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CORE
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AGENDA ITEM

Action Item

Information Only

Date: January 23, 2020
Item Number: VI
Title: 2019 PEBP Member Satisfaction Survey

SUMMARY

This report will provide the Board, participants, public, and other stakeholders information on the recently completed 2019 PEBP Member Satisfaction Survey.

REPORT

Similar to the last several years, PEBP repeated our annual Member Satisfaction Survey to gain firsthand knowledge of our membership and meet URAC accreditation standards.

PEBP developed a simple seven (7) question survey with four (4) multiple choice style questions, one (1) transition question (leading to comments) one (1) free form question where members could type anything they felt necessary to provide feedback to PEBP, and one (1) question asking the responders to categorize their comments. The survey was sent to all primary participants in the program utilizing multiple channels:

1. PEBP pulled a list of all participant emails and sent them an email with a link to the survey;
2. PEBP provided all system administrators at all agencies a similar email to send to their agency's employees with a link to the survey;
3. PEBP provided all account representatives assigned to all PEBP pay centers the same email as above.

The member satisfaction survey was available for response November 1, 2019 through December 13, 2019. In addition, PEBP sent out multiple reminders through email during the response period to take the survey and provide us with critical feedback. A summary of the responses is attached. This summary does not include the free form response (Questions 6) as sharing each person's individual response would make the report significantly larger and reporting only good or bad responses would be misleading, however, we report the categories of comments (Question 7).

Overall, results for 2019 were slightly lower across the board when compared to 2018 results. Although the program experienced no major changes, there were several noteworthy events which had a direct negative effect on members and likely led to the lower member satisfaction levels:

- The delay in the approval of PEBP’s budget during the legislative session created major operational complications. Without approved rates and HSA funding, PEBP was forced to delay open enrollment and although open enrollment meetings were carried out as planned, PEBP was unable to provide crucial plan information to members at these events. Ultimately, the truncated timelines, last minute changes and lack of available information led to member confusion, frustration and general dissatisfaction.
- PEBP experienced a very rocky launch of the upgraded eligibility and enrollment system as well as the roll out of the new voluntary benefit platform. While such significant changes can be expected to lead to some initial confusion, members experienced substantial difficulty navigating the new system due to the amount of issues that were discovered in production.

RESULTS

A brief synopsis of the survey results is provided below:

Data Element	Amount
Number of Survey Responses	3,705
December 2019 Primary Participants	47,088
Response Rate (%)	7.8%

The overall response rate this year fell considerably, from 12.8% to 7.8%, however PEBP received a much higher response rate from active employees versus retirees, the opposite of last year. The survey responses were 66% employees / 34% retirees respectively, which is much more reflective of the overall PEBP population.

Of all responses, 50.45% (1,869) reported not interacting with PEBP over the three months prior to the survey and 39.81% (1,475) responded with 1-3 interactions. The percentage of interactions is similar to last year’s survey.

PEBP asked a series of customer satisfaction questions (Question #3 of the survey), and of the responses, participants rated PEBP between 6.75 and 7.77 on a scale of 1 (not satisfied) to 10 (extremely satisfied). In comparison to last year the ratings were between 7.34 and 8.28. Some members selected “not applicable,” and those responses were removed to only show positive/negative results. The highest rating (10 – extremely satisfied) had the most responses.

- Question 3, Sub-question a: 67% of responses scored between 8-10
- Question 3, Sub-question b: 60% of responses scored between 8-10
- Question 3, Sub-question c: 62% of responses scored between 8-10
- Question 3, Sub-question d: 56% of responses scored between 8-10
- Question 3, Sub-question e: 49% of responses scored between 8-10
- Question 3, Sub-question f: 54% of responses scored between 8-10

All responses to these sub-questions above were decreases to the previous year.

Last year PEBP added a new communication medium (Question 4) for analysis (text messaging) to gauge the membership's interest in this moving forward and again, it ranked as the least favorable method of communication. The top communication mediums remain the same as last year with E-mail (3,217), Website (1,306), Postal Mailings (1,188).

Like last year, PEBP's lowest score was attributed to a need to increase training and education. As a result, PEBP is in the process of improving access and quality of training and education of all our programs and services.

CONCLUSION

Any satisfaction score below a 10 on a scale of 1-10 illustrates a need for improvement. PEBP recognizes the challenges the program faced and is constantly looking for ways to continue to provide high quality benefits at affordable prices to employees, retirees, and their families. PEBP will be striving to improve in next year's survey scores at the end of 2020.