

Approaches to measuring client satisfaction in Zambia

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CQUIN Differentiated Service Delivery Across the HIV Cascade Workshop

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Systematic Data Collection and Use to Motivate and Capacitate HCWs



1. Train and mentor providers

3. Monitor change with ongoing data review and gentle incentive

CQI

2. Systematic measurement of client experience (SMS, Exit)

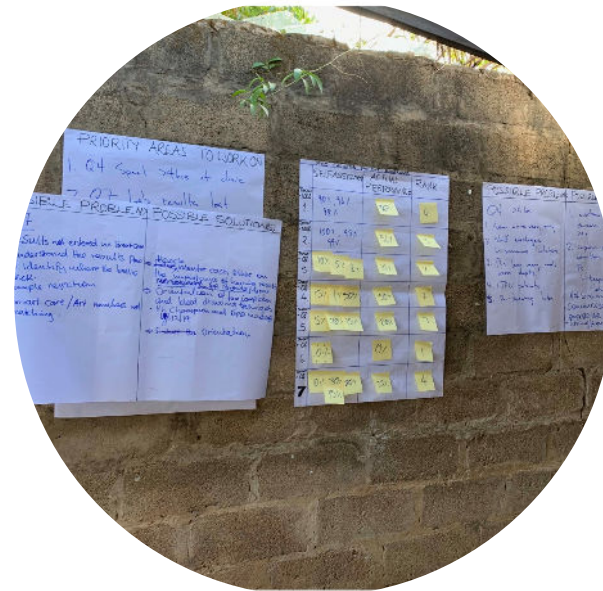


Study aim

To improve client experience to keep patients engaged in care and reduce disengagement and viral suppression, by:

1. Optimizing an electronic platform that integrates data from multiple modalities- e.g., SMS/USSD
2. Displaying this information in easily understood manner for HCWs to improve patient experience
3. Providing mentorship on PCPH to facilities
4. Transitioning to country ownership





Tools for measuring client experience



SMS/USSD Client Enrolment

Register client on their phone with short code



Automatically sends back enrollment thank you SMS



System flags phone #s that already exist



Measuring Client Experience using SMS surveys

*“Morning. Your survey is now ready. Please dial *744# to begin the survey”*

*“Hello, dial *744”*

*“Hello, dial *744# to start your PCC survey free of charge”
or*

*“Hello, dial *744# to start your free PCC survey and receive x airtime”*

Period 1

6 months

Period 2

6 months

Period 3

6 months

SMS Client Experience Survey



- Survey 1 is taken 3 days after enrolment. The patient receives an SMS prompt. Client dials *744# to start USSD survey.

- Survey 2 is taken 90 days after survey 1.

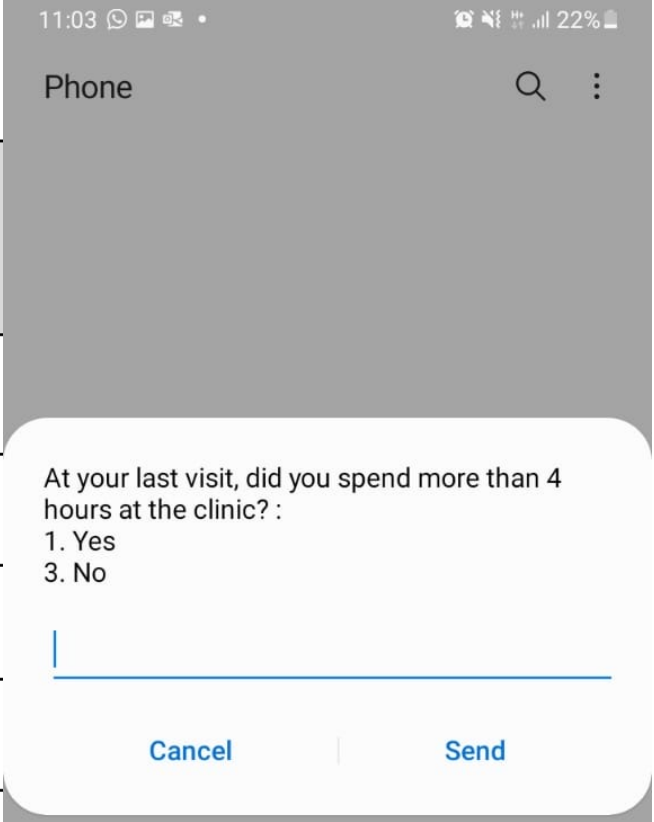
If survey is incomplete. An SMS reminder is sent to patient to complete survey after 24 and 72 hours. Final reminder is sent at 7 days.



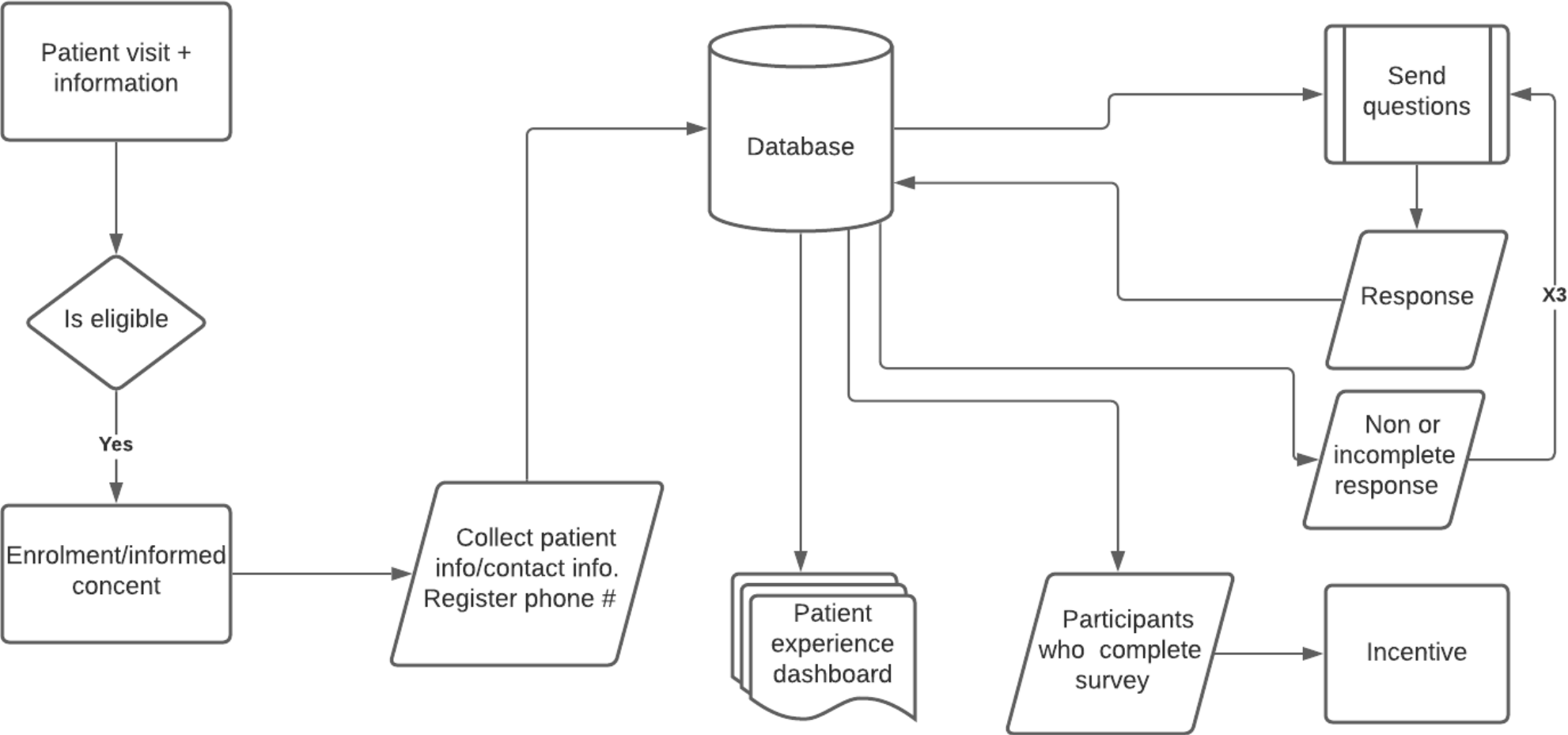
SMS SURVEY
(v 1.2 29 January 2019)

Question Set #1

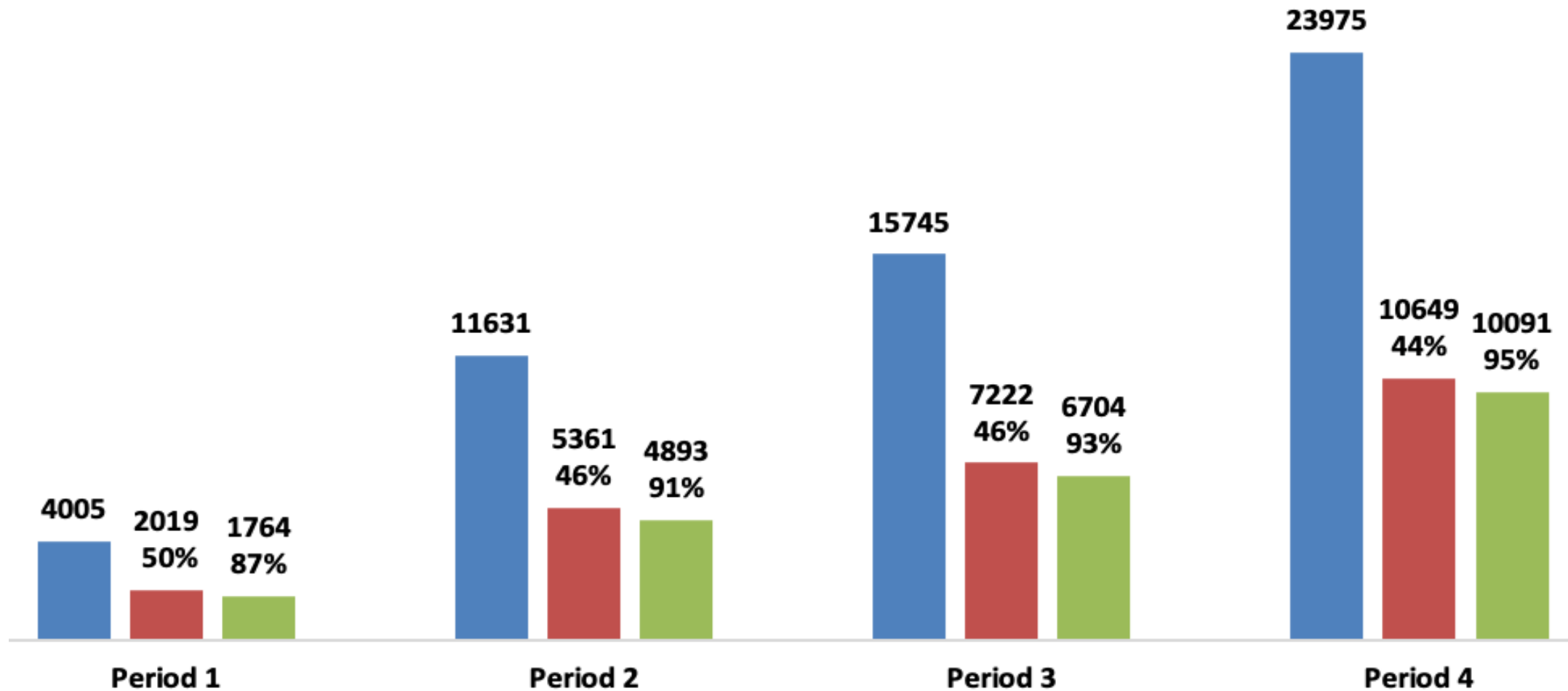
Hello. Press 1 to start your clinic survey about your experience at your <u>last clinic visit</u> .	
1. At your last visit, were you happy with the care you received?	<input type="radio"/> Yes <input type="radio"/> No
2. At your last visit, did you see any healthcare provider behaving rudely?	<input type="radio"/> Yes <input type="radio"/> No
3. At your last visit, did your healthcare provider listen to what you said?	<input type="radio"/> Yes <input type="radio"/> No
4. At your last visit, did you spend more than 4 hours at the clinic?	<input type="radio"/> Yes <input type="radio"/> No
5. Will it be difficult for you to attend your next clinic appointment?	<input type="radio"/> Yes <input type="radio"/> No



USSD PCPH Data flow



USSD/ SMS response rate by period



■ Approached ■ Overall Response ■ Overall Completion



Client Experience Surveys- Exit & TEC

10:54 96%

Trained Exit Survey In-Care v3

* 1. Did your HIV care provider greet you in a way that made you feel comfortable?

Is there anything more that you would like to add?

* 2. Was your HIV care provider happy that you came for a visit to the clinic today?

Is there anything more that you would like to add?

* 3. Did you have a one-to-one conversation with your HIV care provider?

Is there anything more that you would like to add?

* 4. Did your HIV care provider listen to what you said?

- Trained Exit Client (TEC) Survey
 - Patients sensitized to exit survey PRIOR to visit
 - Decreased social desirability bias
 - Conducted among in care and returning clients
- Exit Survey
 - Participants surveyed after completing visit → Same survey as TEC on in care clients

10:52 96%

Exit Survey

* 1. Did your HIV care provider greet you in a way that made you feel comfortable?

* 2. Did your HIV care provider listen to what you said?

* 3. Did your HIV care provider give you as much information about your health as you wanted?

* 4. Did your HIV care provider allow you to ask questions?


Please let us know if any of the following occurred during your visit today,

* 11. I witnessed HIV care providers behaving rudely during my visit today.



* 12. Were your lab results lost?






* 13. Were you able to pick up your medicine today?

Legend:

Best Good Medium Low 

Patient Experience

Questions to Patients	Percent Patients		Current Period Rank Among Facilities	
	Previous Period	Current Period	1 - 8 (target = 1)	
Were you happy about the care that you received?*	81%	98%		3
Did your care provider listen to what you said?*	97%	97%		3

Questions to Patients	Percent Patients		Current Period Rank Among Facilities	
	Previous Period	Current Period	1 - 8 (target = 1)	
I witnessed care providers behaving rudely during my visit.*	20%	9%		1
Spent more than 4 hours at the clinic	19%	19%		2
Difficult to attend next appointment	12%	10%		1
Unable to pick-up medicine	0%	0%		1
Were lab results lost?	50%	26%		6

OVERALL = 90%

Trained Exit Client process

Who are they

- Clients in care, Patients returning to care
- Good recall ability, > 18 years

Recruitment

- Purposively selected from triage, Research Assistant (RA) uses own judgement to assess suitability
- ICF read and understood in local language, comprehension assessed

Training

- TEC meets RA on day of visit at facility
- TEC trained on survey questions before their visit, trained to be discrete- (total time 30-40 minutes)
- TEC continues with visit as routine client

Training

- TEC trained to observe drug stock outs, staff shortage, rude HCW,
- TEC trained to observe provider interactions with other clients, overall environment of the clinic

Survey

- TEC continues with visit as routine client
- Same survey as exit client administered

Untrained exit survey vs Trained exit survey responses

Lapses in care quality identified by Trained Exit Clients as compared to Untrained Exit Clients

SUM SCORE

Greeted in a way that made you feel welcome

Listened to what you had to say

Gave you information about your health

Allowed to ask questions, responded, happy _456

Provider spend the right amount of time with you

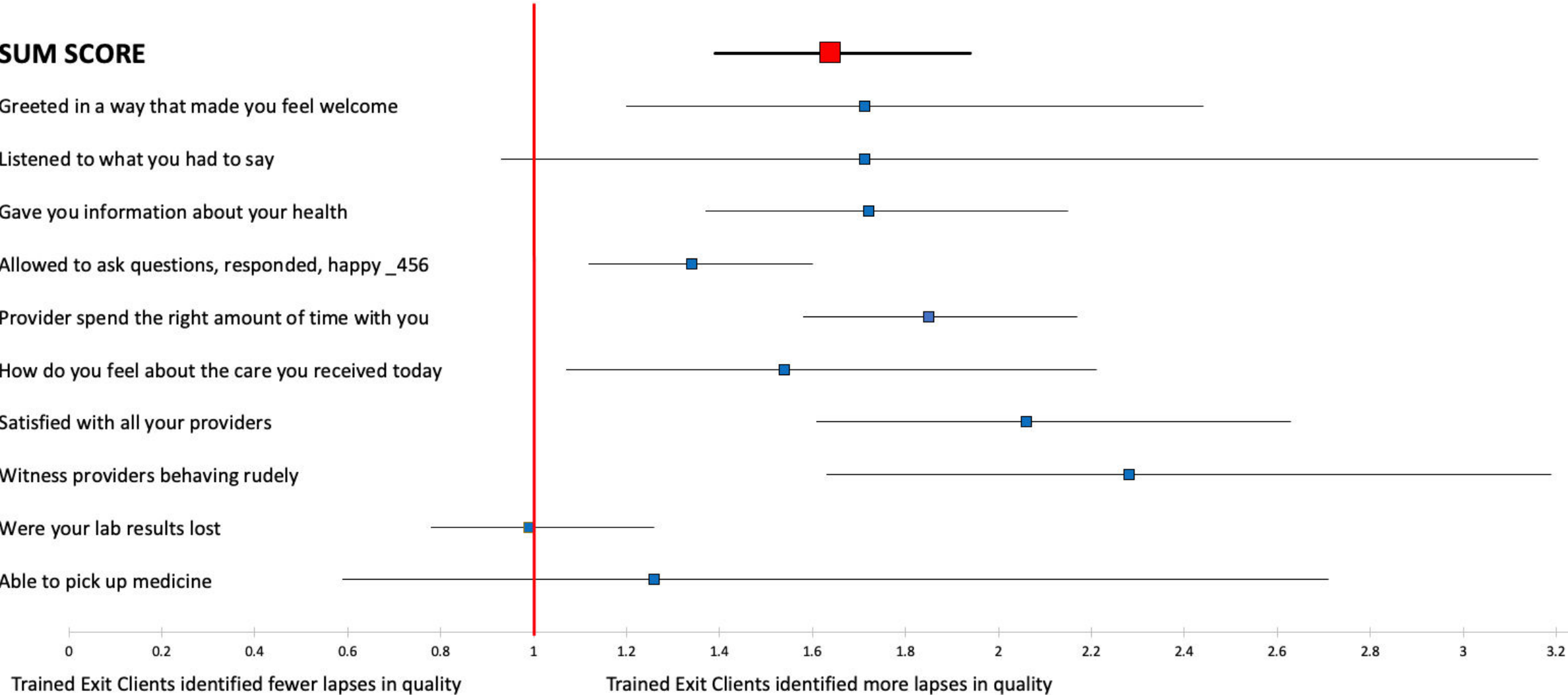
How do you feel about the care you received today

Satisfied with all your providers

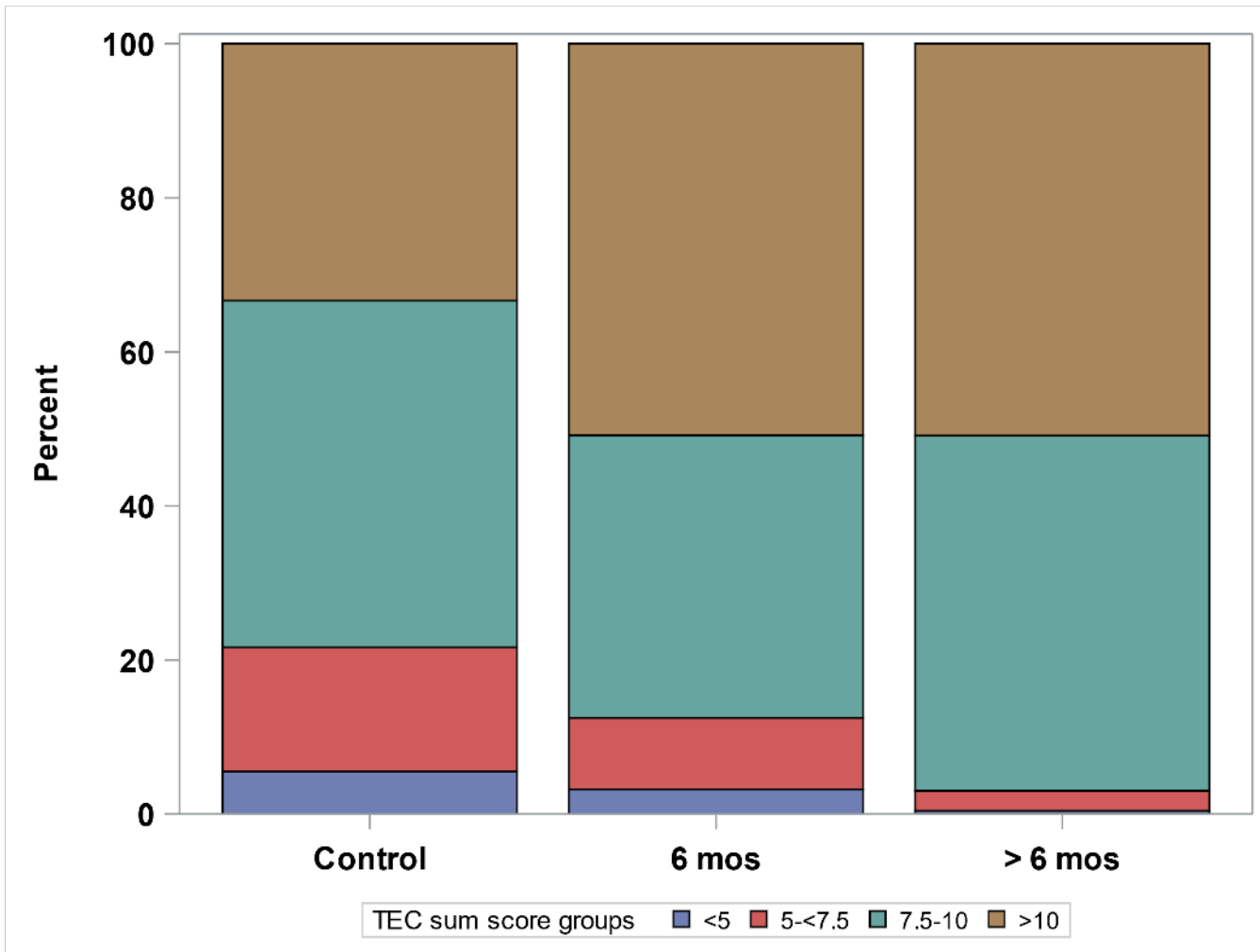
Witness providers behaving rudely

Were your lab results lost

Able to pick up medicine



Greater gains for those with the worst experience



Sum score groups	Change in sum satisfaction score	
	< 6 months PCC vs. control	> 6 months PCC vs. control
Improvement among those		
Bad experience 25 th percentile	0.72 (-0.35 to 1.8)	1.81 (0.30 to 3.31)*
Worst experience 5 th percentile	0.11 (-0.36 to 0.58)	0.69 (0.07 to 1.30)*
Average experience	0.14 (-0.11 to 0.39)	0.42 (0.05 to 0.80)*

* P < 0.05

Reflection on SMS Interventions

- A pilot was conducted 6 months prior
- The main challenge was identifying a low-cost technology
- Privacy was a key consideration



Reflection on SMS Interventions

- Both implementations are currently configured to run at scale. This was a consideration from inception.
- Tools were not built for interoperability, but they can be modified to do so.
- CIDRZ had to adhere to ZICTA guidelines for sending bulk SMSs such as frequency and appropriate time to send SMSs.
- Clients also have the option to opt out of the interventions.



Acknowledgements

Recipients of Care



Ministry of
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Thank you!

