

## PinnacleCare 2010 Member Satisfaction Study

### Background

In 2010, as in 2006, 2007 and 2008, PinnacleCare conducted a quantitative Member satisfaction study to better understand Member service strengths as well as opportunities for improvement. This research synopsis highlights the results of this year's study.

### Methodology

A total of 345 surveys were obtained for this Member satisfaction study, a response rate of 25% sent either web-based or mail surveys. This represents an increase in response of 85% versus our last study. Eligible participants had to be at least 18 years of age.

## Executive Summary

### Member Satisfaction

- » PinnacleCare continued to earn high scores on the study's four key metrics – 'Member Satisfaction', 'Satisfaction with your Advisor', 'Likelihood to Renew' and 'Likelihood to Recommend'. On a five point scale, where 4 and 5 represent extremely and very satisfied, 85% said they were satisfied overall, 91% said they found great satisfaction with their Advisor, 79% said they were likely to renew, and 83% said they would recommend membership to others. These scores all showed increases from the most recent survey, but our goal in years to come will be to continue to raise these higher still.
- » High overall satisfaction was identified in Member response to questions related to their relationship with their Advisor. Across seven relationship attributes, scores were 87% or higher for 'extremely' and 'very satisfied', including statistically significant increases over 2008 in "efficient and organized in meeting my health care needs" and "proactive in managing my health care". These two relationship metrics, identified in 2008, were objective for improvement coming out of prior research.
- » Satisfaction remained high, with no statistical differences, across all Member benefits researched, with the highest being for "Connections to Strong Medical Resources", "Expedited access to Physicians, Specialists and Facilities", "Support and information beyond what I could do". Top two box scores break out as follows: 91% satisfaction for 'connections to strong medical resources', 88% for 'expedited access to physicians, specialists, and facilities', 82% for 'support and information far beyond what I could do on my own', and 85% 'delivers on what they promise, if not more'.
- » 9 in 10 Members reported that they feel they receive the right amount of communication. Furthermore, those who received more frequent communication were more satisfied and more likely to renew their membership.
- » 4 out of 10 Members want to be equal partners with PinnacleCare in managing their health care needs, while 2 out of 10 want PinnacleCare to lead proactively. As in 2008, Members who want PinnacleCare to lead or be an equal partner are significantly more satisfied than more self-directed Members.



- » Finding the best doctors and medical records collection and review are the PinnacleCare services Members say they use the most. This was followed by researching medical specialists, medical records organization and storage, and scheduling appointments. These benefits also had very high satisfaction rankings, with top box scores of 88%, 87%, 87%, 89% and 92%. Appointment accompaniment ranked very high as well (92%), while preventive health planning ranked somewhat lower (82%).
- » Areas for improvement, as indicated by this year's research included preventive health planning, researching treatment options, and pre-travel planning and reports.
- » 63% of respondents came to PinnacleCare through a member referral. This represented a statistical increase over the 2008 level (47%). 51% also reported referring 'more than a few times'.