

2022 Customer Satisfaction Survey Analysis



Jan. 2023

Prepared for:
Southwest Michigan Behavioral Health

Prepared by:
Kiaer Research

Contents

Response Rate Recovery.....	3
MHSIP response rates.....	4
YSS response rates.....	5
Survey Interpretation Changes.....	6
MHSIP.....	10
Satisfaction ratings.....	11
Access ratings.....	13
Quality/appropriateness & participation ratings.....	14
Outcomes & functioning ratings.....	15
Social connectedness ratings.....	16
Overall consumer results by construct.....	17
Overall results by construct by county.....	18
Age, race, and LTSS comparisons.....	26
Opportunities for improvement from comments....	29

YSS.....	31
Youth satisfaction & appropriateness ratings.....	32
Parental participation ratings.....	34
Family access to services for youth ratings.....	35
Family cultural sensitivity ratings.....	36
Youth outcome ratings.....	37
Parental social connectedness ratings.....	38
Overall youth results by construct.....	39
Overall youth results by construct by county.....	40
Youth age, race, and LTSS comparisons.....	49
Opportunities for improvement from comments.....	52
Diagnostics, Methods, & Recommendations...	55



Response Rate Recovery

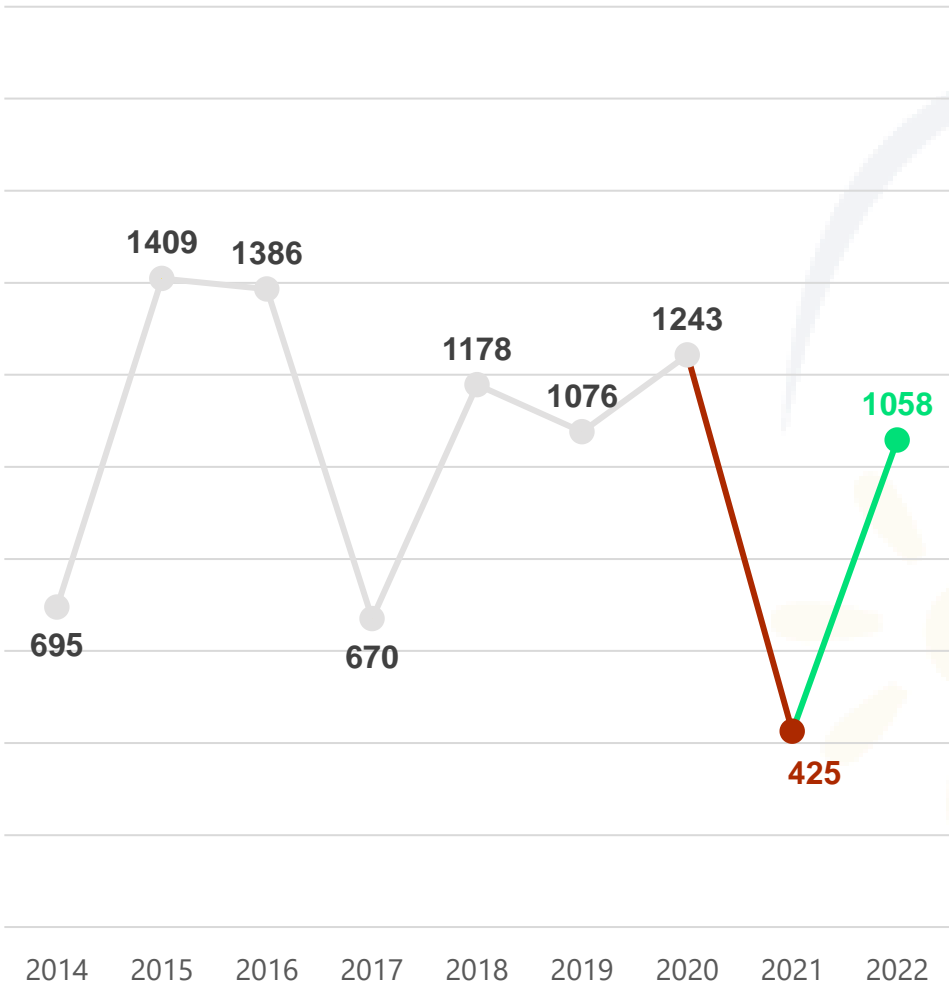
Full methods breakdown available at end of report



Response rates for the MHSIP rebounded in 2022

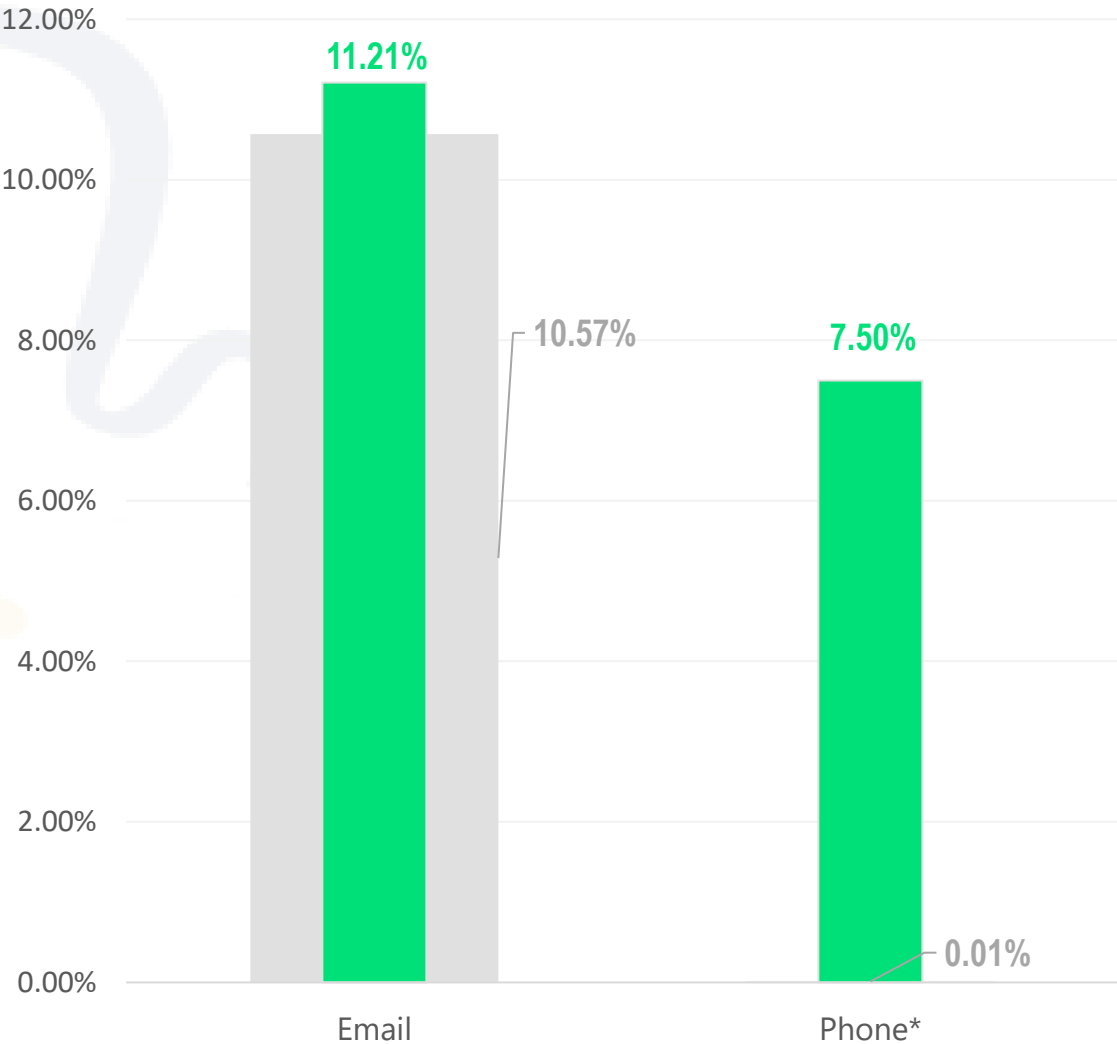
Switch to text message survey invitation for phones resulted in return to normalcy for sample size

MHSIP # of responses, 2014-2022



MHSIP response rate by medium

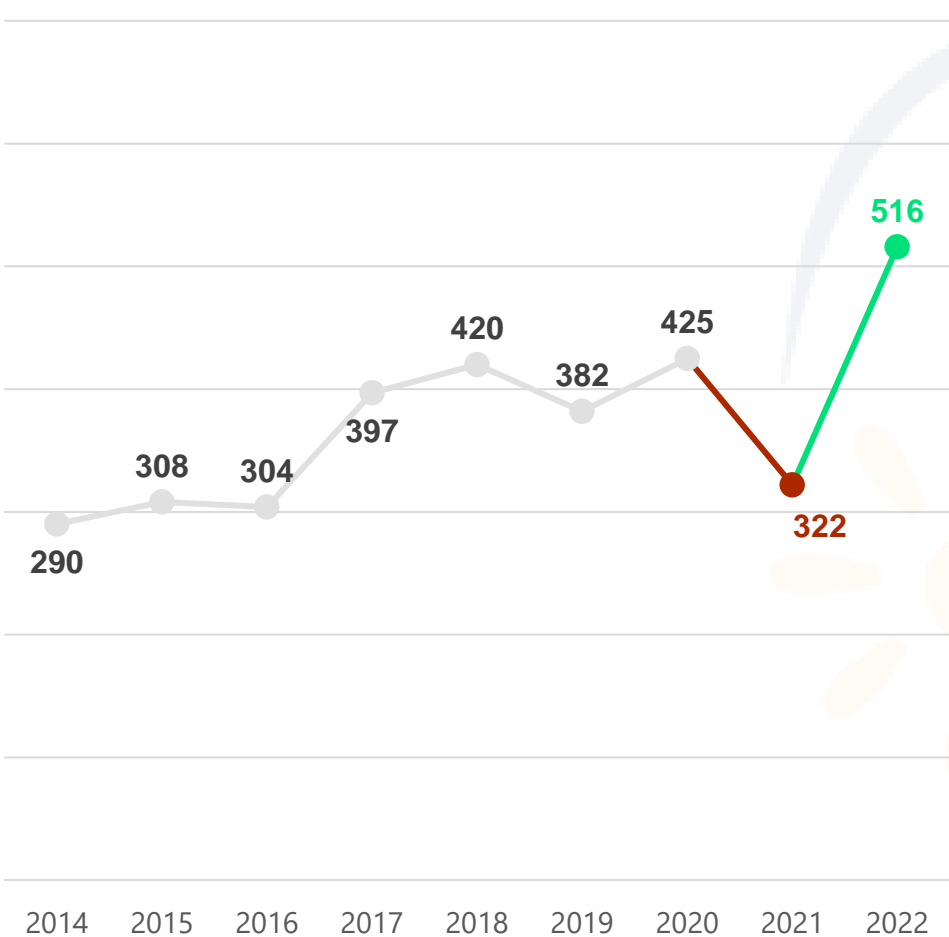
2021 vs. 2022



Response rates for the 2022 YSS reached highest point yet

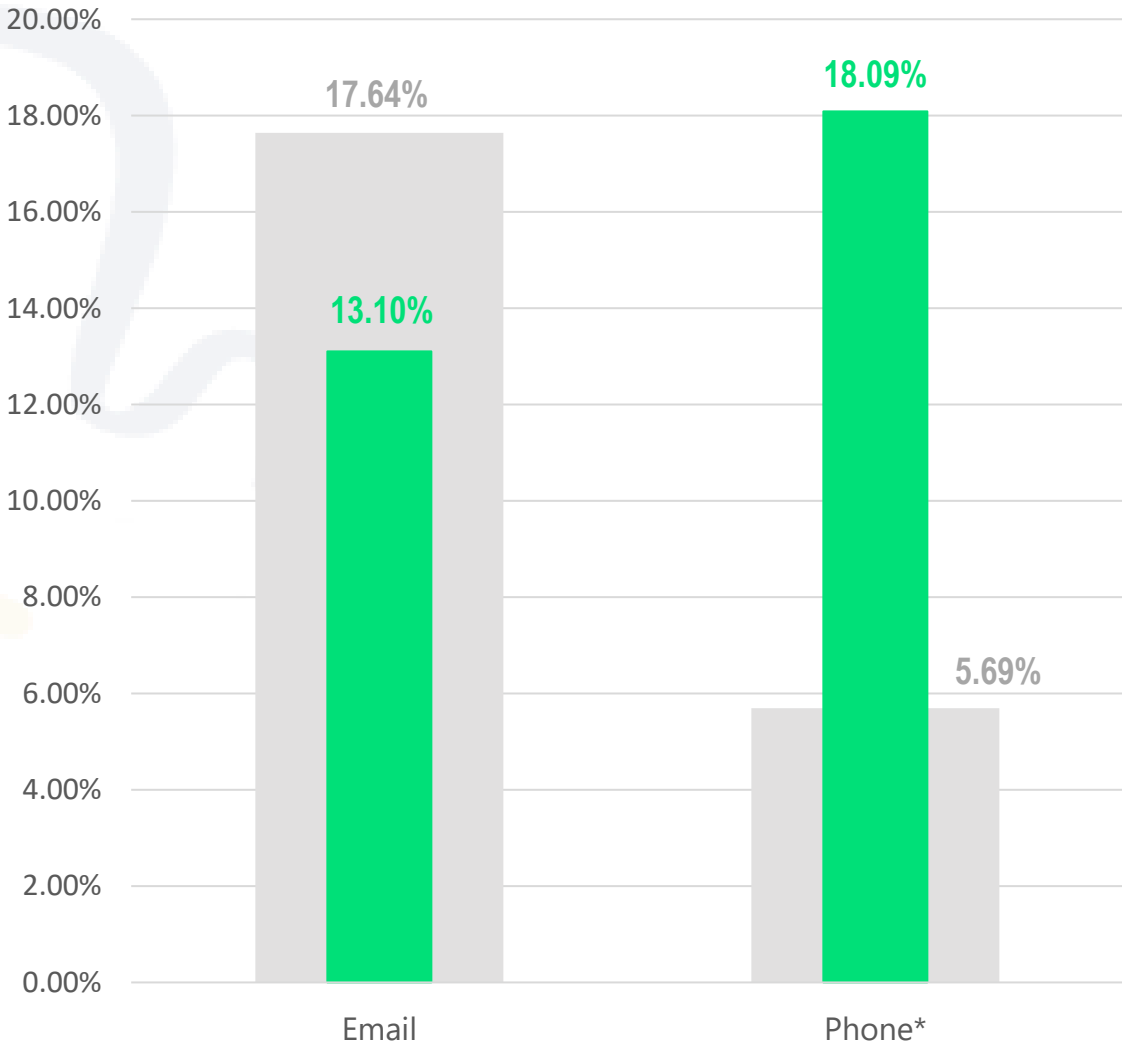
Email response rates lowered while switching to SMS invitations more than tripled phone response rates

YSS # of responses, 2014-2022



YSS response rate by medium

2021 vs. 2022



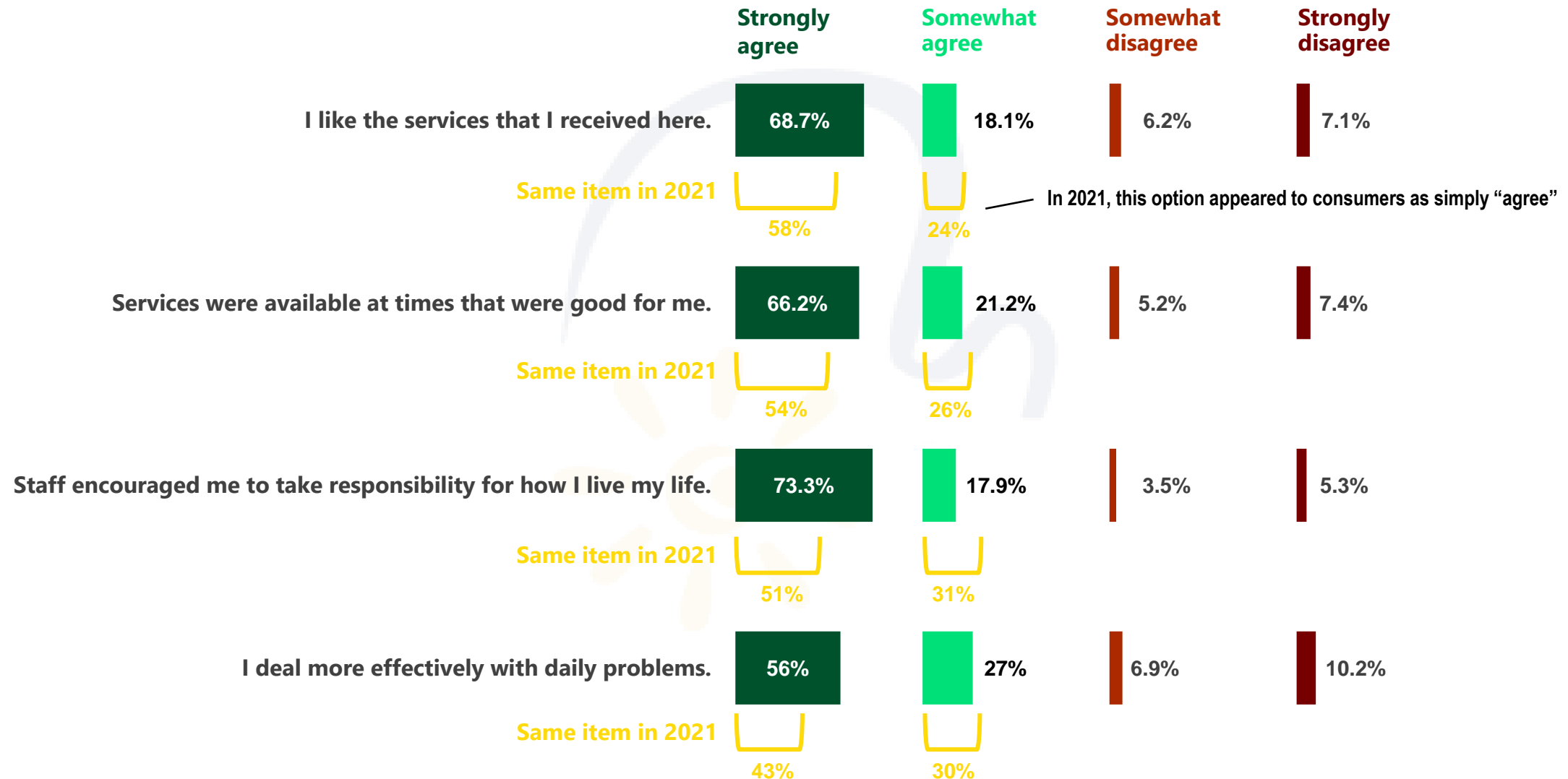
Significant Changes to Survey Interpretation



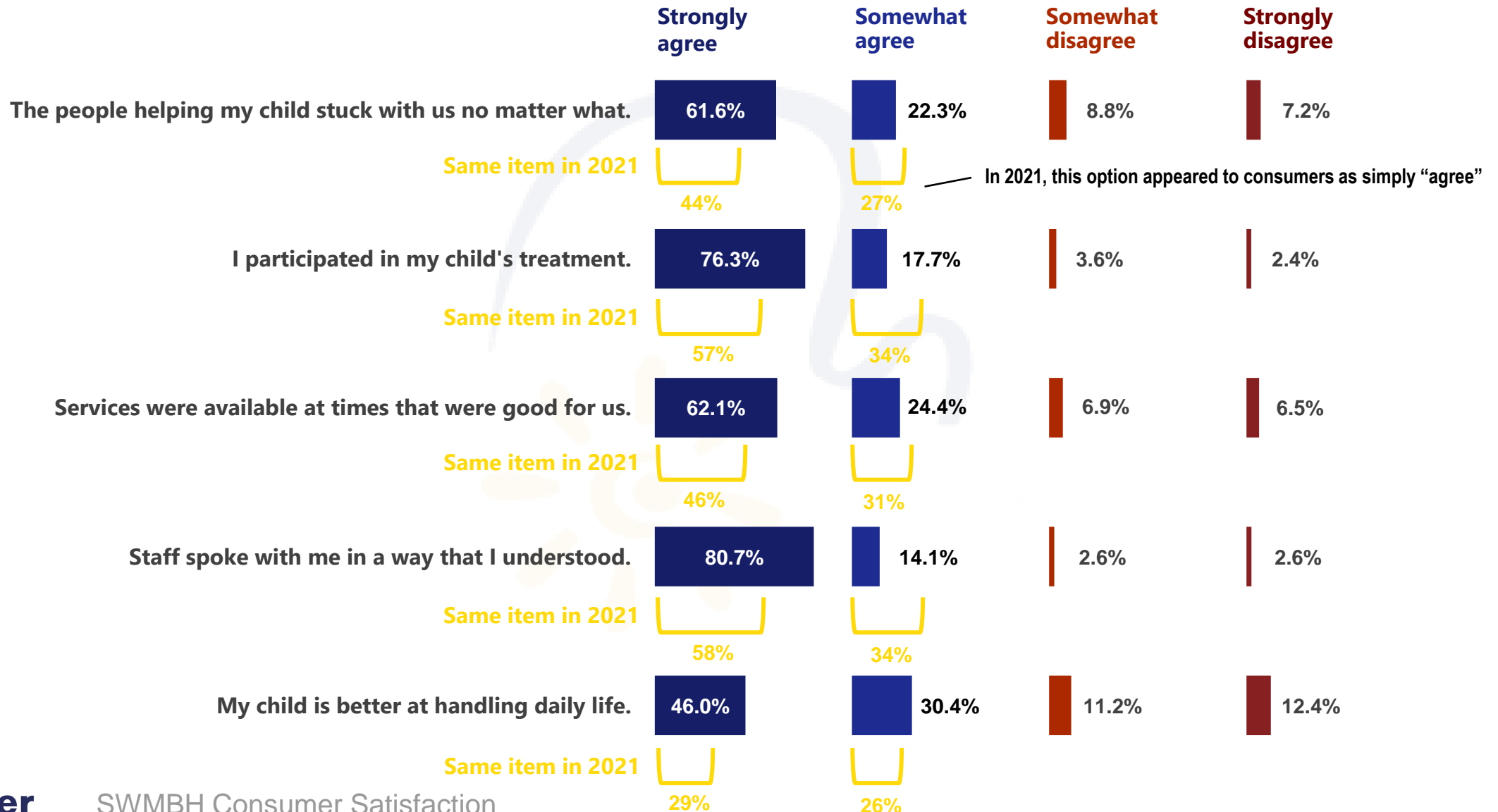
Significant changes were made to the survey

- A factor analysis was conducted to determine if any core survey items were redundant
 - Goal: shorten the length of the survey to ease survey fatigue and increase response rates
 - MHSIP: Revised from 36 core items to 24 core items (in addition to open-ended & demographics) while combining some constructs that were redundant
 - YSS: Revised from 26 core items to 23 core items (in addition to open-ended & demographics)
- Item response options were changed from a 5-pt scale with a neutral option to a 4-pt scale with no neutral option
 - Previously, a “neutral” response was interpreted as a positive outcome
 - New scale forces respondents to respond either positively or negatively
- “Somewhat” labels were added to mid-scale positive and negative options
 - Literature shows that a “somewhat” label makes for a more accurate measurement

MHSIP completers rated items more highly in 2022, likely as a result of removing “neutral” option, adding “somewhat” to agree



YSS completers rated items more highly in 2022, likely as a result of removing “neutral” option, adding “somewhat” to agree



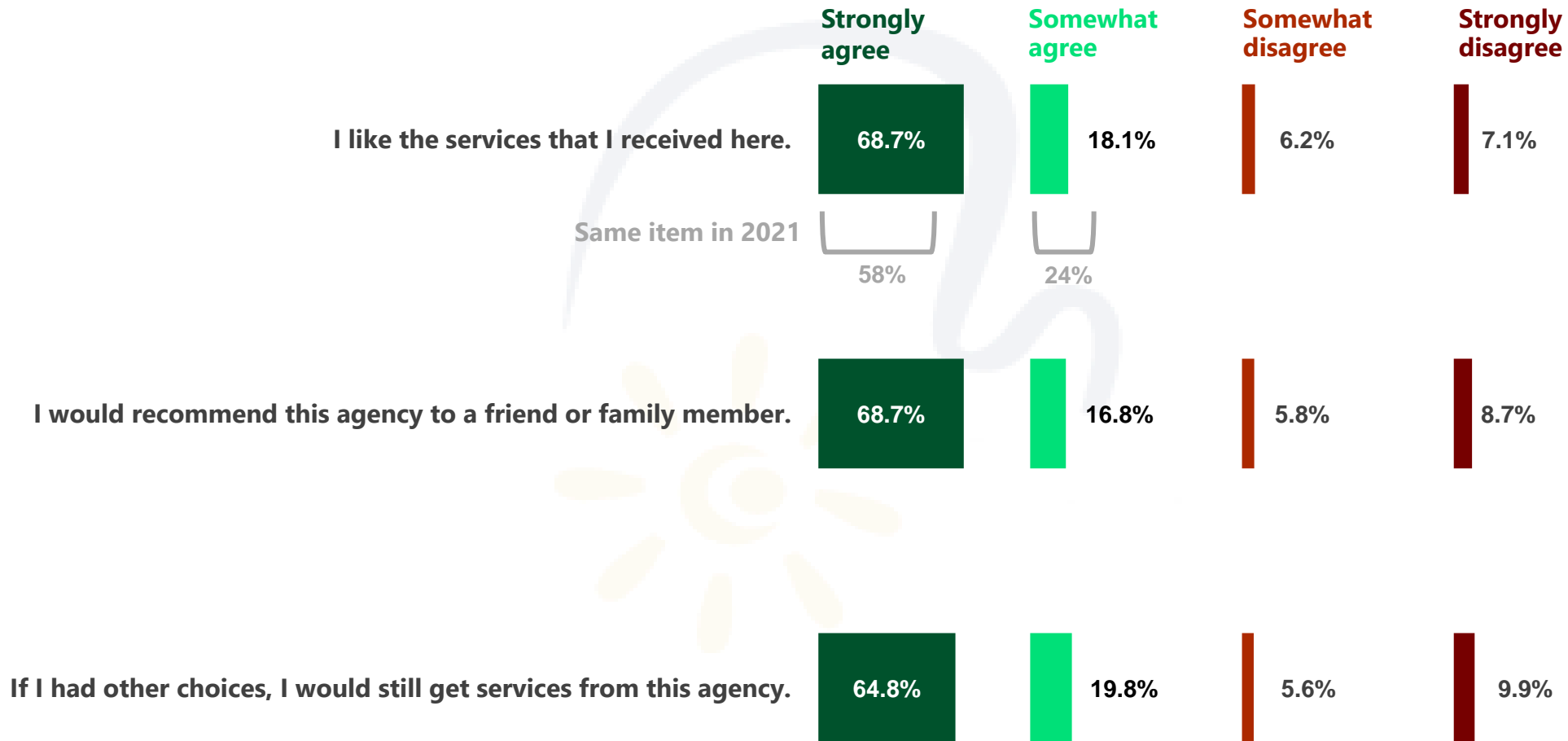
Mental Health Statistics Improvement Plan (MHSIP) Revised Tool: 2022

Sample size: 1628



General CMHSP satisfaction was consistent across all items

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



Consumers had life-changing accounts of benefit from their CMHSPs

“**Best place** I ever been to, and **best people** too. **Always smiling** and says hello when I walk in. **Never had to wait** in the waiting room.”

“My therapist is the best, Renee has single handedly **saved my life** and made it better at almost every appointment .”

“Without these services **I would not be here** today. I am very grateful.”

“The entire experience has been **positive, professional, and helpful**. I greatly appreciate the services provided. Thank you all very much.”

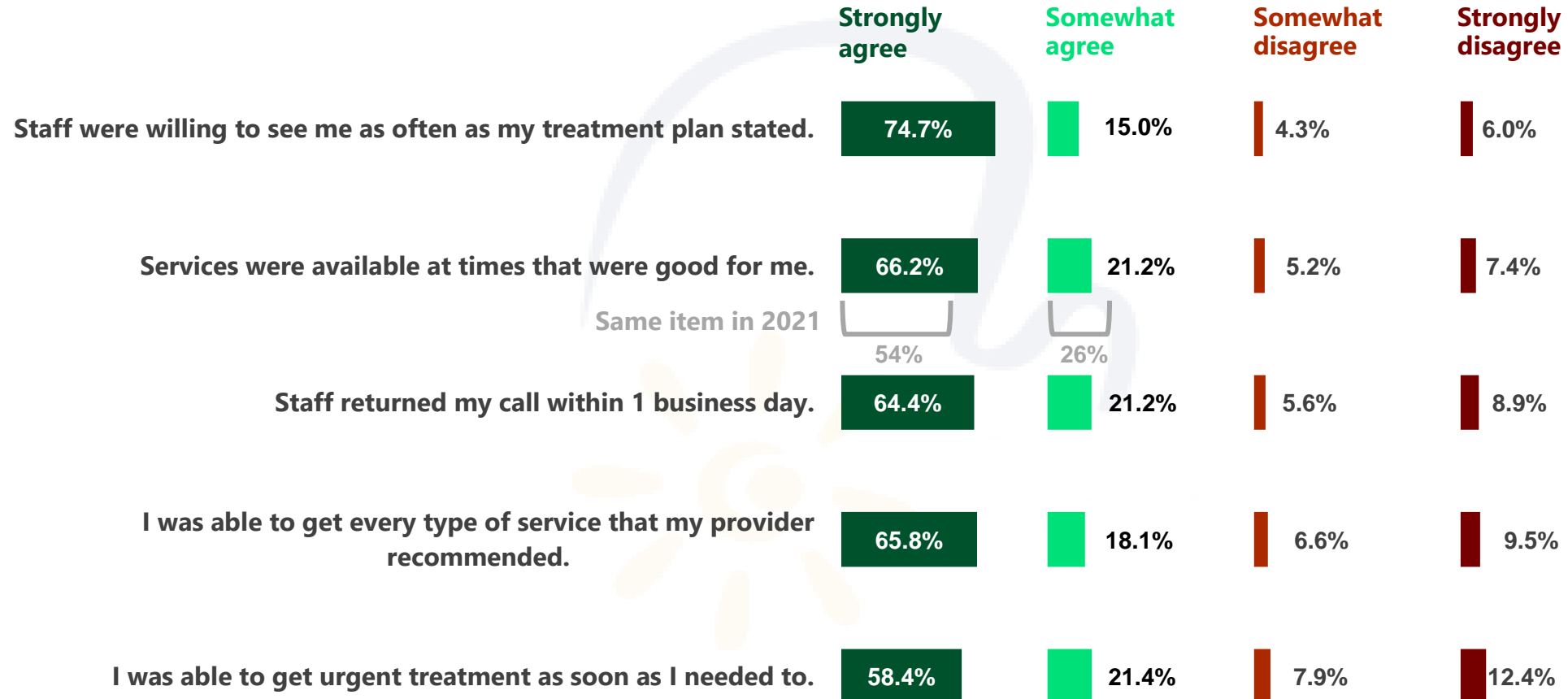
“The act team has totally helped me **transform my life**. I am so grateful.”

“Being placed back on my medication has made a **huge turn around with my life** including daily duties and wanting to get up and out of bed with a **good start to my day** instead of sad or depressed or just stuck.”

“Yes, my counselor has helped me a lot in **looking at things different**, and I do **feel better about myself**.”

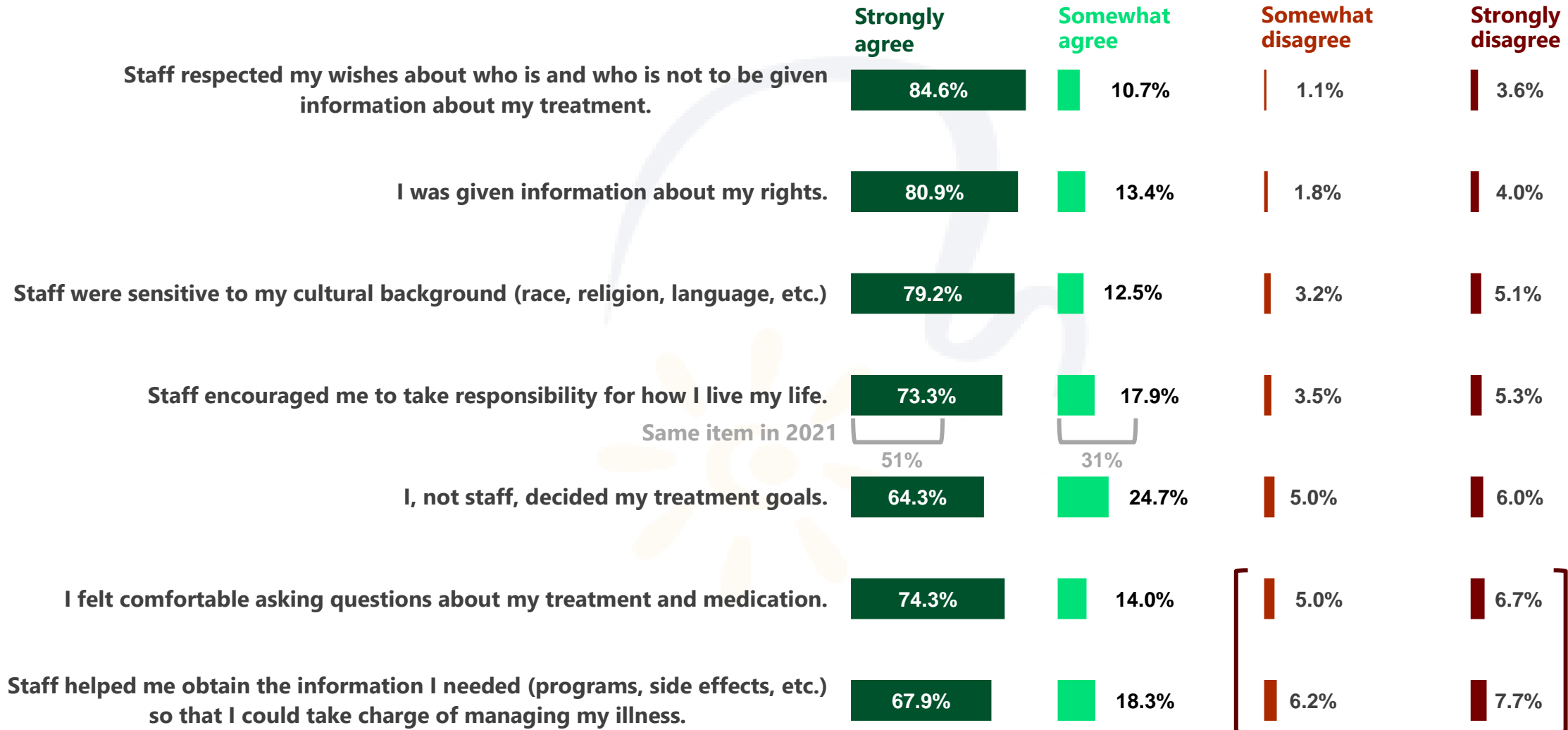
Majority of consumers had good access to services

Treatment plan adherence and the timing of services were the most approved items.



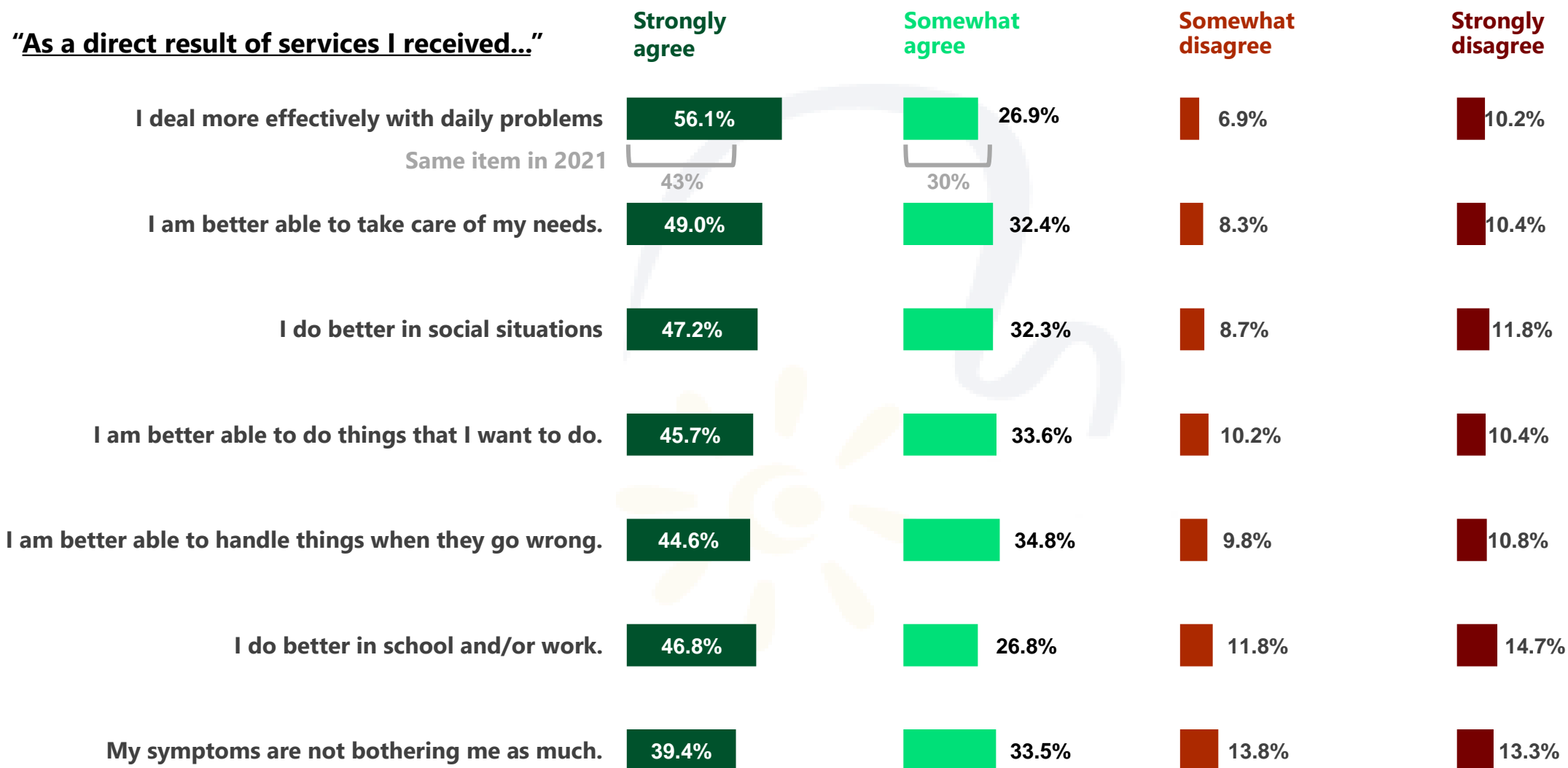
Lack of information provided biggest detractor from quality-appropriateness and participation

But only just over 1 in 10 reported not having adequate information about their treatment



Consumer outcomes & functioning relatively consistent across all items

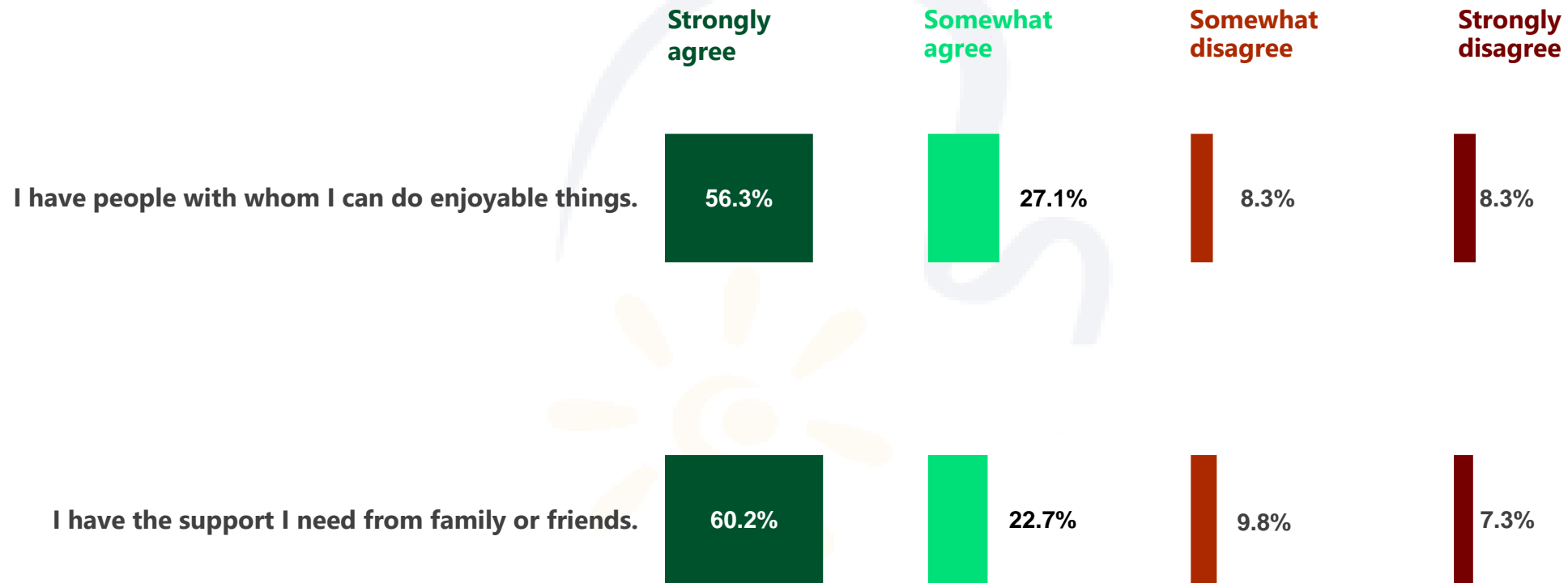
Disagreement ratings for "symptoms not bothering me as much" the highest among all items.



Strong majority of consumers have adequate social supports

Over 80% of consumers rated that they had social support in each item.

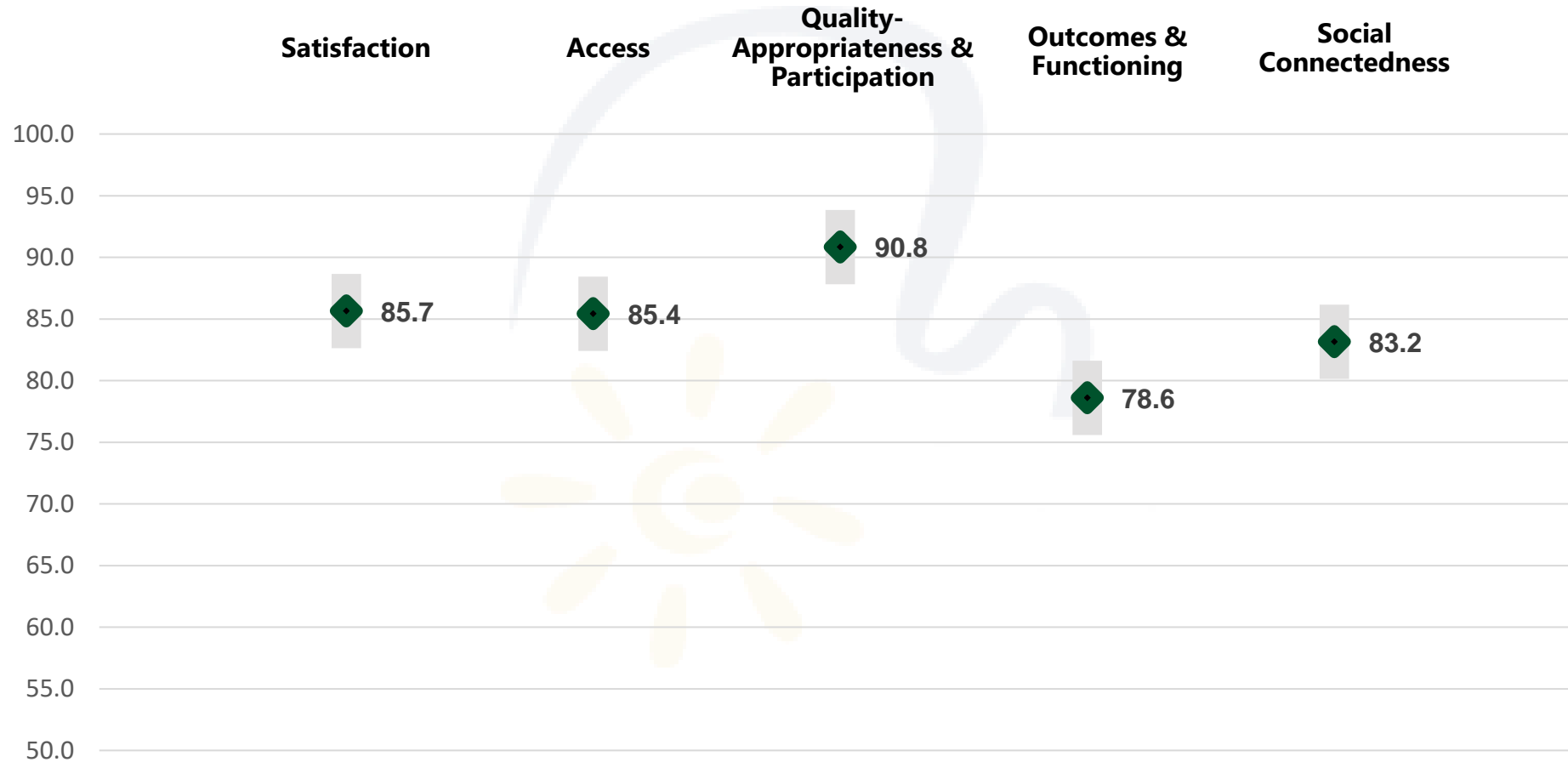
"For relationships other than your provider..."



All SWMBH CMHSPs: 2022 MHSIP scores by construct

Dark green 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*)

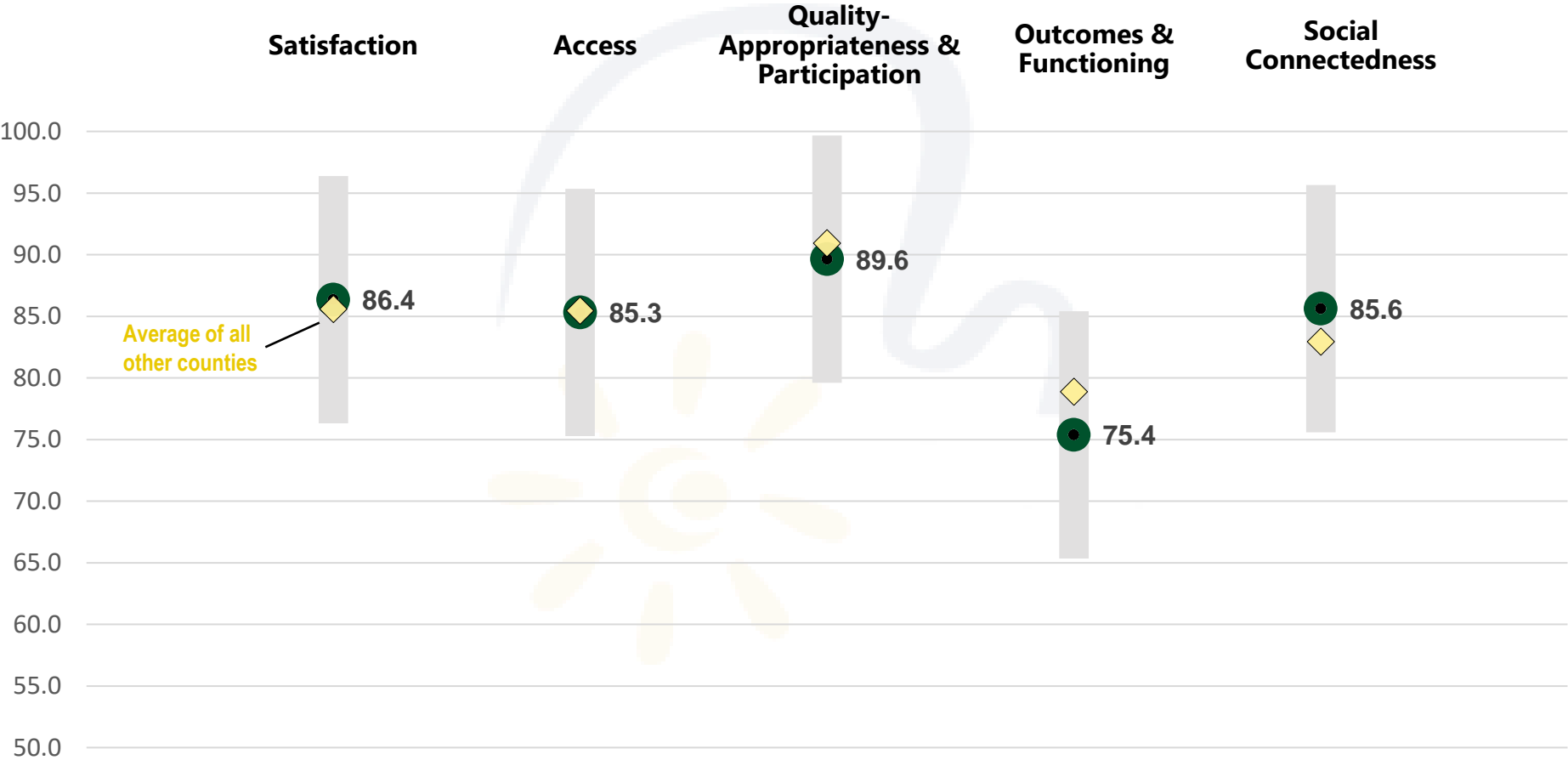


*margin of error for all CMHSPs: ± 3.0 pts

n = 1058

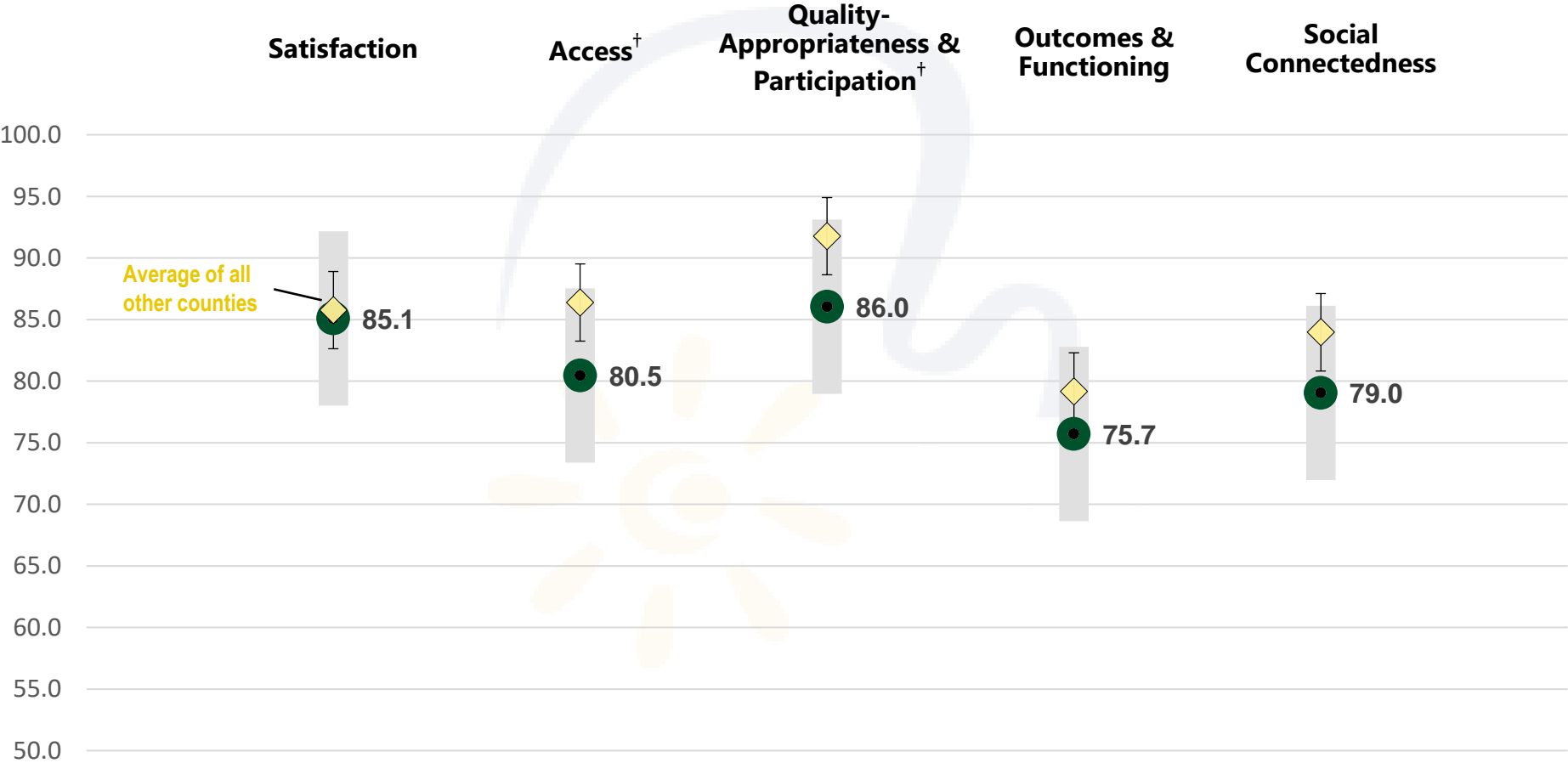
Barry County: On par with other counties in 2022 MHSIP

Dark green 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*)



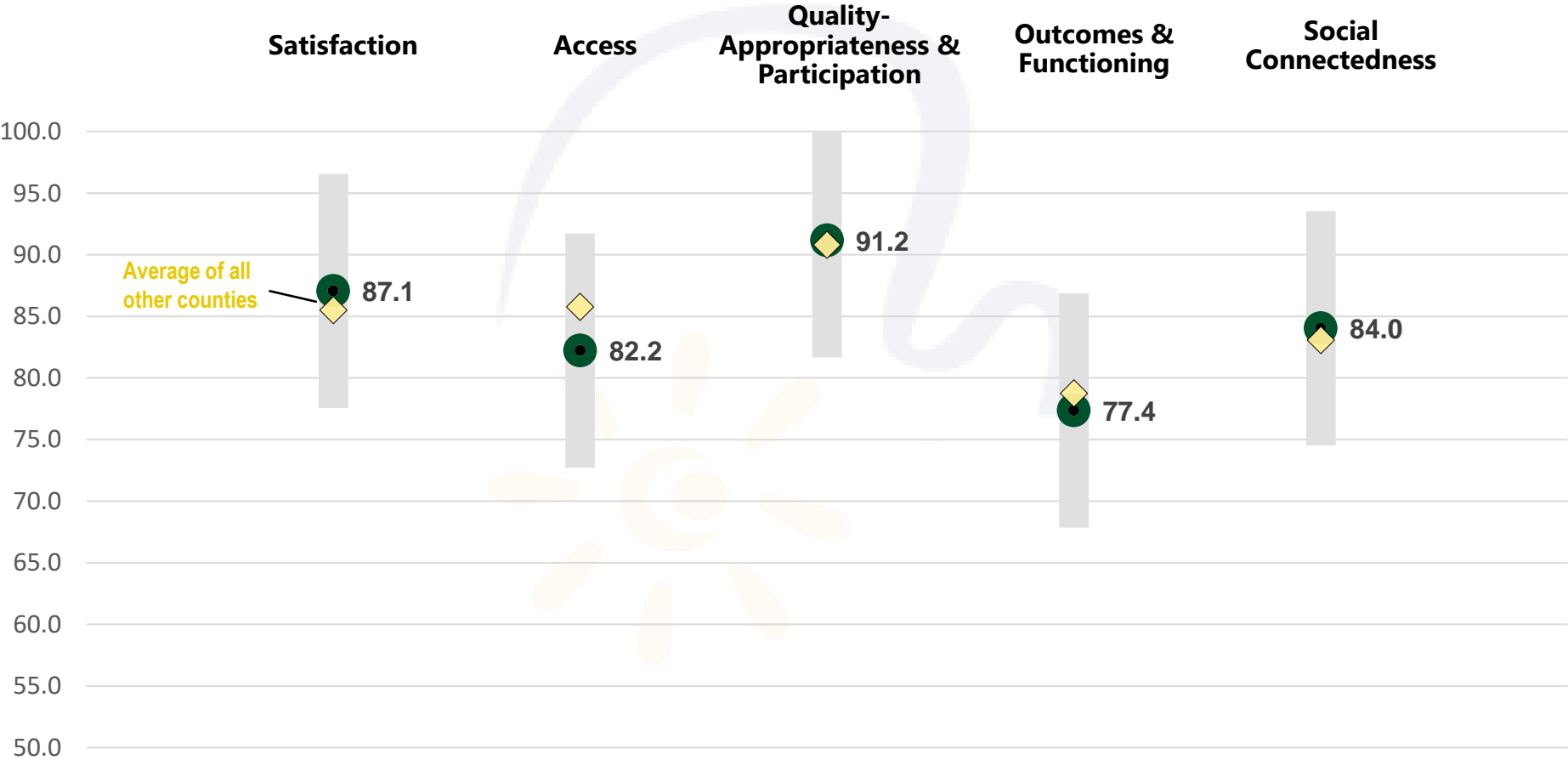
Berrien County: Below average in 2 MHSIP constructs in 2022

Dark green 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*)



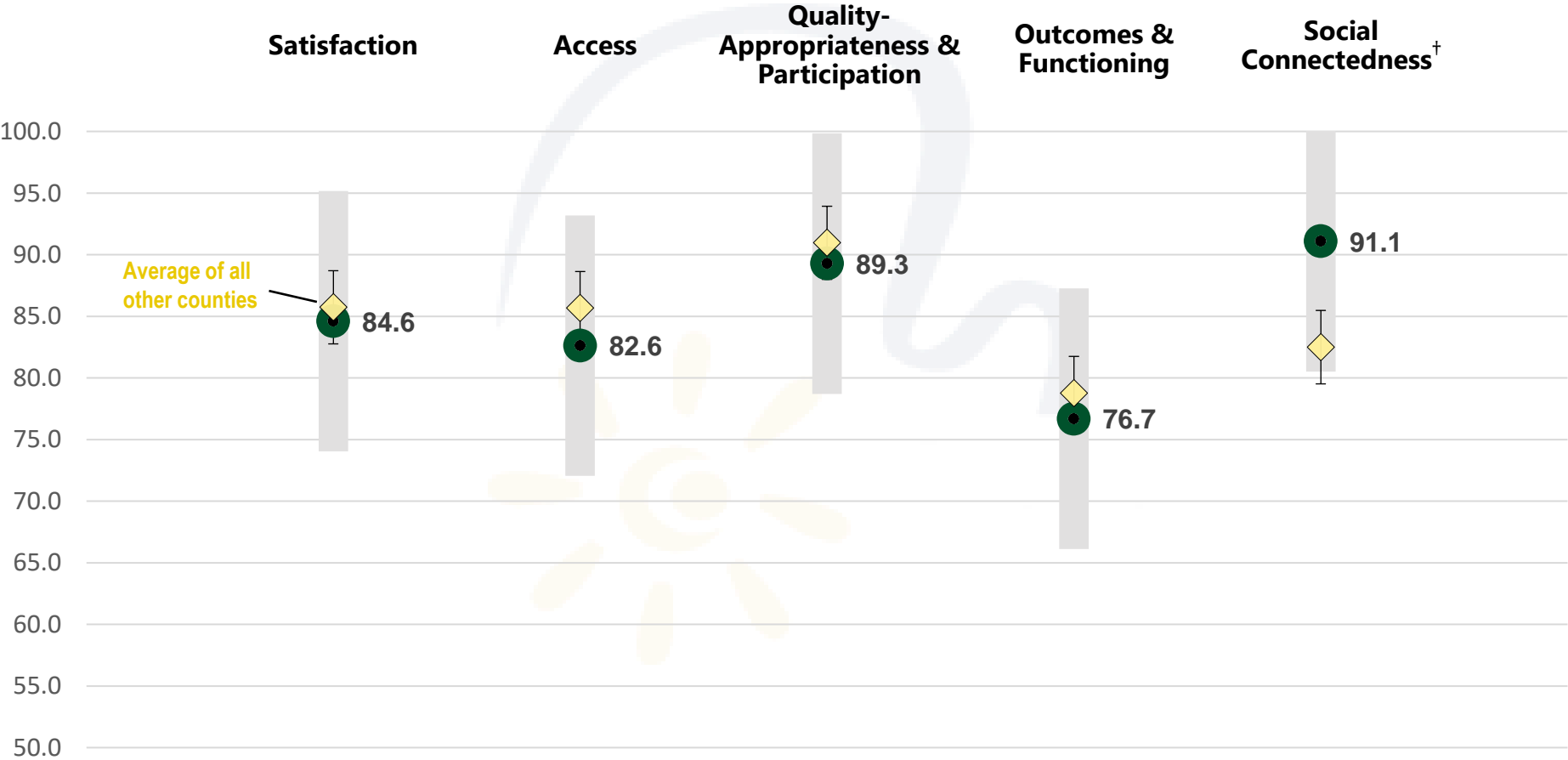
Branch County: On par with other counties in 2022 MHSIP

Dark green 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*)



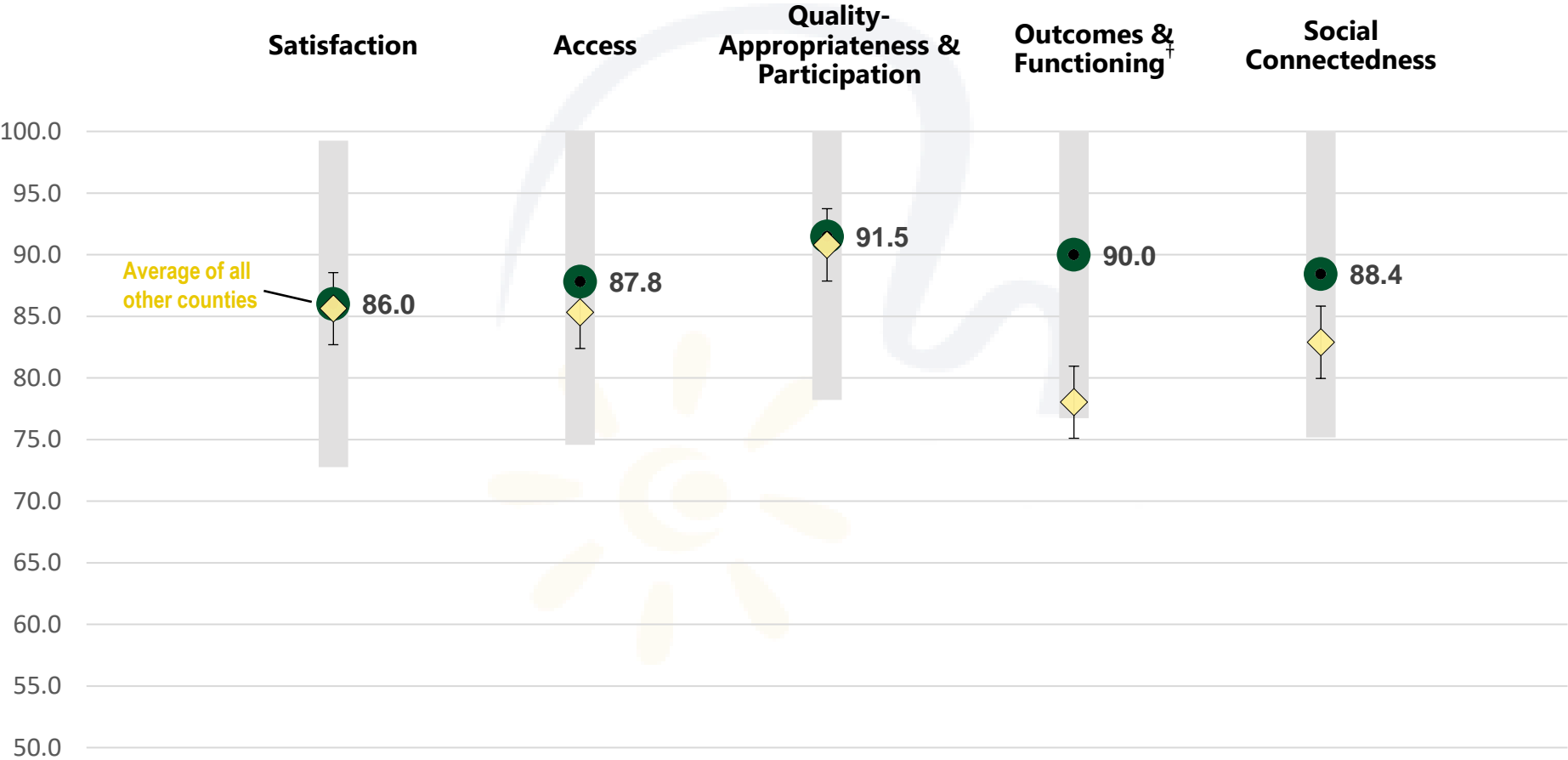
Calhoun County: Above average in 1 MHSIP construct in 2022

Dark green 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*)



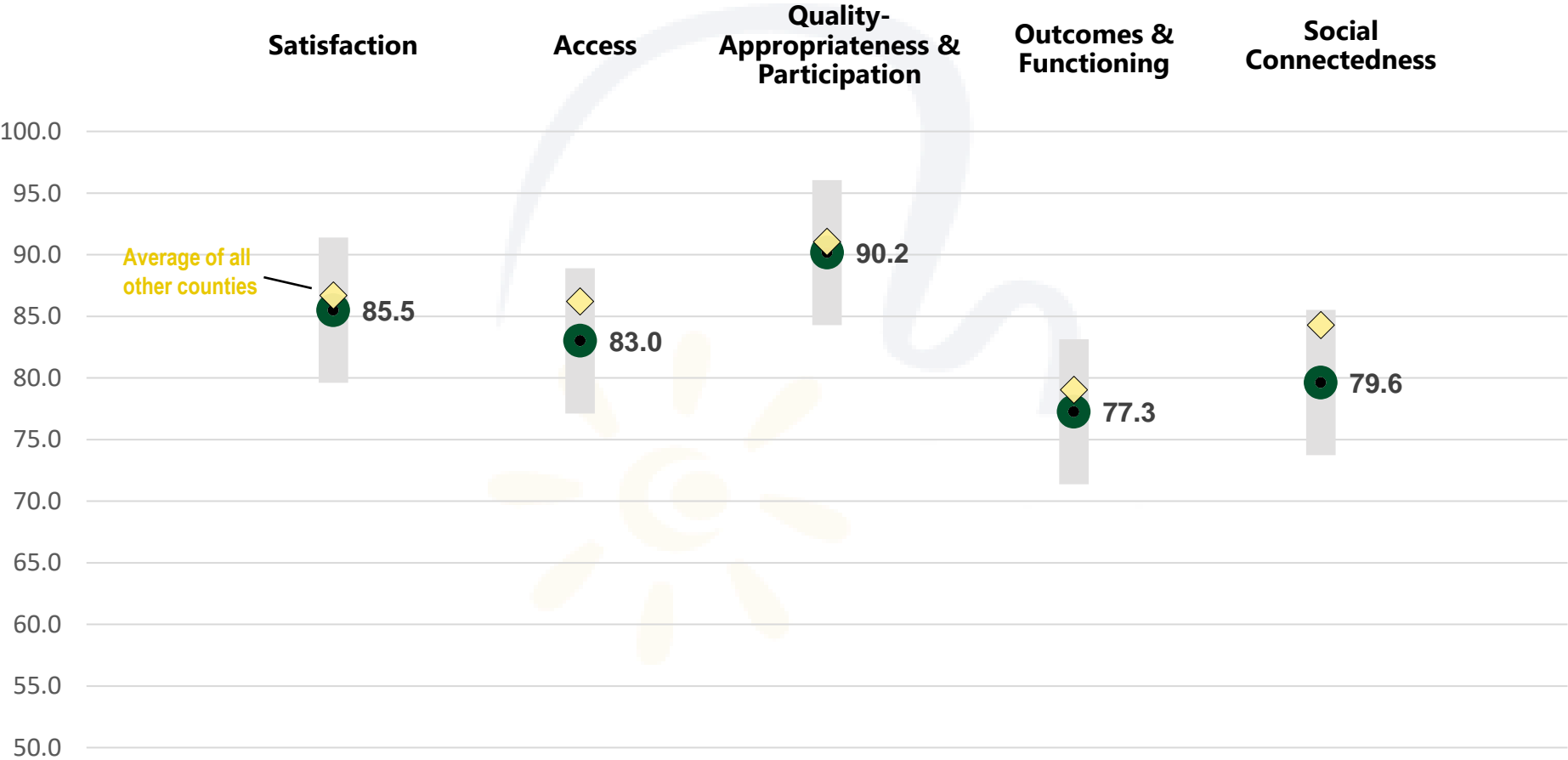
Cass County: Above average in 1 MHSIP construct in 2022

Dark green 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*)



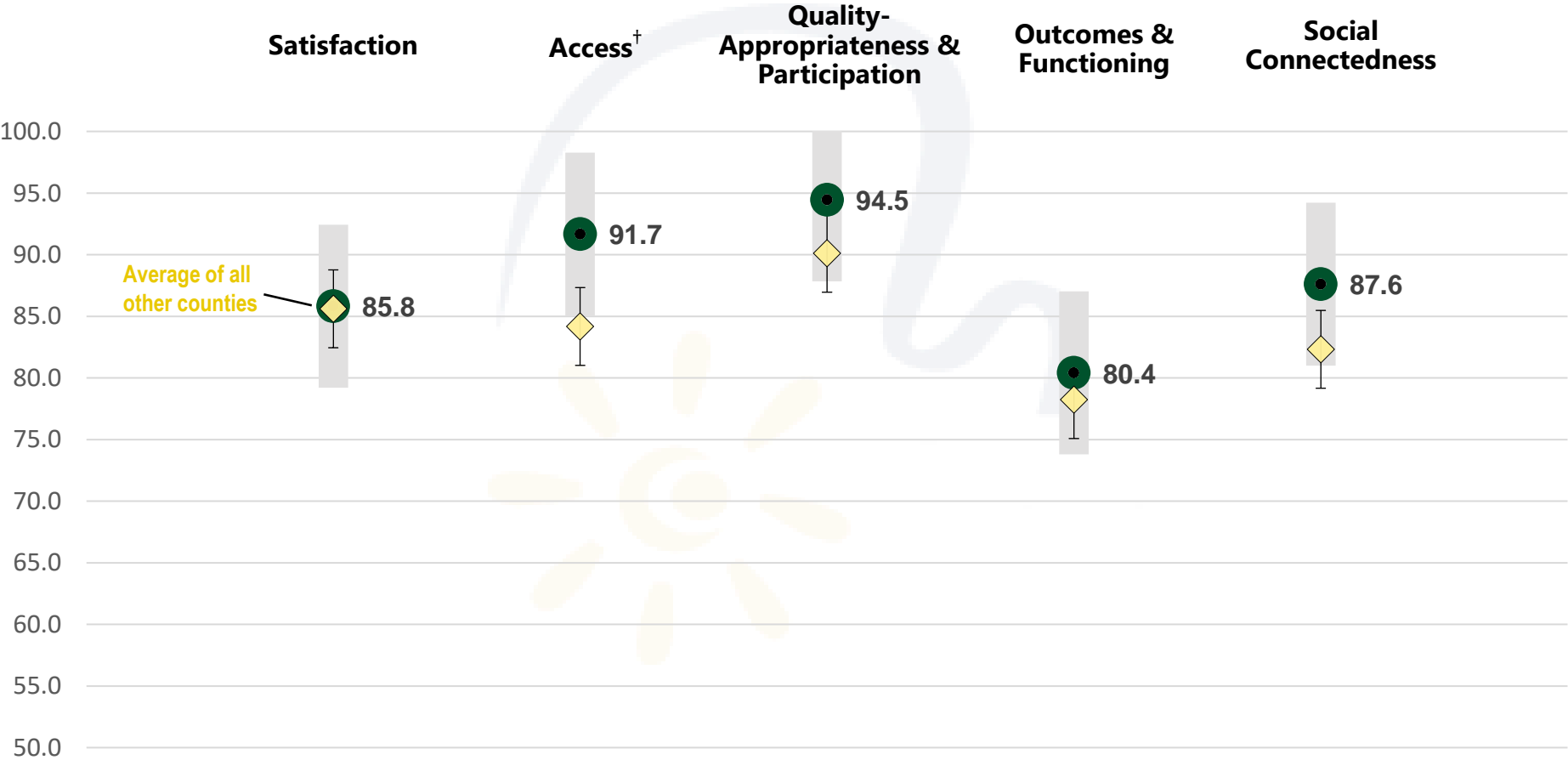
Kalamazoo County: On par with other counties in 2022 MHSIP

Dark green 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*)



St. Joseph County: Above average in 1 MHSIP construct in 2022

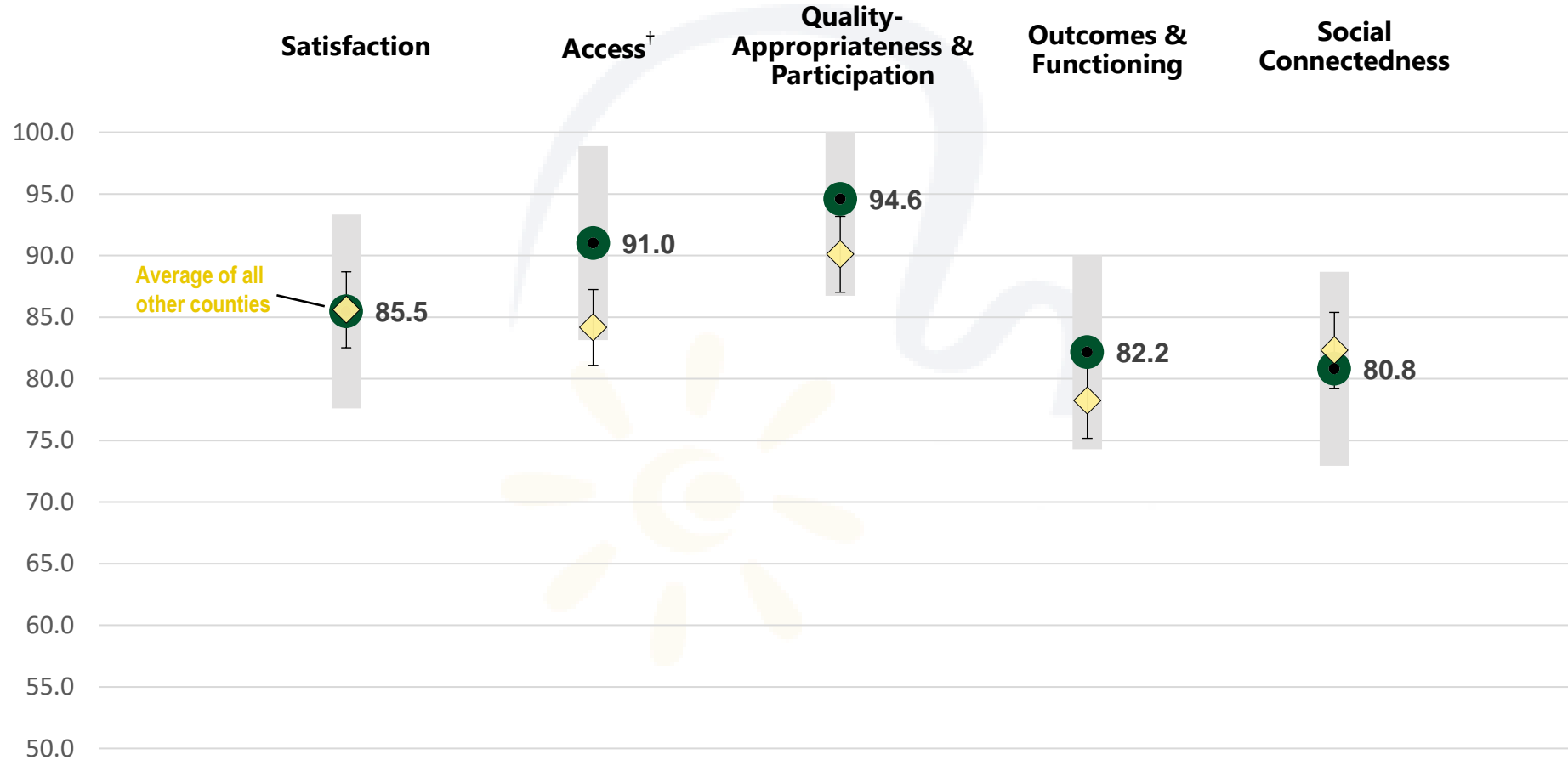
Dark green denotes the percentage in agreement for that construct's items
Gray bars denote the likely range where the true percentage for all SWMBH consumers might lie (i.e., margin of error*)



Van Buren County: Above average in 1 MHSIP construct in 2022

Dark green denotes the percentage in agreement for that construct's items

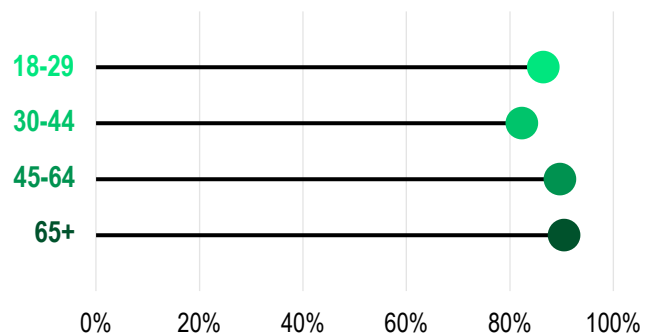
Gray bars denote the likely range where the true percentage for all SWMBH consumers might lie (i.e., margin of error*)



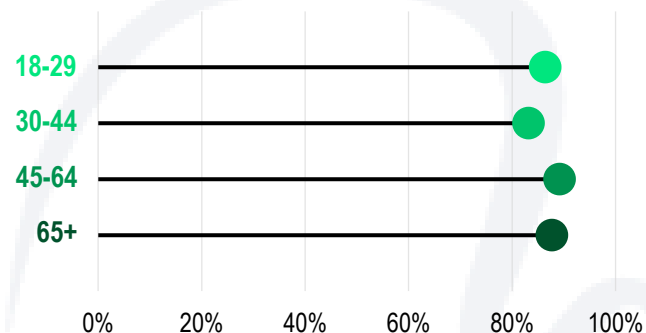
Aged 30-44 MHSIP respondents gave slightly lower ratings

Overall, ratings were similar between all age groups

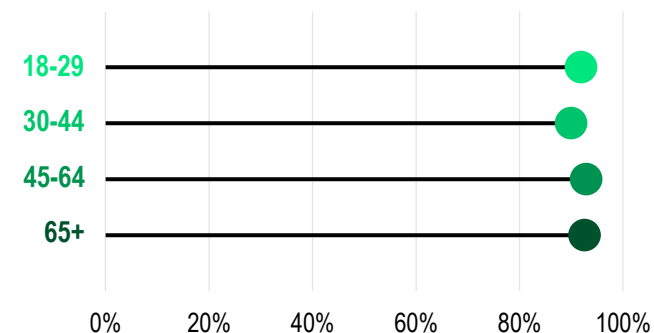
Satisfaction



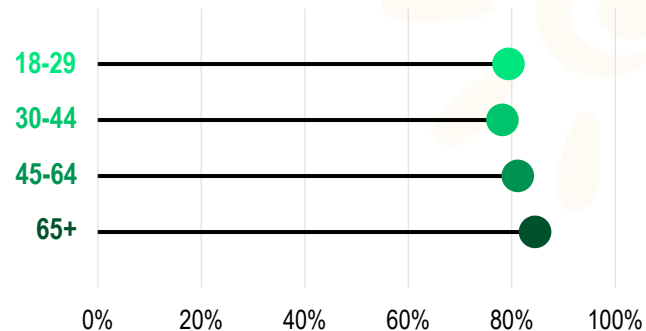
Access



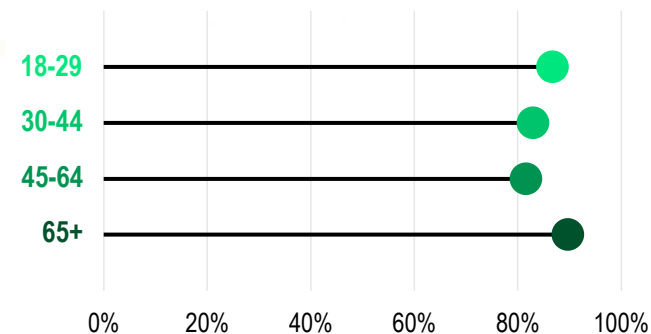
**Quality-Appropriateness
& Participation**



**Outcomes &
Functioning**

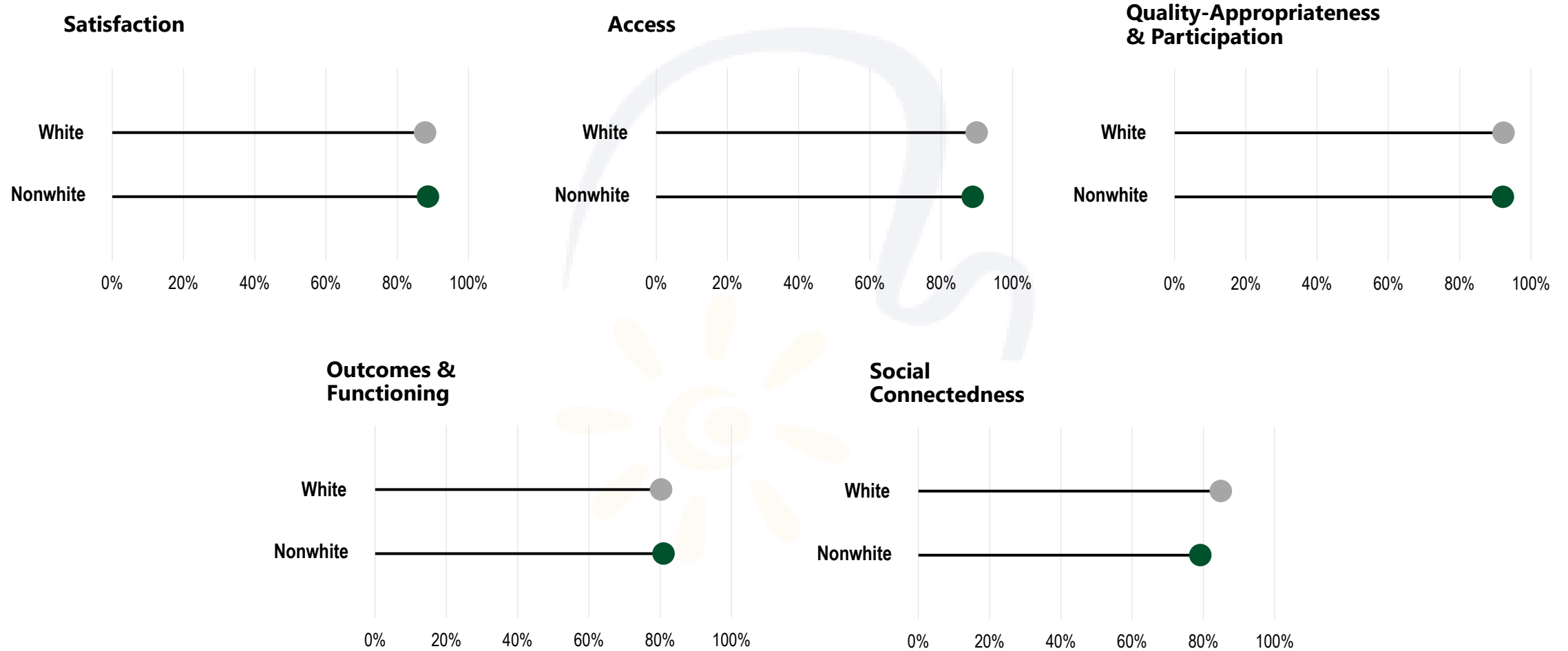


**Social
Connectedness**



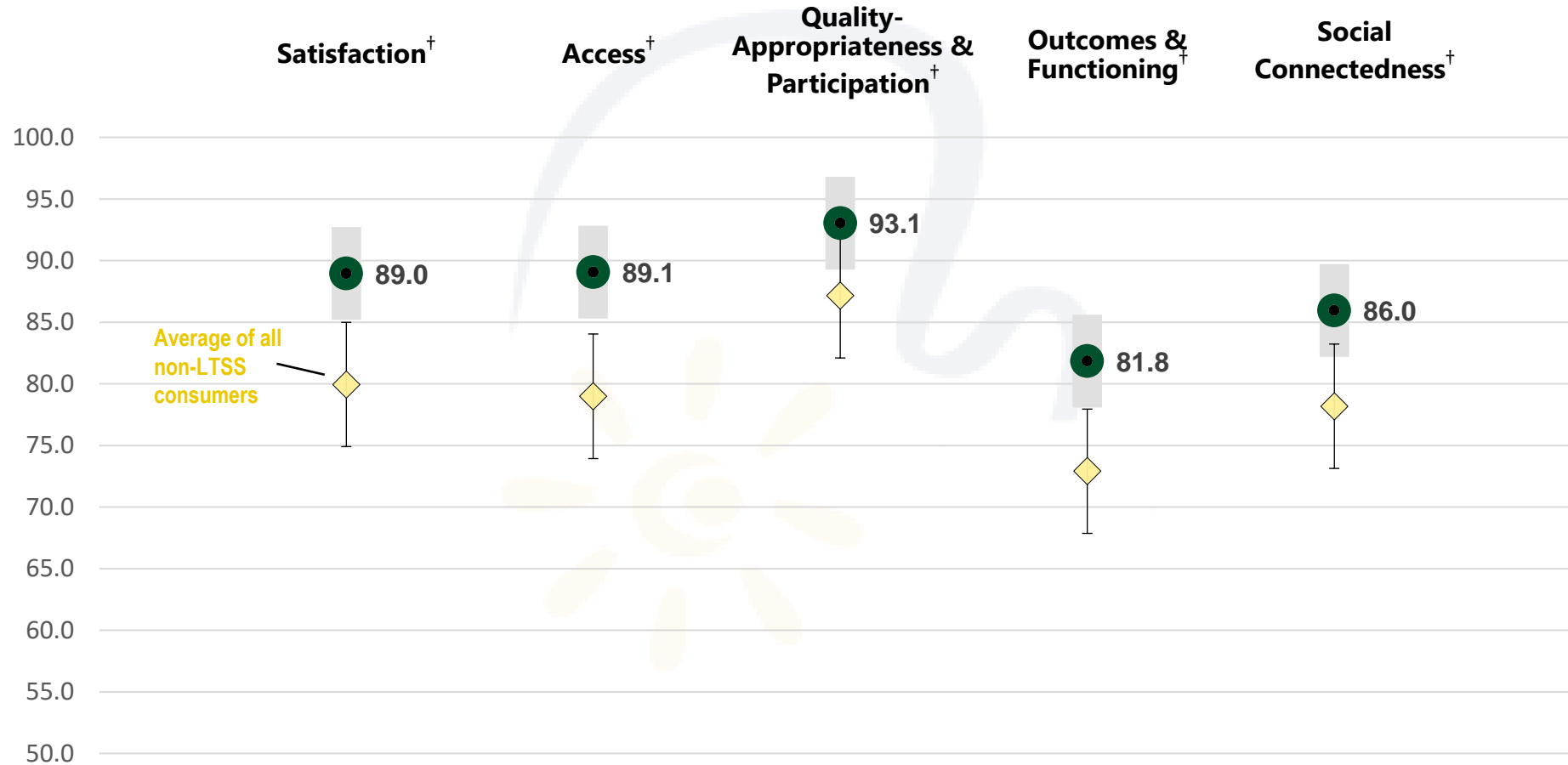
Adult **consumers of color** show slightly lower social connection ratings

“Nonwhite” category comprises any race other than White, including Black/African American, Asian, Native American, Native Hawaiian/Pacific Islander, or any mix of races.



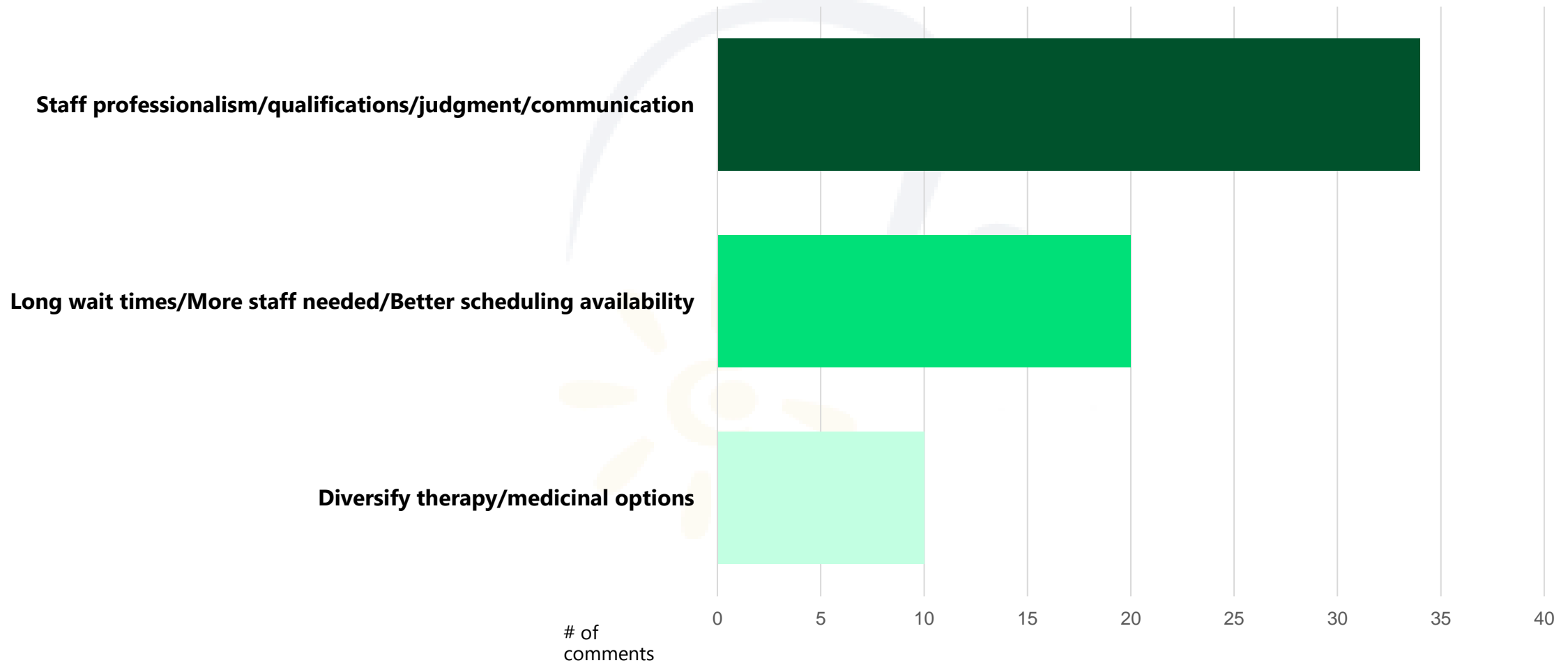
Adult LTSS consumers report better scores than non-LTSS adults across the board

Dark green denotes the percentage of LTSS (long-term social services) consumers in agreement for that construct's items
Gray bars denote the likely range where the true percentage for all LTSS consumers might lie (i.e., margin of error*)



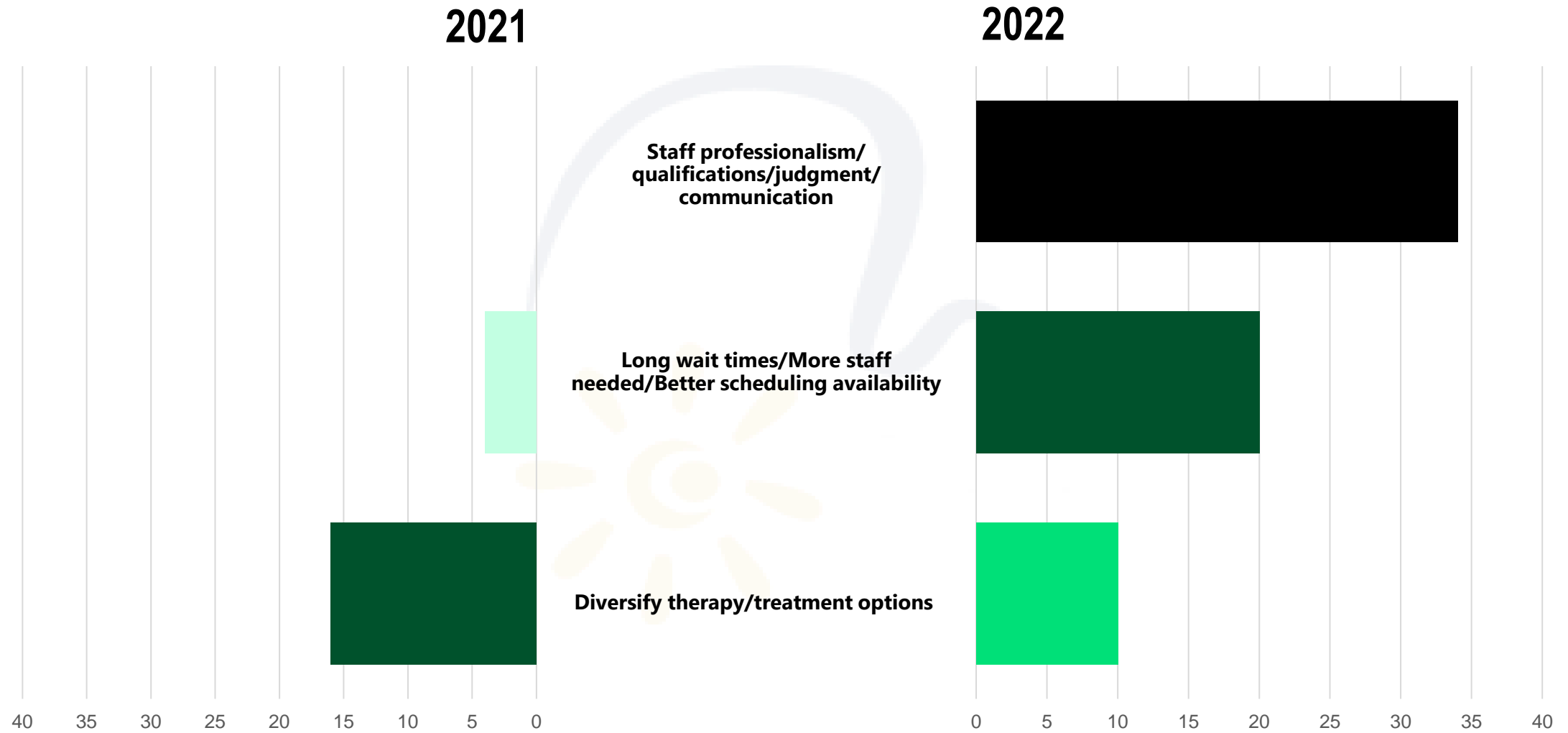
Opportunities for improvement in diversifying treatment options

Of respondents to the MHSIP who were dissatisfied with services, diversifying treatment options and having to wait to receive services were the most mentioned areas for improvement



2022 saw many complaints about staff professionalism and communication

Many comments discussed staff attitude, providers listening more, and better communication between different staff





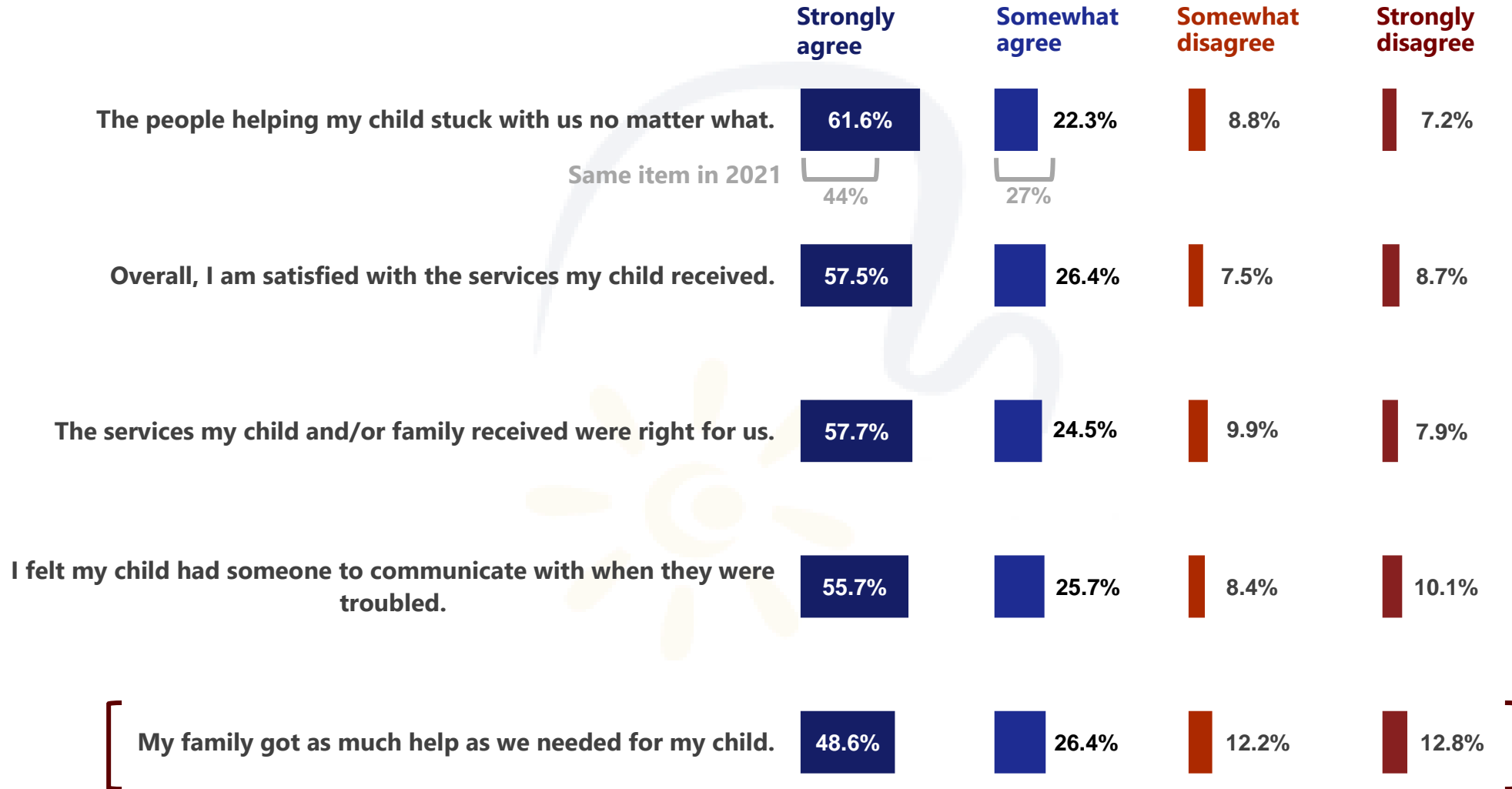
Youth Services Survey for Families (YSS) 2022

Sample size: 516



CMHSP satisfaction & appropriateness hindered by access to services

YSS item related to amount of help received got lowest **strongly agree** ratings



Positive highlights from the YSS comments section

“We contacted Mobile Crisis Response late at night when my son made suicidal statements. We spoke with Christy and she was great! My son is 17 and talked to Christy directly. She was **compassionate, treated him with respect, and followed up** with me later. She helped us develop a safety plan and decide that a trip to the ER was not needed that night. We did have some trouble finding a therapist, but Christy followed up and helped me find someone who had openings and a therapy dog. I sincerely appreciate Christy and her assistance!”

“Services have just started but so far **things have been going very well**. I feel like the people on my son's case have a **genuine interest** in seeing him get better.”

“I am particularly thankful for the way that all of the **different staff at CMH have collaborated** for the benefit of my child.”

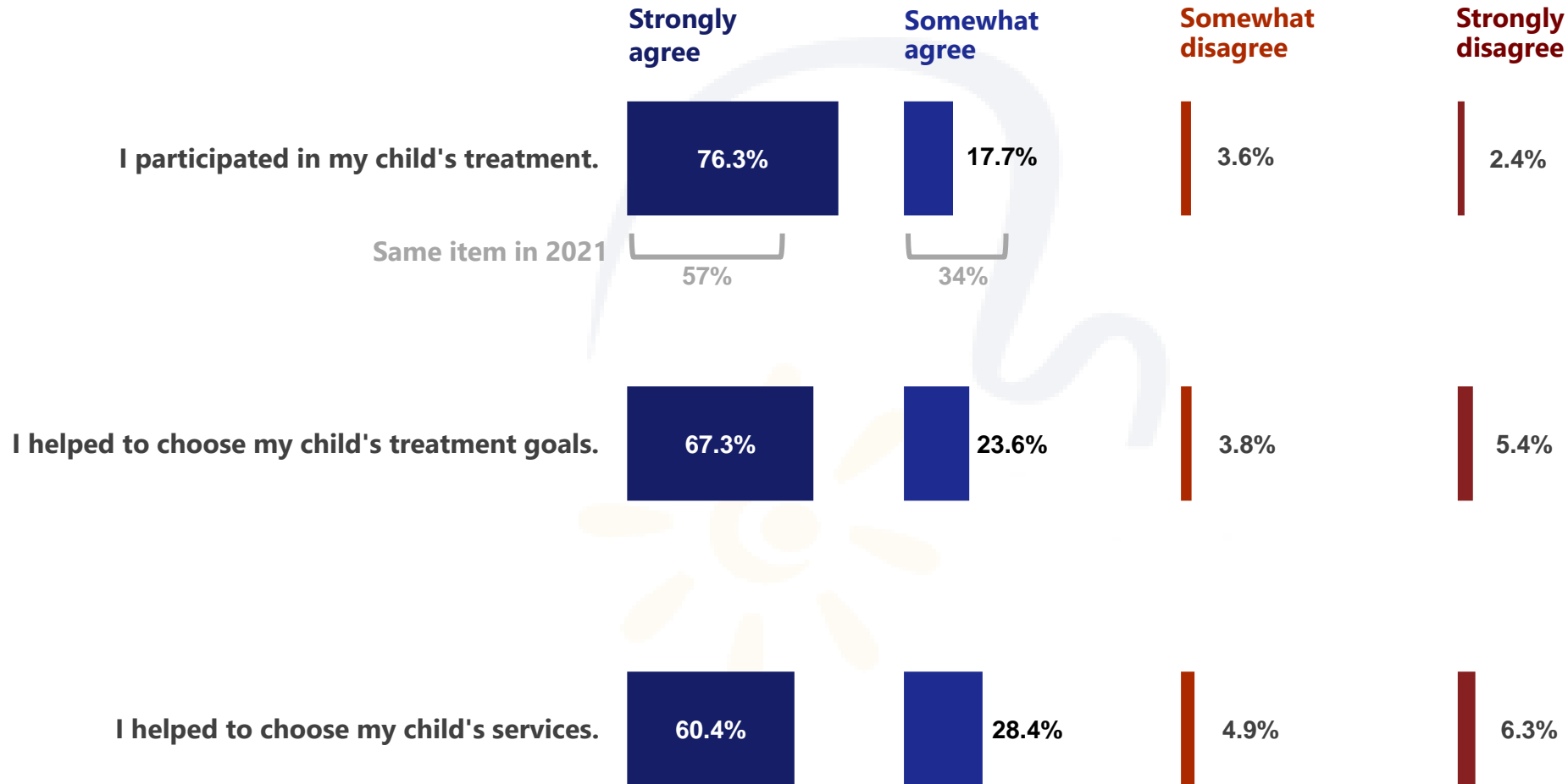
“Going through his counseling **I feel like I have my son back** and he has the best outcome for his future I am over satisfied with her and her services.”

“Just **being able to text** the therapist with questions is great because they respond same day normally.”

“Having a case worker to help **coordinate different services/locations** has been very helpful as a parent and having **another trusted adult** is also beneficial for my daughter.”

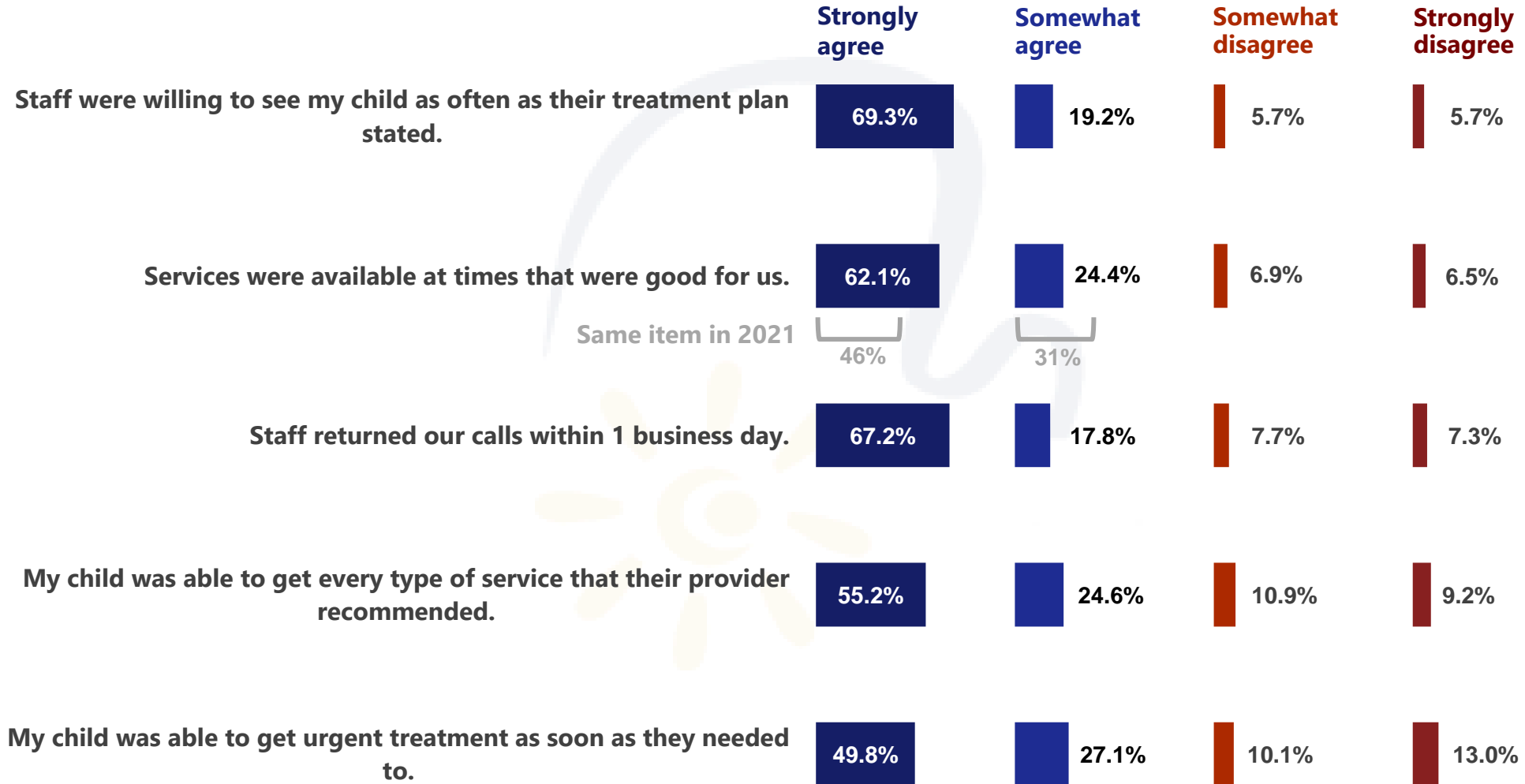
Parents overwhelmingly felt very involved with their child's services

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



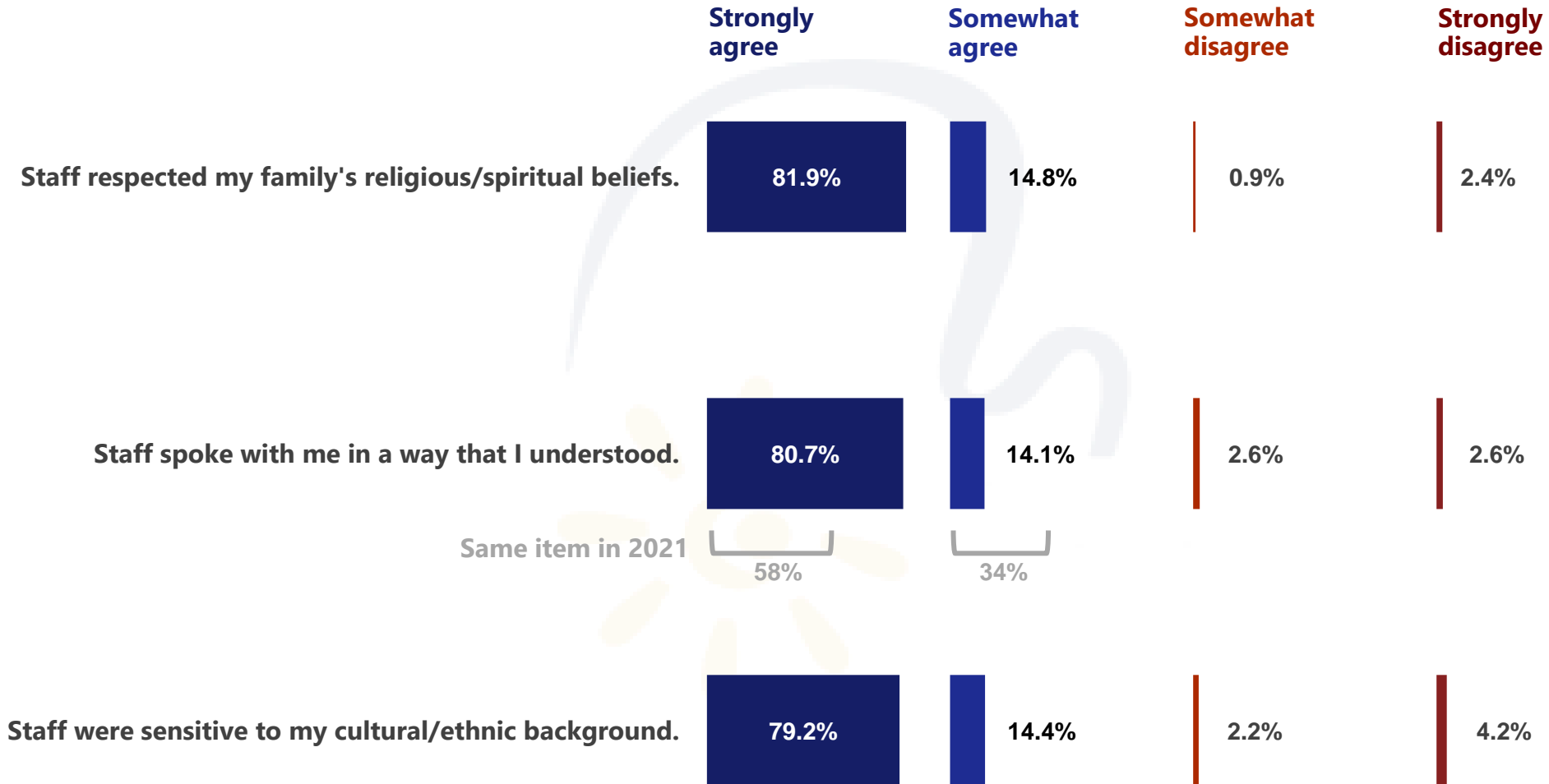
Most access ratings were strong, some weaker

Less **agreement** with items related to receiving different types of services and urgent treatment.



CMHSP cultural sensitivity received near perfect ratings

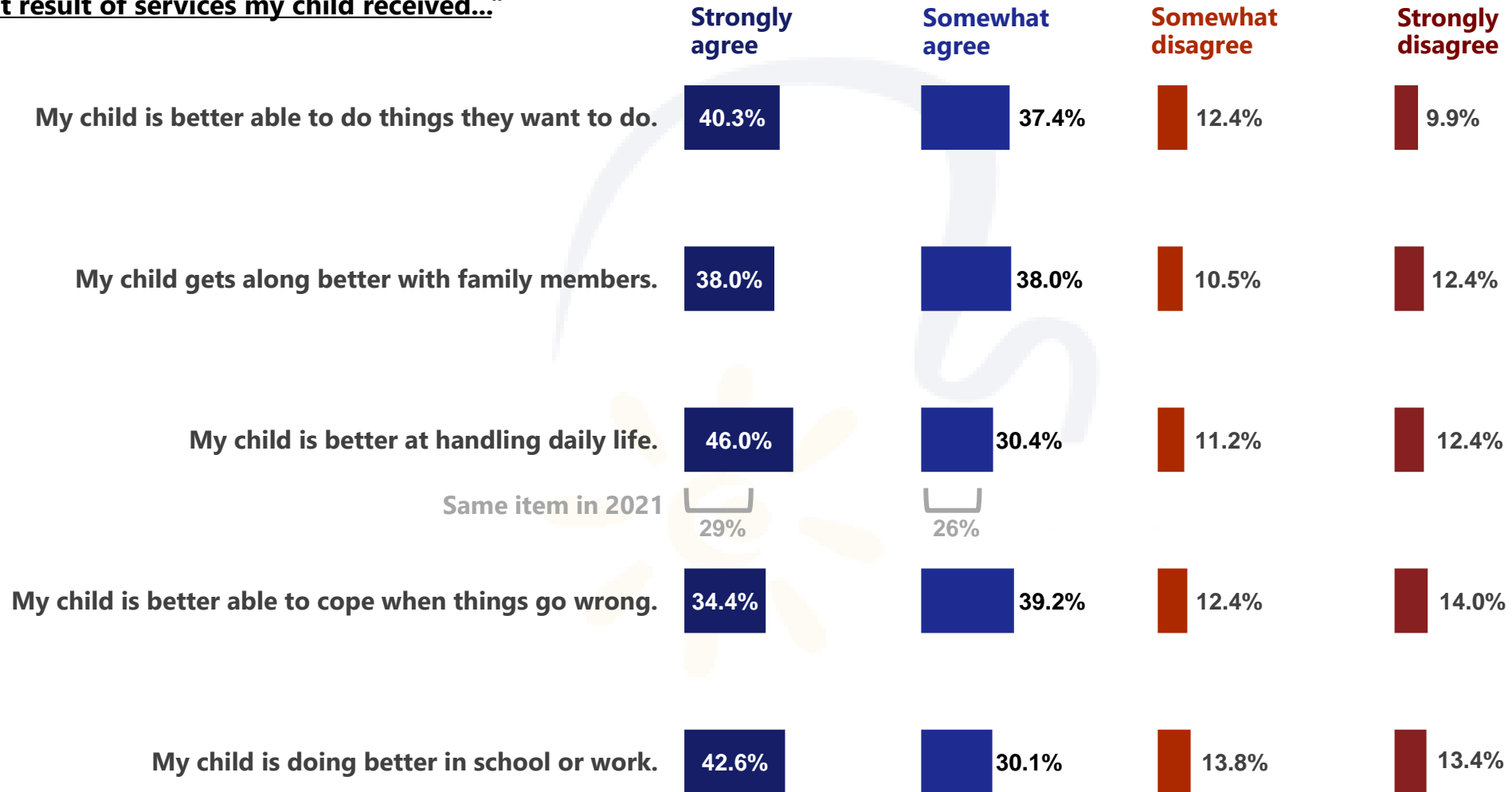
A majority of YSS respondents gave the cultural sensitivity items **strongly agree** ratings



Outcomes for youth consistent, but not stellar

For over 1 in 5 respondents, their child saw no improvement across the different outcome measures

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



Any poor outcomes may stem from scheduling and communication

“**Communicating with the parents** about what type of programs the kid is doing. My daughter has **went almost a whole year without** her getting any help for her sexual abuse therapy.”

“I had been trying to get services for some time. I was told to explore all these other options and then if you can't get in call us back. As a result my daughter who was 18 at the **time lost all interest in talking to someone.** Thankfully she's coping better now.”

“We have had many problems with **scheduling and appointment times.** He has been going almost 6 months with no improvements or changes to his school life or home life.”

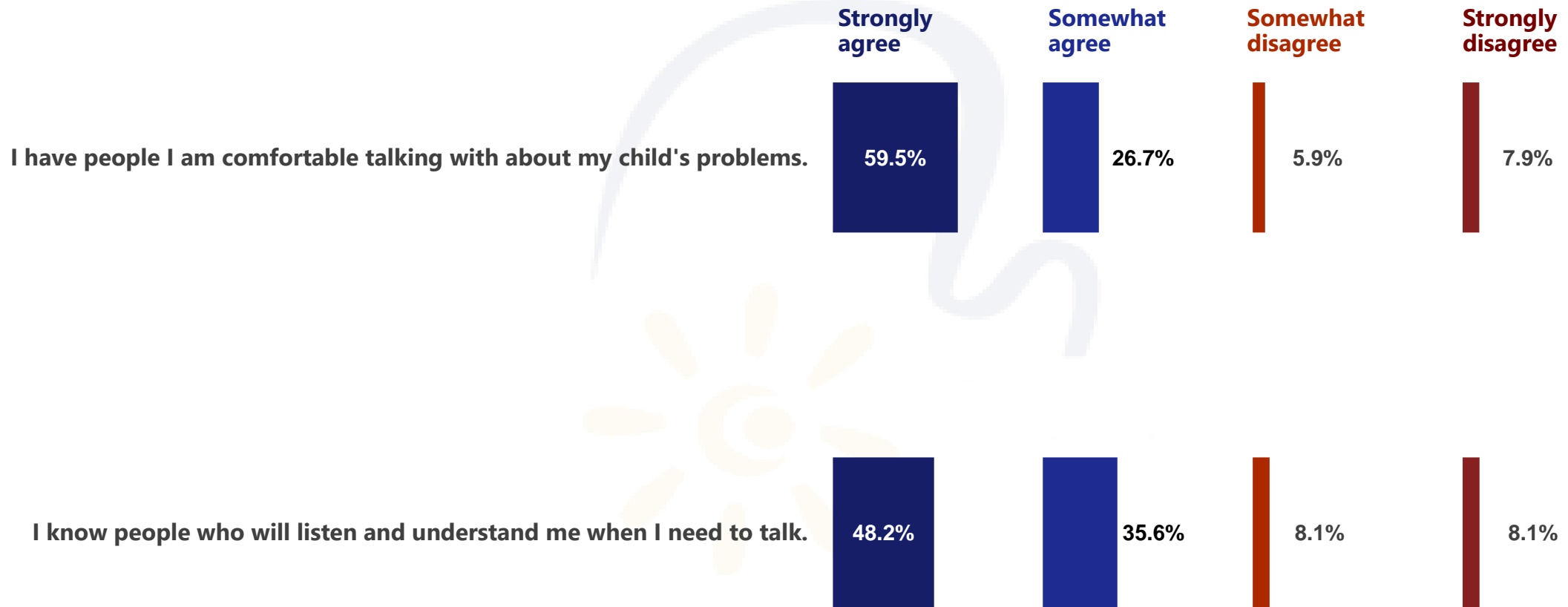
“I would like for someone to actually help me with what is going on. **I haven't talked to anyone since October** maybe beginning of November. So we currently have no help.”

“[I wish we were] able to get her in every week and **not having to wait weeks or even months.**”

“Her regimen only gets her in every three weeks, and as of today her next appointment isn't until January. So it will be **over 2 months since she's seen a therapist.** I'm not happy with how they're handling the care for my daughter.”

Parents' social connectedness rated as mostly positive

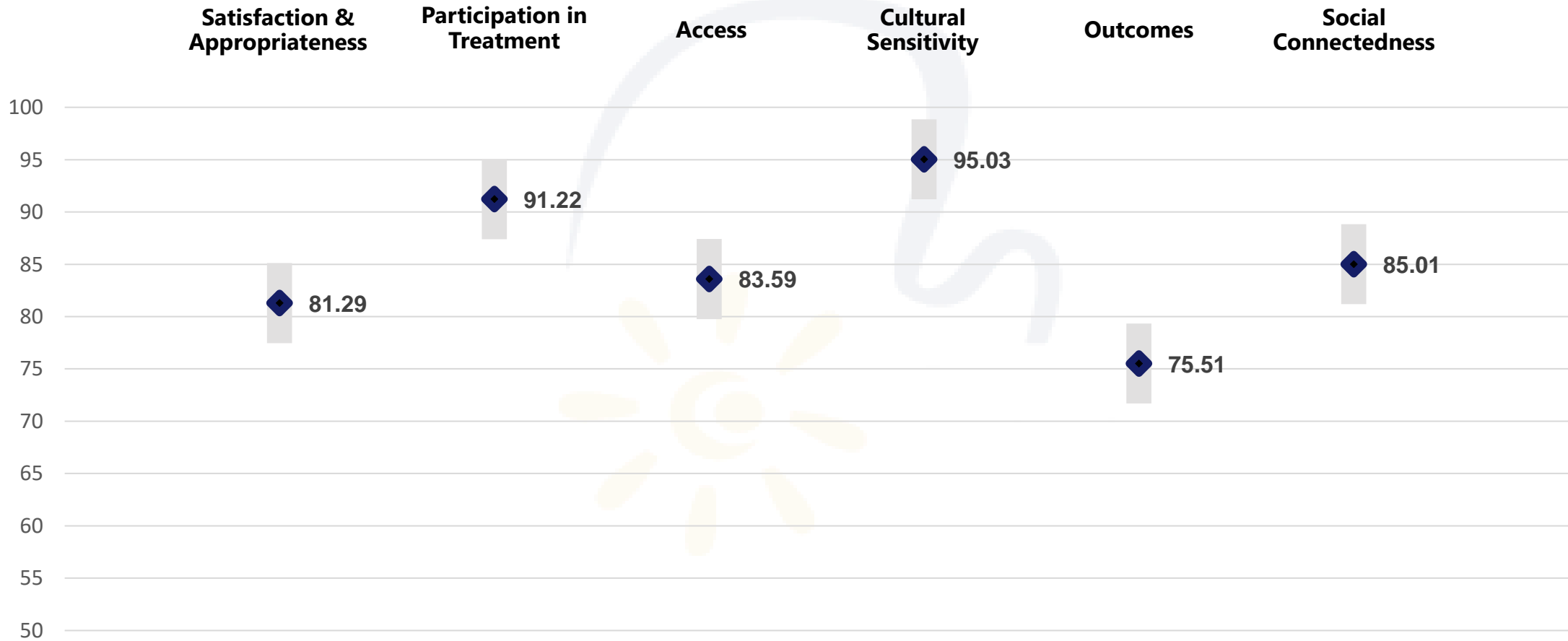
A majority of YSS respondents gave the social connectedness items **agree** ratings



All SWMBH CMHSPs: 2022 YSS scores by construct

Dark blue 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*)

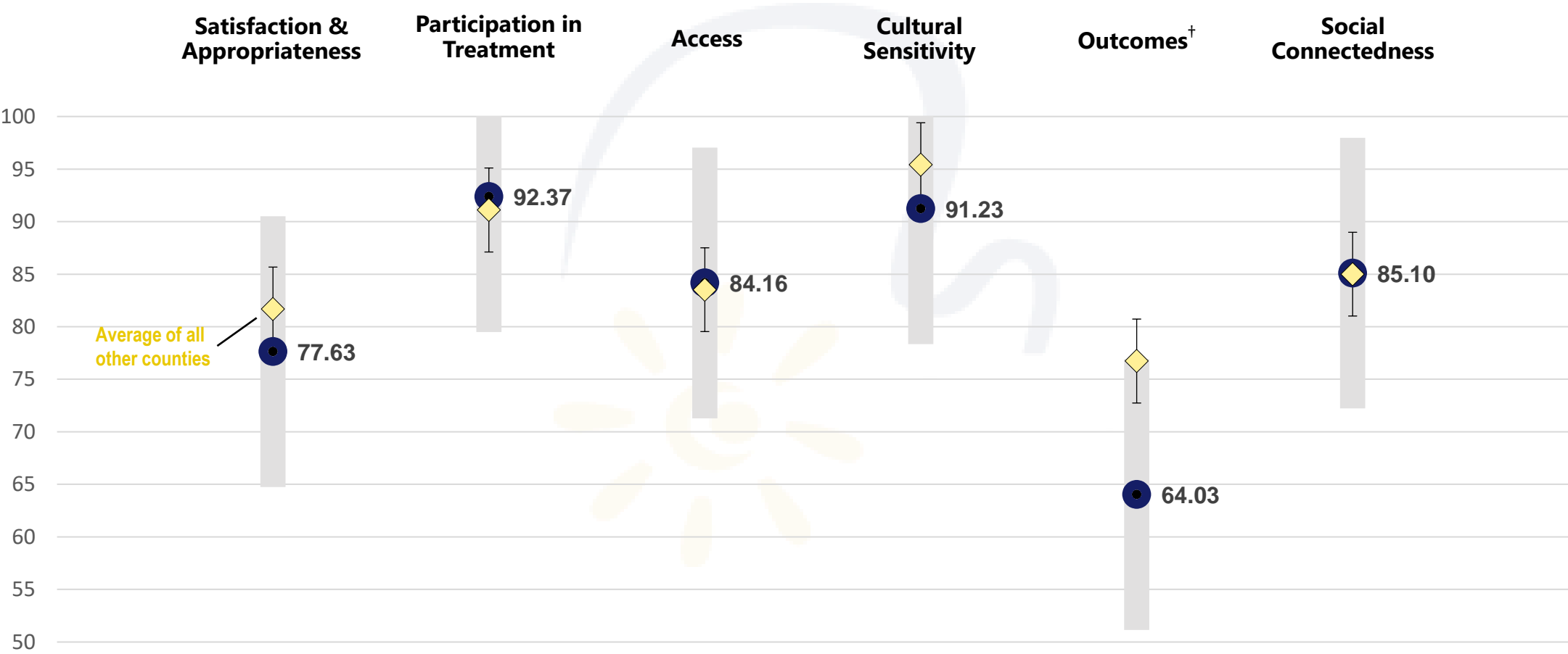


*margin of error for all CMHSPs: ± 3.8 pts

n = 516

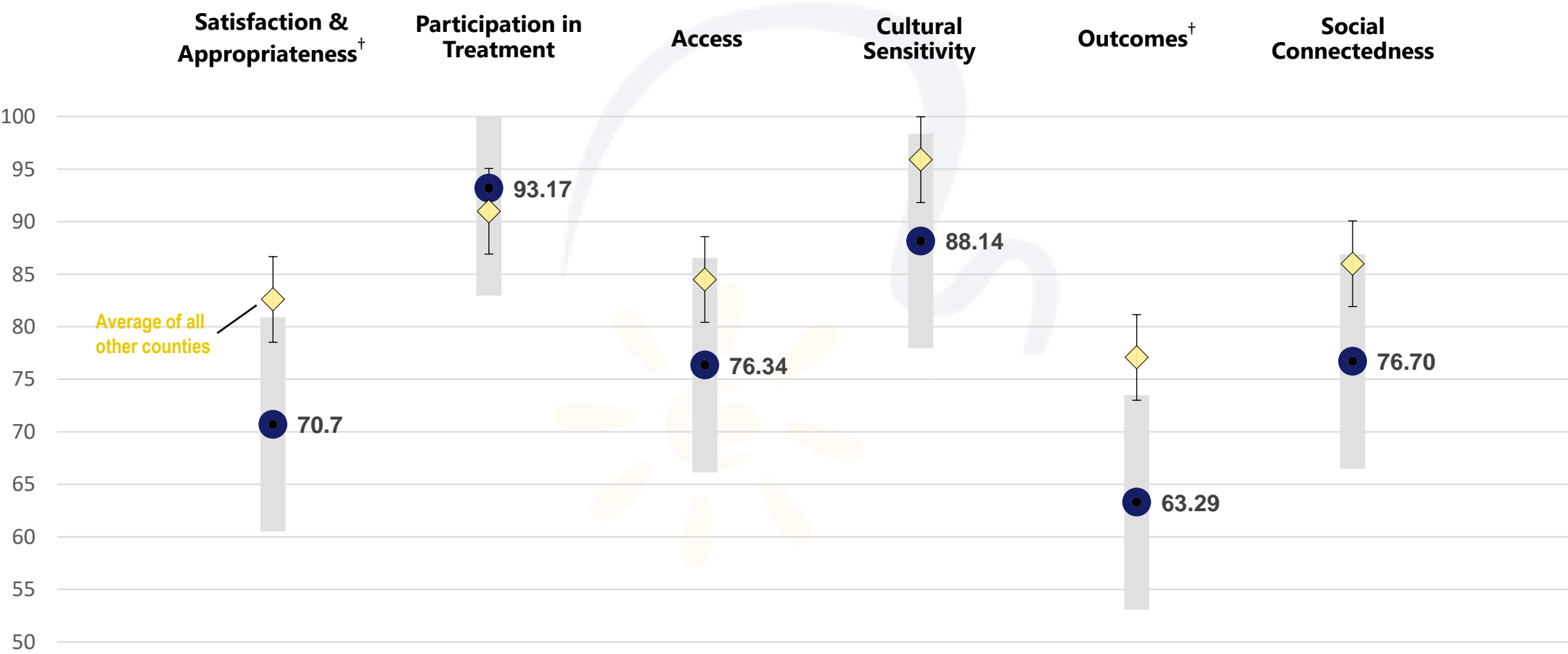
Barry County: Below average in 1 YSS construct in 2022

Dark blue 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*)



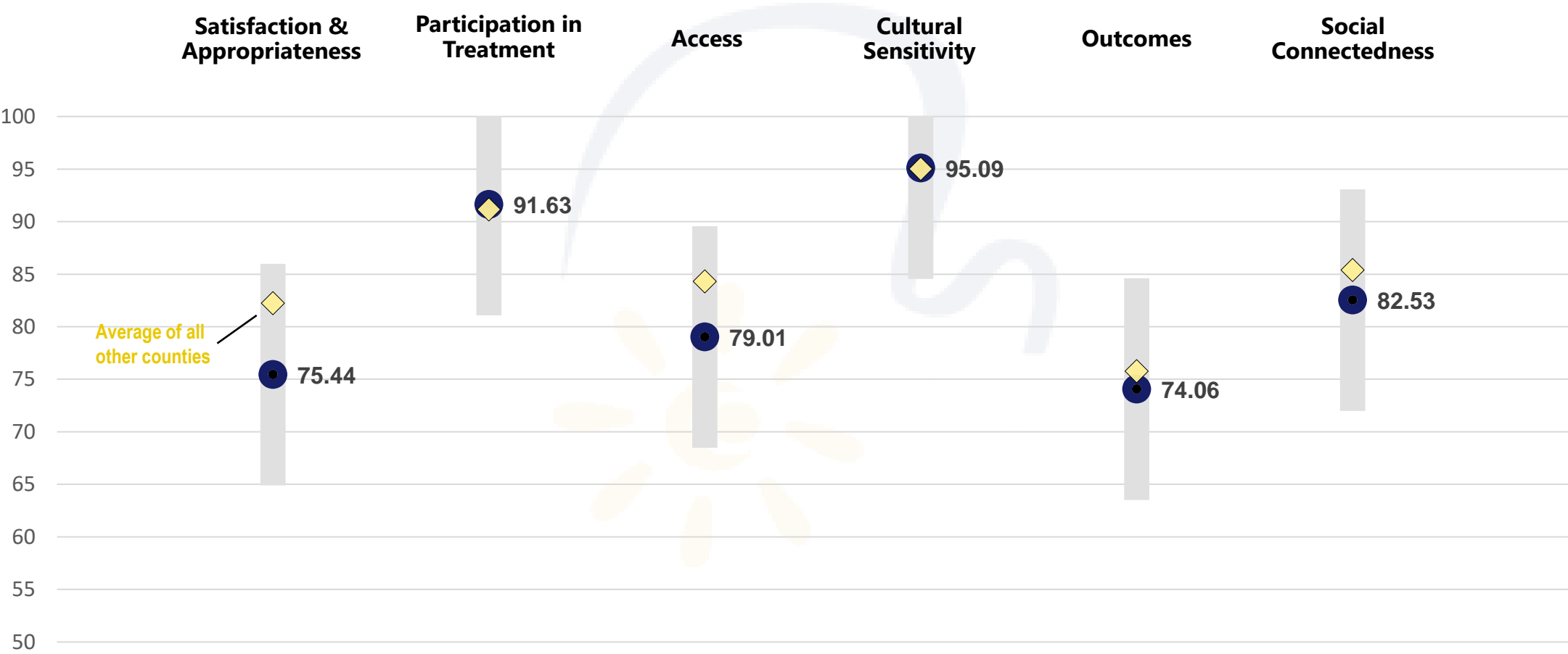
Berrien County: Below average in 2 YSS constructs in 2022

Dark blue 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*)



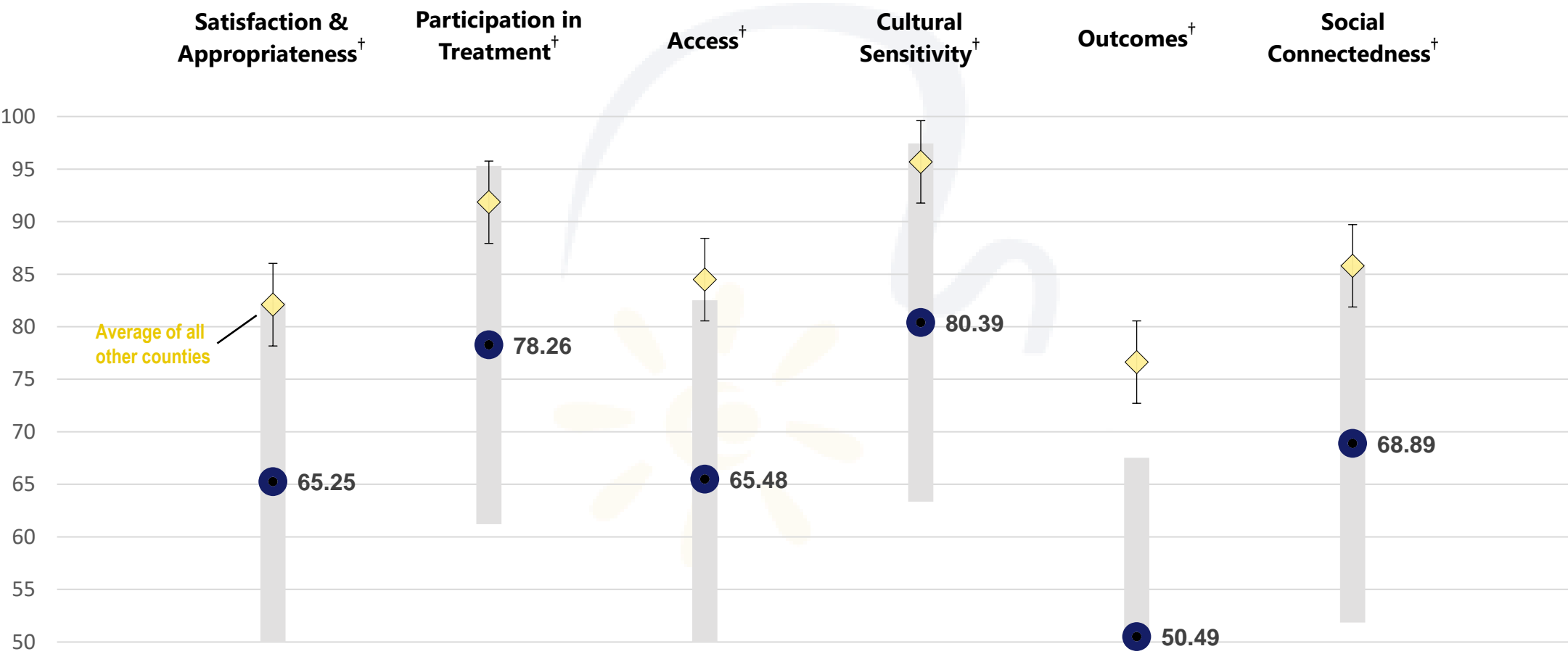
Branch County: On par with other counties in 2022 YSS

Dark blue 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*)



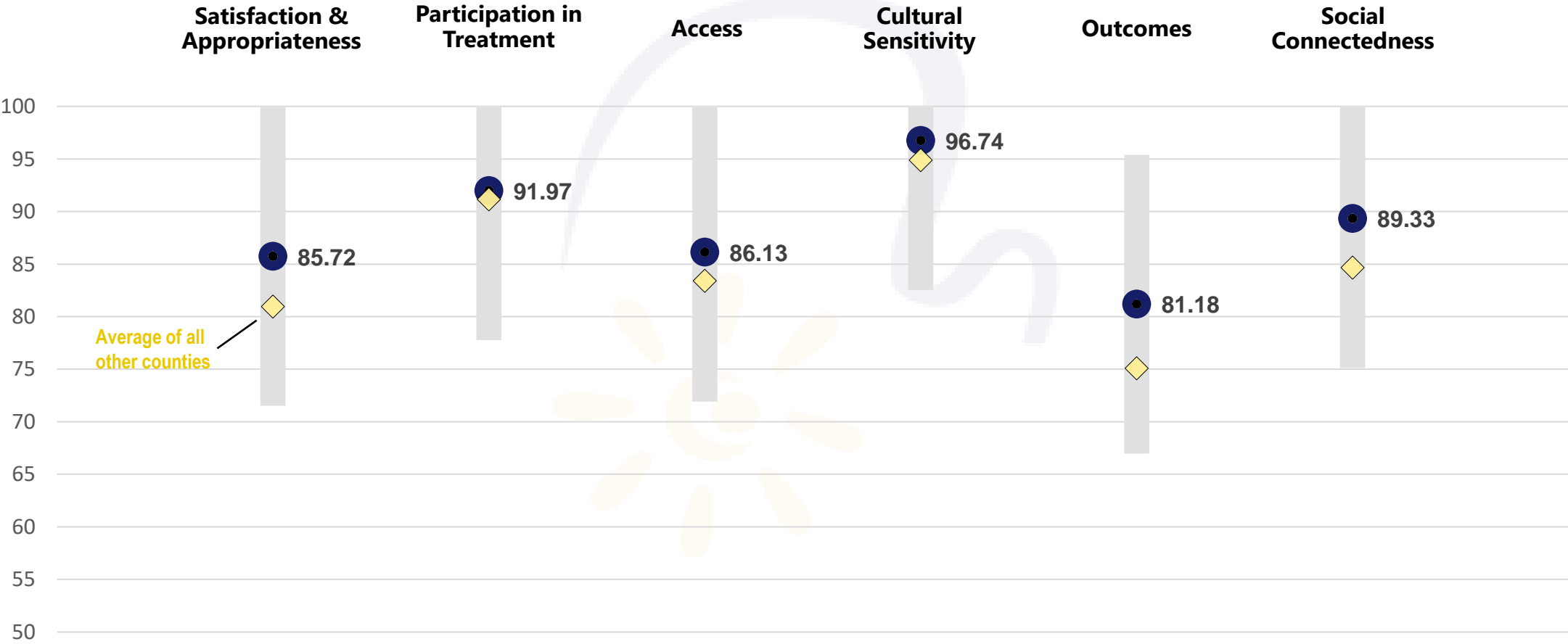
Calhoun County: Below average in every YSS construct in 2022

Dark blue 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*)



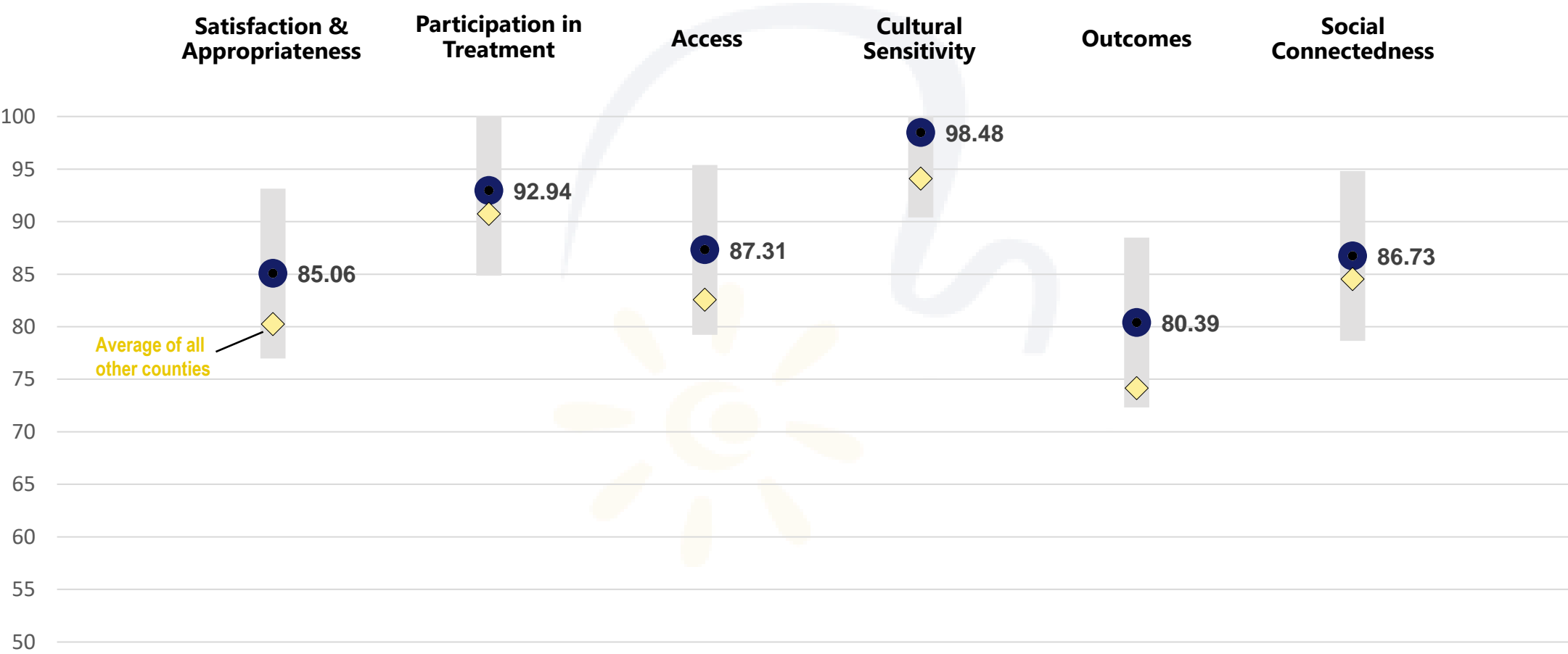
Cass County: On par with other counties in 2022 YSS

Dark blue 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*)



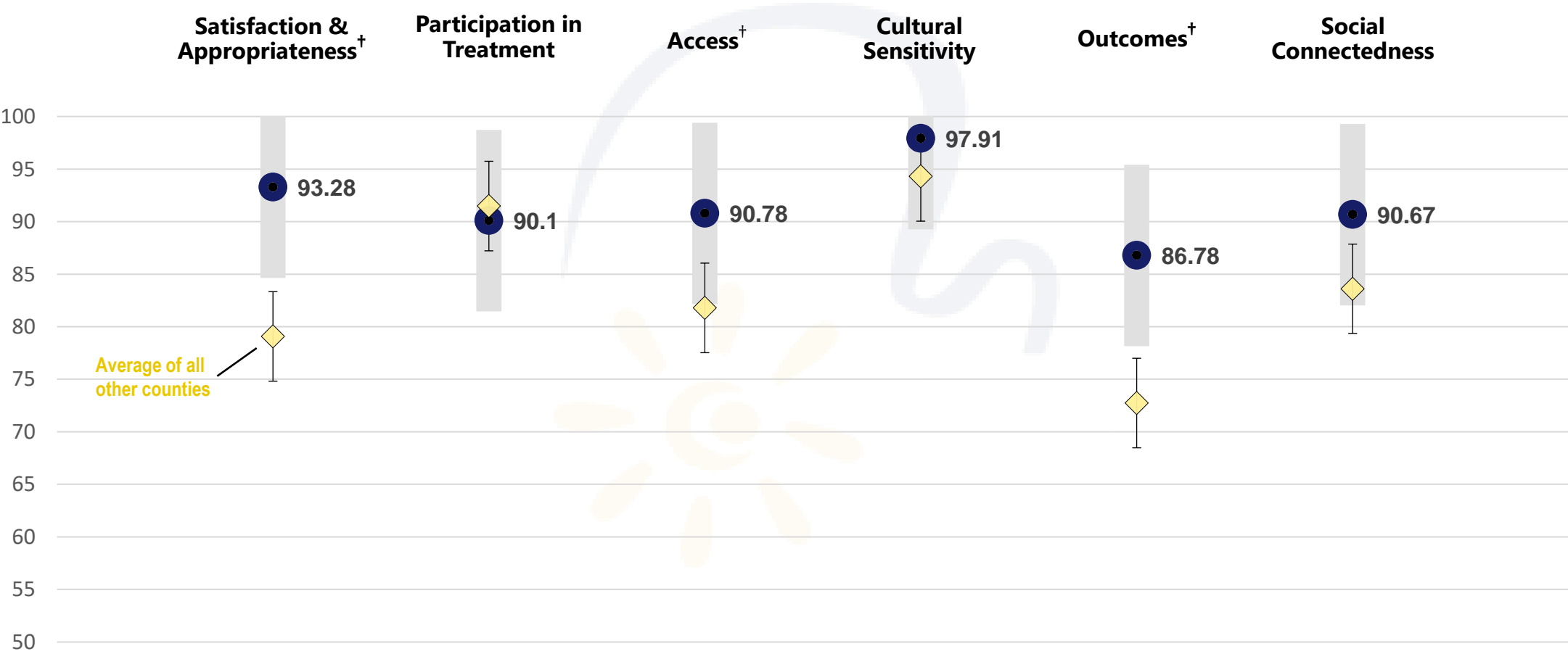
Kalamazoo: On par with other counties in 2022 YSS

Dark blue 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*)



St. Joseph County: Above average in 3 YSS constructs in 2022

Dark blue denotes the percentage in agreement for that construct's items for the county
Gray bars denote the likely range where the true percentage for all the county's consumers might lie (i.e., margin of error*)

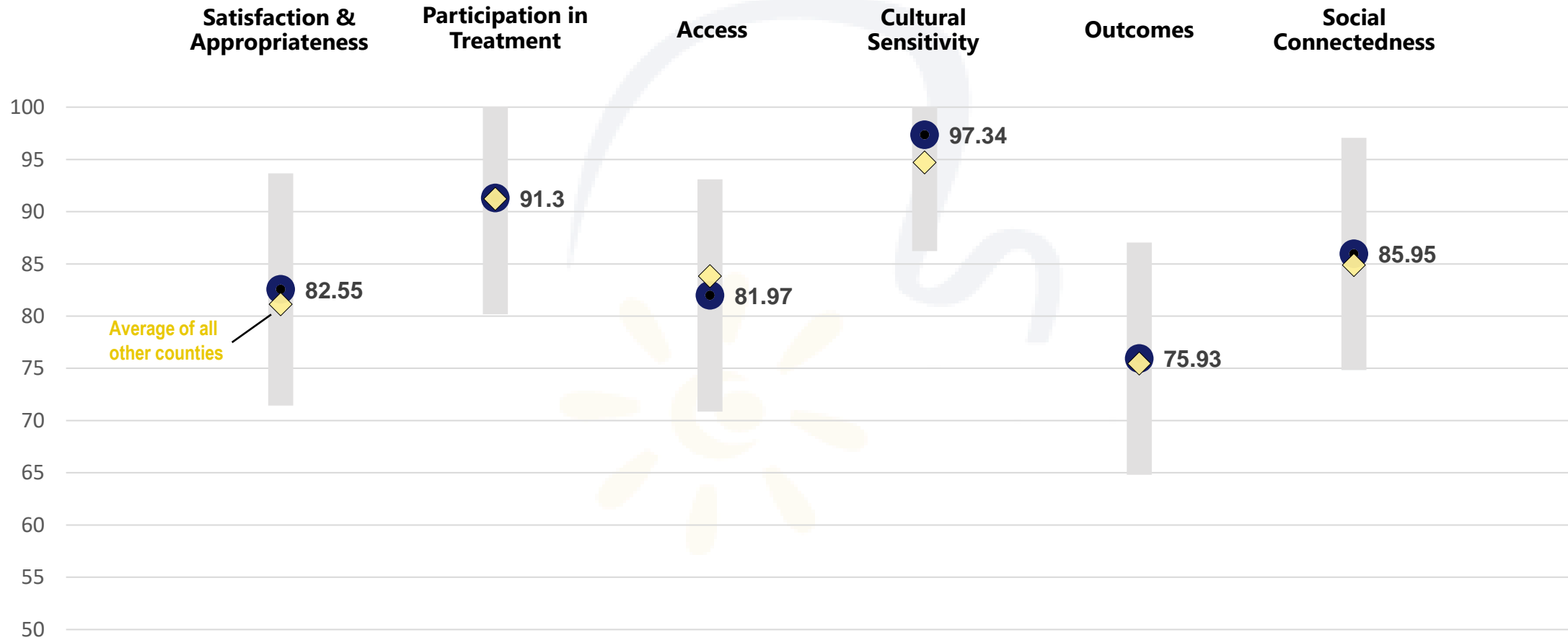


Average of all other counties

Van Buren County: On par with other counties in 2022 YSS

Dark blue denotes the percentage in agreement for that construct's items for the county

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



Average of all other counties

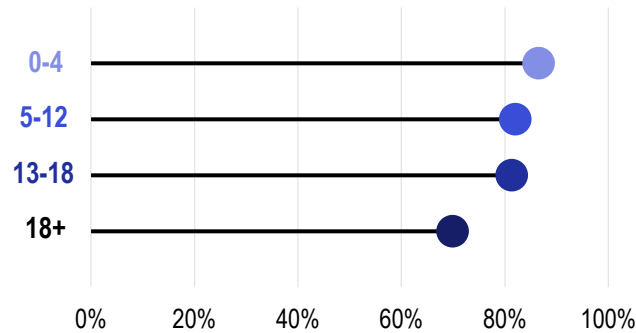
*margin of error for all CMHSPs: ± 11.1 pts

n = 62

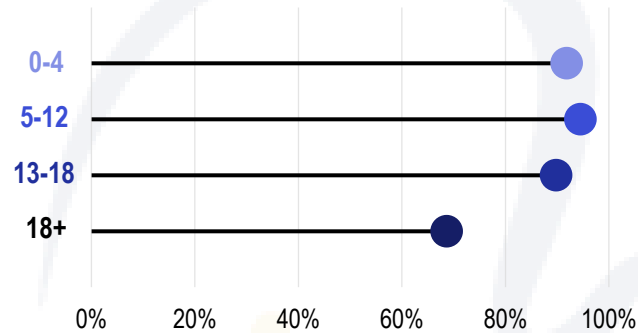
The older the youth, the lower the survey scores

YSS survey completers **over 18** reported lower scores, often because their child was no longer in their care.

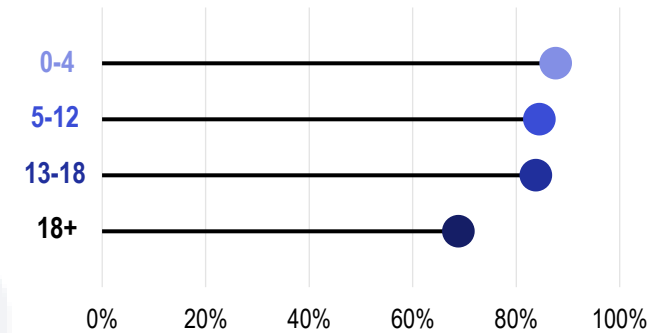
Satisfaction & Appropriateness



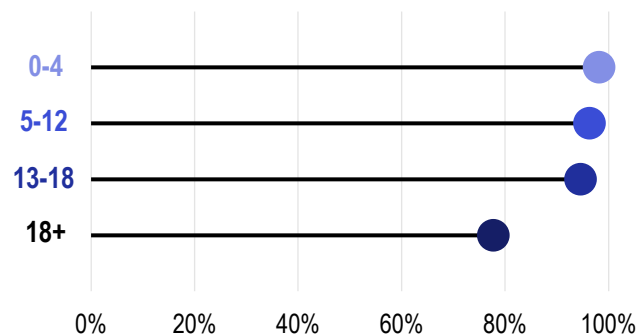
Participation in Treatment



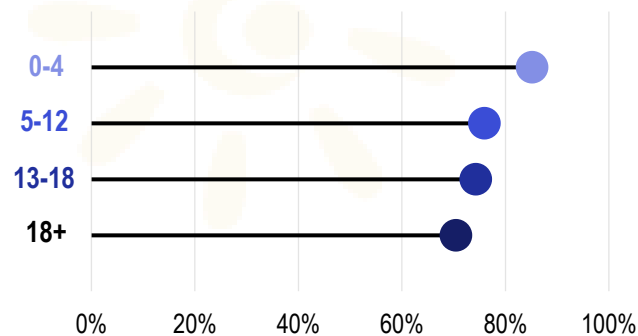
Access



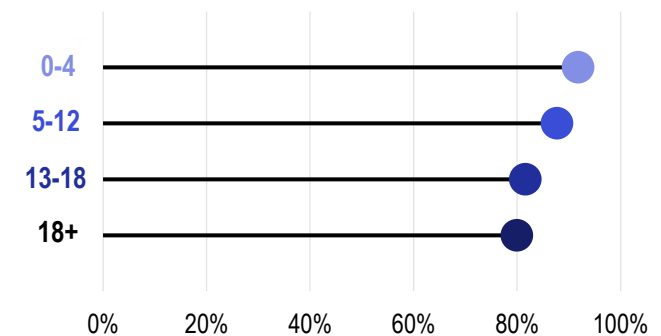
Cultural Sensitivity



Outcomes

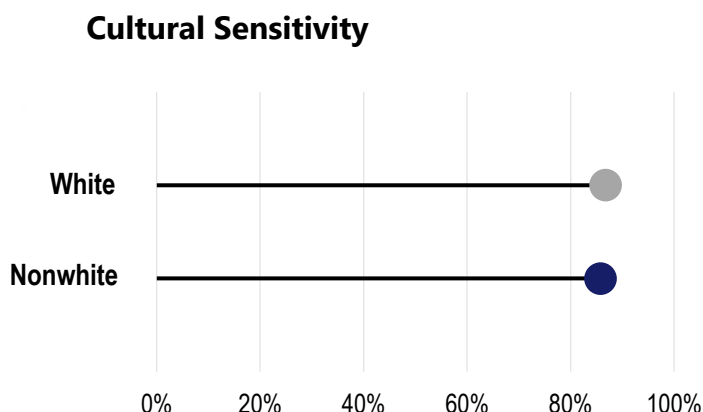
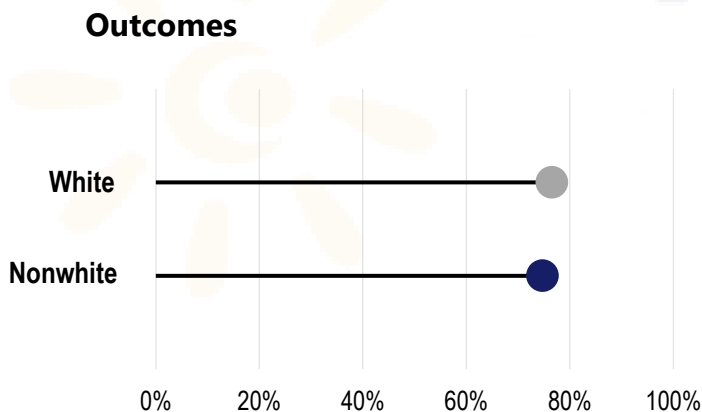
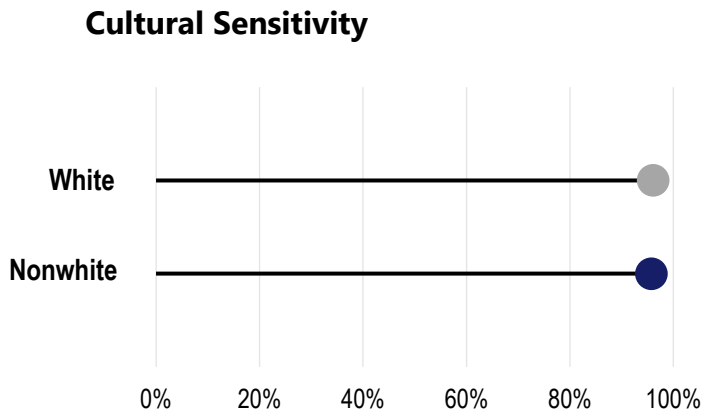
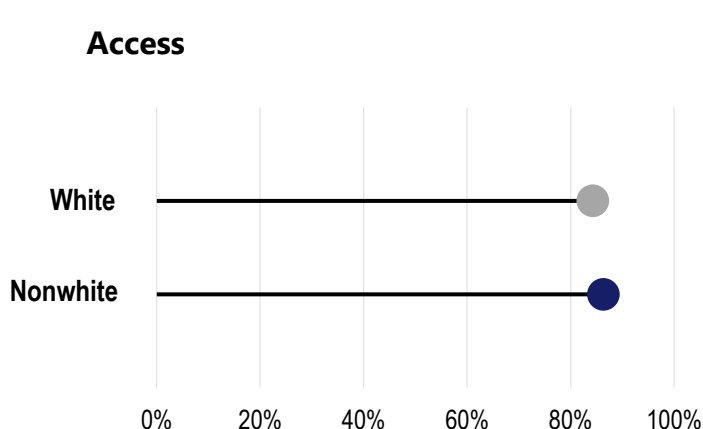
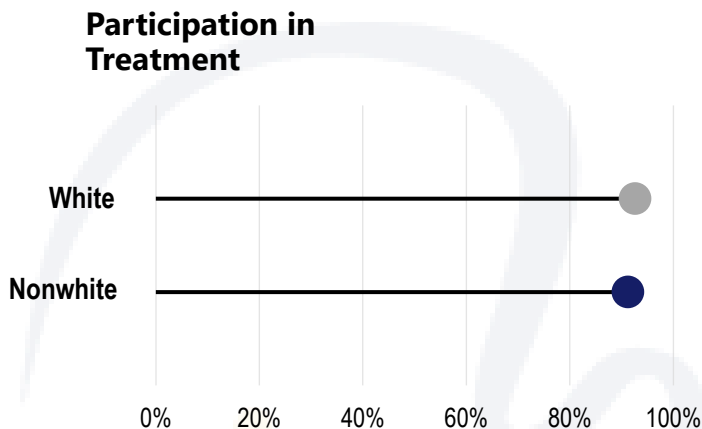
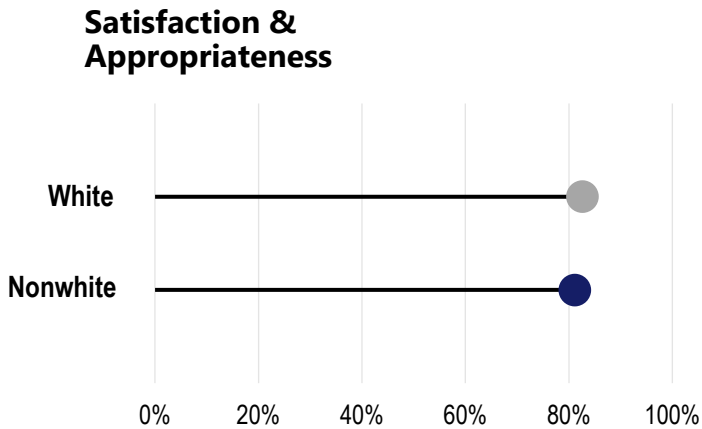


Social Connectedness



Scores similar between white consumers and consumers of color

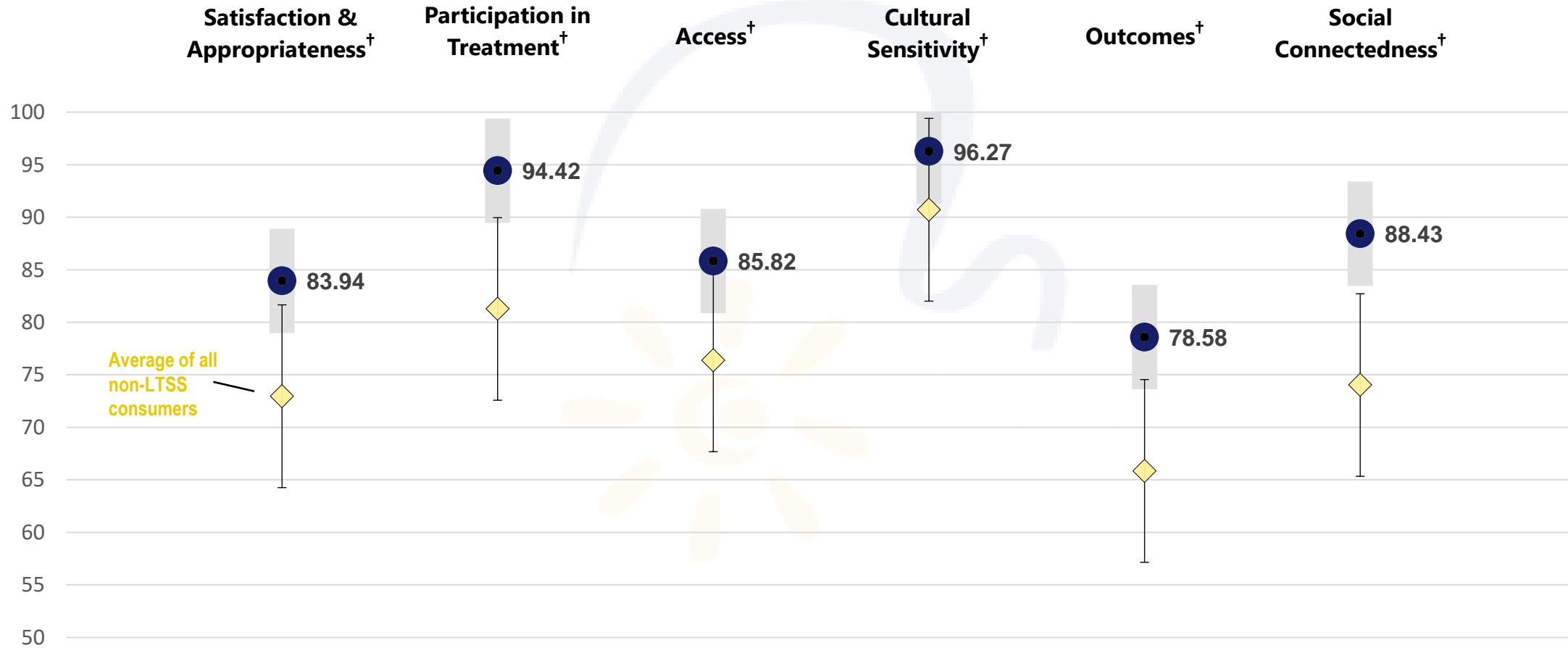
"Nonwhite" category comprises any race other than White, including Black/African American, Asian, Native American, Native Hawaiian/Pacific Islander, or any mix of races.



Youth LTSS consumers report better scores than non-LTSS youth across the board

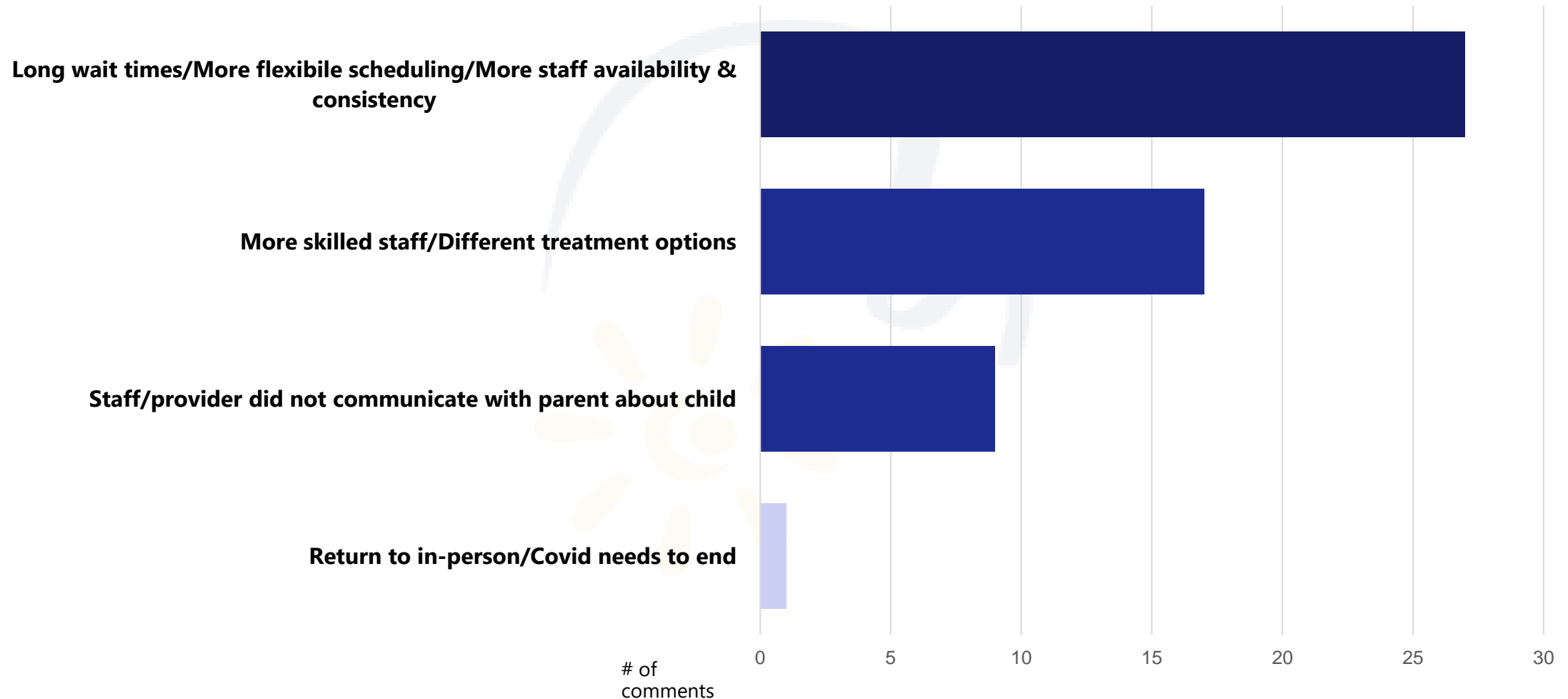
Dark green denotes the percentage of LTSS (long-term social services) consumers in agreement for that construct's items

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



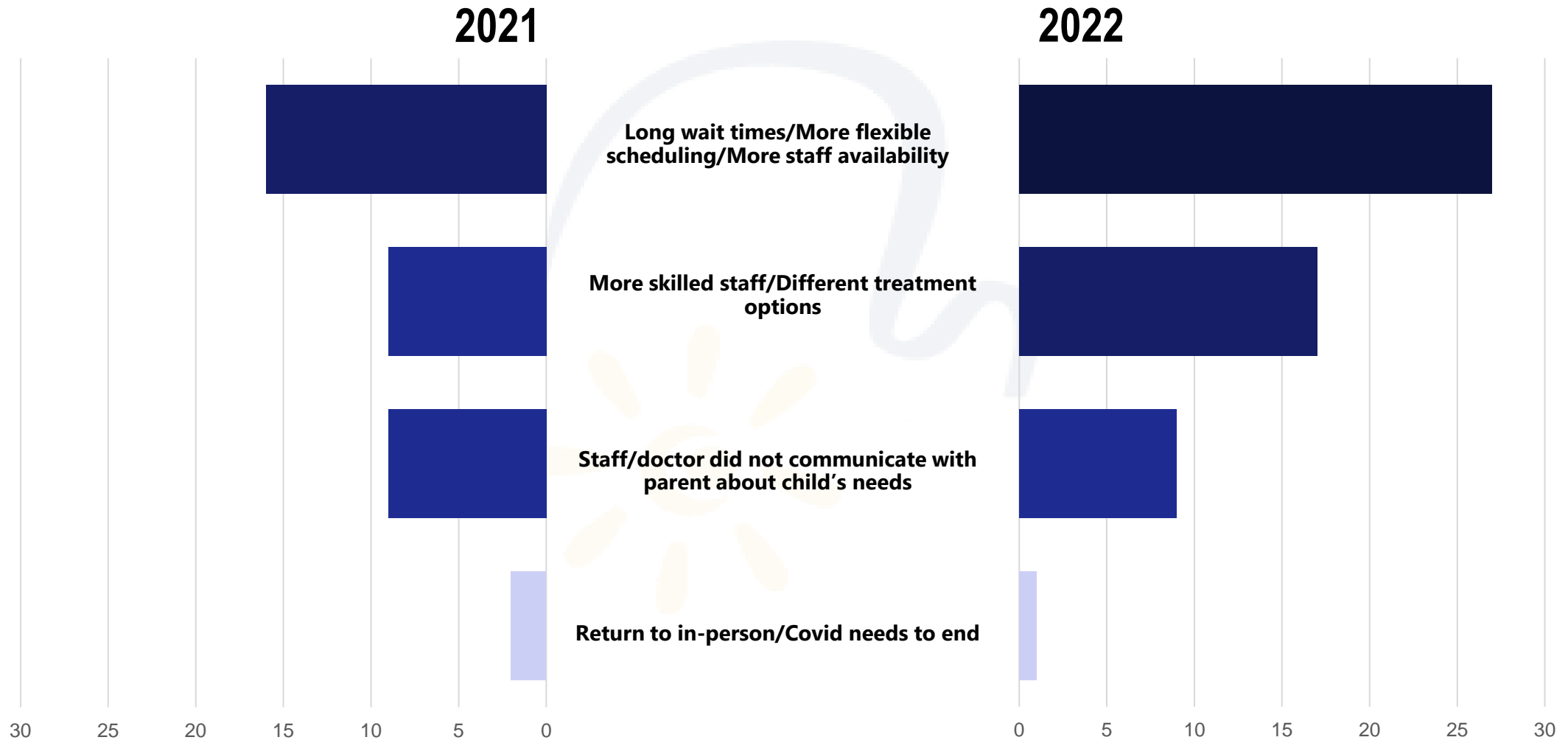
Opportunities for improvement in staffing, diversifying treatment

Comments mentioned staff consistency (i.e. turnover) and long wait times as a large detractor of service quality



Number of complaints increased in 2022, categories similar

This relates to the stories seen in the outcomes section of the YSS



Different treatment options requested included...

“add **community living supports** and the **LINK program** back; increase frequency of outpatient therapy appointments”

“**Visits at home** when the kid refuses to go to the center.”

“**Written crisis plans**, not the two page calming skills but actual directions from the team when in crisis.”

“**Respite** (adequate respite) is a huge need of families with children that find themselves in need of CMH services. It would be nice for some funding to be allocated to regular, appropriate, and adequate respite. Camp Kidwell offers a great weekend service. Respite like the one they offer would be great.”

“Would love to have services available. The only thing my child gets is case management and psychiatrist. There are no openings for **ABA, respite, CLS**, etc.”

“Some sort of **respite** service for older kids and parents to have some time away in a safe manner.”

“Having a choice on where to receive **respite care** for my child.”

We needed **emergency support** we needed a **peer to peer** program, we need someone who can give us help with **respite**. We don't have family here so we don't have ppl to help us with that.

“More **in person gathering** with other families since covid is better than it was. Social interaction is key to my son/family as well as **other families** as well. Isolation is not good for mental health and social skills improvement.”

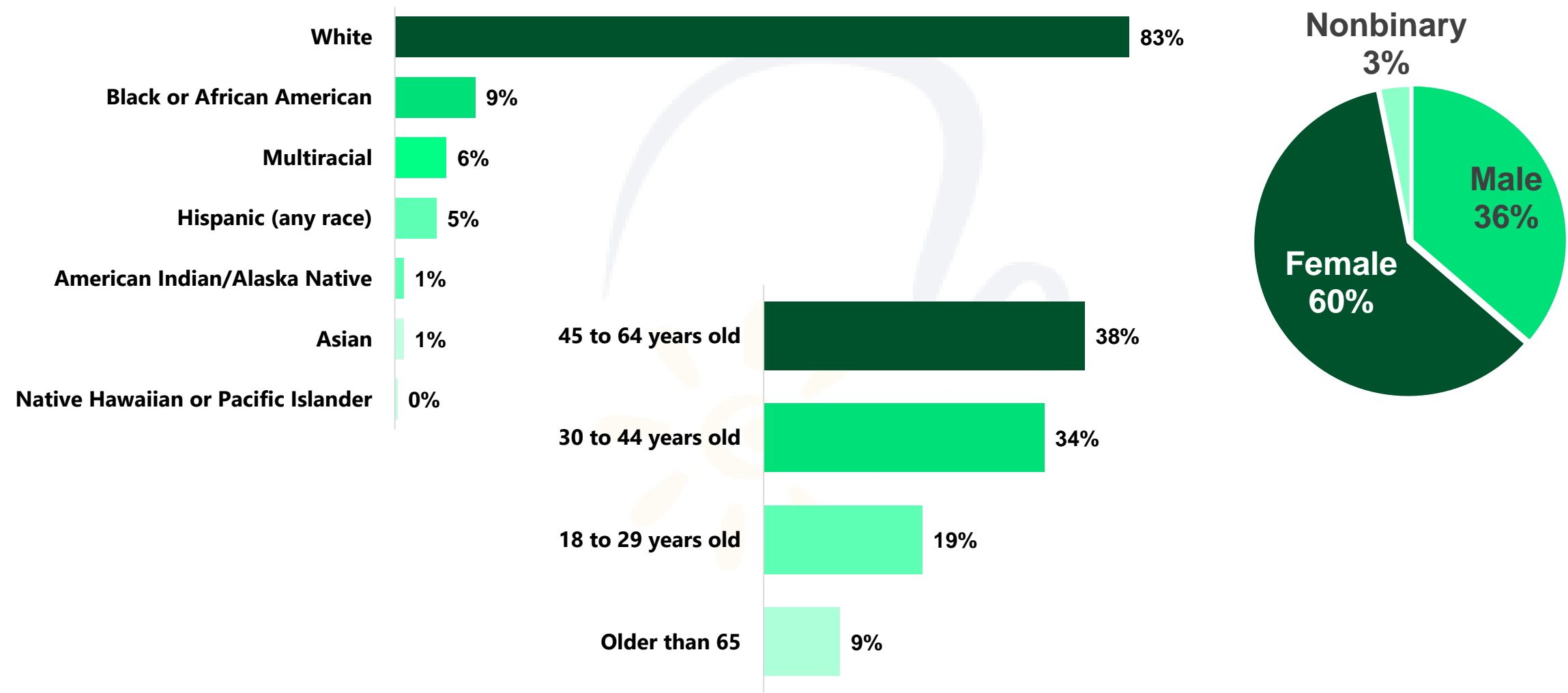


Survey Diagnostics, Analytics & Recommendations



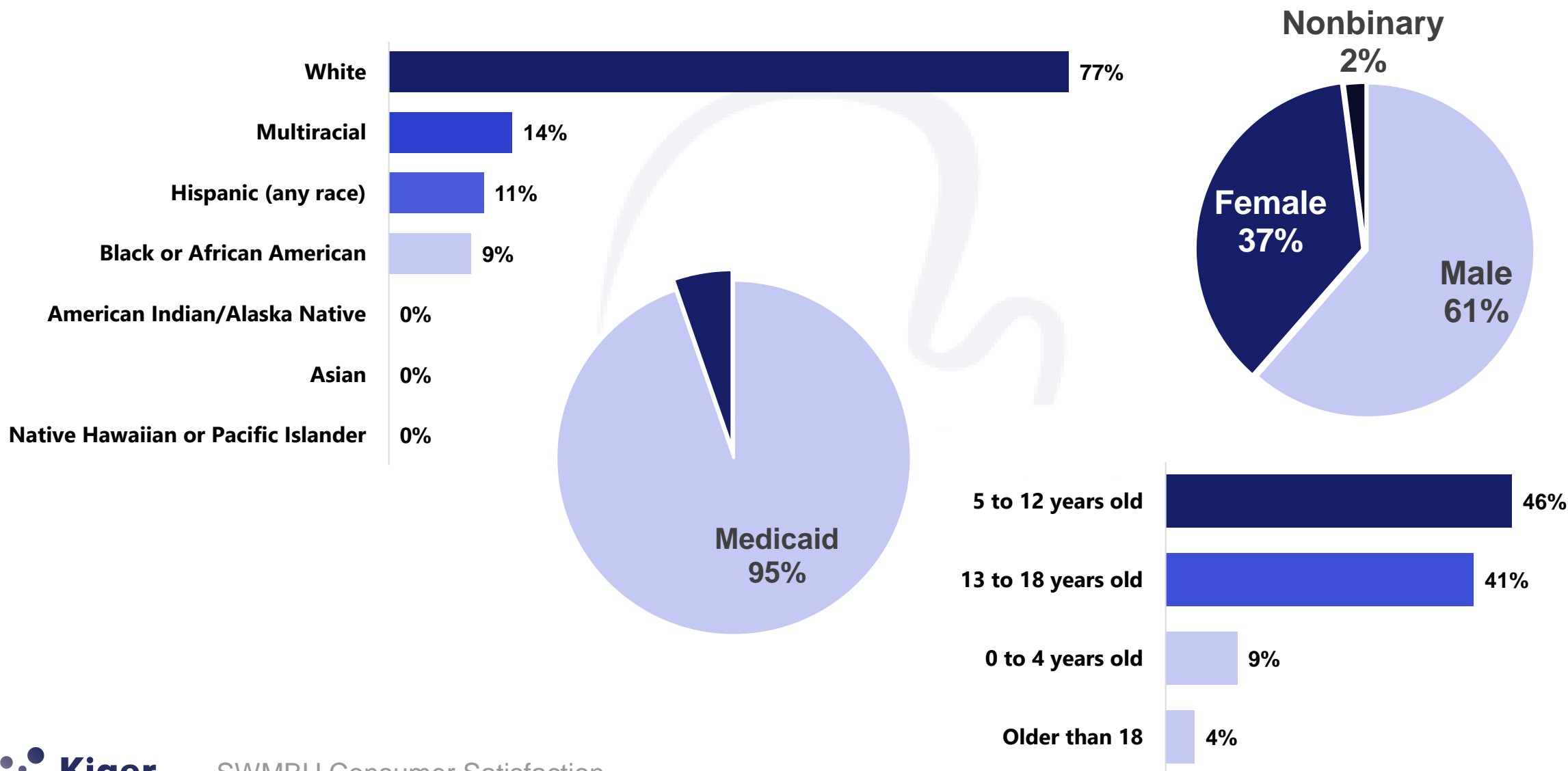
MHSIP 2022 respondents similar in makeup to prior years

This year saw slightly less minority respondents and slightly more male respondents.



YSS 2022 youth reported less racial diversity

Many more boys than girls are receiving services, with age 5-12 most common



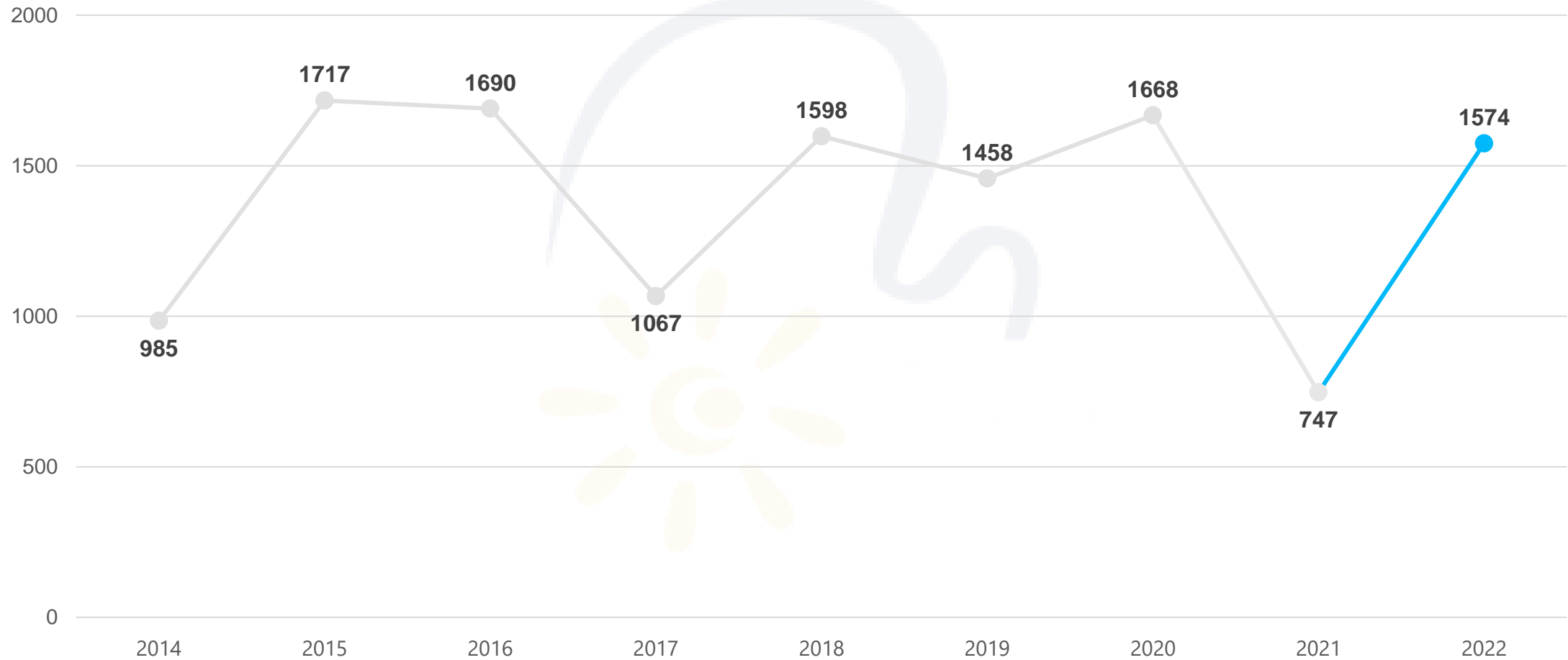
More youth than adults report having a case manager or service coordinator

Presence of case manager or service coordinator indicates consumer is receiving long term support services (LTSS)



Total cumulative completions returned to normal in 2022

MHSIP responses lagged YSS responses, the latter having the most responses in recent memory



Total aggregate average scores comparable across MHSIP and YSS in 2022

Single year reported rather than multi-year due to change in interpretation of aggregate positive scores in 2022



Survey methods employed in 2022

- In order to course correct from severe decline in phone call response rates, first **email invitations** were sent (if available) then a series of **text message invitations**
 - Response rates via text message were much improved and should be repeated next year
- In 2022, several tablets were purchased for consumers to complete surveys on-site, but this resulted in few completions (only 2 responses came from this method)
- A new demographic question for long term support services was asked and a goal of 300 responses for CCBHC CMHs was nearly reached
- Data from both sources were cleaned and separated into 2 distinct data sets

Recommendations for 2023 surveys

Create **bot-catching mechanisms** for the 2023 survey

- 2022 surveys saw ballot stuffing from ineligible people trying to take advantage of the gift card incentives
- Potential methods to stop this include reCAPTCHA, trap/red herring questions, consistency checks, etc.

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) or underrepresented minorities

“Unjudgmental, listening,
empathy, and compassion.
That makes a HUGE
difference.”

- MHSIP respondent



Nathan Browning
Principal

nathan@kiaerresearch.com
(269) 743-4960 (call/text)
<https://kiaerresearch.com>

