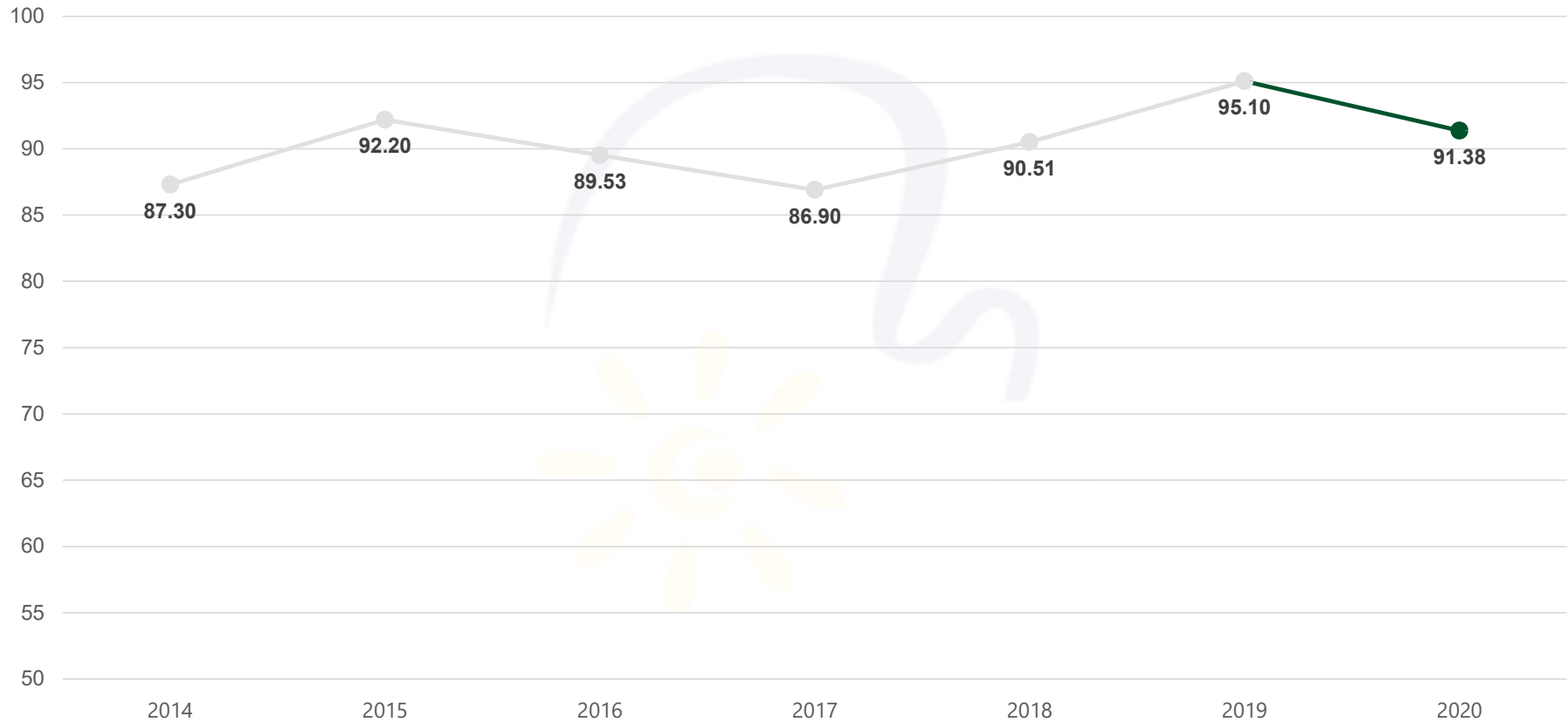
General CMHSP satisfaction was consistent across all items

And positive – a majority of MHSIP respondents **strongly agreed** with each item measuring satisfaction



General CMHSP satisfaction **dropped slightly** in 2020

Percentage in agreement for the Satisfaction construct (Q1-Q3) of the MHSIP



Consumers had life-changing accounts of benefit from their CMHSPs

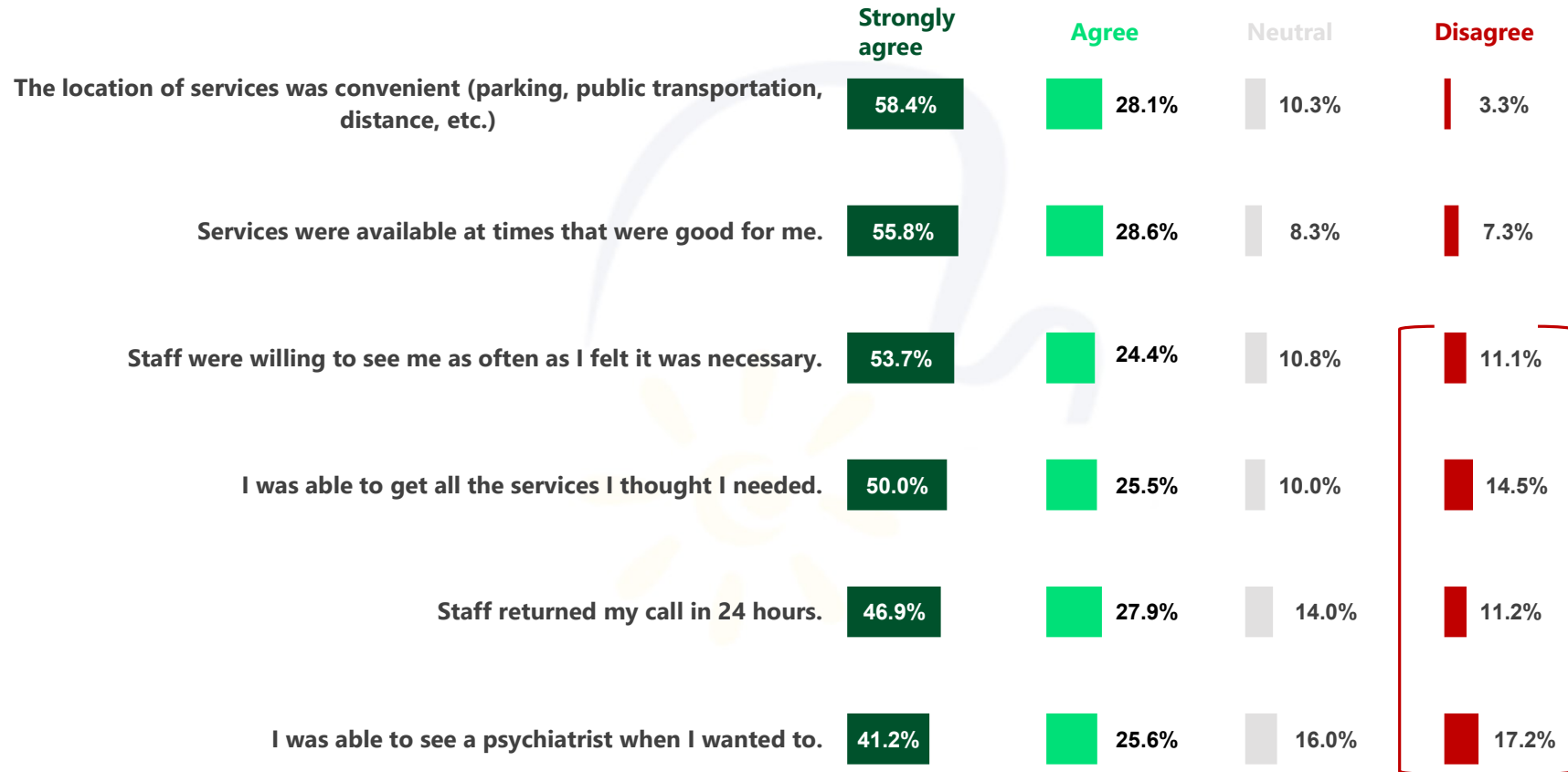
“Without my caseworker I **would not be here** today.”

“Thank you guys for **being there** and **supporting me** and **uplifting me** and allow me to move forward dealing with PTSD and the struggles and issues that I have in my day to day life.”

“I just wanted to say that everyone I've ever worked with, who has **saved my life** in more ways than one. I'm incredibly grateful for, for everything that these services have done for me that I never would have gotten, **I would have been dead by now**, I would have jumped off a bridge. So I'm so **incredibly thankful** for these programs. I never in my entire life thought these things would exist where **people actually care about somebody else**. I didn't even think, you know, I didn't think anybody cared enough. I didn't think there was such a thing. So these programs really saved my life, the medications, the therapy, these are things I would never normally be able to get. There's no way living on disability, to pay for these things by yourself. You know, I never would have been able to apply and been in a safer space where I could afford food, or, you know, at home - I can afford to call my own. So I'm **so incredibly grateful** for these programs and the people that run them. I'm so incredibly thankful for everything you guys do. I'm so thankful. And I wish that I was better skilled at communication to tell them face to face. But I am so thankful for everything that they've done for me for everything they continue to do for me. And for all this forgiveness in their hearts for every missed appointment that my memory doesn't quite let me remember. I'm very grateful to everyone. Thank you so much. **You're real miracle workers.**”

Consumer access to staff was a detractor for access ratings

Items related to accessibility of staff received the highest **disagreement** ratings for the MHSIP



Consumer access to services **decreased slightly** in 2020

Percentage in agreement for the Access construct (Q4-Q9) of the MHSIP; third consecutive year of decline



Dissatisfied consumers mentioned understaffing/overcommitment as a potential explanation for lower access ratings

"I'd like to see **more therapists available** for the community, also psychiatrists. My husband has been **waiting since May** of this year to see a psychiatrist."

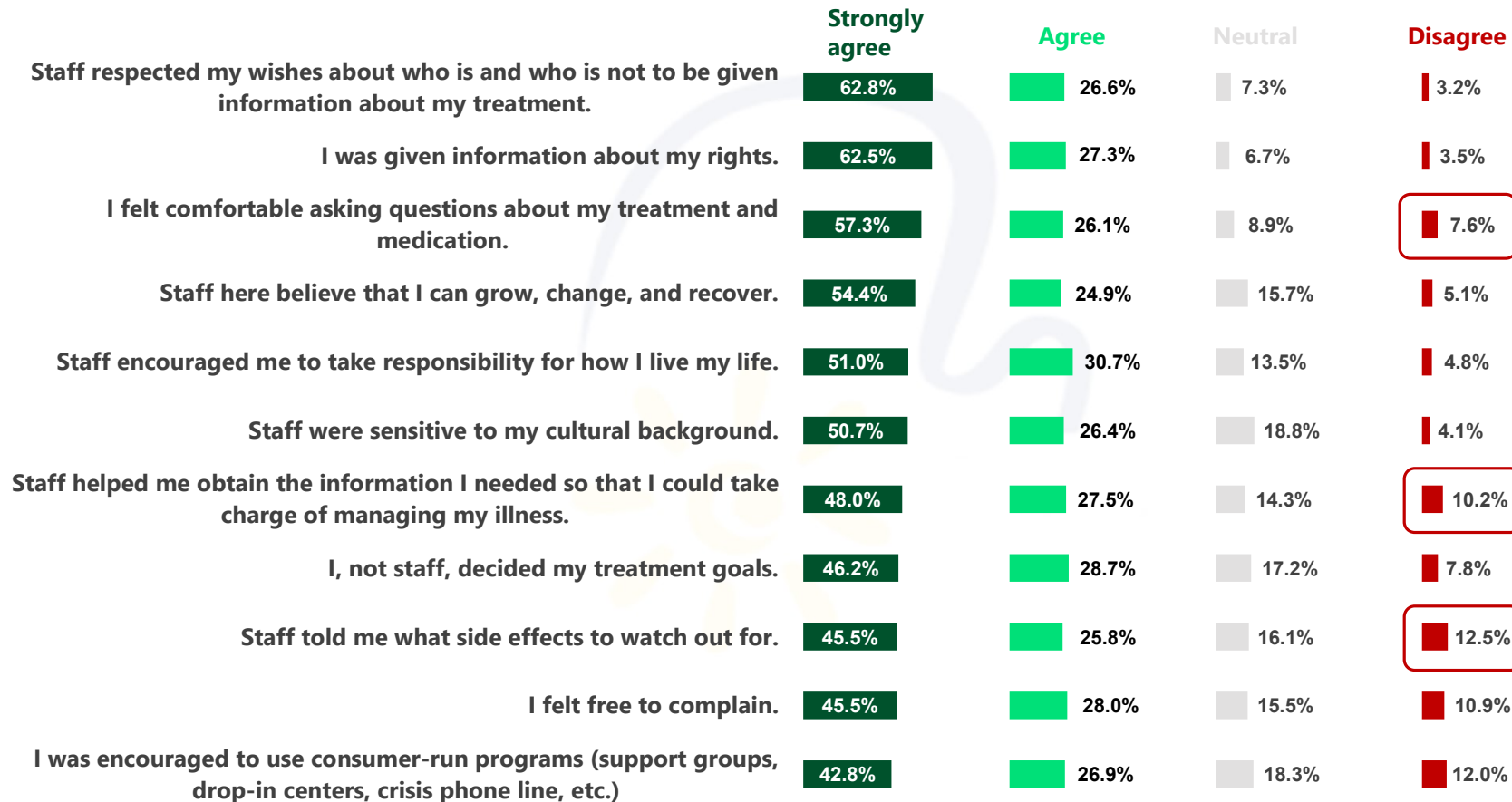
"Staff committed to help me get documentation I needed to keep my job. However when it came time to do that, **they refused to do so** which cost me my job and **they seem to not care.**"

"With COVID I understand that appointments have been pushed to virtual appointments to telephone appointments and stuff like that. However, **my counselor never followed up**. He was **two hours late** every appointment so I stopped scheduling with him and he never followed up. I was **very disappointed** in my service."

"I was told I would be contacted. After I received no call, I set up several phone appointments, I had to reschedule a couple times. But when I stuck to the appointment all of them were cancelled. **I have never spoken to my new therapist.**"

Medication guidance a detractor for quality/appropriateness

Items related to medication instructions received relatively high **disagreement** ratings for the MHSIP



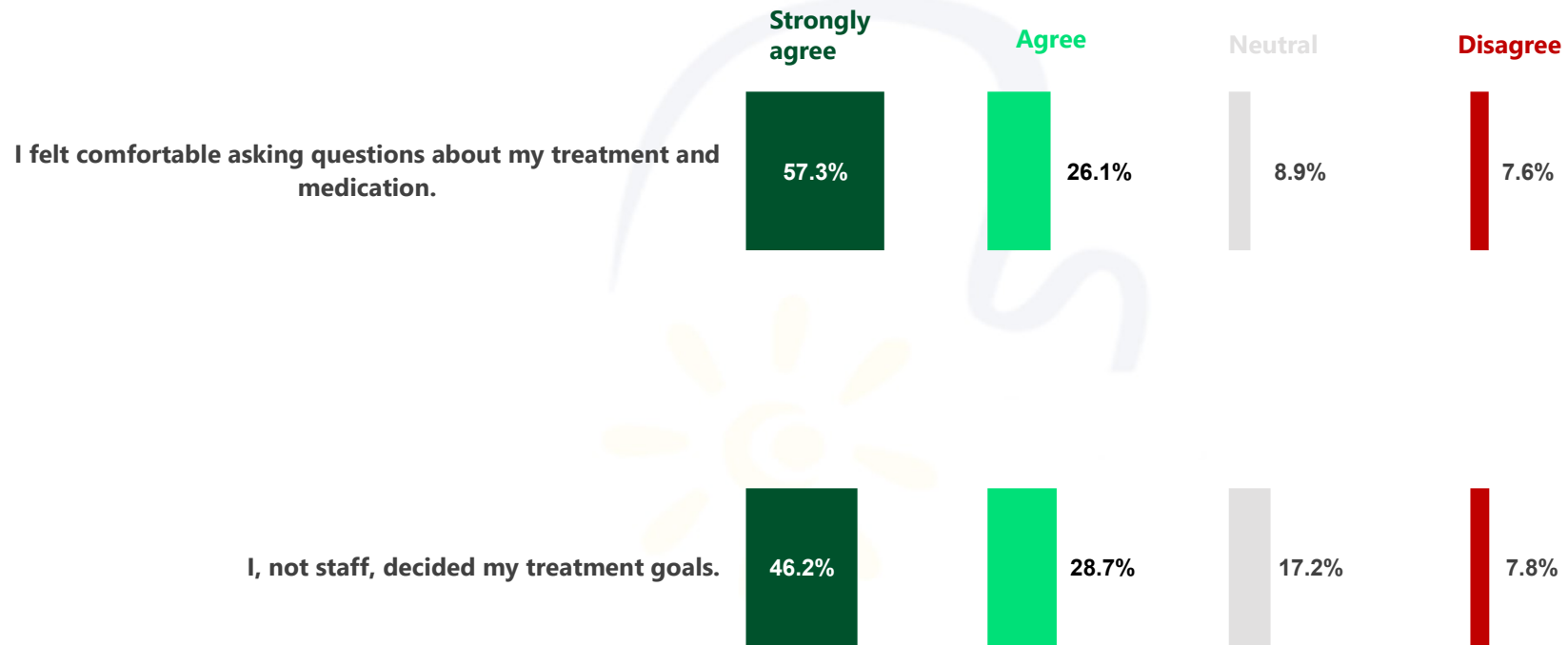
Quality/appropriateness of services **dropped slightly** in 2020

Percentage in agreement for the Quality/Appropriateness construct (Q10-Q20) of the MHSIP



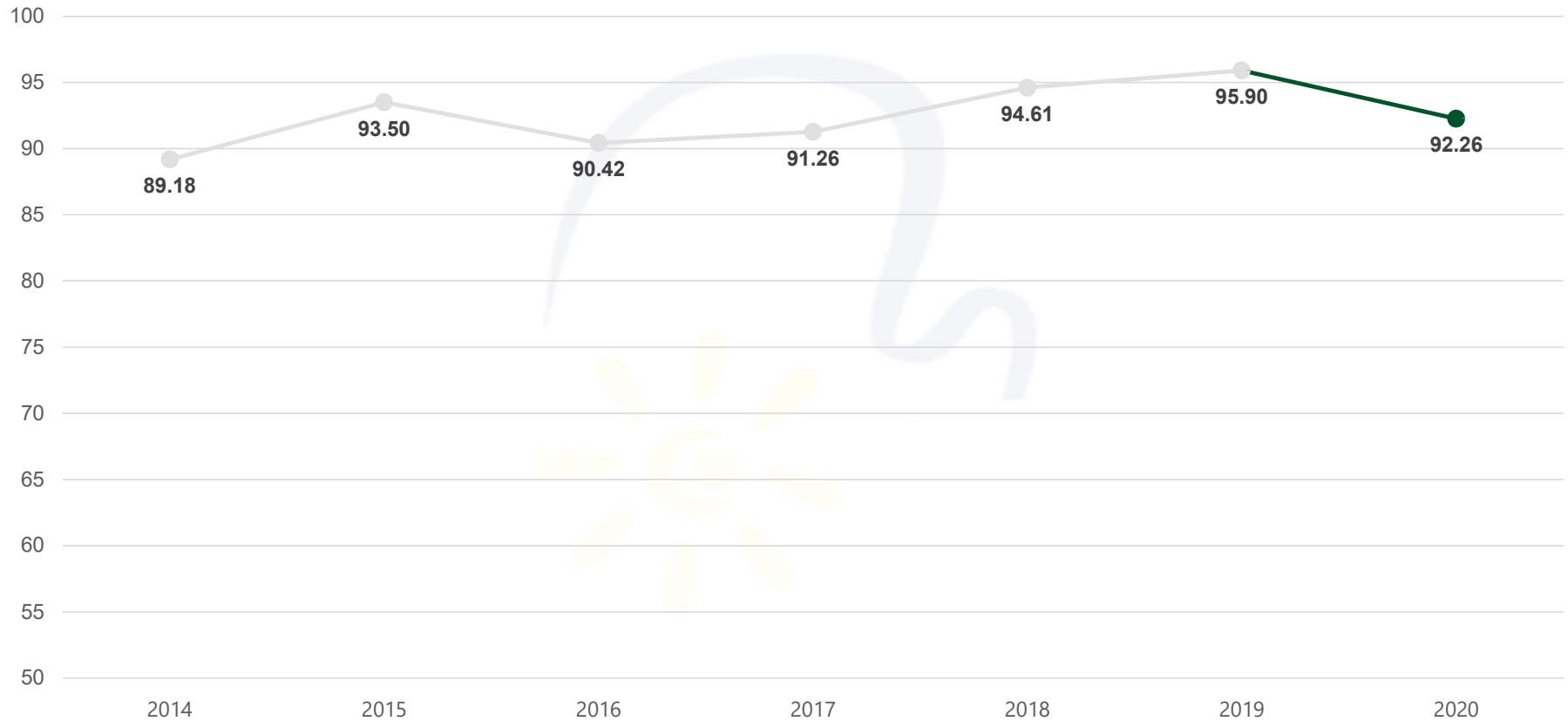
Consumers stated strong participation in treatment

MHSIP items showed consistently low **disagreement** ratings, signaling strong participation



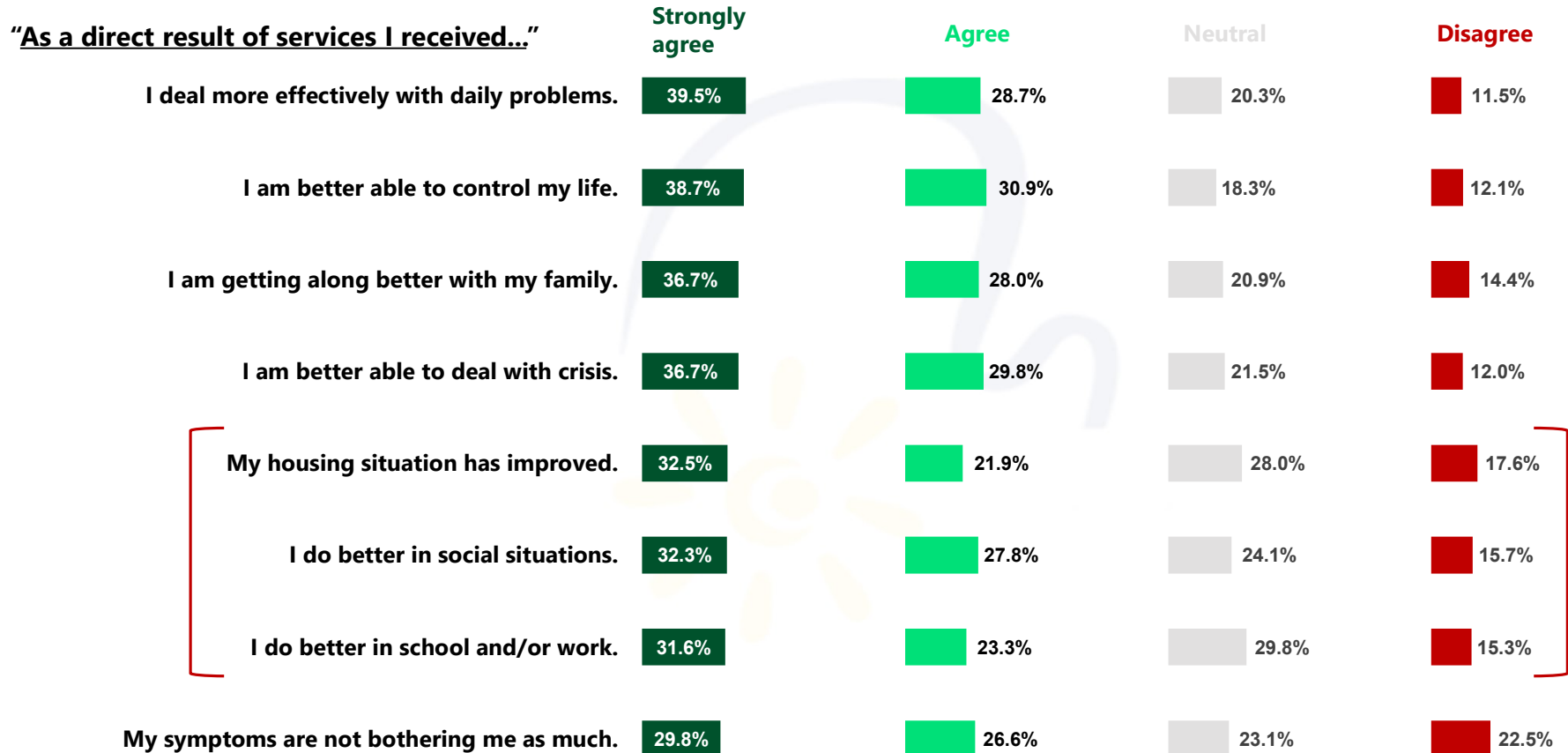
Consumer participation in treatment **dropped slightly** in 2020

Percentage in agreement for the Participation construct (Q11 & Q17) of the MHSIP



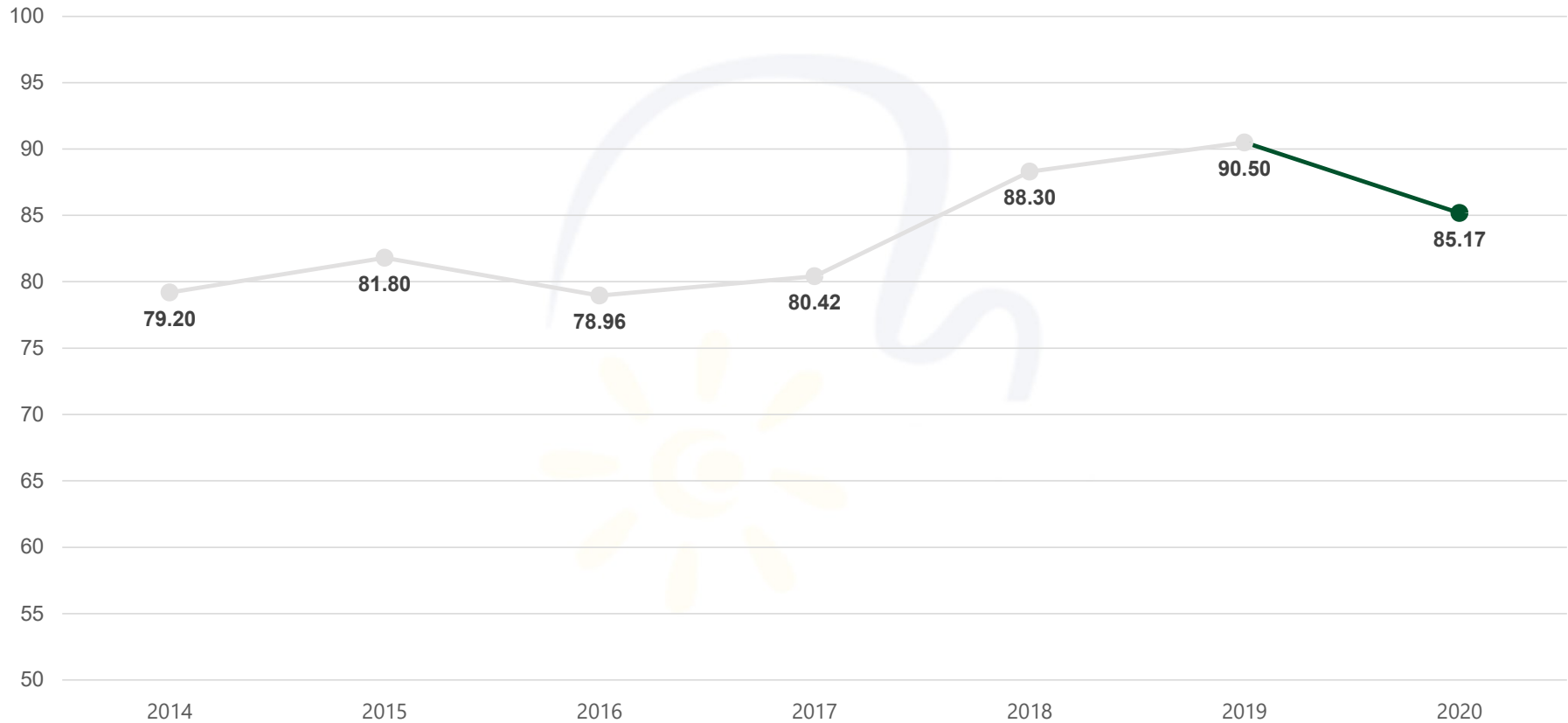
Consumer outcomes relatively consistent across all items

Disagreement ratings perhaps impacted by the coronavirus pandemic and social determinants of health



Consumer outcomes **dropped** for the first time since 2016

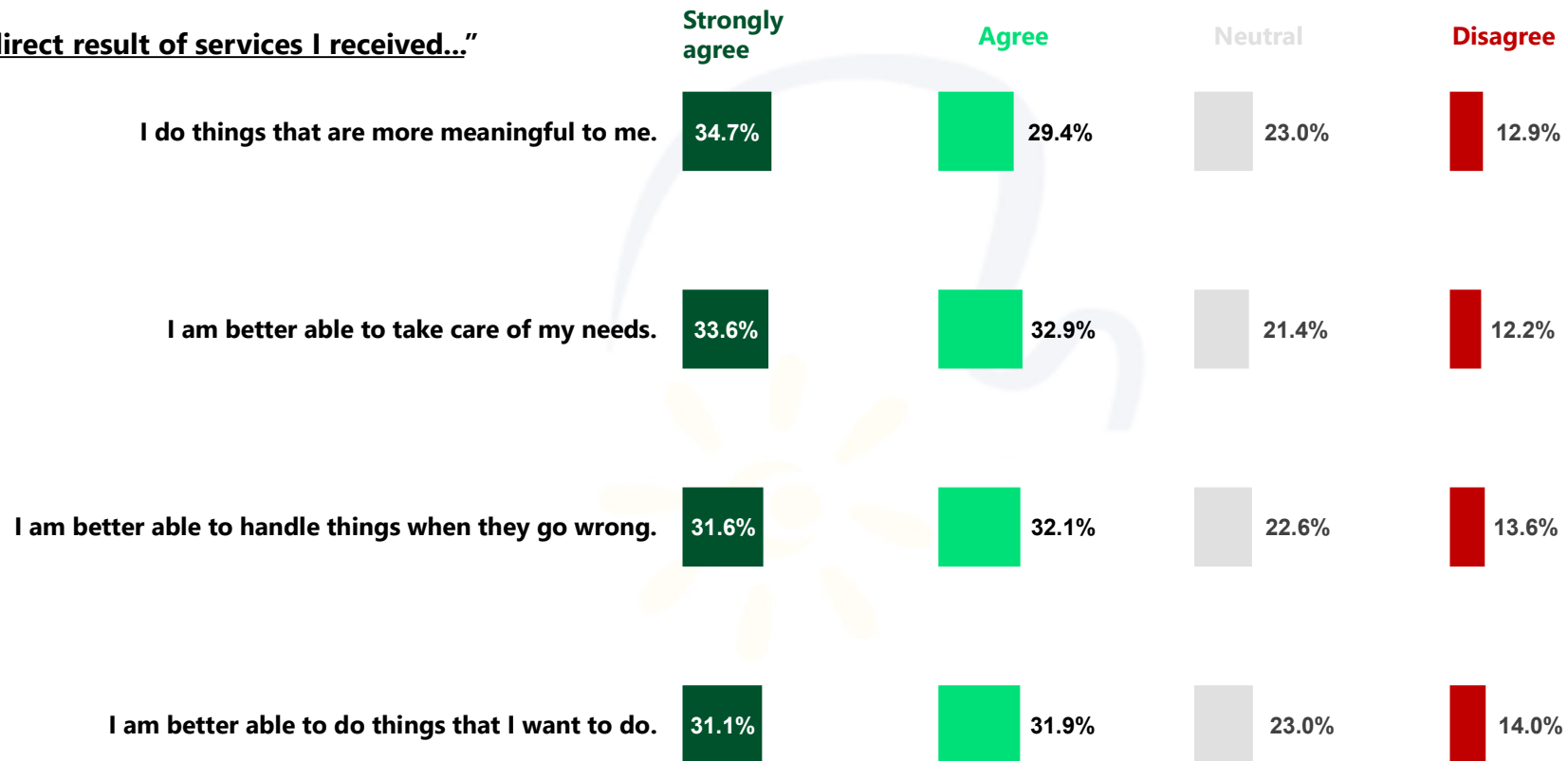
Percentage in agreement for the Outcome construct (Q21-Q28) of the MHSIP



Consumer improved functioning consistent across all items

Around one third of consumers **strongly agreed** that services led to improved functioning

"As a direct result of services I received..."



Consumer functioning ratings **slightly improved in 2020**

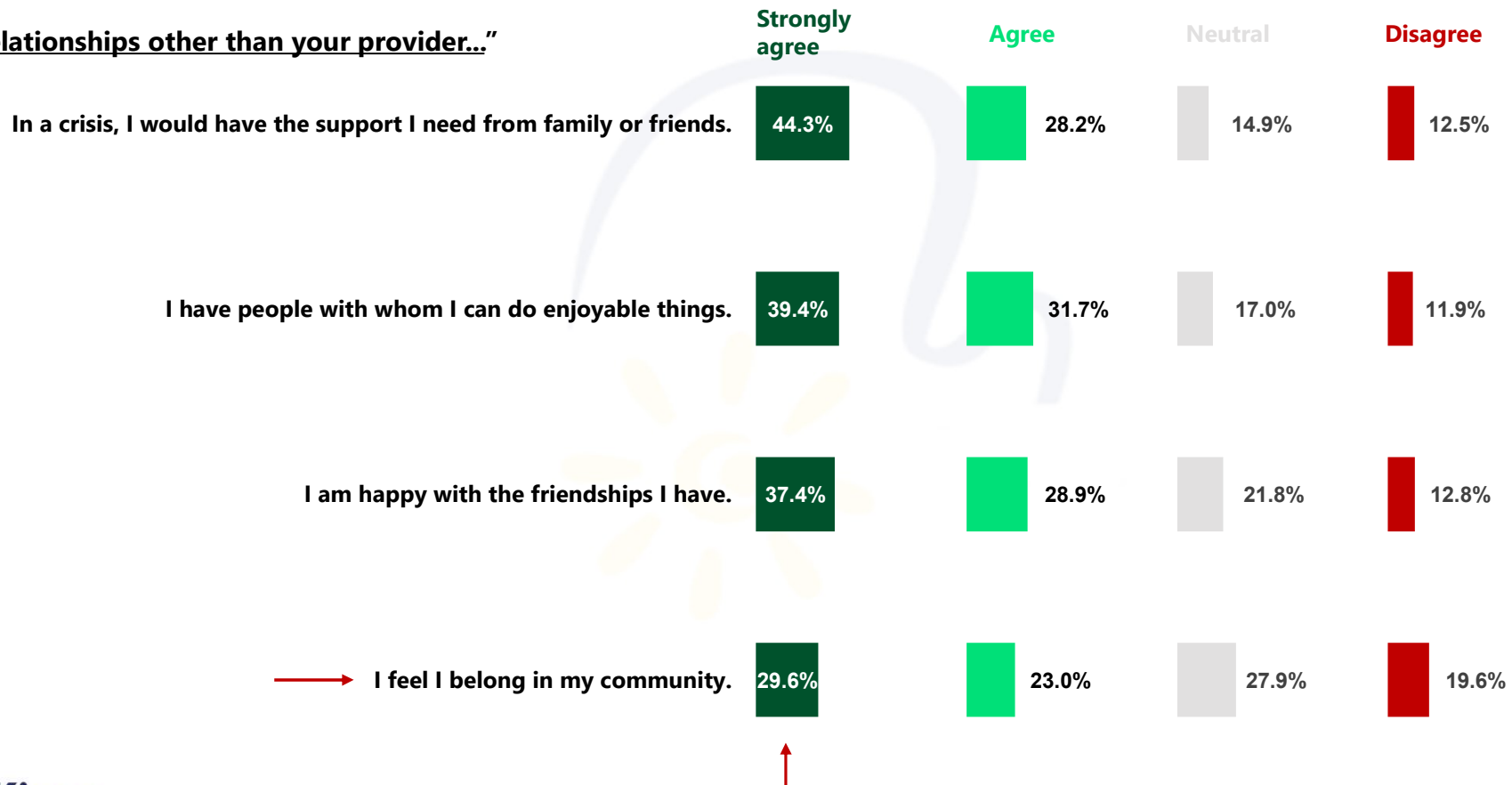
Percentage in agreement for the Functioning construct (Q29-Q32) of the MHSIP



Consumer social connectedness weakest of all constructs

Feeling belonging in community had the lowest percentage that **strongly agreed** among all MHSIP items

"For relationships other than your provider..."



Social connectedness ratings **decreased** to an all-time low

Percentage in agreement for the Social Connectedness construct (Q33-Q36) of the MHSIP



Overall, scores were lower across all constructs in 2020

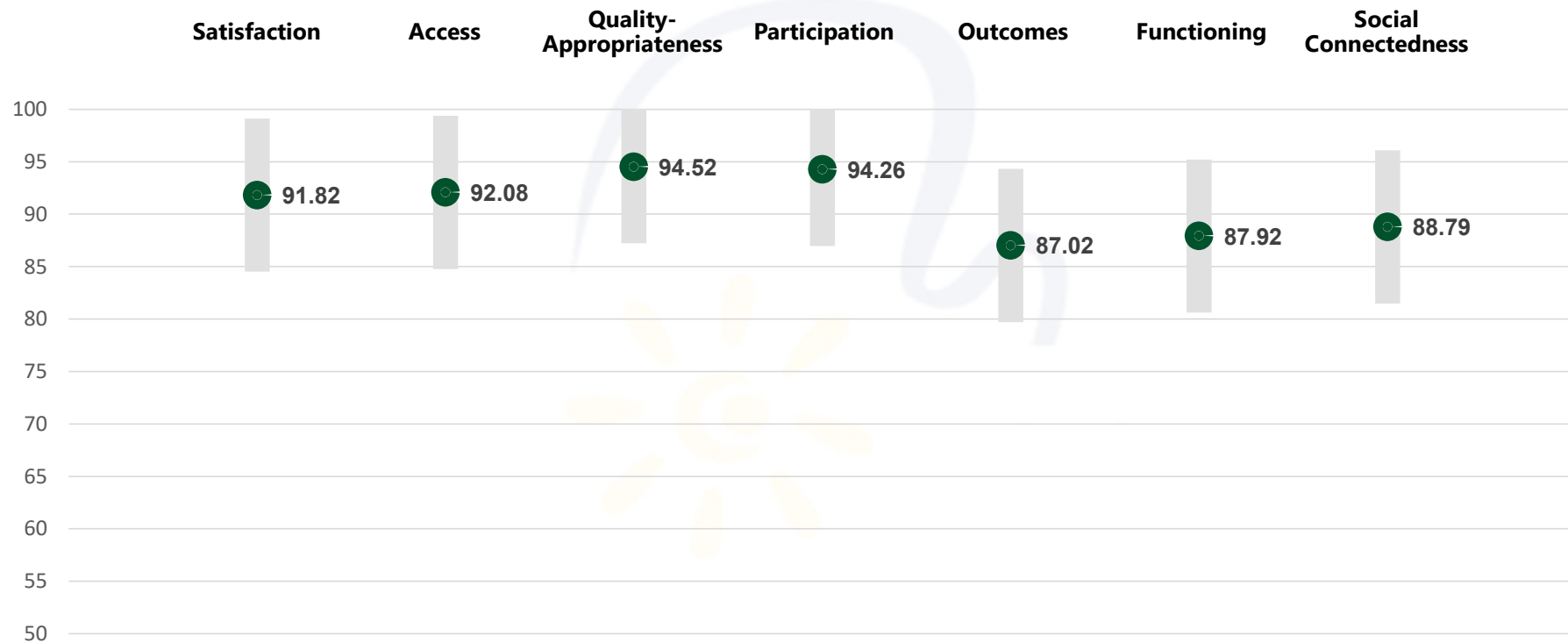
MHSIP scores by year across each construct show that 2020 broke the trend of consecutive yearly improvement for most of the categories



Barry County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

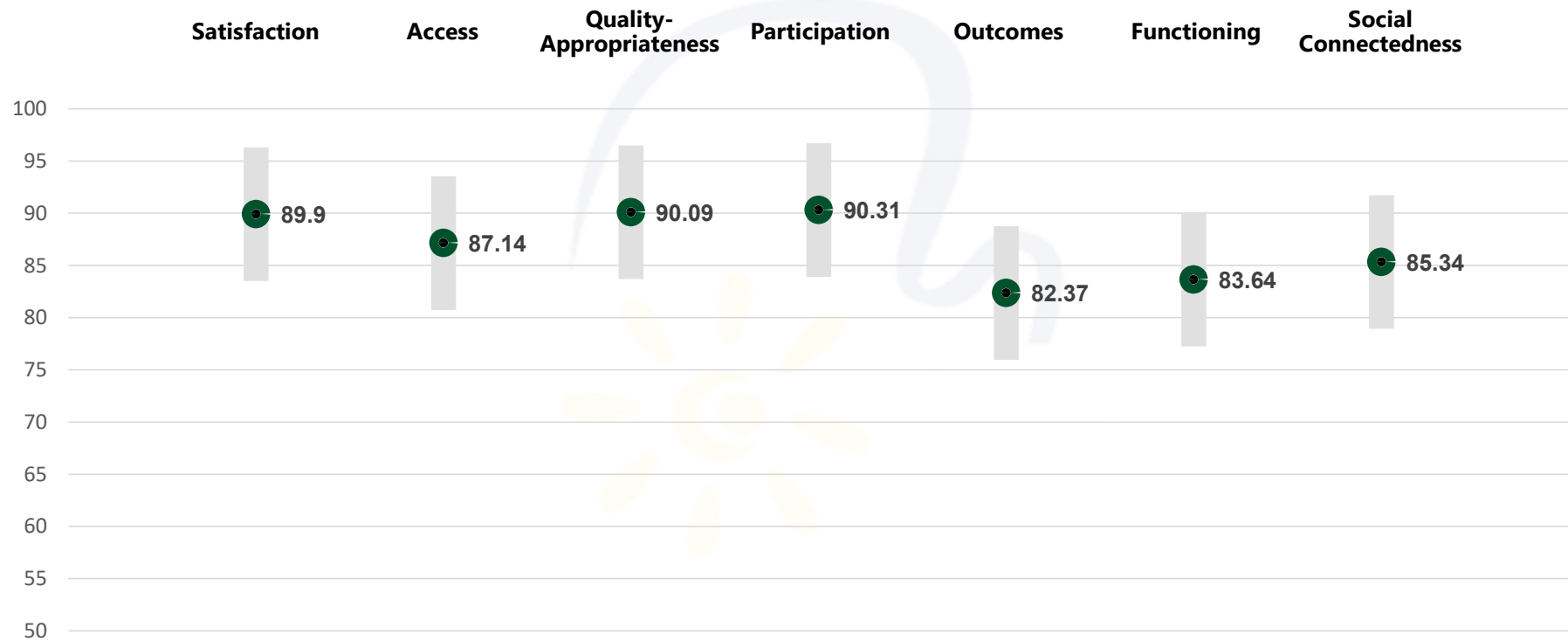


*margin of error for Barry: ± 7.3 pts
n = 127

Berrien County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)



Branch County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)



Calhoun County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

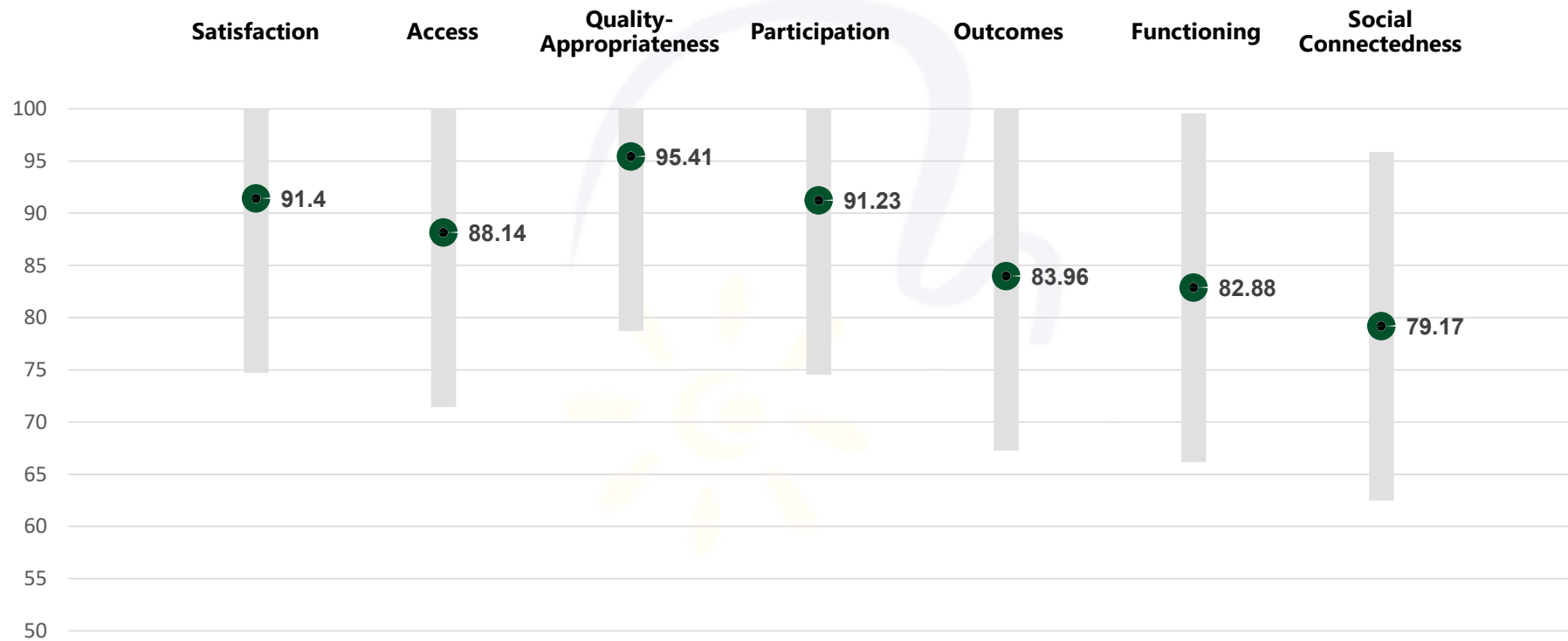


*margin of error for Calhoun: ± 6.3 pts
n = 218

Cass County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

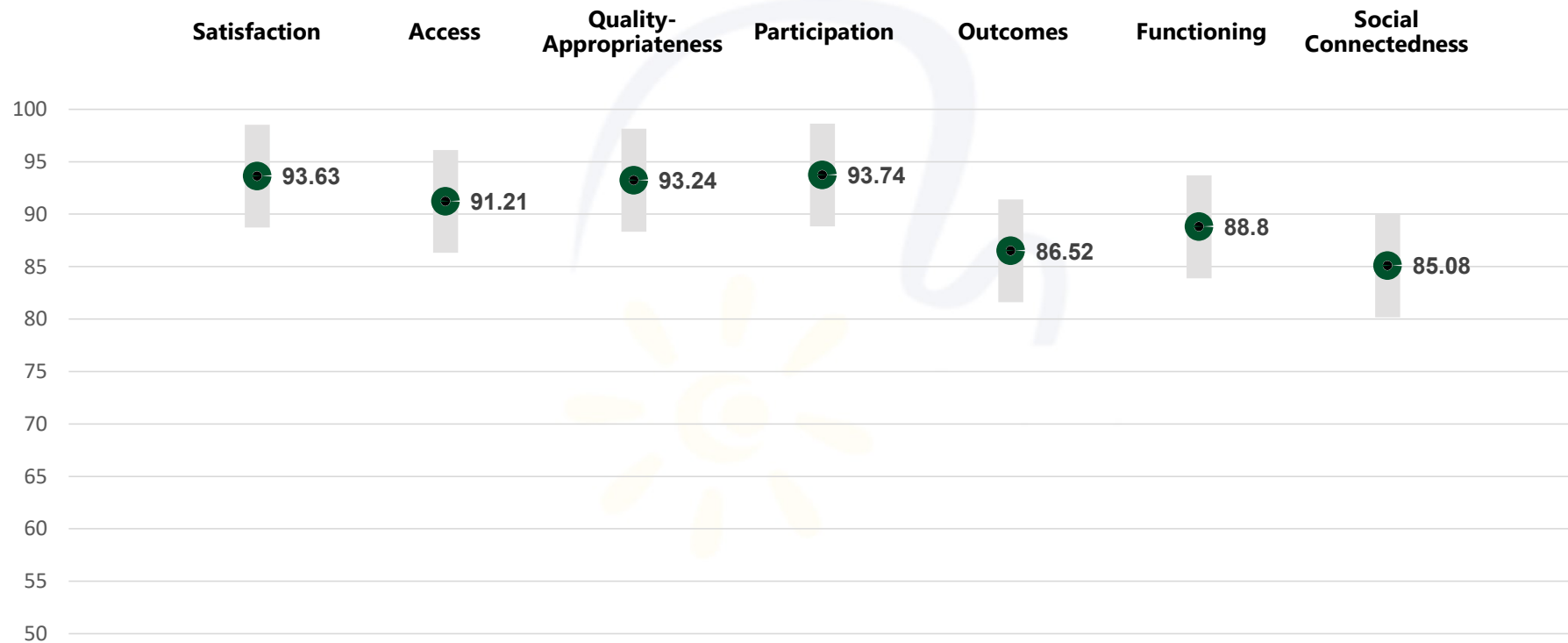


*margin of error for Cass: ± 16.7 pts
n = 31

Kalamazoo County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)



*margin of error for Kalamazoo: ± 4.9 pts
n = 359

St. Joseph County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)



*margin of error for St. Joseph: ± 9.3 pts
n = 99

Van Buren County: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

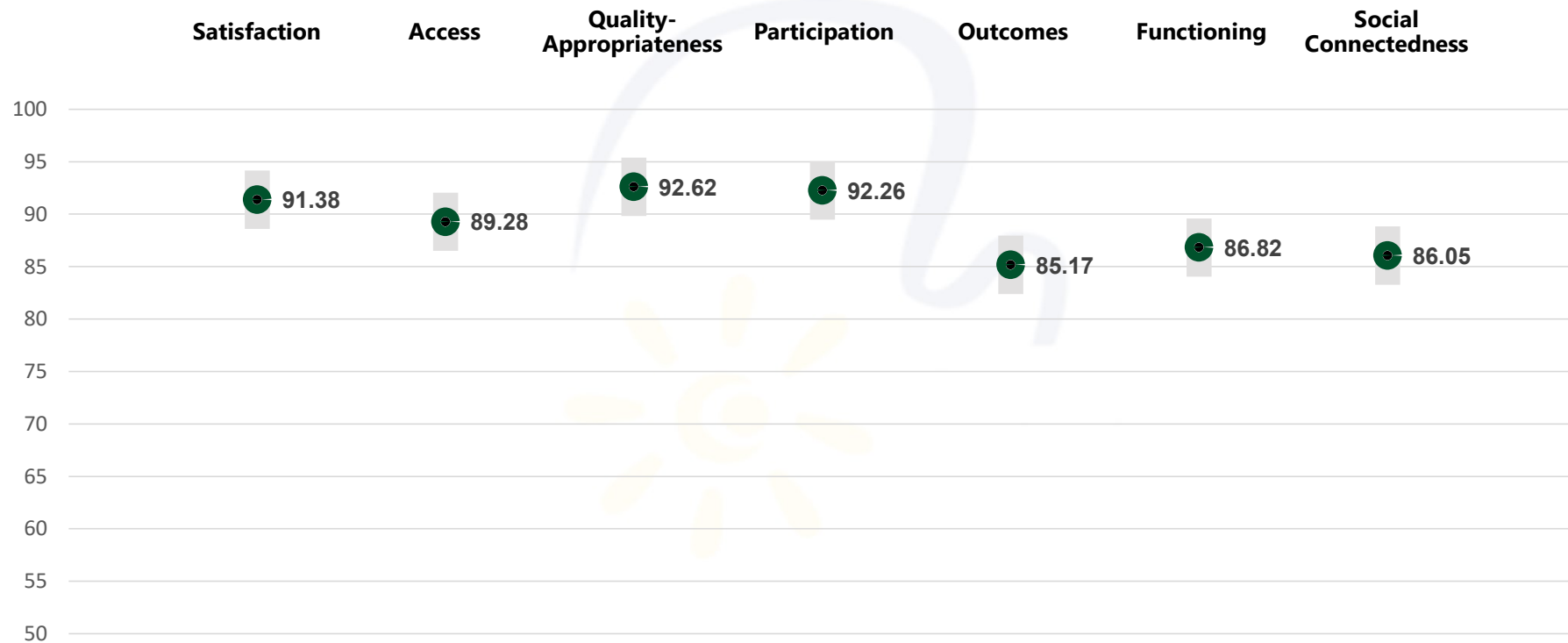


*margin of error for Van Buren: ± 8.7 pts
n = 110

All SWMBH CMHSPs: 2020 MHSIP scores by construct

Black denotes the percentage in agreement for that construct's items

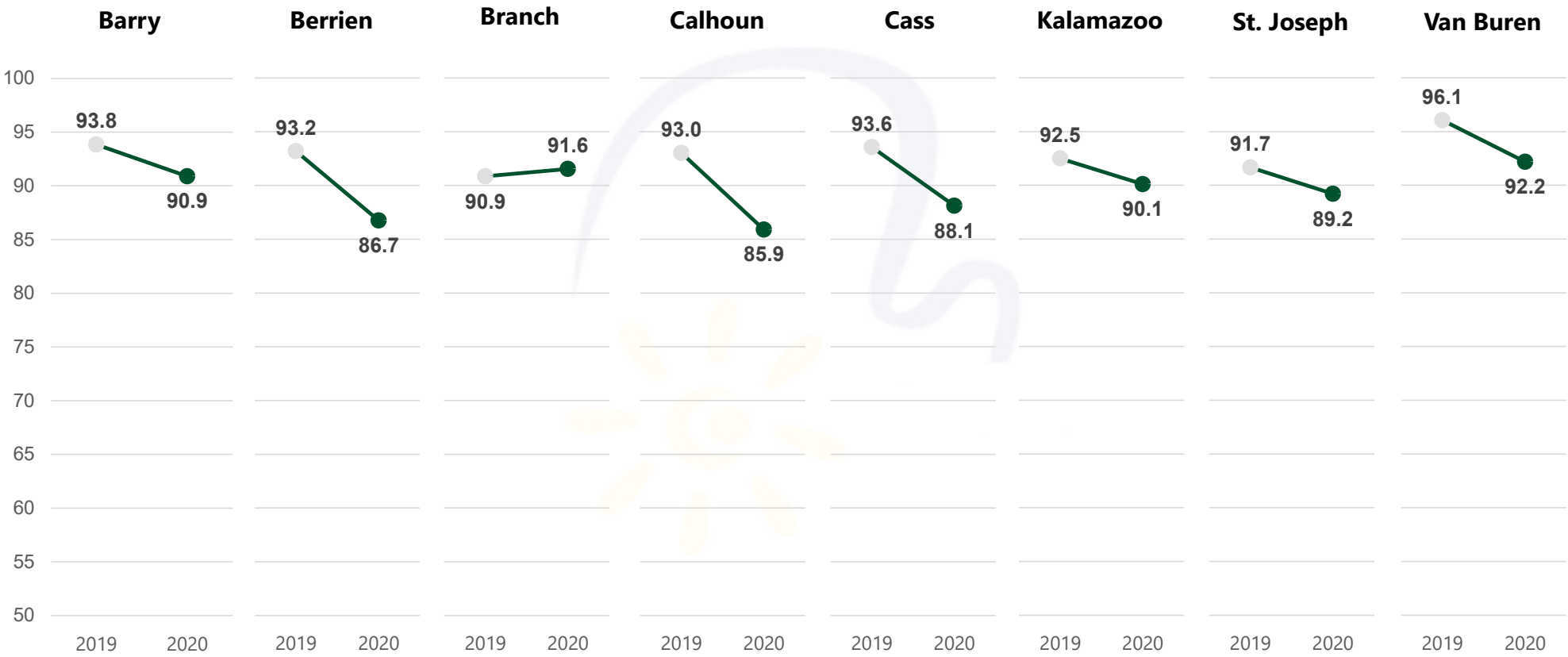
Gray bars denote the likely range where the true percentage for all SWMBH consumers might lie (i.e., margin of error*)



*margin of error for all CMHSPs: ± 2.8 pts
n = 1243

Overall, scores at each CMHSP were lower than in 2019

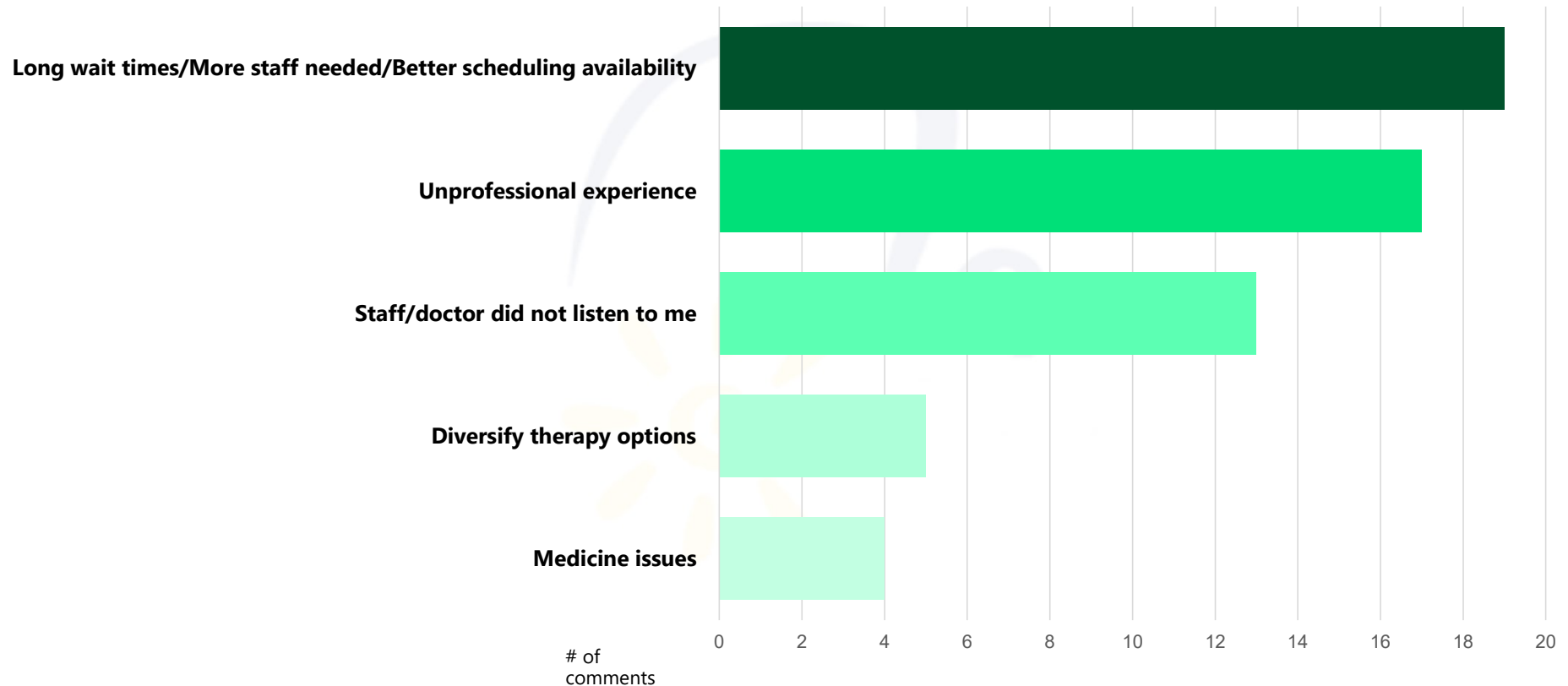
MHSIP scores by year across each county show slightly lower scores for nearly every CMHSP



NOTE: it should be stressed that changes at the county level are *not statistically significant* and are very susceptible to year-to-year variance due to small sample sizes

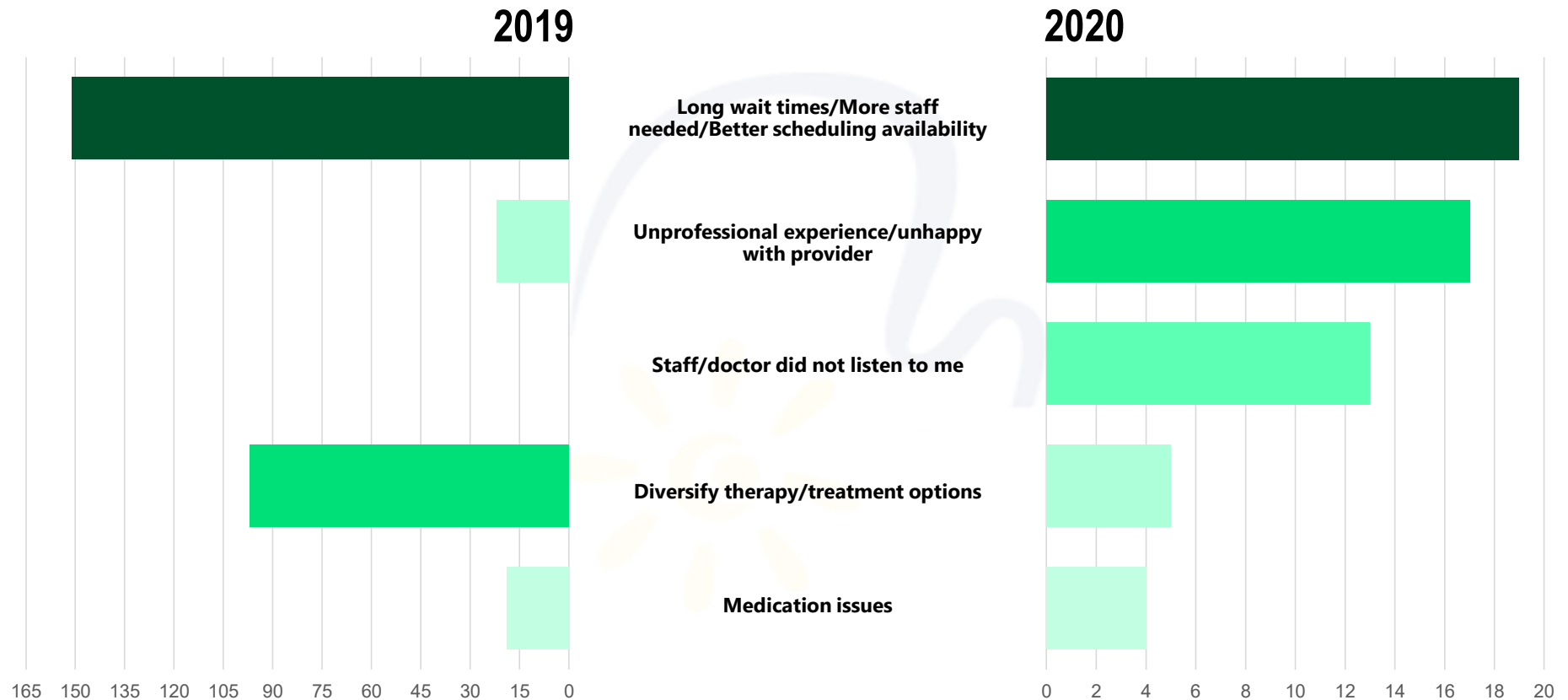
Opportunities for improvement in staffing, professionalism

Of respondents to the MHSIP who were dissatisfied with services, reasons included long wait times, understaffed sites, & unprofessional experiences



Consumer feedback on services similar from 2019 to 2020

The biggest piece of feedback from consumers was once again to have more staff and better availability



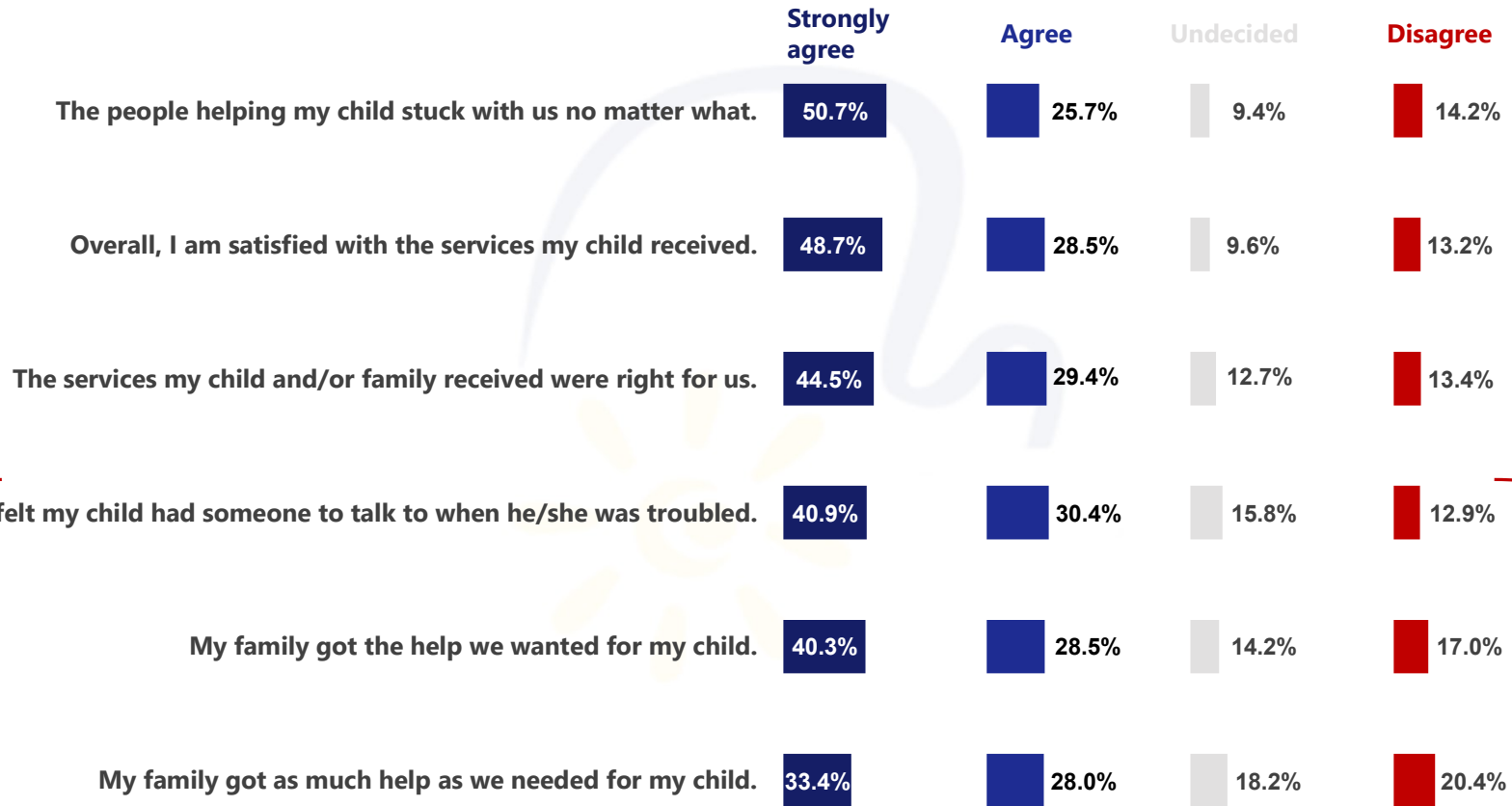


Youth Services Survey for Families (YSS) 2020

Sample size: 425

CMHSP appropriateness hindered by access to staff

YSS items relating to staff availability and amount of help received got lowest **strongly agree** ratings



General CMHSP appropriateness **held steady** in 2020

Percentage in agreement for the Appropriateness construct (Q1, Q4, Q5, Q7, Q10, Q11) of the YSS



Positive highlights from the YSS comments section

“The counselor can come to my house and she works with all my kids, instead of just the one that needed the help. So then the **family can work together**, instead of there only been one child getting the help **all of us get the help.**”

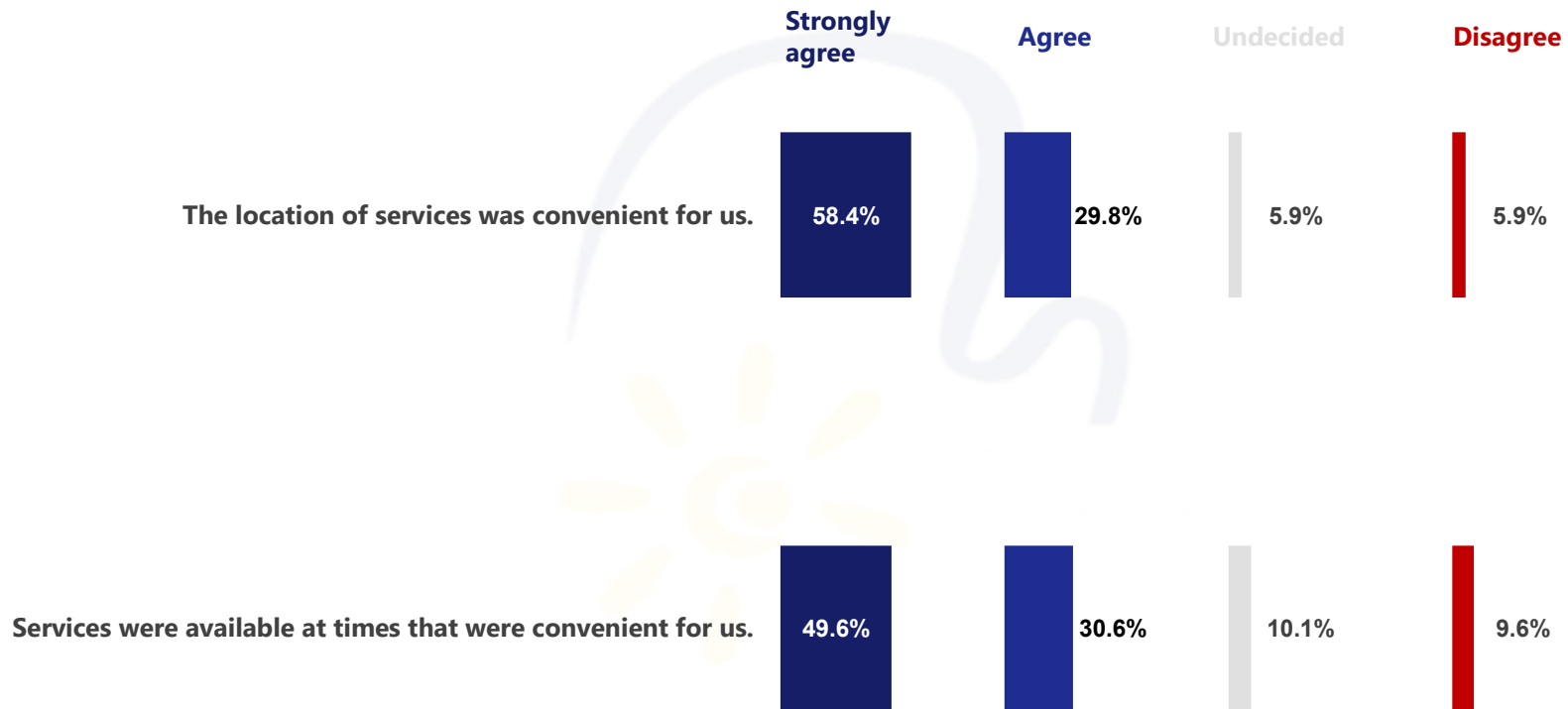
“**Not only** has it helped my daughter, but **it's helping me too** just having her worker in our life. I ask her for advice and vent to her myself.”

“I think one of the best things is, we have a group of really great people helping all the time. They're all personable, they're all nice. My **granddaughter is just so happy when they come** - and she's known a lot of different teachers because they change them all sometimes. But she always gets another good one...So yeah, and they come out and talk about **loving time**, which is **true Riverwood**. And, you know, I like I said, she's building confidence every day. So thank you.”

“That no matter the struggle or success we always have you guys to **help us along the way to keep us moving forward**. We appreciate everything.”

Access ratings demonstrate strong results

Around half of respondents **strongly agreed** that services were convenient for their family, very few disagreed



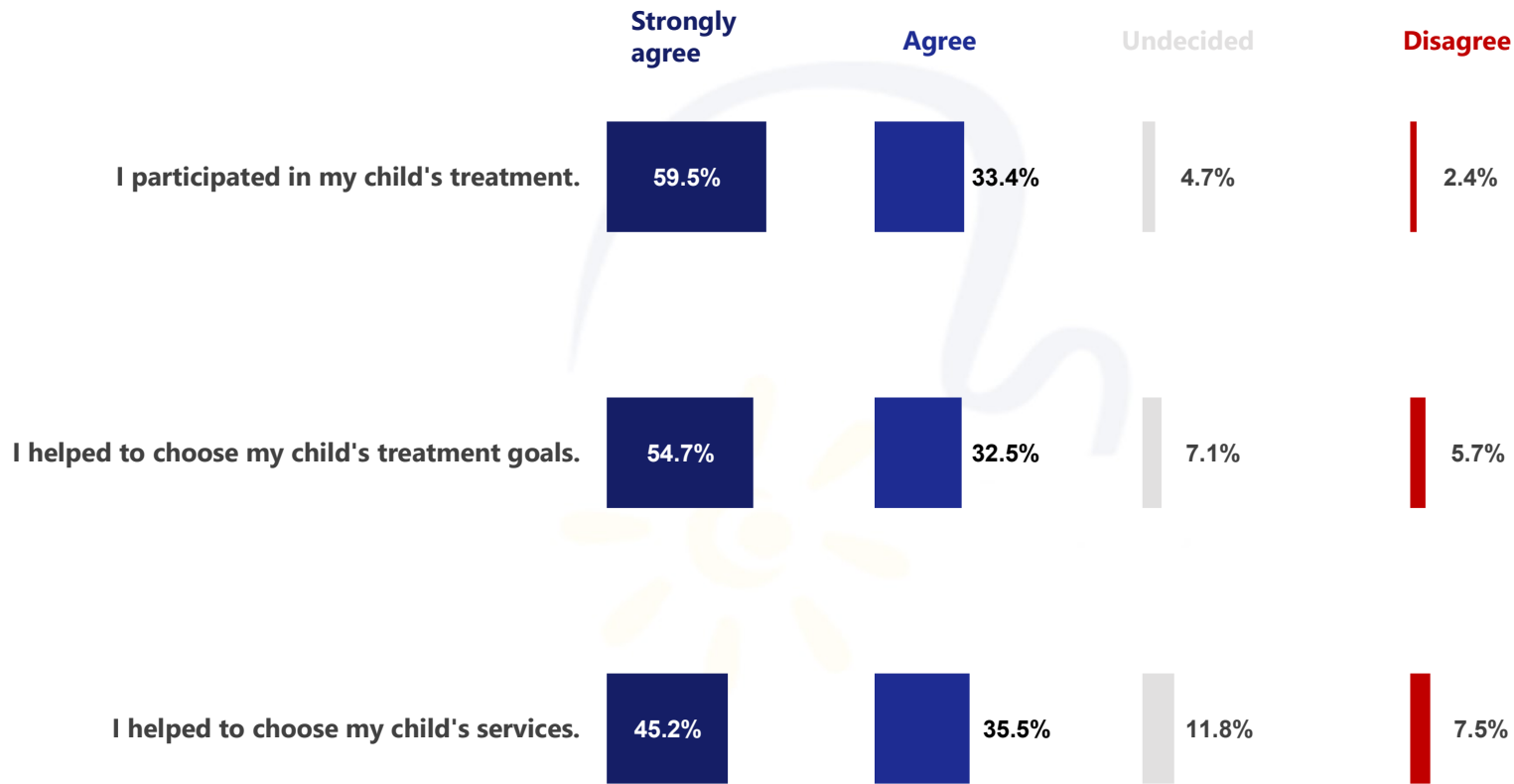
Ratings of access to services **held steady** in 2020

Percentage in agreement for the Access construct (Q8, Q9) of the YSS



Parents mostly felt very involved with their child's services

YSS items measuring parental involvement in childrens' services received incredibly low **disagreement** ratings



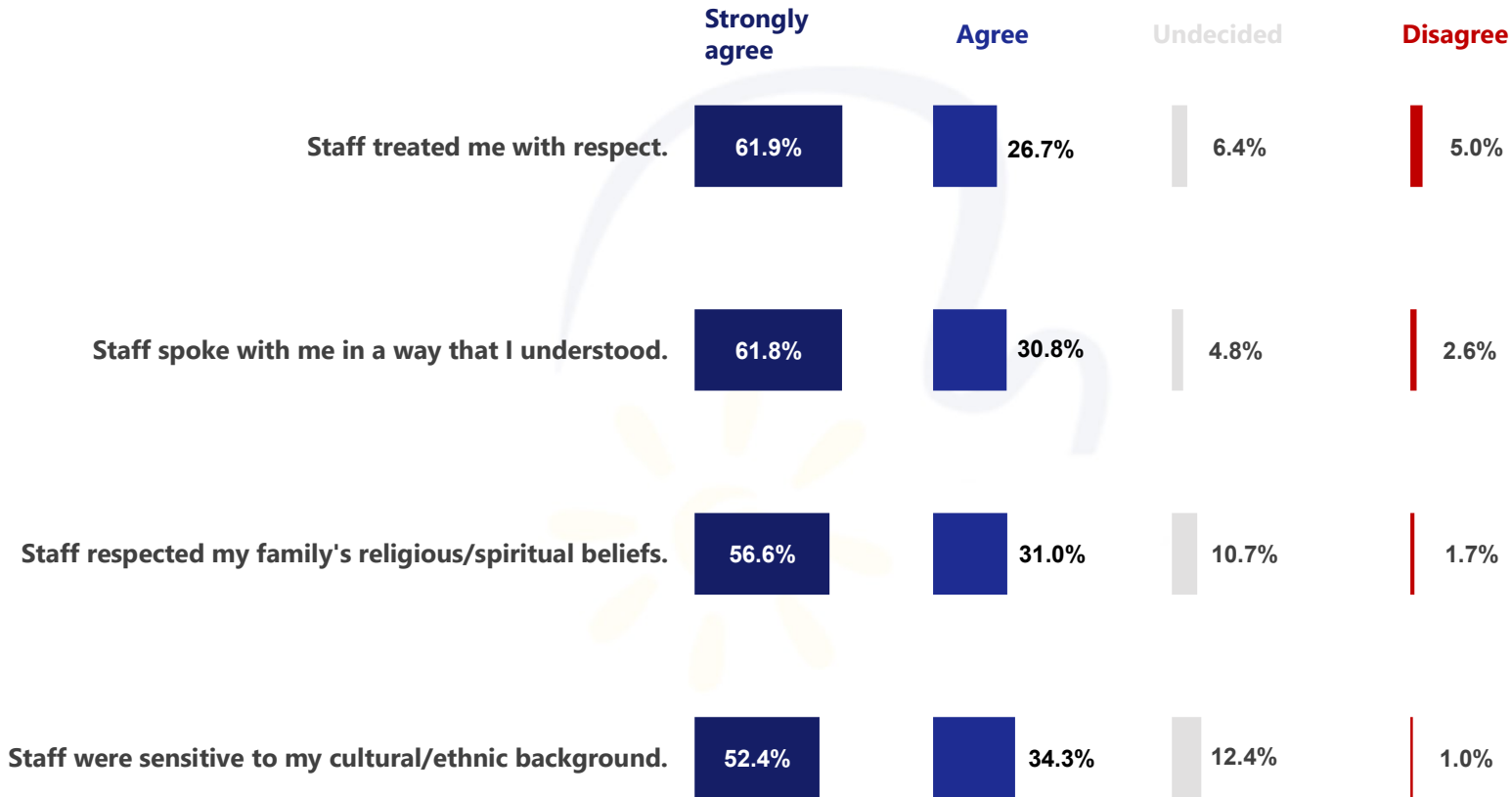
Participation in treatment reached **highest ever point** in 2020

Percentage in agreement for the Participation in Treatment construct (Q2, Q3, Q6) of the YSS



CMHSP cultural sensitivity received near perfect ratings

A majority of YSS respondents gave the cultural sensitivity items **strongly agree** ratings



Cultural sensitivity ratings **remained excellent** in 2020

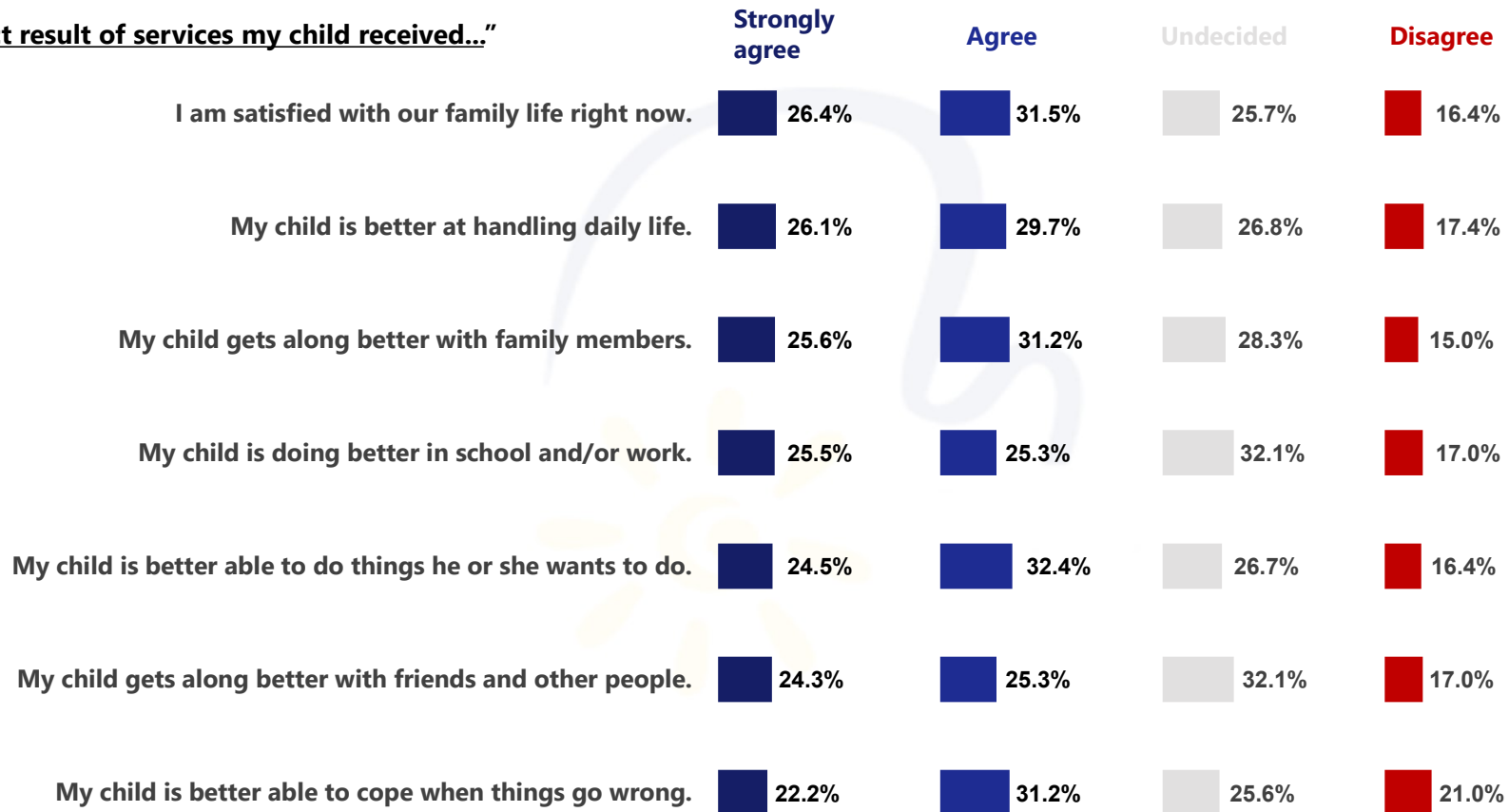
Percentage in agreement for the Cultural Sensitivity construct (Q12, Q13, Q14, Q15) of the YSS



Outcomes for youth were consistent across all items

YSS items relating to youth outcomes received near identical ratings

"As a direct result of services my child received..."



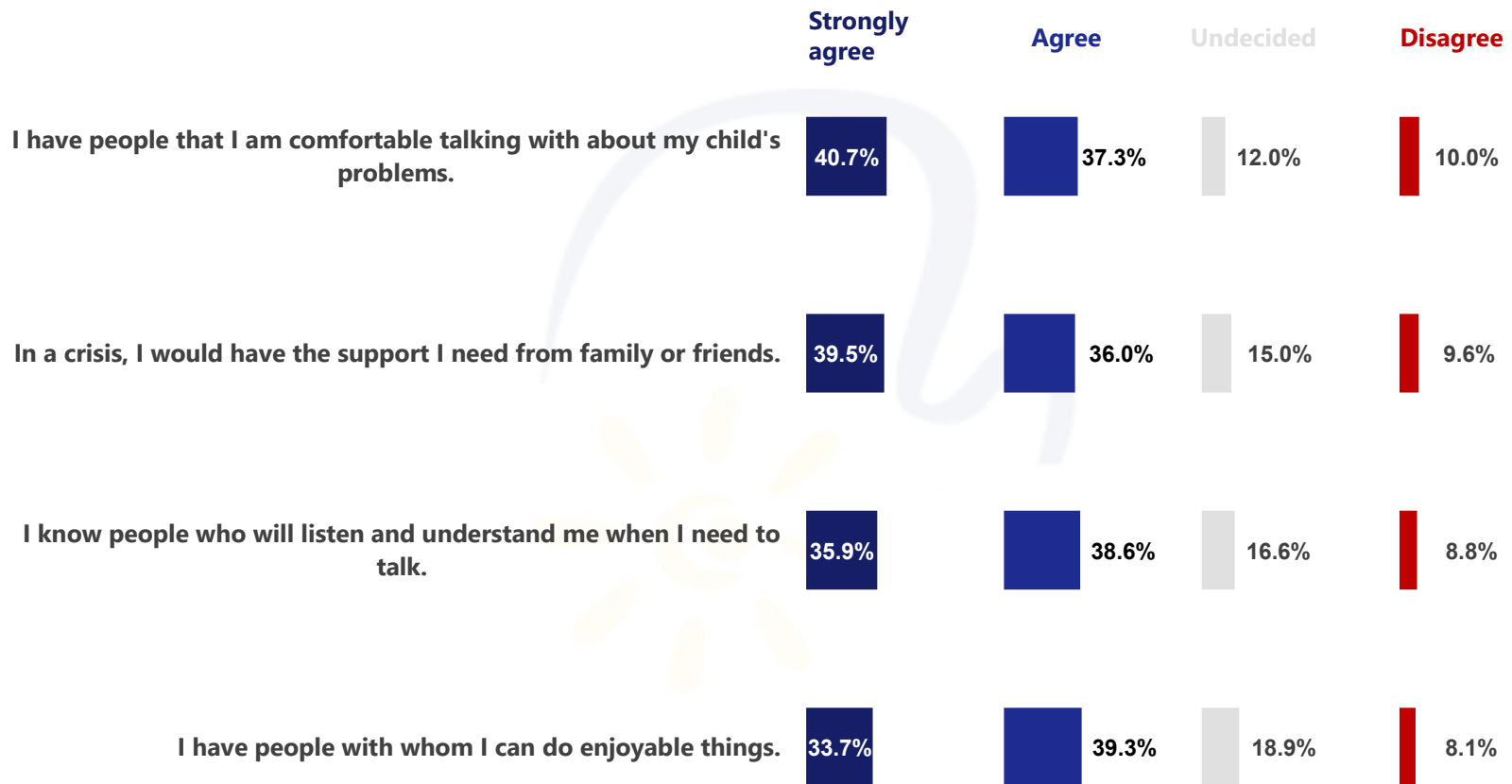
Youth outcome ratings **held steady** in 2020

Percentage in agreement for the Outcomes construct (Q16-Q22) of the YSS



Parents' social connectedness strong and consistent

All YSS items relating to social connectedness saw 10% or less in **disagreement** ratings



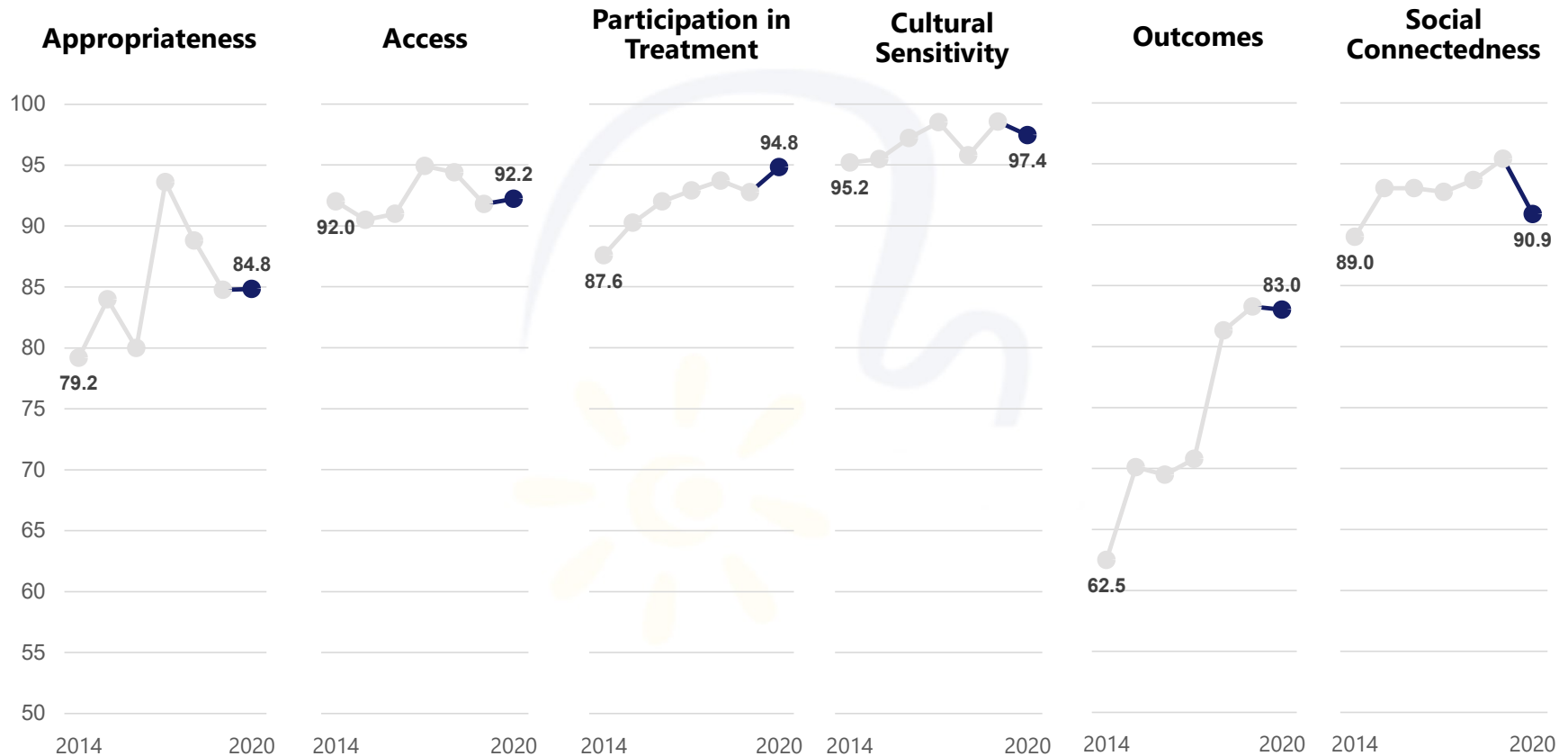
Parental social connectedness ratings **dropped** in 2020

Percentage in agreement for the Social Connectedness construct (Q23-Q26) of the YSS



Overall, the prior year's scores were mostly maintained

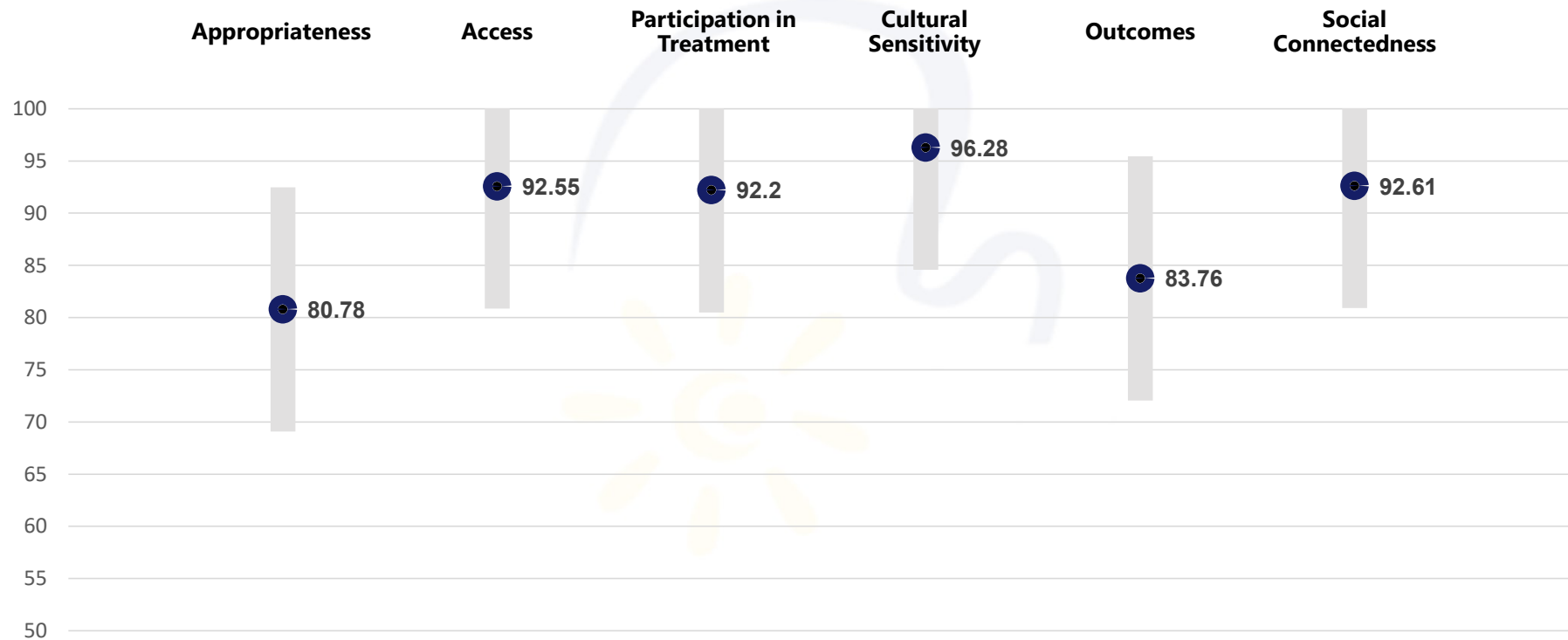
YSS scores by year across each construct show that improvement has been steady for most constructs since 2014



Barry County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

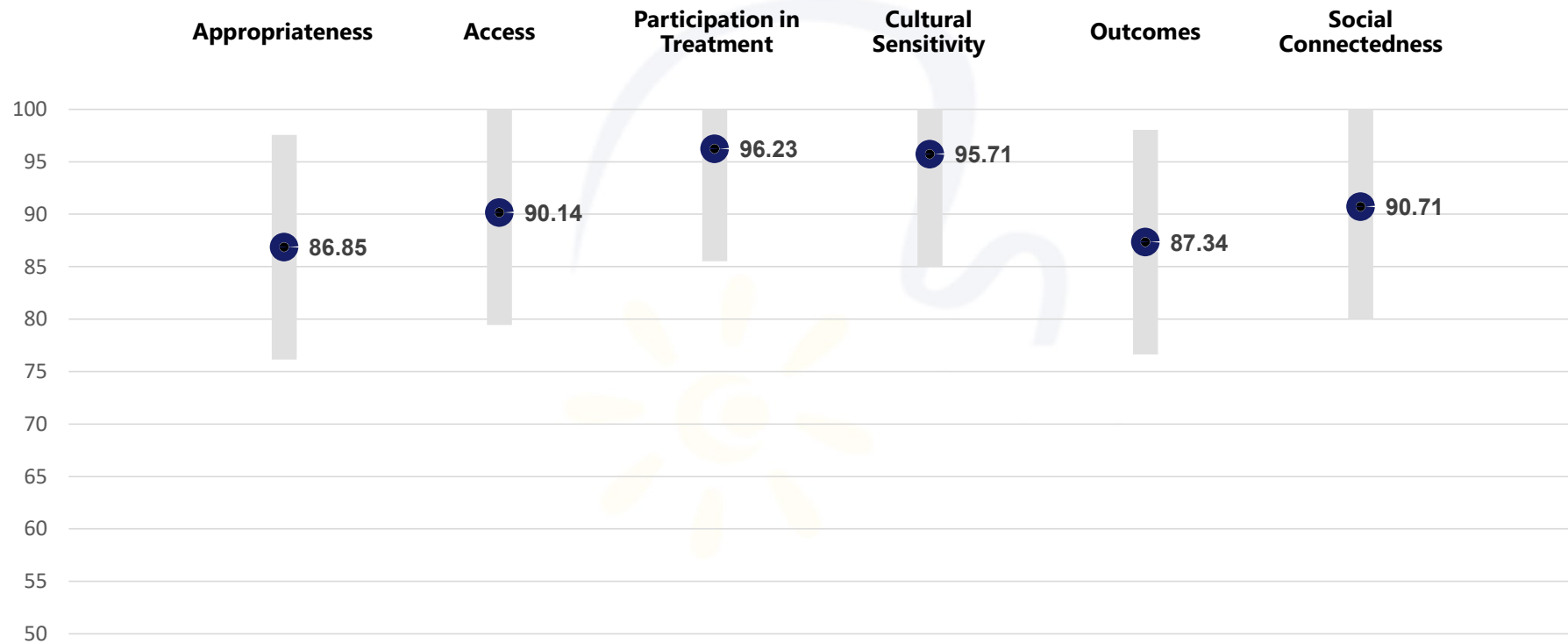


*margin of error for Barry: ± 11.7 pts
n = 47

Berrien County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

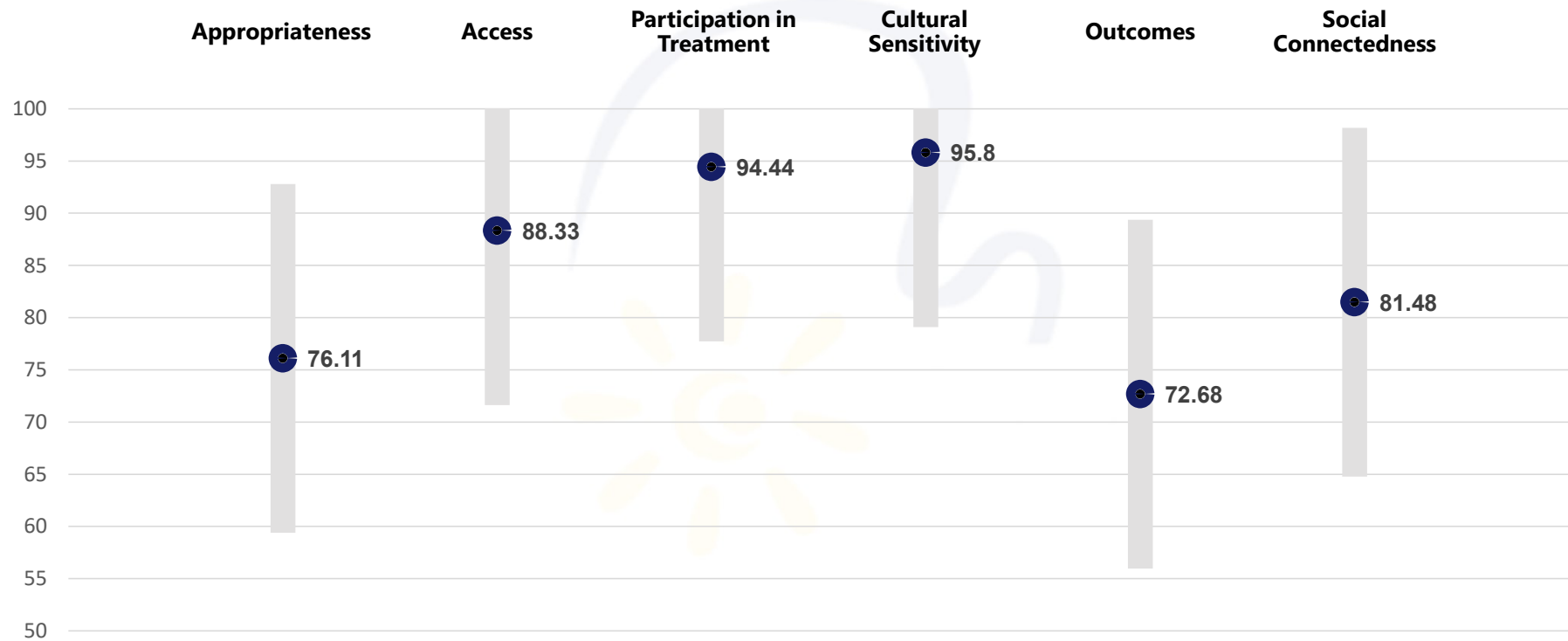


*margin of error for Berrien: ± 10.7 pts
n = 71

Branch County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

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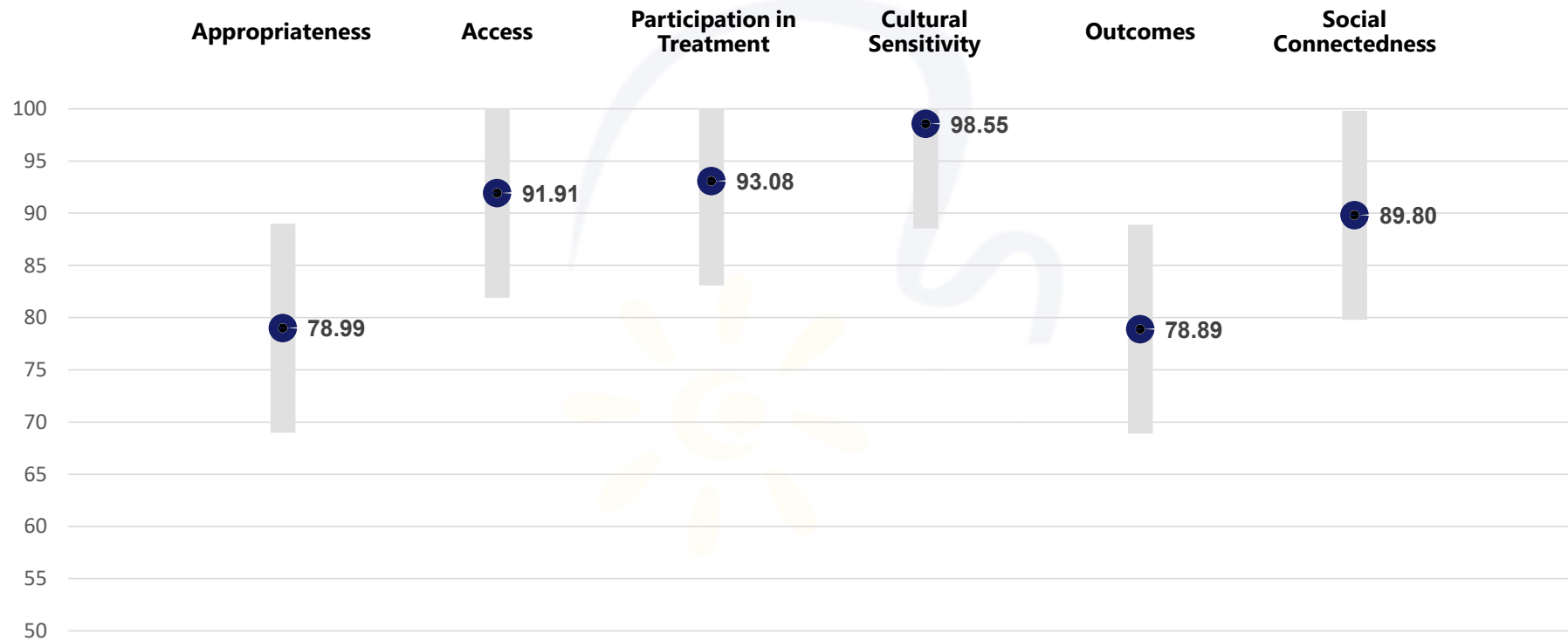


*margin of error for Branch: ± 16.1 pts
n = 30

Calhoun County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

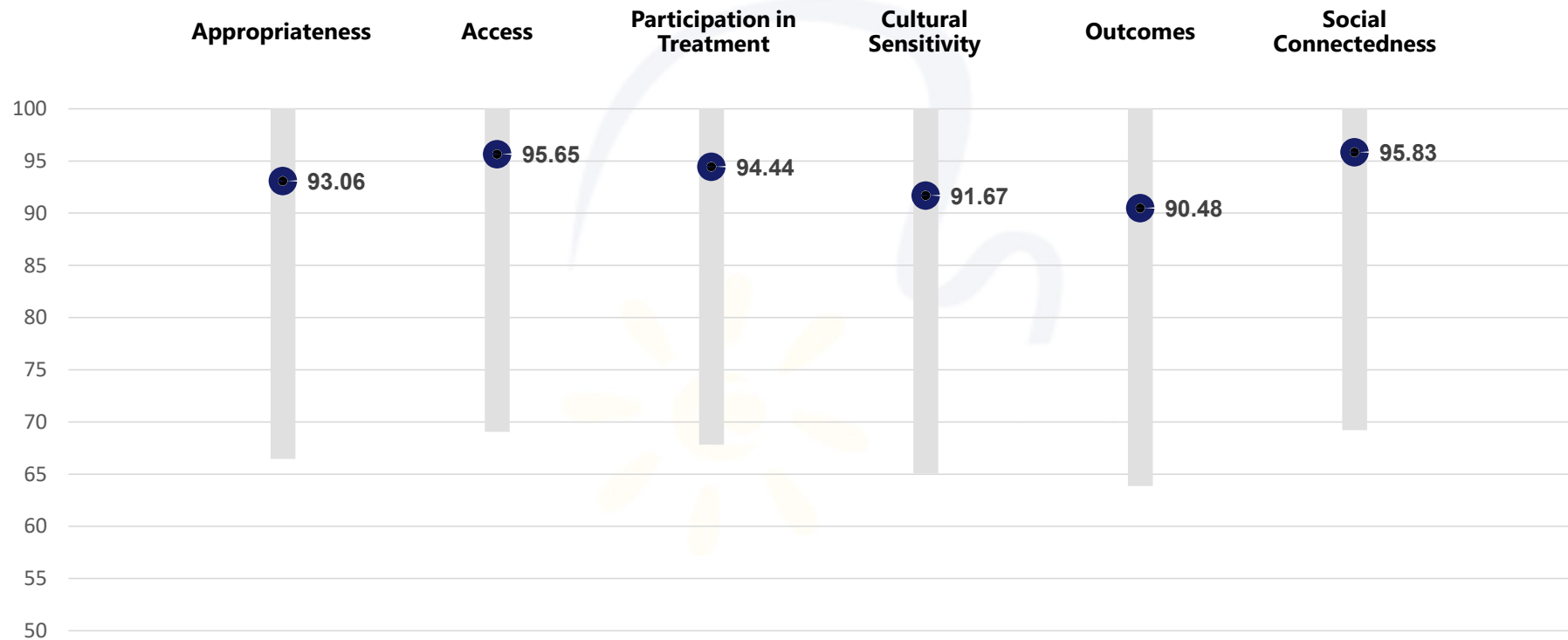


*margin of error for Calhoun: ± 10 pts
n = 87

Cass County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

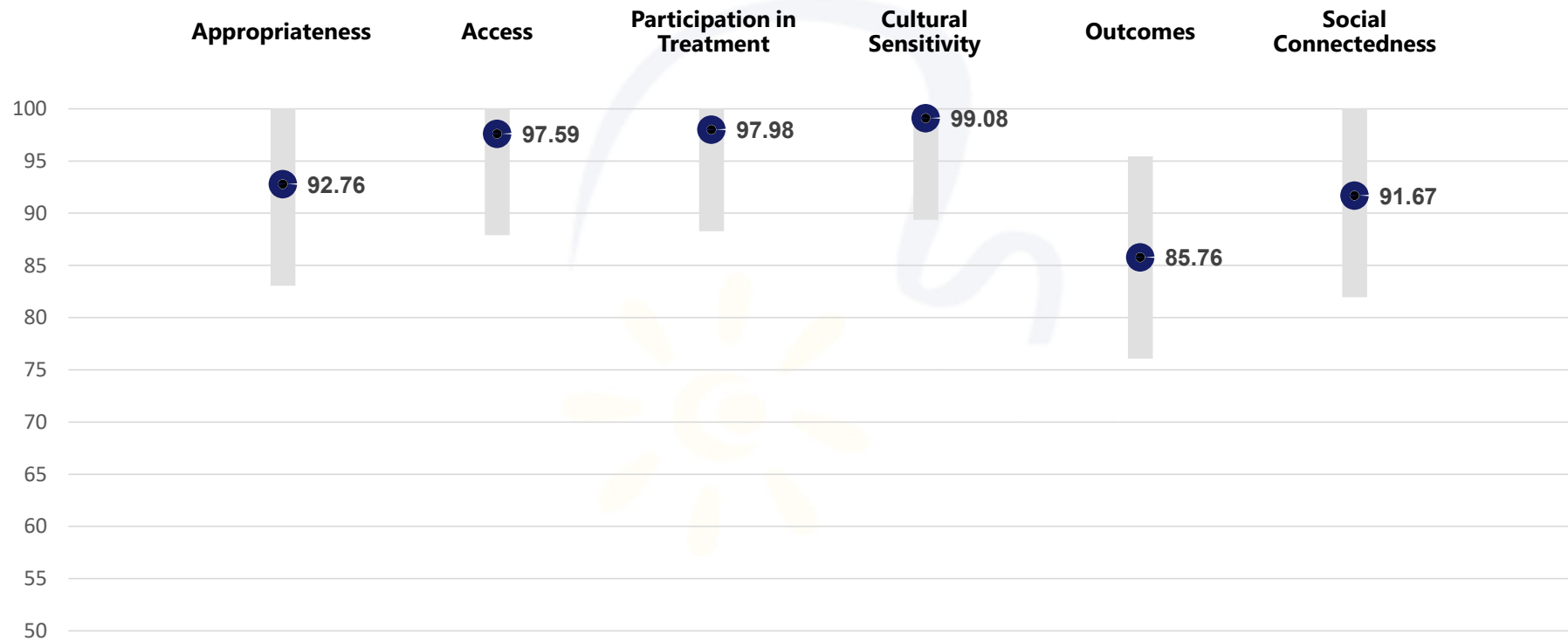
Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)



Kalamazoo County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)



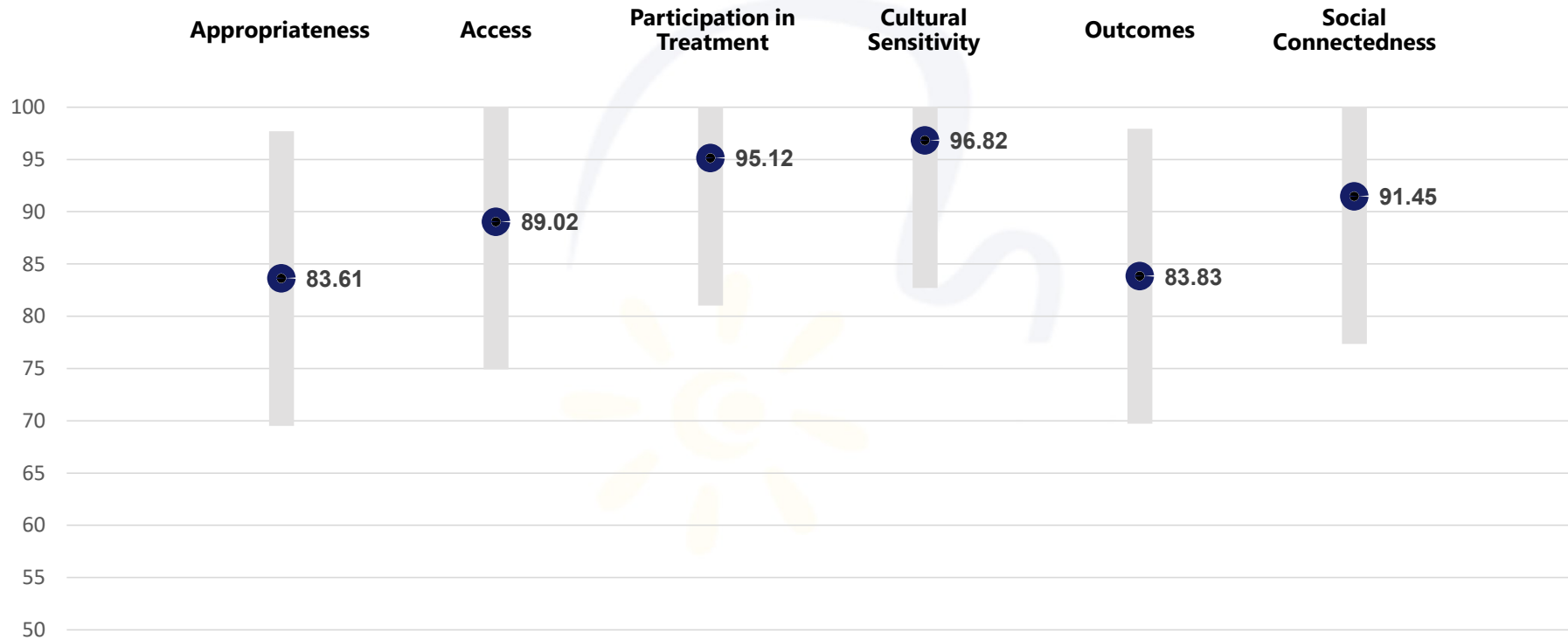
*margin of error for Kalamazoo: ± 9.7 pts

n = 83

St. Joseph County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

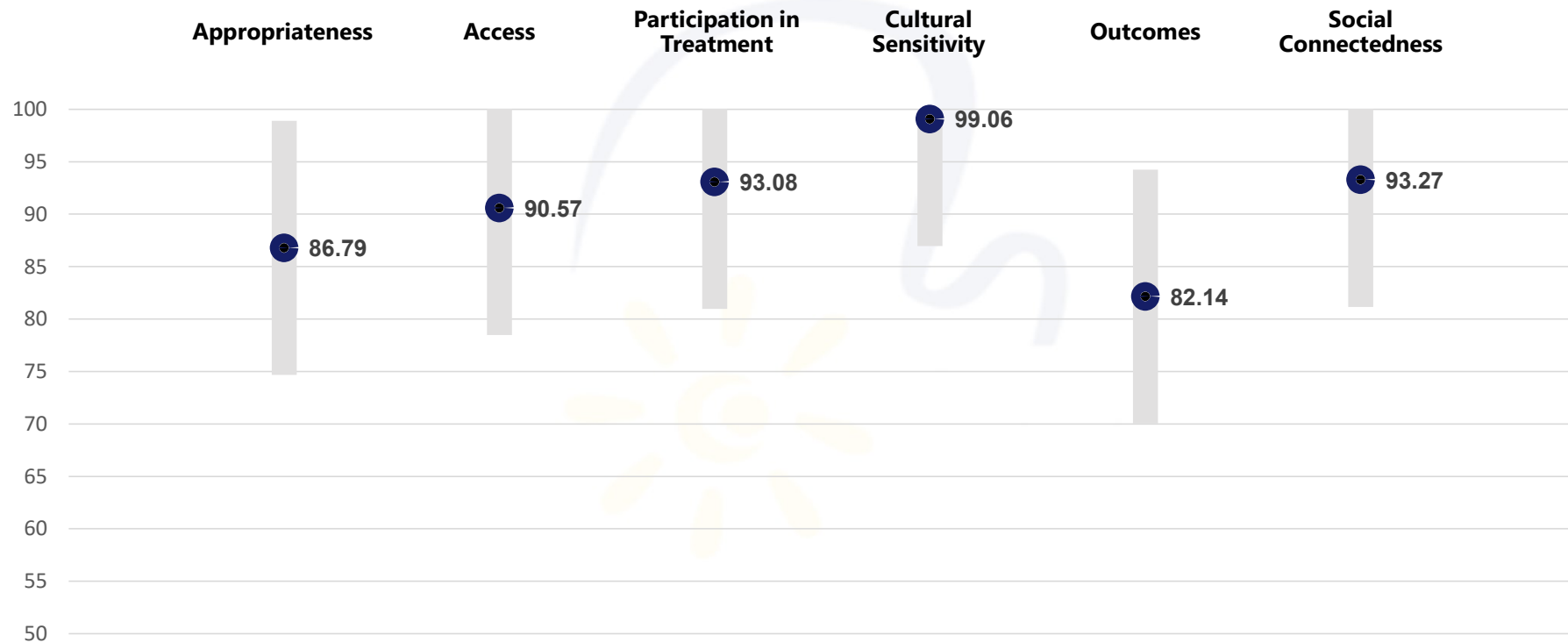


*margin of error for St. Joseph: ± 14.1 pts
n = 41

Van Buren County: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

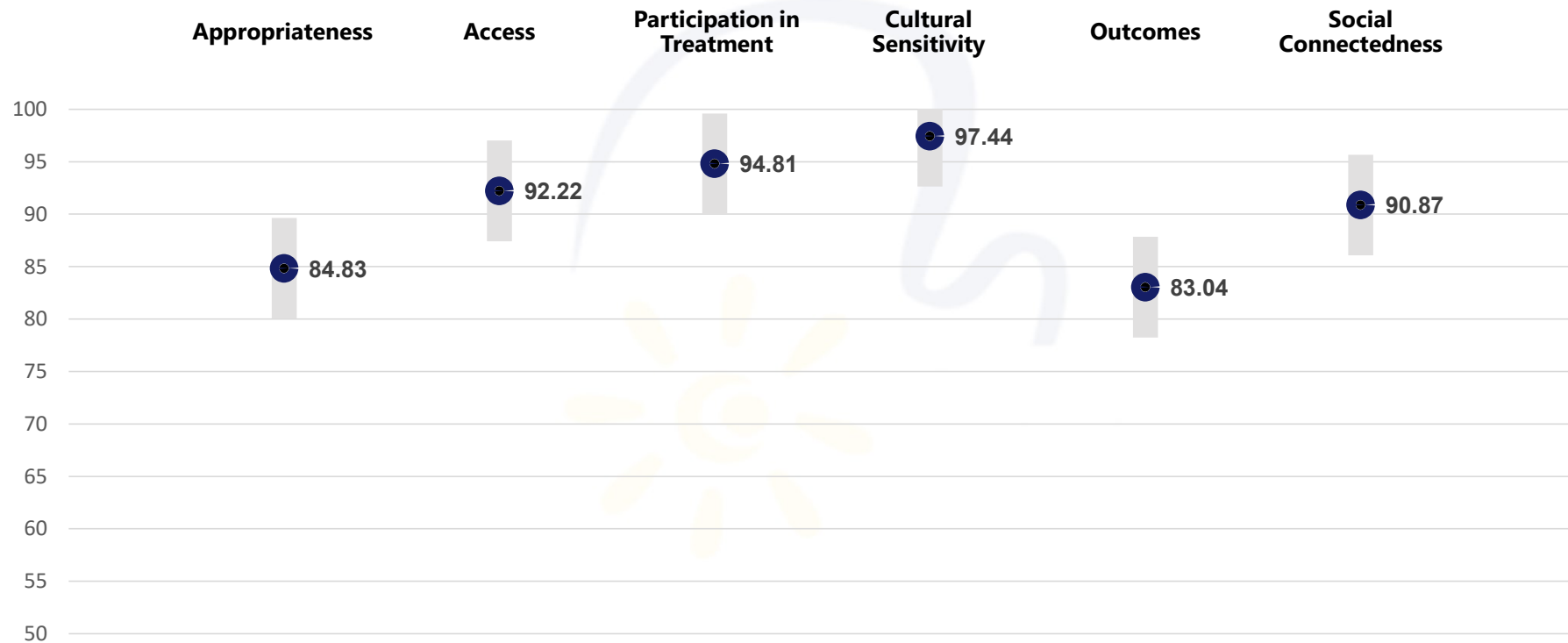


*margin of error for Van Buren: ± 12.1 pts
n = 53

All SWMBH CMHSPs: 2020 YSS scores by construct

Black denotes the percentage in agreement for that construct's items

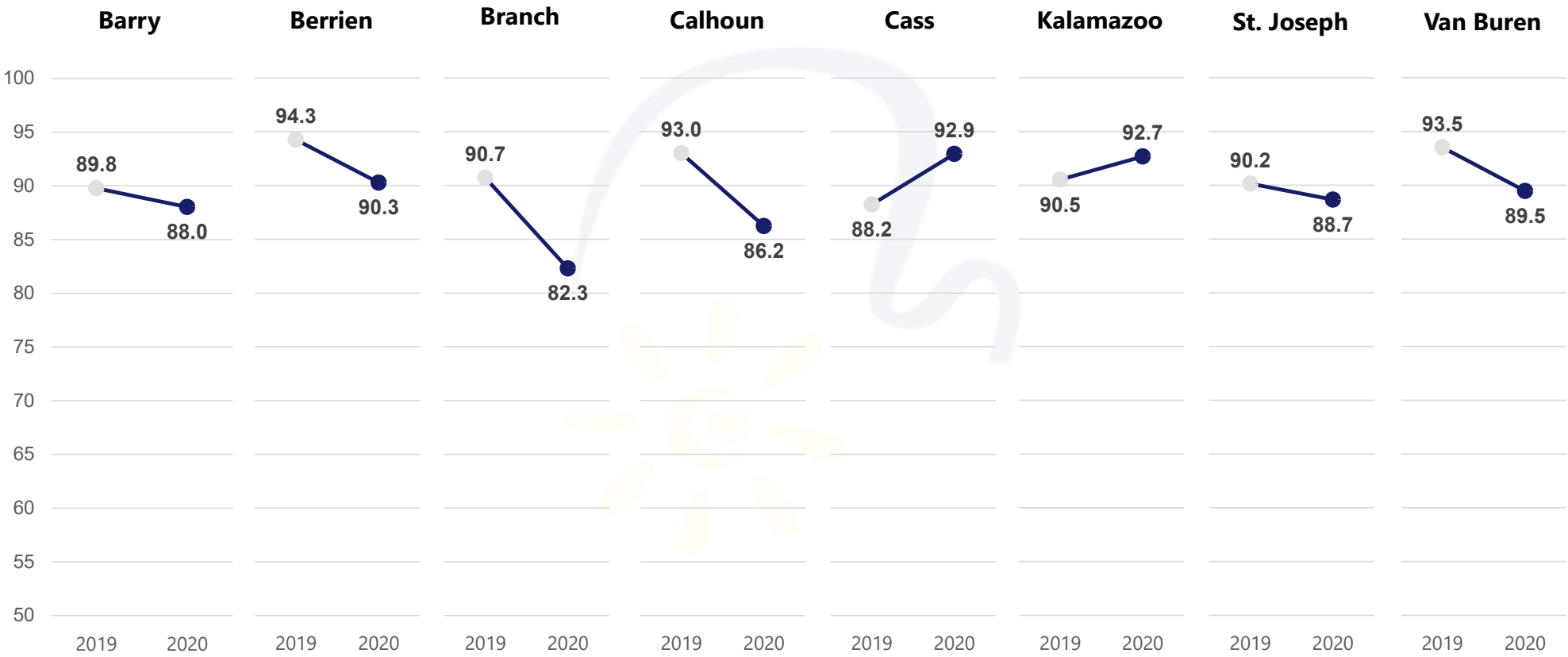
Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)



*margin of error for all CMHSPs: ± 4.8 pts
n = 425

Overall, not much change in CMHSP YSS scores since 2019

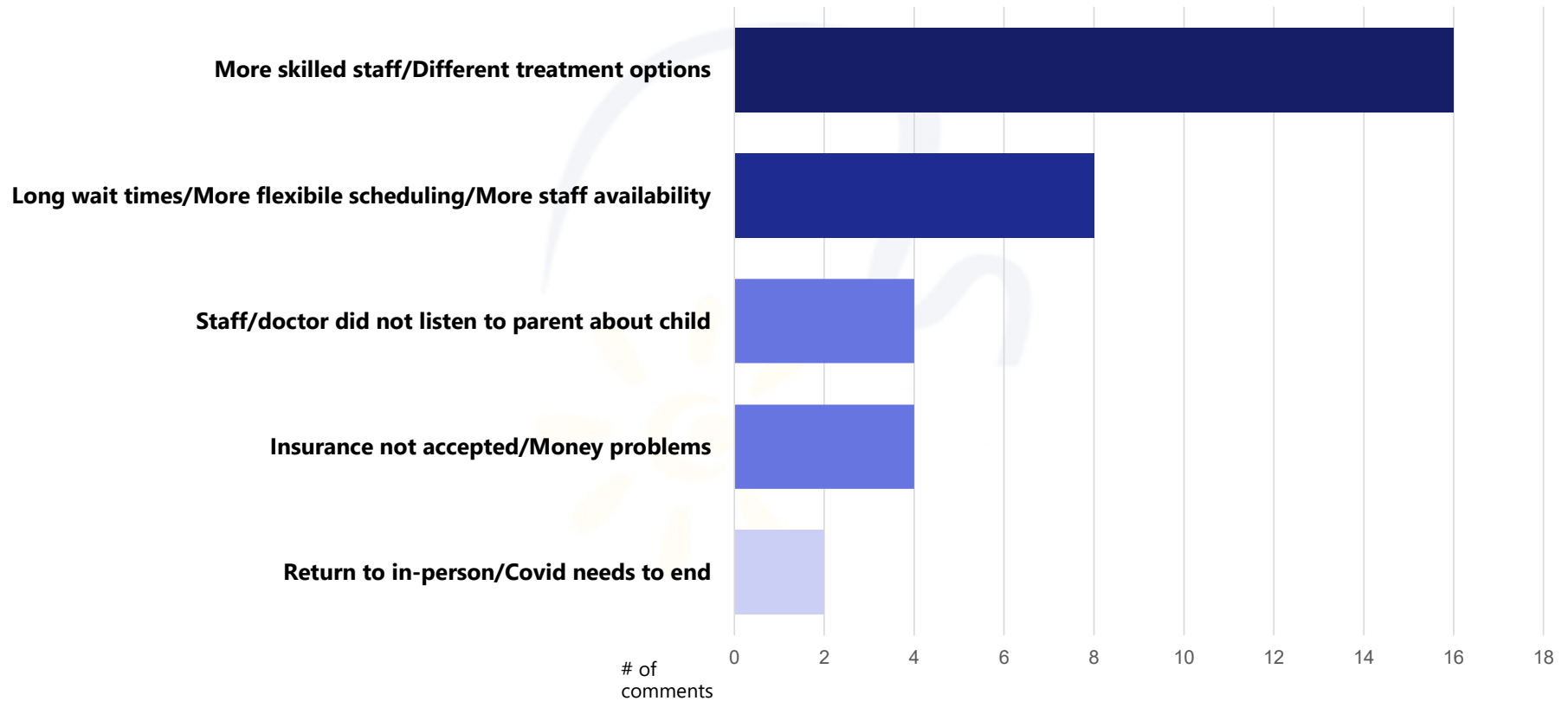
MHSIP scores by year across each county show lower scores across the board for nearly every CMHSP



NOTE: it should be stressed that changes at the county level are *not statistically significant* and are very susceptible to year-to-year variance due to small sample sizes

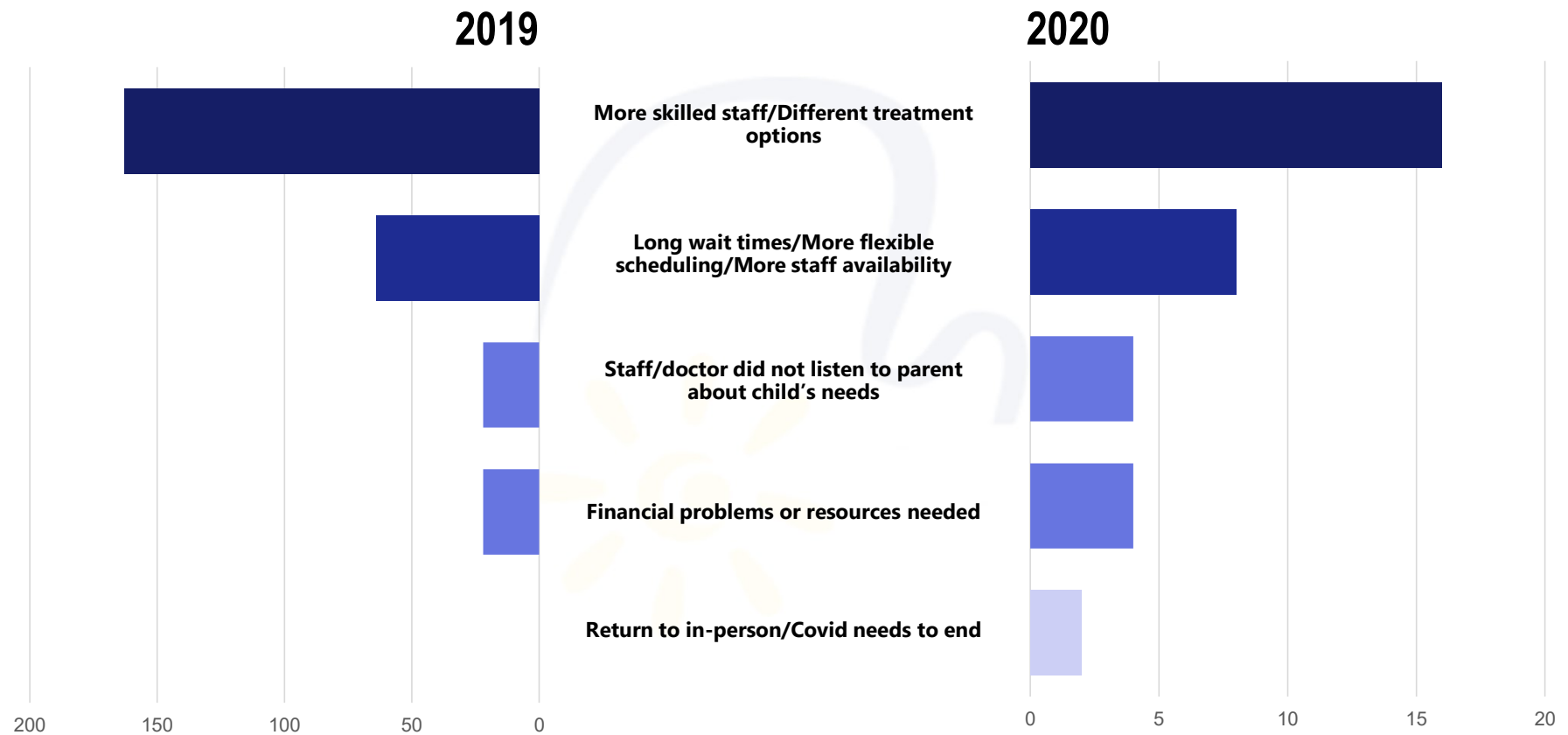
Opportunities for improvement in diversifying treatment, staffing

Of respondents to the YSS who were dissatisfied with services, frustrations included lacking staff skills & availability



Consumer feedback on services similar from 2019 to 2020

The biggest piece of feedback from consumers was to have more skilled staff with children and to have different treatment options

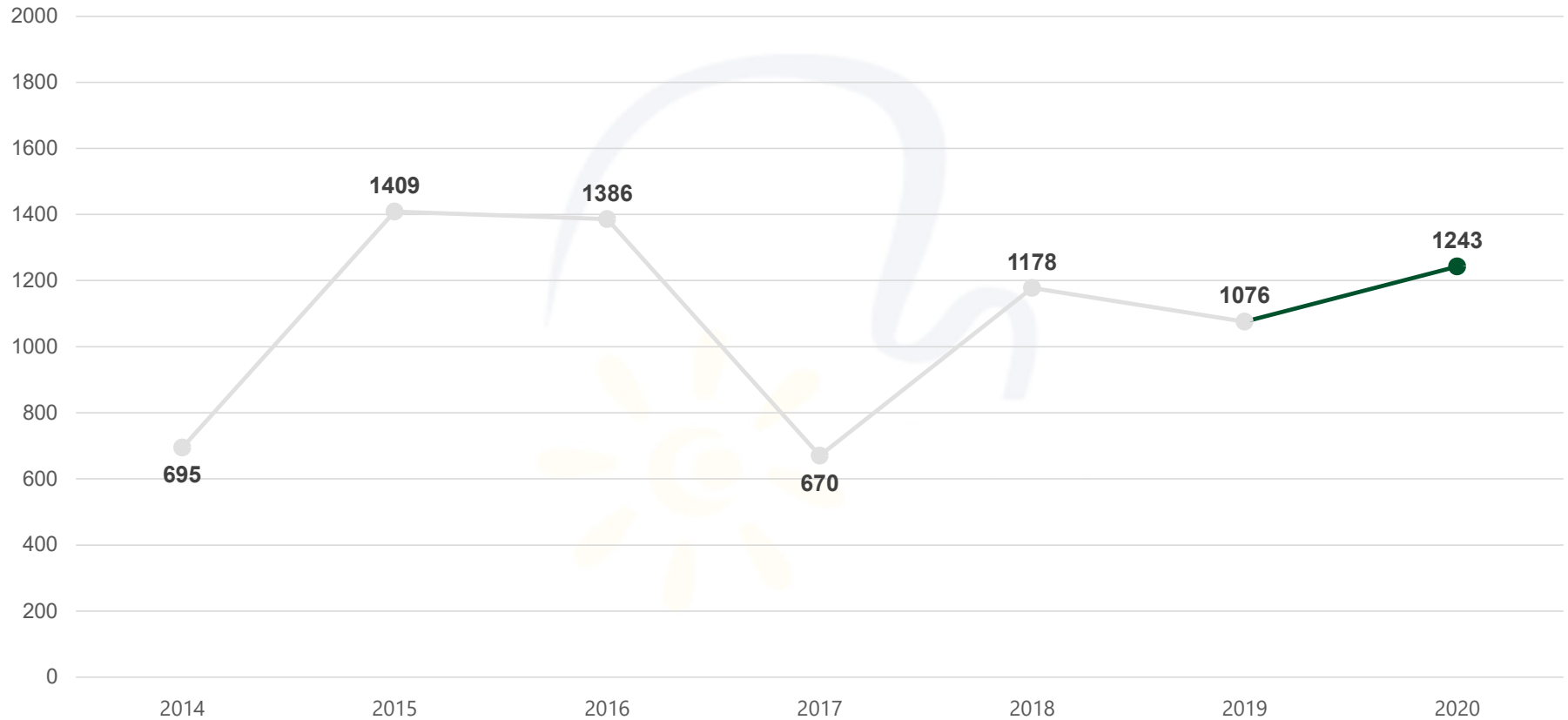




Survey Diagnostics, Analytics & Recommendations

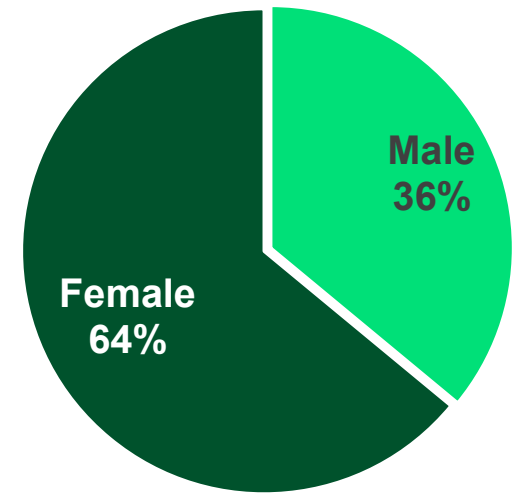
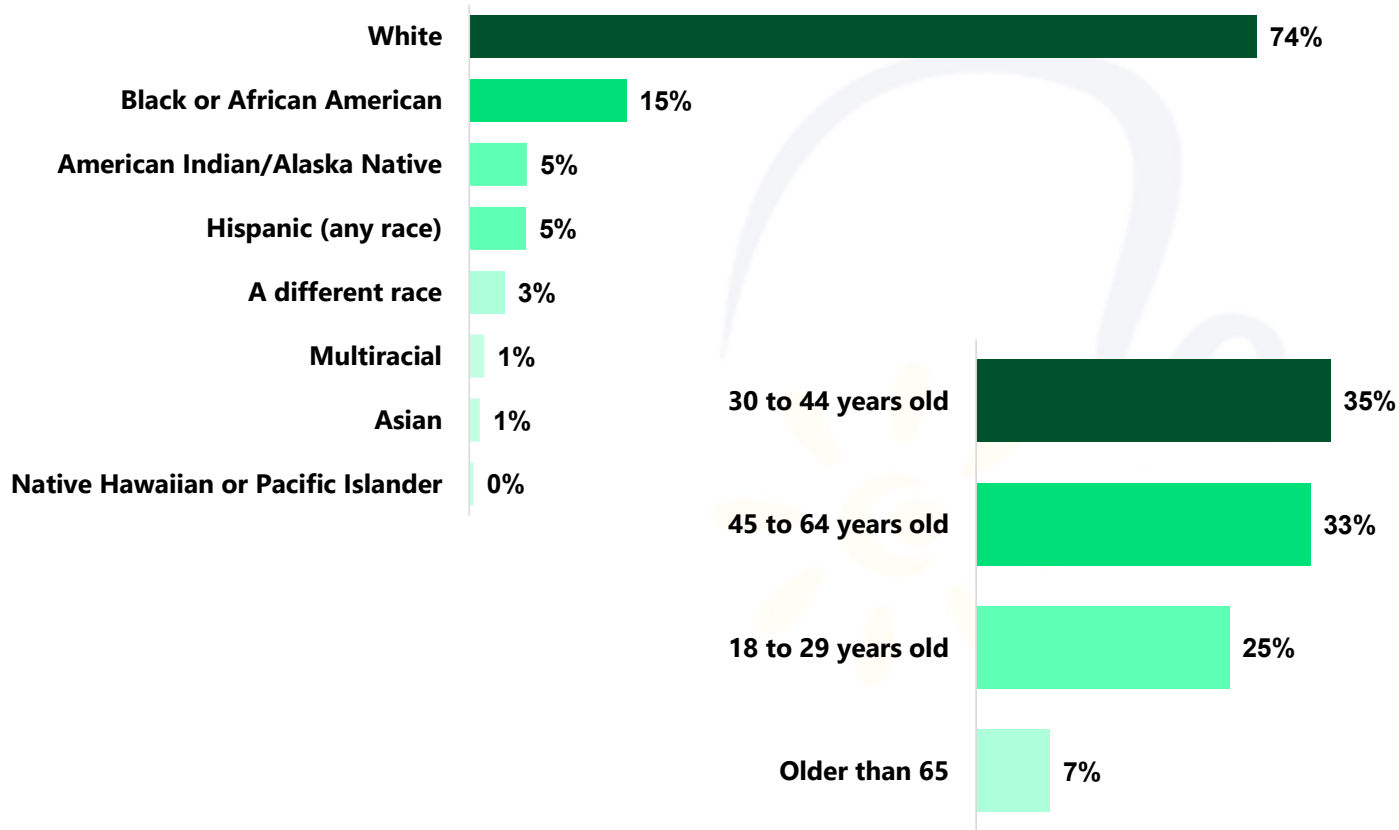
Number of MHSIP completions **increased slightly** in 2020

Number of completions stayed in line with previous years despite declining national survey response rates



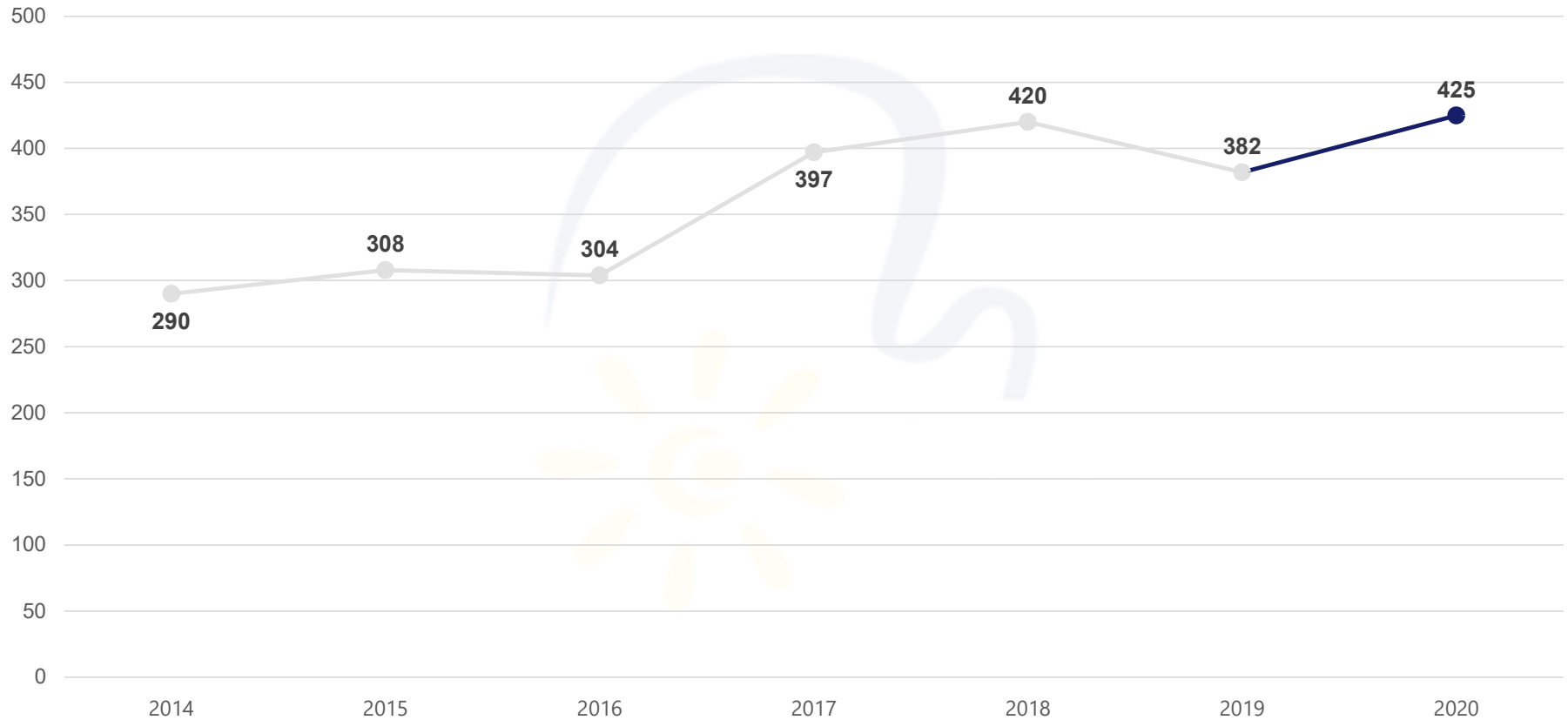
MHSIP 2020 survey takers were demographically diverse

Many more women than men responded, but a diverse set nonetheless



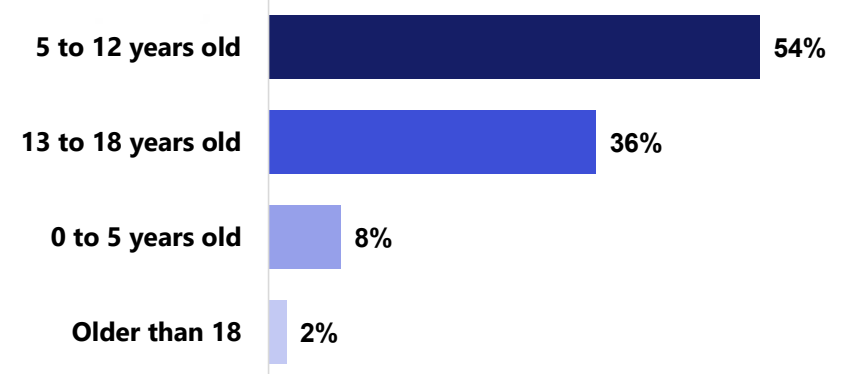
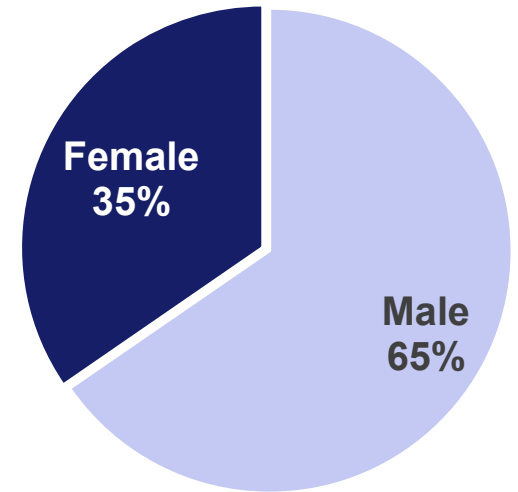
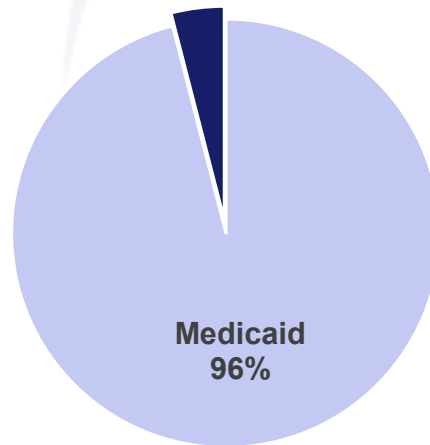
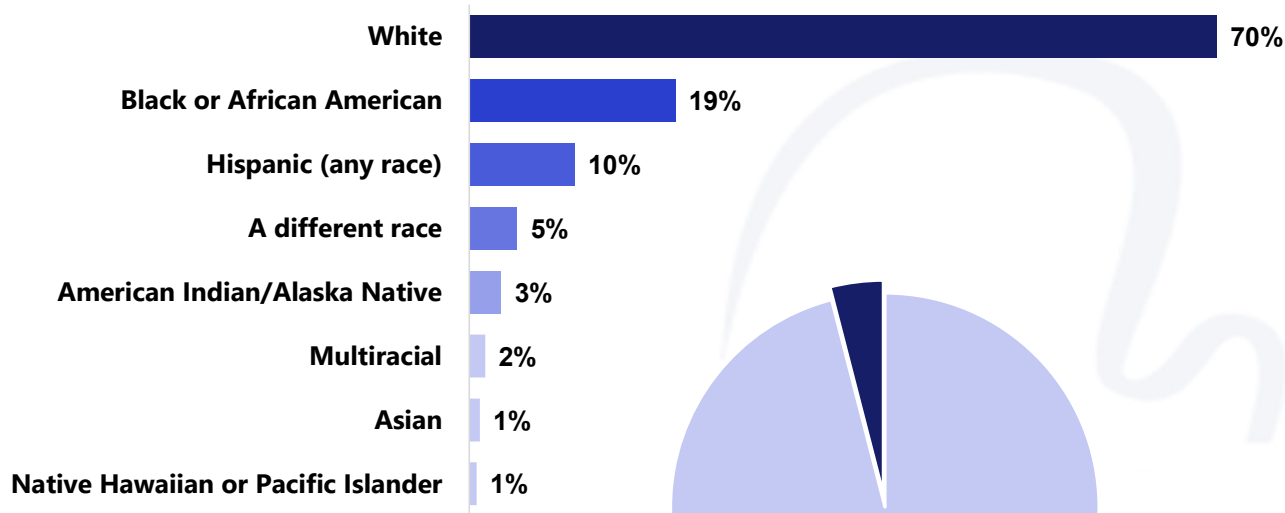
Number of YSS completions **increased slightly** in 2020

Number of completions stayed in line with previous years despite declining national survey response rates



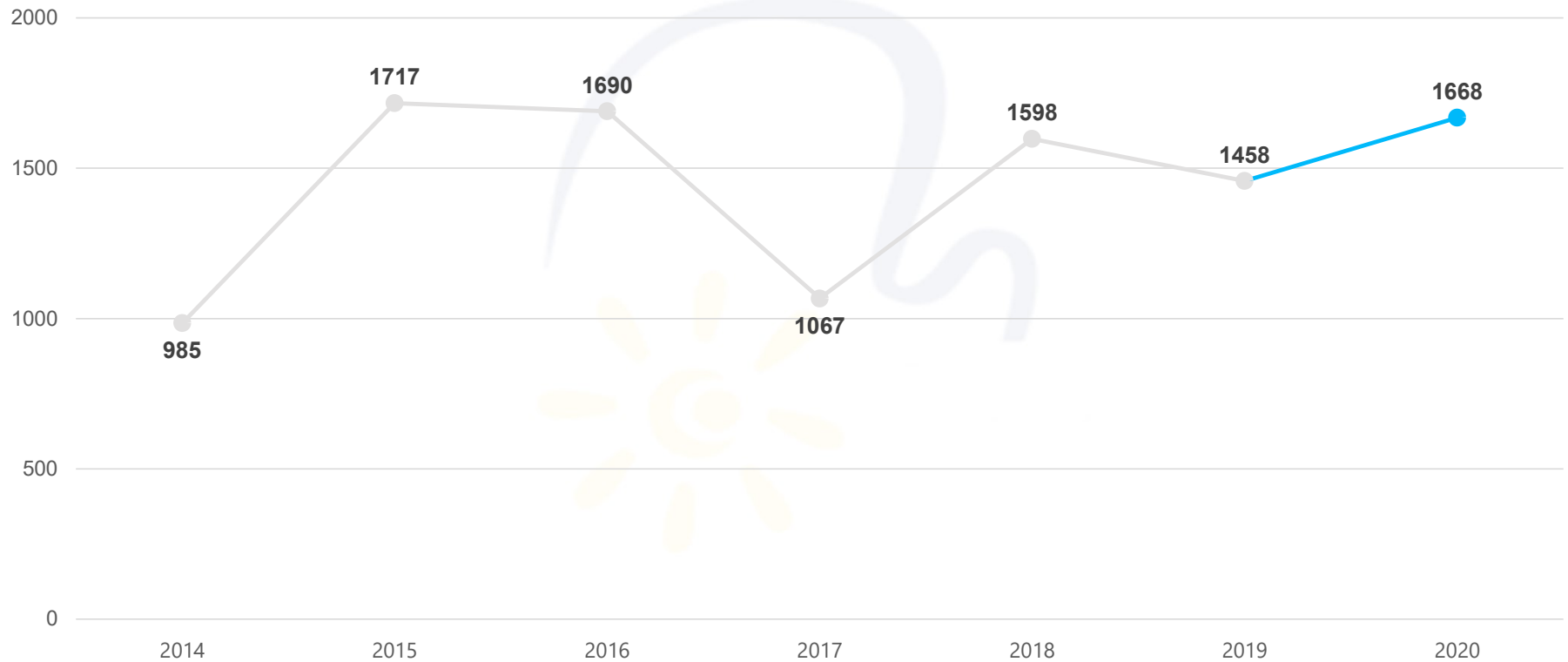
YSS 2020 survey takers were demographically diverse

Many more men than women responded, but a diverse set nonetheless



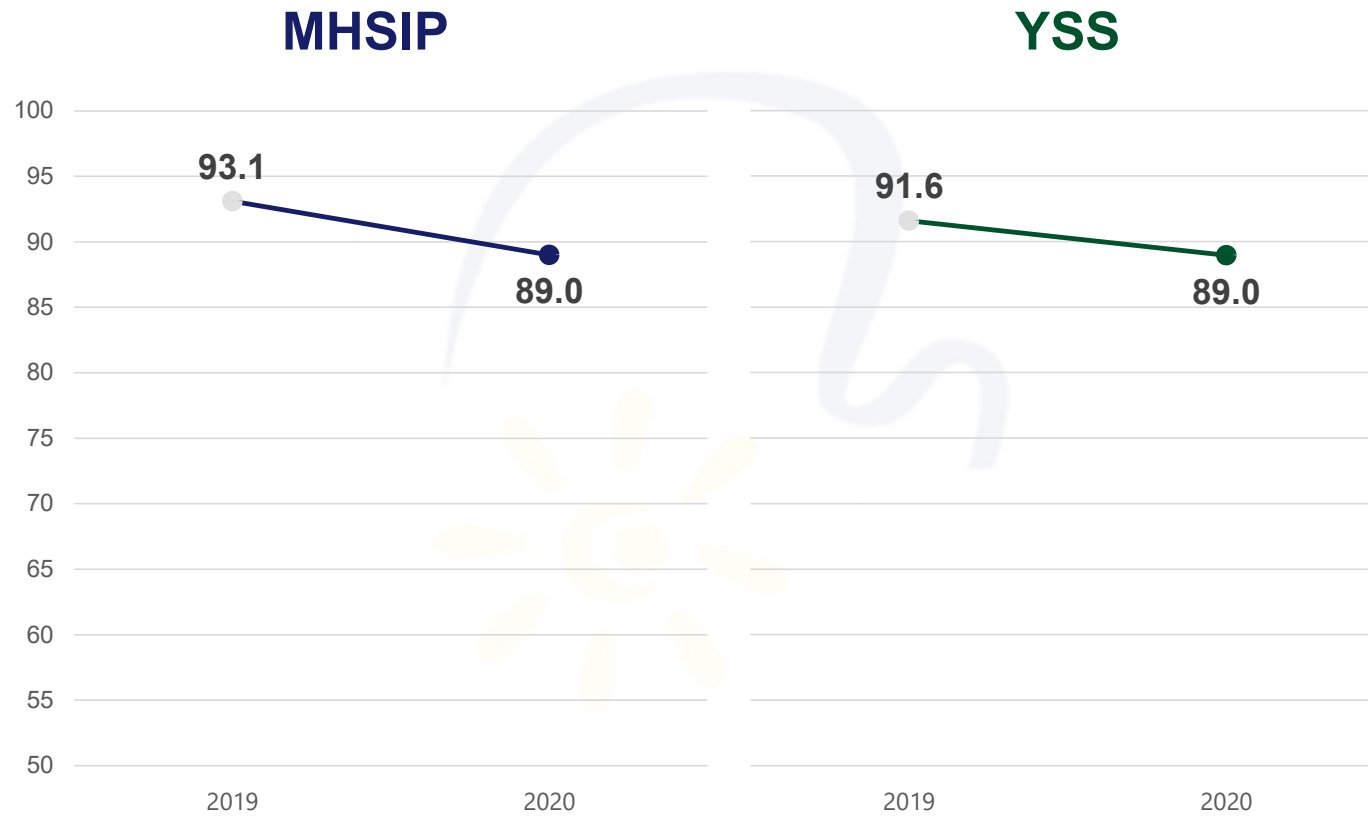
Total cumulative completions **increased slightly** in 2020

Number of cumulative completions kept pace with previous years despite declining national survey response rates



Total aggregate average scores **decreased slightly** in 2020

The MHSIP and YSS featured equal aggregate averages scores in 2020, but both were down from 2019



Survey methods employed in 2020

- A **call-to-IVR** phone method was used to lower interview costs of phone participants
- Response rates via phone were lower than past years, so a supplemental **email survey** was sent out, repeat takers were excluded
 - MHSIP: 734 phone, 509 web
 - YSS: 217 phone, 208 web
- These two methods largely reached different populations
 - **Just ~13% of email respondents** said they had completed the phone survey
- These leaner methods resulted in a **~33% project cost reduction** compared to prior years
- Data from both sources were cleaned and combined into one dataset

Recommendations for 2021 surveys

- Continue to use the **mixed-mode survey delivery** of email and phone
 - Perhaps **prioritize email** to further potential cost savings
- Let respondents **self-select** whether they should take the MHSIP, YSS, or both
 - Some MHSIP respondent comments suggested they had children receiving services
 - **Survey logic** can be used to increase accuracy and route respondents to the right questions
- Use a web survey platform that allows for **dynamic email display names**
 - Alchemer is one such platform – emails could come from “Integrated Services of Kalamazoo” rather than from “nathan@kiaerresearch.com” as they did this year
 - This would improve email response rates and further lower costs
- Consider **expanding demographic options** (nonbinary, trans, multiracial, etc.)
 - Respondents took the liberty of adding more precise identifiers in the comments
 - At least one respondent was deadnamed (old name used instead of trans name)

Recommendations for 2021 surveys (cont.)

- Consider **incentivizing** every respondent (i.e., \$2 or \$5 for anyone that completes)
 - Depending on the mode of delivery, this could make the survey more cost effective and more representative of the true consumer population
 - Another option is to incentivize counties that have lower population and higher uncertainty (Cass, Branch)
- Consider using a **different survey tool**
 - The MHSIP and YSS are relatively long surveys and have high attrition as a result
 - These tools may not provide the most useful information to help inform critical decisions at SWMBH

**“I credit my provider
for me **being alive today.**”**

- MHSIP respondent



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