

Report on Customer Service  
2004-2005

The University of Texas  
Health Science Center at Houston



**THE UNIVERSITY of TEXAS**  
HEALTH SCIENCE CENTER AT HOUSTON

**Report on Customer Service**  
**Section 1**  
**Inventory of External Customers by Strategy**

Strategy	Customer	Brief Description of Services
<b>A. Goal: Instruction/Operations</b>		
A.1.1 Strategy: Medical Education	Medical Students Patients	Provide medical education for MD degree.
A.1.2 Strategy: Dental education	Dental Students	Provide dental education for DDS degree.
A.1.3 Strategy: Biomedical Sciences Training	Graduate School of Biomedical Sciences Students	Provide education in biomedical sciences.
A.1.4 Strategy: Allied Health Professional Training	Undergraduate and Graduate Students	Provide graduate education in health informatics and undergraduate education in dental hygiene.
A.1.5 Strategy: Nursing Education	Undergraduate and Graduate Nursing Students including RN to BSN students.	Provide graduate and graduate nursing education.
A.1.6 Strategy: Graduate Training in Public Health	School of Public Health Students	Provide public health education.
A.1.7 Strategy: Graduate Medical Education	Medical Students, Alumni	Provide graduate medical education.
A.2.1 Strategy: Staff Groups Insurance Premiums	Current Employees	Insurance premiums
A.2.2 Strategy: Workers Compensation Insurance	NA	NA
A.2.3 Strategy: Unemployment Insurance	NA	NA
A.3.1 Strategy: Texas Public Education Grants	Students	Student loans
A.3.2 Strategy: Medical Loans	Students	Student loans

**Report on Customer Service**  
**Section 1**  
**Inventory of External Customers by Strategy**  
**(Continued)**

**B. Goal: Provide Research Support**

B.1.1 Strategy: Research Enhancement	NA	NA
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**C. Goal: Provide Infrastructure Support**

C.1.1 Strategy: E&G Space Support	NA	NA
C.2.1 Tuition Revenue Bond retirement	NA	NA

**D. Goal: Provide Health Care Support**

D.1.1 Strategy: Dental Clinic Operations	Students, Patients	Provide dental services
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**E. Goal: Provide Special Item Support**

E.1.1 Strategy: Regional Academic Health Center	School of Public Health Students	Provide public health education
E.2.1 Strategy: Heart Disease and Stroke Research	NA	NA
E.2.2 Strategy: Biotechnology Program	NA	NA
E.3.1 Strategy: Harris County Hospital District	NA	NA
E.3.2 Strategy: Service Delivery Valley Border region	Patients	Provide health care services
E.5.1 Strategy: Institutional Enhancement	NA	NA

**F. Goal: Tobacco Funds**

F.1.1 Strategy: Tobacco Earnings UTHSC-Houston	NA	NA
F.1.2 Strategy: Tobacco Permanent health Fund	NA	NA

**Report on Customer Service  
Section 2**

**Information Gathering Methods**

**Current Students and Alumni**

**Student Perception Survey:**

Triennial survey of current students. (scheduled for 2007) A self-administered internet based survey sent to assigned student email accounts. This is a 193 question survey designed to assess satisfaction with the full spectrum of the student experience. The subject matters ranges from academic questions to the physical plant to student support services. Demographic variables are collected and statistical analysis is performed to test for significant differences among groups. Response rate = 40.1% (1371 responses received from 3417 students (2004)). *This study is scheduled for Spring of 2007*

**Dental Branch Alumni Survey (Doctor of Dental Surgery)**

Annual survey of D.D.S. Alumni stratified into three cohorts based on 1, 5 and 10 years from graduation. A self-administered survey mailed to alumni based on latest available address information. This is a 102 question survey designed to assess satisfaction with the academic experience during the respondent's time at the UTHSC-H. Further, the survey collects baseline information on current employment, current practice type, income, preparedness for practice by the academic program and professional development. Demographic variables are collected and statistical analysis is performed to test for significant differences among groups. In 2006, the survey instrument was reviewed and streamlined and is currently in implementation. 2005: Response rate = 58.9 (168 responses on 370 D.D.S. graduates).

**Bachelor of Science in Nursing Alumni Survey**

Annual survey of B.S.N. Alumni stratified into three cohorts based on 1, 5 and 10 years from graduation. A self-administered survey mailed to alumni based on latest available address information. This is a 57 question survey designed to assess satisfaction with the academic experience during the respondent's time at the UTHSC-H. Further, the survey collects baseline information on current employment, employment setting, current specialty, current nursing role, preparedness for professional licensure examination, and professional development. Demographic variables are collected and statistical analysis is performed to test for significant differences among groups. 2005: Response rate = 29.5% (109 responses on 370 B.S.N. graduates).

**Bachelor of Science in Nursing Employer Survey**

Annual survey of B.S.N. Employers. A self-administered survey delivered by the respondents to their employers. This is a 24 question survey designed to collect baseline information on employer perceptions of B.S.N. alumni job abilities, job performance, employment setting information and employer personnel needs. 2005: Response rate = 12.9% (48 responses on 370 B.S.N. graduates).

### **Master of Science in Nursing Alumni Survey**

Annual survey of M.S.N. Alumni stratified into three cohorts based on 1, 5 and 10 years from graduation. A self-administered survey mailed to alumni based on latest available address information. This is a 48 question survey designed to assess satisfaction with the academic experience during the respondent's time at the UTHSC-H. Further, the survey collects baseline information on current employment, employment setting, current specialty, current nursing role, income, involvement in research, and professional development. Demographic variables are collected and statistical analysis is performed to test for significant differences among groups.

2005: Response rate = 41.4% (115 responses on 278 M.S.N. graduates).

### **Master of Science in Nursing Employer Survey**

Annual survey of M.S.N. Employers. A self-administered survey delivered by the respondents to their employers. This is a 11 question survey designed to collect baseline information on employer perceptions of M.S.N. alumni job performance and knowledge, employment setting information and employer personnel needs.

2005: Response rate = 19.7% (55 responses on 278 M.S.N. graduates).

### **School of Public Health Alumni Survey**

Annual survey of School of Public Health Alumni stratified into three cohorts based on 1, 5 and 10 years from graduation. A self-administered survey mailed to alumni based on latest available address information. This is a 50 question survey designed to assess satisfaction with the academic experience during the respondent's time at the UTHSC-H. Further, the survey collects baseline information on current employment, employment setting, current specialty, income, involvement in research, and professional development. Demographic variables are collected and statistical analysis is performed to test for significant differences among groups.

2005: Response rate = 33.7% (137 responses on 406 School of Public Health graduates).

### **Medical School Alumni Survey**

Annual survey of Medical School Alumni stratified into two cohorts based on 5 and 10 years from graduation. A self-administered survey mailed to alumni based on latest available address information. This is a 83 question survey designed to assess satisfaction with the academic experience during the respondent's time at the UTHSC-H. The survey also collects baseline information on current employment, employment setting, current specialty, income, involvement in research, and professional development. Demographic variables are collected and statistical analysis is performed to test for significant differences among groups.

2005: Response rate = 39.4% (121 responses from 307 Medical School graduates).

### **School of Health Information Sciences Alumni Survey**

Inaugural survey of graduates of the School of Health Information Sciences. This survey was not stratified into graduating year classes due to the short period of time the School has been in existence. The survey was a self administrated survey conducted on-line. This is a 63 question survey designed to assess satisfaction with the academic

experience during the respondent's time at the UTHSC-H. The survey also collects baseline information on current employment, employment setting, current specialty, income, involvement in research, and professional development. Demographic variables are collected and statistical analysis is performed to test for significant differences among groups.

2004: Response rate = 42.6% (26 responses from 61 SHIS graduates).

## **Patients**

### **Patient Satisfaction Survey**

Ongoing assessment of satisfaction with all aspects of the patient experience for patients of the UT Physicians (UTP), the non-profit practice plan for physicians at the University of Texas Health Science Center at Houston. This is a 19 question self-administered survey covering appointment making, registration, help with financial and insurance concerns, helpfulness of the medical staff, privacy and overall experience. The survey is implemented across 30 clinics located in Houston and the Houston metropolitan area.

2005: A total of 5269 completed surveys were returned for analysis.

**Report on Customer Service**  
**Section 3**  
**Level of Customer Determined Services Quality**  
**Statutorily Required Services Elements**

Survey	Question	Percentage Satisfied/Very Satisfied
<b>Overall</b>		
Student Perception Survey (2004)	How satisfied are you that the education you are receiving at UTHSC-H is preparing you to accomplish your goals?	90.2%
Dental Branch Alumni Survey (2005)	How satisfied are you with the quality of education provided at the Dental Branch?	97.1%
Bachelor of Science in Nursing (2005)	How satisfied are you that the program prepared you as a practitioner of professional nursing?	95.5%
Master of Science in Nursing (2005)	How satisfied are you that the program prepared you to demonstrate specialized knowledge?	98.2%
School of Public Health Alumni Survey (2005)	The educational experience I had as a student at the School of Public Health met my expectations (agree/strongly agree)	73.1%
Patient Satisfaction Survey (2004)	How satisfied are you with the overall way you were treated	94.2%
<b>Facilities</b>		
Student Perception Survey (2004)	Overall satisfaction with the adequacy of classrooms	84.5%
Student Perception Survey (2004)	Overall satisfaction with the classroom maintenance	89.8%
Student Perception Survey (2004)	Overall satisfaction with the laboratory equipment quality	78.6%
Patient Satisfaction Survey (2004)	How satisfied are you with the comfort and cleanliness of the facility	96.8%
Patient Satisfaction Survey (2004)	How satisfied are you with the parking	38.5%
<b>Staff</b>		
Patient Satisfaction Survey (2004)	How satisfied are you with the helpfulness of the nurses?	89.6%
Patient Satisfaction Survey (2004)	How satisfied are you with the physicians explanation of your health condition	92.4%
Student Perception Survey (2004)	Indicate your overall satisfaction with the quality of the faculty	93.4%
Student Perception Survey (2004)	Indicate your overall satisfaction with the quality of the staff	92.4%

<b>Survey</b>	<b>Question</b>	<b>Percentage Satisfied/Very Satisfied</b>
<b>Communications</b>		
Student Perception Survey (2004)	Indicate your level of satisfaction with access to information concerning student loans	87.5%
Patient Satisfaction Survey (2004)	How satisfied are you with the staff's courtesy on the phone	87.1%
Patient Satisfaction Survey (2004)	How satisfied are you with getting through to the clinic by telephone	72.3%
<b>Internet Sites</b>		
Student Perception Survey (2004)	Indicate your level of satisfaction with UTHSC-H activities posted to the UTHSC-H website	92.5%
Student Perception Survey (2004)	Indicate your level of satisfaction with school activities posted to your school website	89.8%
<b>Timeliness</b>		
Patient Satisfaction Survey (2004)	How satisfied are you with the time spent in the waiting area	60.7%
<b>Printed Information</b>		
Student Perception Survey (2004)	How helpful are the school catalogs (helpful/very helpful)	92.3%
Student Perception Survey (2004)	How helpful is student newspaper (helpful/very helpful)	90%
Student Perception Survey (2004)	How helpful is student guide (helpful/very helpful)	92.3%

**Report on Customer Service  
Section 4**

**Analysis of Findings**

Results of the various assessments are reviewed through various institutional channels including institutional and individual school level bodies.

**Student Perception Survey:** Scheduled for implementation in Spring 2007. The results were discussed and considered through institutional channels. The survey was placed entirely on-line in 2004 and will again be implemented on-line. Items for review included mandatory student health insurance, parking, and lab and computer equipment upgrades.

**Medical School Alumni Survey:** Issues raised in this survey included debt counseling, availability of scholarships and computer training availability. The survey was reviewed and streamlined with continuing education and alumni/school relations as a focus.

**School of Nursing BSN Alumni Survey:** Issues raised in this survey included increasing clinical practicum time and management concept training.

**School of Nursing MSN Alumni Survey:** Issues raised in this survey included increased clinical practicum time and research and theoretical applications. Also, a version of this survey has been formatted for online administration.

**School of Public Health Alumni Survey:** Issues raised in this survey included research design, availability of evening courses and advisor availability.

**Dental Branch Alumni Survey:** Issues raised in this survey include parking, cost of health insurance, and financial aid availability.

**School of Health Information Sciences:** Issues raised in this survey include the availability of financial aid and scholarships.

**Patient Satisfaction Survey:** Issues raised in this survey include availability and cost of parking, ease in renewing prescriptions and contacting the clinics by telephone.

**Report on Customer Service  
Section 5**

**Performance Measure Information**

**Outcome measures**

- Percentage of surveyed customer respondents expressing overall satisfaction with services received
  - Current Students: 90.2%
  - Dental Branch Alumni : 89.4%
  - School of Nursing BSN Alumni: 93.5%
  - School of Nursing MSN Alumni: 89.2%
  - School of Public Health Alumni: 76.9%
  - School of Health Information Sciences Alumni: 87.5%
  - Patient Satisfaction Survey : 93.7%
- Percentage of surveyed customer respondents identifying ways to improve service delivery
  - The Student Perception Survey (2004) received 1356 responses. Of these, 331 (24.4%) contained written comments, 78.5% of these were service improvement suggestions. The remainder, 21.5% were laudatory.
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**Output measures**

- Number of customers surveyed
  - 10,211
- Number of customers served
  - Students = 3,587 as of 9/1/2005
  - Alumni = 1,525 identified for survey during 2005
  - Patients = 273,176 UT-Physicians patient visits

**Efficiency measures**

- Cost per customer surveyed = \$1.00

**Explanatory measures**

- Number of customers identified
  - Students = 3,587
  - Patient Visits = 273,176
  - Alumni = 1,525
- Number of customer groups inventoried = 2