TABLE OF CONTENTS

Executive Summary........................................................................................................3
Service Excellence ...........................................................................................................4
Patient Satisfaction ........................................................................................................4
Survey Process ................................................................................................................4
Survey Questions ...........................................................................................................5
Survey Results ...............................................................................................................5
  Closed-ended results ..................................................................................................6
  Open-ended results .....................................................................................................6
Patient Survey Comments .............................................................................................9
Risk Assessment ............................................................................................................12
Direct Patient Contact ..................................................................................................13
Student Health Insurance Plan ......................................................................................14
Next Steps .....................................................................................................................16
EXECUTIVE SUMMARY

Stamps Health Services (Stamps) concluded the reporting period with outstanding results that indicate that our service excellence program is continuing to yield positive results both in quantitative scores but also qualitative comments.

For 2023, 1,908 surveys were completed for a response rate of 5.4 percent. This is a 10% decrease in the number of surveys completed when compared to 2022 which is likely a normal year-to-year variance. Overall, the data demonstrated positive scores in all areas of service with an average score of 4.7 on a scale of 1-5. Our outstanding results continue to show that students value the services provided and that Stamps contribute to their overall health and well-being in pursuit of academic success.

Each month the survey is rich with positive comments about individual staff members, specific services, and how SHS provides service excellence. Of the 2,136 surveys completed, there were 942 open-ended comments. Of these, 768(82%) were positive but 144(17%) suggested an opportunity for improvement. The Governing Board carefully monitors unfavorable comments to address issues and identify trends.

Each year, typically in the fall and spring, we ask patients if they were enrolled in the student health insurance plan (SHIP) provided by United HealthCare Student Resources to determine their overall satisfaction with the plan. This year there were a total of 1,095 responses. Overall, patient satisfaction with the SHIP remains favorable at 80%.

For 2024, we will continue to assess our tool and evaluate the effectiveness of our services to ensure we are providing service excellence.

Respectfully Submitted,

John Scuderi
Director, Health Operations
A. SERVICE EXCELLENCE

1. Stamps Health Services is committed to providing outstanding service to our customers consistently. Provision of exceptional customer service requires that staff exhibit positive behavior and attitude. Collectively the staff of Stamps strives to be knowledgeable, courteous, welcoming, friendly, and accommodating to assist the GT community in accessing and obtaining the materials, information, and services they are seeking.

2. Our Service Excellence Standards are. Service Driven, Team Players, Accountable, Motivated, Positive, & Successful
   - Service Driven- We exist to serve our customers.
   - Team Players - We will trust, respect, and support each other as a team as we work together to meet our customers’ needs.
   - Accountable - We will be responsible for accepting ownership for meeting internal and external customer needs.
   - Motivated - We take the initiative to empower ourselves to create unique memorable and personal experiences for our customers.
   - Positive - We present a positive and respectful attitude in all that we do.
   - Successful - By exceeding customer expectations, we will become a nationally recognized model for college healthcare centers.

B. PATIENT SATISFACTION

1. Stamps Health Services measures patient evaluation of care using a patient satisfaction survey. Satisfaction data is collected for multiple purposes such as identifying unmet care needs, patient expectations and perceptions of health care services and care, benchmarking, strategic decision-making, and performance improvement.

2. Data analysis of closed-ended response scales provides quantitative results. Open-ended questions are designed to elicit patient comments, which, upon analysis, result in qualitative data.

3. Patient satisfaction data is reviewed monthly by the governing board. All managers are expected to review survey results with staff on an ongoing basis in support of service excellence, annual performance review, and in managing individual and/or unit performance.

C. SURVEY PROCESS

1. The survey is sent out at 5:15 PM every day (M – F). The link to the survey is sent to every patient who had an appointment that day in every clinic. They receive an email with a link to the survey.

2. The survey tool is reviewed at least annually to ensure the survey is yielding the desired results.
D. SURVEY QUESTIONS

1. The survey instrument (Qualtrix) consists of items grouped into closed-end response scales and items of an open-ended nature requesting respondent comments.
2. Patients rate all functional areas of Stamps using a Likert scale (1-5).
3. The survey questions focus on different dimensions of care/service such as courtesy, dignity and respect, listening, addressing concerns, education provided, and timeliness. An example of the questions is shown below.

   - How satisfied were you with the courtesy of the staff that treated you?
   - How satisfied were you that you were treated with dignity and respect?
   - How satisfied were you that your provider listened to and addressed your concern?
   - How satisfied were you with the clarity of your instructions for home care and follow-up after your visit?
   - What is your overall satisfaction with the care you received?

E. SURVEY RESULTS

Closed Ended Responses

1. For 2023, 1,908 surveys were completed for a response rate of 5.4 percent. This is a 10% decrease in the number of surveys completed when compared to 2022. No known cause and is likely just normal year-to-year variation.
2. Responses by each care area are shown below.

   ![Pie chart showing care team visitation](image)

   - Gold, 26%
   - Blue, 32%
   - Silver, 7%
   - Women’s Health, 12%
   - TIA, 13%
   - Psychiatry, 4%
   - Nutrition, 2%
   - Don’t Know, 5%

3. The average satisfaction scores below represent responses to survey questions that focus on different dimensions of care/service such as courtesy, dignity and respect, listening, addressing concerns, education provided, and timeliness. Top scores were seen in Women’s Health, Travel, Immunization and Allergy, Lab/Radiology, and Pharmacy. Nutrition, part of the Wellness
Empowerment Center, also received high marks. Overall satisfaction with all services scored 4.7 out of 5.0, which is outstanding.

![Patient Satisfaction-Stamps Health Services](image)

**Open-ended Responses**

1. The survey also asks three questions specifically intended to assess the value of care received. Achieving high value for patients is an overarching goal of Stamps with value being defined as the health outcomes achieved compared to the benefits and costs. A net promoter scale is used which evaluates a patient’s response.

2. The first question, *"Would you recommend Stamps to another student?"* is a strong measure of patient loyalty and trust. Responses indicate a high correlation to loyalty and trust and overwhelmingly suggest most patients are likely to recommend Stamps Health Services to another student.

![How likely are you to recommend Stamps Health Services to another student?](image)

3. The second question, *"Do you feel that Stamps Health Services contributes to your academic success and overall health and well-being?"* speaks to Stamp's mission to promote the health and well-being of the Georgia Tech community in pursuit of academic success. Responses indicate a high correlation to loyalty
and trust and overwhelmingly suggest most patients feel Stamps contribute to academic success and overall well-being.

4. The third question, “Was there anything else we could have done to make your visit better?” provides an opportunity to correlate the responses in Questions 1 and 2. Only 12 percent of the respondents indicated something could have been done to make their visit better. This question also provides the patient with an option to leave an open-ended comment.

5. For 2023, three questions assess health status. The first question, “In general, how would you rate your overall health?” is a subjective indicator of health status intended to include physical, mental, and social well-being, and not merely the absence of disease. Most responses (80%) indicate a positive response to this question. This is a slight increase when compared to 2022.
The second question, “In general, how would you rate your overall mental and emotional health?” is a subjective indicator of mental health status. The majority of responses (74%) indicate a positive response to this question. This is a slight increase when compared to 2022.

The third question, “How did you find the experience of booking an appointment?” was added due to the number of comments we received about booking appointments. Most responses (80%) indicate a favorable experience when booking an appointment. This is an increase when compared to 2022. SHS was still operating our appointments under COVID conditions (resp/non-resp, COVID screening form, and only available one day in advance) through all of 2022. Those were all removed in January 2023 so students could just schedule online and up to three days in advance.
F. Patient Survey Comments

1. The survey provides patients’ the opportunity to comment on Stamps ability to provide service excellence. These comments provide valuable insight into the patient’s experience and Stamps leadership reviews these comments monthly, gathers data, and/or acts accordingly. There were 852 open-ended comments. Of these, 710(83%) were positive and 144(17%) suggested an opportunity for improvement.

2. The first open-ended comment section relates to “Was there anything else we could have done to make your visit better?”. Respondents were asked to describe what Stamps could have done better during their visit. There were 144 comments in this section across the five categories shown below. Not surprisingly, customer service and quality of care continue to generate the most comments.

<table>
<thead>
<tr>
<th>Category</th>
<th>Comments</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>9</td>
<td>6%</td>
</tr>
<tr>
<td>Operational</td>
<td>20</td>
<td>14%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>52</td>
<td>35%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>33</td>
<td>22%</td>
</tr>
<tr>
<td>Quality of Care</td>
<td>33</td>
<td>22%</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100%</td>
</tr>
</tbody>
</table>

3. Below is a random sample of comments from each category when asked, “Please describe what we could have done better.”

<table>
<thead>
<tr>
<th>Category</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>Tell me the cost of a test before you let me agree to it. And give me medication to help my sickness instead of just telling me what I could buy.</td>
</tr>
</tbody>
</table>
• Just being more transparent about costs. As students, we don’t have a lot of financial wiggle room to drop $100 on an unnecessary test.

**Operational**

• Improve systems for communication between STAMPS & different GT departments, e.g. Ofc of Disability Services, and enable students to message STAMPS staff via the student portal.

• I checked in but my appointment was cancelled saying that I was late.

• Please allow students to enter the lobby at 7:45 if they have an 8:00 am appointment. Waiting outside in the cold was unpleasant. And please improve the sign-in process with the Blue Care team. Instructions on the window omit the step of clicking on the “menu” icon, leading to confusion.

**Customer Service**

• As a foreign student, it was difficult to understand what's the difference between blue/silver/gold when trying to book an appointment online or by phone.

• I placed my original appointment under the wrong unit. When it was brought to my attention, the lady on the phone was unwilling to help me pick the correct one.

• The woman at the check-in desk within the care team was rude and curt. Everyone else was absolutely lovely to speak to, in particular my nurse and physician.

**Information Technology**

• The entire website should be scrapped and redone. One of the worst websites I’ve used in a while and at a Tech school.

• Booking the appointment was time-consuming. I had to call 3-4 times to book it.

• Allow appointments to be made less than 30 minutes before.

**Quality of Care**

• At the pharmacy, I filled out a form indicating the allergies I have. When the medicine was handed over to me, I asked the person if she was aware that I had the allergy that I mentioned, and she did not know and went to ask someone. This made me doubt if they had read the form that I filled out before giving me the medicine or if that form was only for formality's sake.

• Experience overall was solid, but when my blood was drawn, I believe the Lab Technician made a mistake and slightly missed the vein, causing some pain. I'm not sure if this is a common occurrence or not -- just thought it should be noted.

• The nurse was very distracted and was on the phone the whole time she was evaluating me.

4. The second open-ended comment section asks, “Would you like to recognize any staff member at Stamps Health Services who provided you with excellent service during your visit?” There were 710 positive comments, and a random sample of the comments is shown below.
• Dr. Kraft in the blue care team was very caring and gave me detailed explanations and instructions.
• Kristen Donaldson provided exemplary care, my nurse was amazing, and the phlebotomist and lab tech who took my blood.
• The nurse who took my vitals was so sweet and helpful. I told her I’m moving to NYC, and she even printed out some articles about pro tips for moving to NY :) the NP who saw me was also wonderful. She was extremely comforting and informative about everything & was very thorough in answering my questions. Great experience.
• Shan in women’s health, and the nurse that took my vitals. The care and empathy they extended to me was so far beyond what I have experienced in other places. Lisa in the lab, a joy to talk to.
• Ashton at the Women's Health Center was great! She seemed genuinely concerned about me as a person and student in addition to a patient. She made sure all my concerns and questions were answered and communicated very clearly. Also, the entire process of my appointment with Stamps, from booking to leaving the pharmacy and checking out, was so streamlined and efficient.
• The man who took my weight and vitals was very kind and made me feel comfortable. I didn't catch his name, but he was tall. Dr. Holbrook listened to my concerns, talked me through his thought process, and provided me with a plethora of cow jokes. He set up a treatment plan and made sure I knew how to come back if it wasn’t working.
• The travel & immunization and lab staff and nurses were very courteous, caring, and welcoming to me.
• Janet in the pharmacy administered my travel vaccines. She was great! She made the experience very positive by being talkative and patient. Because I sometimes feel lightheaded while getting vaccines, she gave me a lollipop to help. This worked great. I really appreciate the excellent service Janet provided me.

G. RISK ASSESSMENT

1. A risk assessment score (RAS), as defined below, is assigned to each of the comments. The RAS is a subjective assignment based on the comment content, organizational impact, and risk to Stamps. The higher the RAS, the less significant the comment is from a risk perspective.

<table>
<thead>
<tr>
<th>RISK ASSESSMENT</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical -(1)</td>
<td>Impact can be experienced all or most of the time and will occur if not corrected; not willing to assume exposure.</td>
</tr>
<tr>
<td>Significant-(2)</td>
<td>Impact may be experienced some of the time, and probably will occur if not corrected, or probably will occur one or more times, less willing to assume exposure.</td>
</tr>
<tr>
<td>Moderate-(3)</td>
<td>Impact not likely to be experienced by others, and possible to occur if not corrected; may assume exposure; may have reason and/or the ability to change or improve.</td>
</tr>
<tr>
<td>Minimal- (4)</td>
<td>Unlikely to occur; may assume exposure; no reason and/or ability to change or improve.</td>
</tr>
<tr>
<td>None-(5)</td>
<td>Little to no risk assumed</td>
</tr>
</tbody>
</table>
2. A RAS was applied to the 142 comments as shown below.

<table>
<thead>
<tr>
<th>Risk Assessment Score (RAS)</th>
<th>Instances</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Critical</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>2 Significant</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>3-Moderate</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>4-Minimal</td>
<td>43</td>
<td>30%</td>
</tr>
<tr>
<td>5-None</td>
<td>101</td>
<td>70%</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100%</td>
</tr>
</tbody>
</table>

3. After a RAS is assigned, a control is assigned to determine the intervention needed to reduce or eliminate the problem or take no action. The control section shows that most of the comments did not require any action. Typically, this occurs if the comment is without reasonable context or justification, not supported after additional review, or references a policy or position the governing board supports.

<table>
<thead>
<tr>
<th></th>
<th>Instances</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elimination</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Substitution</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Engineering</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Administrative</td>
<td>43</td>
<td>30%</td>
</tr>
<tr>
<td>None</td>
<td>101</td>
<td>70%</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
<td>100%</td>
</tr>
</tbody>
</table>

**H. DIRECT PATIENT CONTACT**

1. Another administrative control we use is direct patient contact based. On the survey, a patient can add a comment on what we could have done better and request to be contacted about this issue. An automatic email is then sent to the Director, Health Operations. Depending upon the comment, the appropriate manager/director will review and contact the patient. There was a total of 27 requests to be contacted.
2. Below are random selections from requests made to be contacted in the Patient Satisfaction Survey.

- Clarifying how the charge to the bursar account would work. When will it show up, etc.
- Earlier visits
- Listen to the patient and have some empathy.
- Have workers at the front desk who treat people with respect. also, change your five-minute grace period policy. All it does is cause stress for students who have to walk/ride the bus and if they are one minute too late, they cannot be seen and cannot receive help. There should not be a strict cutoff. If I arrived on time, I would still be sitting in the waiting room or the back waiting to receive care for 30-plus minutes. Walking in the door six minutes late should not be an issue. fix your policy or create an overflow or walk-in clinic. That’s what is needed if you want to do your job and help students.
- Give me the help I needed.
- Extend the appointment up to a 10-minute window in case of unforeseen circumstances faced by the patient.
I. STUDENT HEALTH INSURANCE PLAN (SHIP)

1. Each year, typically in the fall and spring, we ask patients if they were enrolled in the student health insurance plan (SHIP) provided by United HealthCare Student Resources to determine their overall satisfaction with the plan. There was a total of 1,095 responses.

![Diagram showing enrollment in UHSCR student health insurance plan]

2. When asked, “Please choose the reason you are not enrolled in the SHIP?”, 68% of respondents indicated they are covered by another insurance plan. Cost is not a significant factor, and most respondents are aware of the SHIP.

![Bar chart showing reasons for not enrolling in SHIP]

- Cost: 7%
- I'm unaware of the SHIP: 15%
- I'm covered by my parents insurance plan: 68%
- Other: 16%
- I waived out with UHCSR: 0%
3. When asked, “How satisfied are you with the health benefits that are available to you”, 81% of respondents indicated they were either very satisfied or satisfied. The open-ended comments shown below provide further insight into this question.

![Survey Results](image)

Below is a random sample of the comments about the SHIP:

- Has amazing coverage. It is so helpful.
- Expensive for nothing.
- The app is glitchy and website is hard to navigate.
- Insurance premium is too high; really poor dental coverage.
- Much less benefit than the previous school provider.
- Very often encounter errors in pulling up my information during the re-enroll period.
- Not many useful benefits. I rarely use any service despite paying for it every semester.
- The cost of medication was covered.

4. When asked, “How satisfied are you with the UHSCR website?”, 57% of respondents indicated they were either very satisfied or somewhat satisfied. The open-ended comments shown below provide further insight into this question.
5. When asked, “Please rate your overall experience with the SHIP?”, 78% of respondents indicated they were either very satisfied or somewhat satisfied. The open-ended comments shown below provide further insight into this question.

J. Next steps

1. Continue to assess the effectiveness of the survey tool.
2. Ensure staff provide service excellence as measured by the survey responses.
3. Continue to provide a mechanism for real-time feedback between the patient and Stamps.
5. Share SHIP survey results with UCHSR.