



# Medicaid Customer Feedback Process

Lake County  
HCPF Grant SFY1920



# Project Objective

Determine and develop a replicable method to collect data on Lake County member experience in order to improve customer service to members.

- Quantify anecdotal feedback
- Identify patterns or trends that can lead to data-informed improvements



# Setting the Stage

Where is Lake County?

Lake County is 38 miles from the Copper Mountain exit off of I-70.

Leadville is the only incorporated town. County population is 7,000.

Elevation 10,200

70% of our residents commute to work outside of our county

Approximately 60% of school district families primarily speak Spanish



## Key Stakeholders: Members & Staff

- Utilization of the Lake County MEAC for direct member engagement
- Feedback and translation of survey questions
- Word-of-mouth promoting within the community
- Understanding staff customer service issues and experiences
- Ownership and training of survey distribution
- Developing staff buy-in



# Survey

- English and Spanish
- Online and hardcopy
- Newspaper, social media, and public flyer advertising
- Staff distribution in office
- Confidential responses (anonymity optional)
- Respondent incentivized

## Lake County Department of Human Services

Lake County Department of Human Services wants to know how we're doing. By completing this survey, you have the opportunity to tell us what is working for you and how we can help you further. Please take a few minutes to respond honestly about your experience.

*\*Your answers and the information provided will be used to assess and potentially enhance the experience of Human Services clients in Lake County. Details will be viewed solely by the Director of Human Services and the contracted consultant. PLEASE WRITE CLEARLY.*

*\*\*This survey will take approximately 5 minutes to complete. You will receive a \$10 gift card by mail as an appreciation for your time.*

*\* Required*

I am currently or have been a Medicaid recipient in the past 5 years. \*

- Yes
- No
- Not sure

How did you find out about public assistance benefits? \*

- I have a family member who is on Medicaid.
- I heard about it on the news.
- I read about it from a local news source (e.g. The Herald Democrat, Leadville Today).
- My doctor or medical provider mentioned Medicaid.
- I have a friend who told me about it.
- Other: \_\_\_\_\_

I trust that person/source for reliable information. \*

- Yes
- No

How did you know you could apply for public assistance benefits (e.g. Medicaid)?

Your answer

# Promotion/ Advertising

- Multiple print ads in the local newspaper
- Leadville Facebook groups
- Printed posters in DHS office and various businesses/gathering places throughout Lake County

**Get a \$10 GIFT CARD!**

**El Departamento de Servicios Humanos del Condado de Lake quiere saber de usted. Realice esta rápida encuesta en línea y reciba una tarjeta de regalo de \$ 10.**

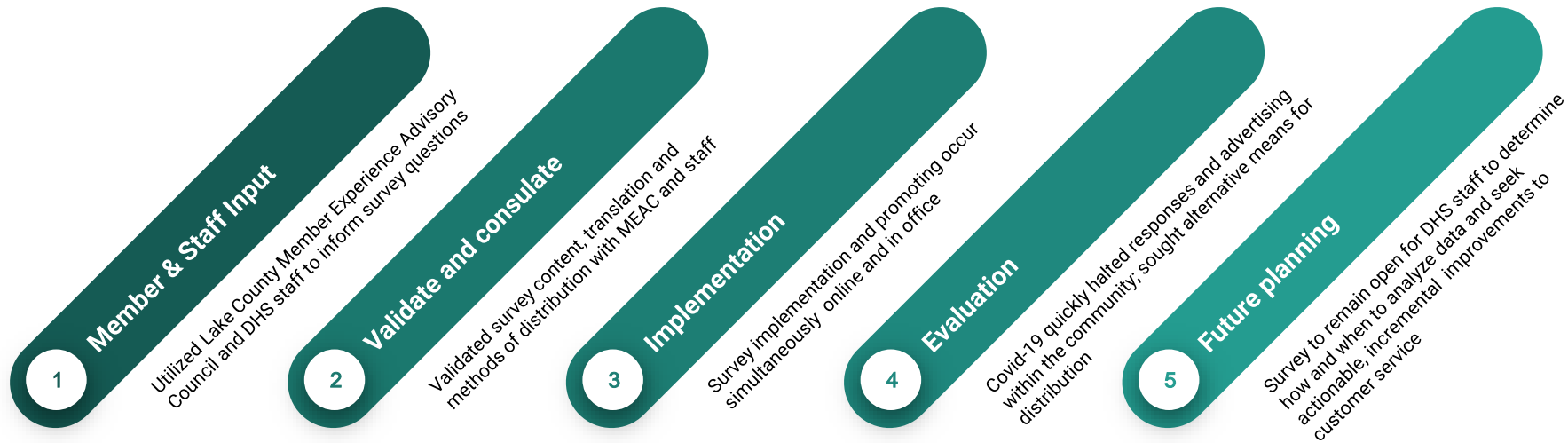
Apunte la cámara de su teléfono al código QR para acceder a la encuesta en línea.  
Complete preguntas de que se está la salud están esencialidad



**Lake County Dept of Human Services wants to hear from you. Take this quick online survey and receive a \$10 gift card.**

Point your phone's camera at the QR code to access the online survey.  
Please make sure your wifi or data is on!





# Project Overview



# HCPF Grant Project Funding

Total Awarded: \$26,320

Total Spent: \$24,000

- Project Supervisor
- Project Manager
- Incentives
- Advertising/Printing

Total Remaining: \$2,000





## Challenges & Lessons Learned

Continued engagement with the MEAC is a meaningful endeavor

Invest in accurate Spanish translation

Diversify methods of promotion to reach members (e.g. schools, public transit)

Early staff engagement develops greater buy in

Multiple forms of response allow for expanded member reach (e.g. online and print)



# Next Steps

- Continue survey response collection
- Assess staff bandwidth and availability once Lake County DHS office reopens
- Analyze collected data to identify trends/patterns
- Determine attainable, incremental customer service improvements
  - Trainings
  - Coaching
  - Hiring for additional capacity
- Revise and implement survey for ongoing member experience feedback

# Thank you!

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