



Andrology Lab

Main Campus Patient Experience

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Market Research & Planning

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Executive Summary

Patient Satisfaction is Generally Strong

- The vast majority of patients are very satisfied with their experiences and are likely to recommend the Andrology Lab to others. Wait times for appointments and for access to the collection room are within the range of patient expectation.

Referring Physicians are the Main Drivers of Patient Volume

- Maintaining and nurturing strong relationships with the lab's referring physicians is of the utmost importance. Other potential influencers such as the web site are either unknown or underutilized.

Human Interactions are More Favorable than Facility-Centric Features

- Customer service is a primary strength within the Andrology Lab and is highly correlated to a patient's overall satisfaction. As shown below, the areas in most need of improvement pertain to tangible aspects of the physical space.

Key Patient Experience Enhancement Opportunities	
1.	Increase privacy of collection room (white noise machine, move to a less trafficked area, have more than one room)
2.	Provide more variety in magazines and stimuli
3.	Thermostat control (many complained of cold temperatures)
4.	Improve cleanliness
5.	Comfort of collection room (full couches, newer furniture, provide a toilet, tissues, and more space)

Research Objective

Objective

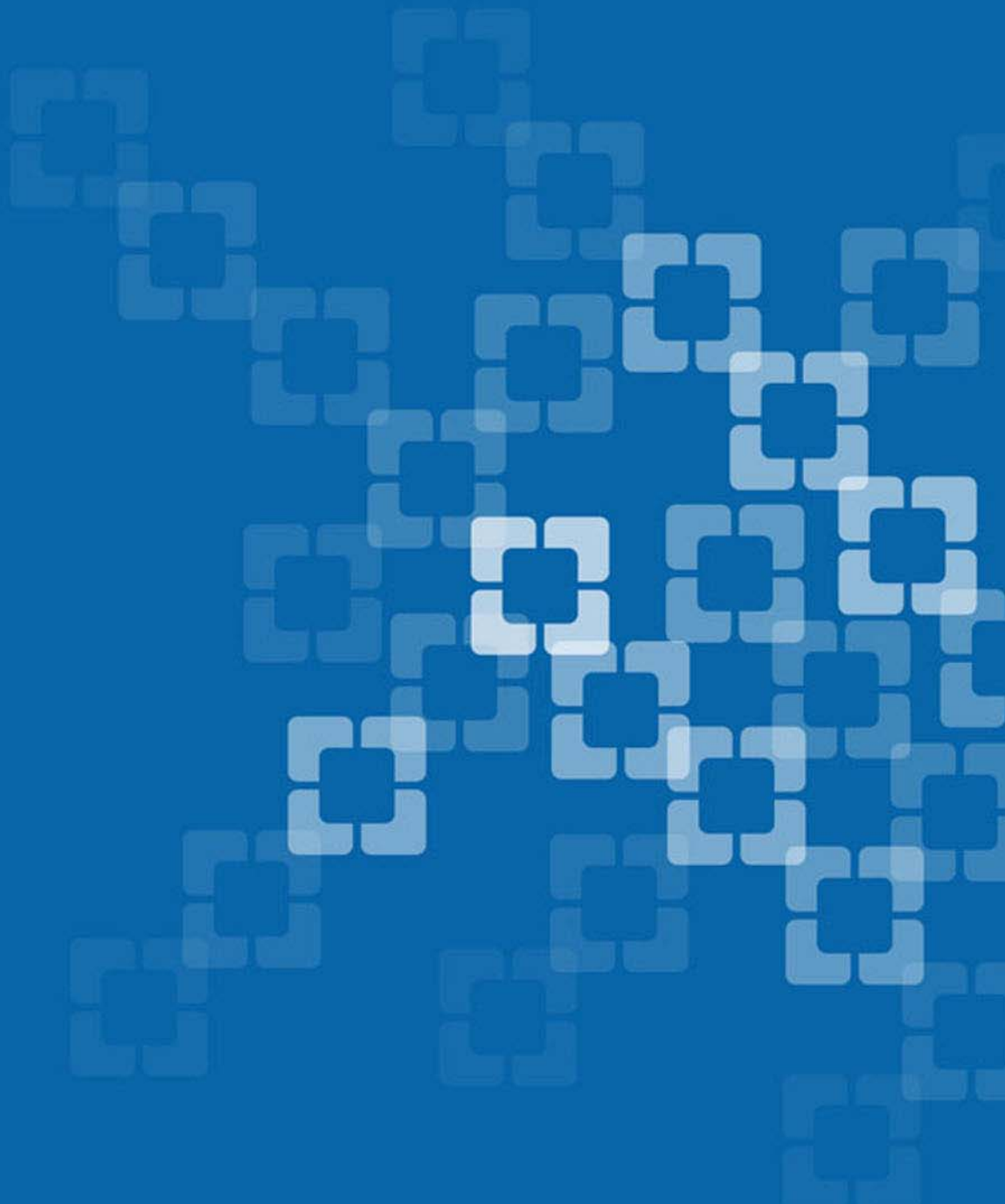
- This study was initiated to measure patient satisfaction with many aspects of the care provided by the Cleveland Clinic Andrology Lab and Sperm Bank.
- Specific objectives include gauging the following:
 - Overall satisfaction
 - Likelihood to recommend
 - Decision influencers
 - Perceptions of wait times; and
 - Suggestions for improvement.

Research Methodology

- Quantitative research was conducted via paper surveys received and filled out by Andrology Lab and Sperm Bank patients during their visit. A collection box ensured patient anonymity. There is no way to link specific patients to the responses gathered in this project.
- The survey was designed internally by an analyst in the Department of Market Research & Planning. No incentive was offered. A cover letter from the Director of the Andrology Laboratory and Reproductive Tissue Bank, Ashok Agarwal, Ph.D., HCLD, accompanied the survey to explain the objectives of this research and encourage participation.
- **NOTE:** Data collection was spread over the course of nearly two years in order to obtain an adequate sample size. Though having a more robust sample is desirable, the time lapsed from the first survey to the last may complicate the interpretation of the findings. Depending on operational, staff, and other internal changes that may have occurred in this department over the past two years, patients may have perceived their experiences very differently.

Study Specifications	
Fielding Timeline	Fall 2007 – Fall 2009
Total Completed Surveys	178

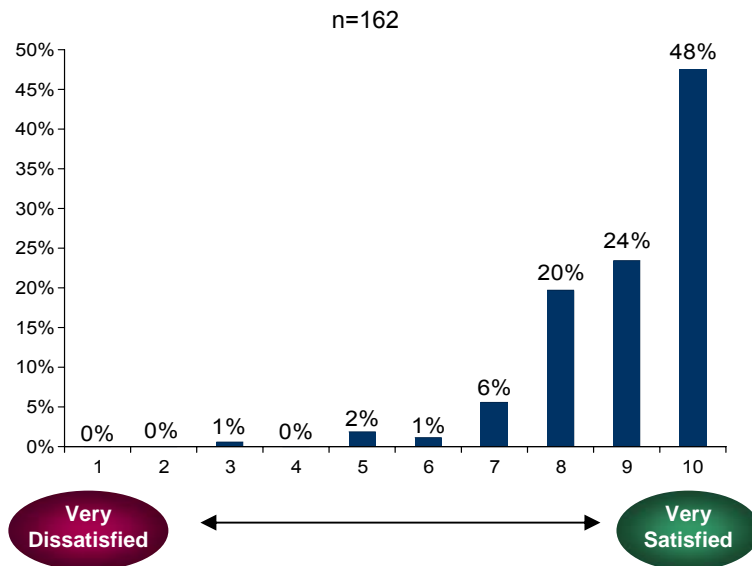
Key Findings



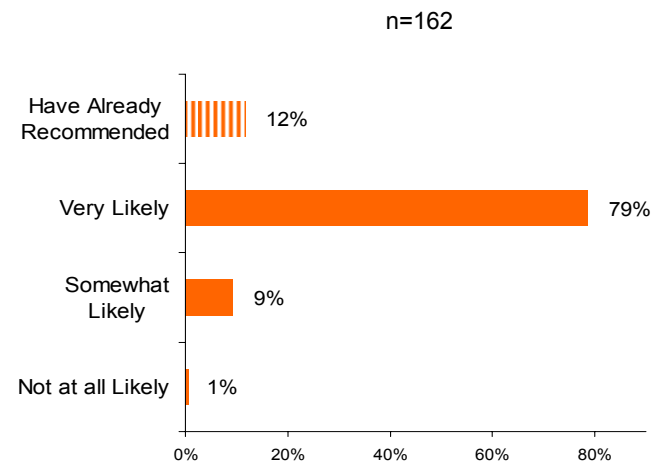
Overall Satisfaction & Likelihood to Recommend

- Patient satisfaction is relatively strong with nearly half of respondents rating their experience a 10 out of 10. Repeat visits are highly likely in that 97% said they would return if needed.
- Another positive indication of successful patient experiences is the fact that 9 in 10 respondents have already recommended or are very likely to recommend the Andrology Lab to others.

Overall, how satisfied are you with today's Cleveland Clinic Andrology Lab experience?



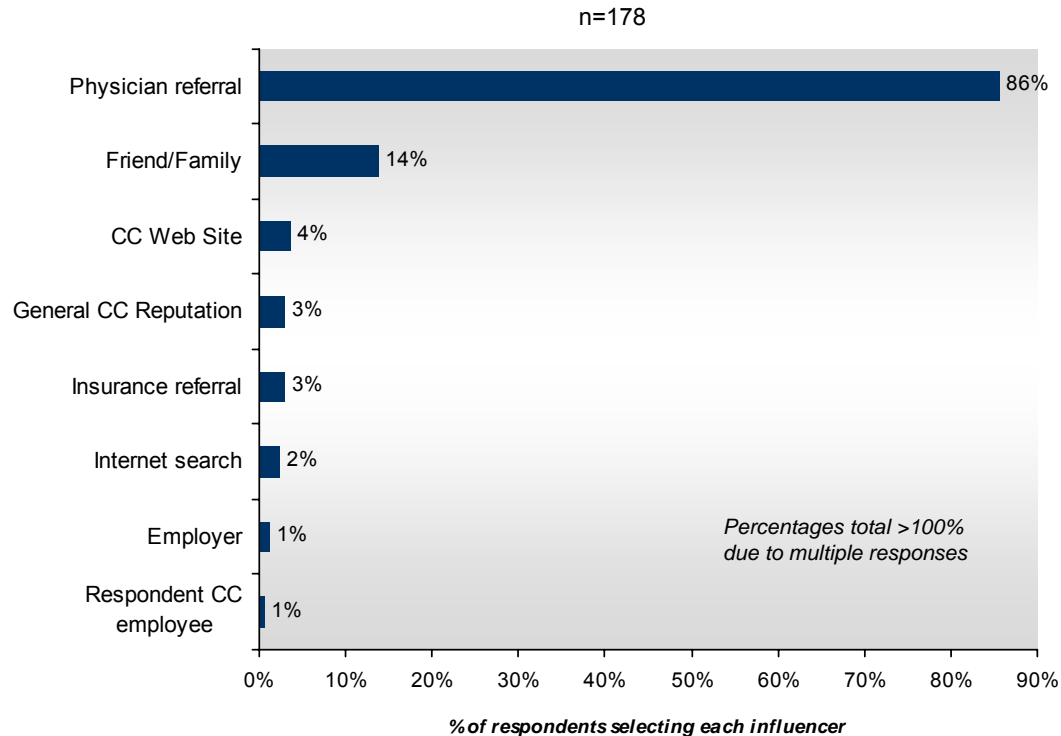
How likely are you to recommend the Cleveland Clinic Andrology Lab to others?



Traffic Drivers

- Patients are mainly driven to the Andrology Lab through a doctor's referral. This highlights the importance of maintaining and nurturing strong relationships with referring physicians. Keeping lines of communication open with physicians and meeting their needs is advised.
- Other potential influencers are either unknown or underutilized.

Which of these sources influenced your decision to come here today for care?

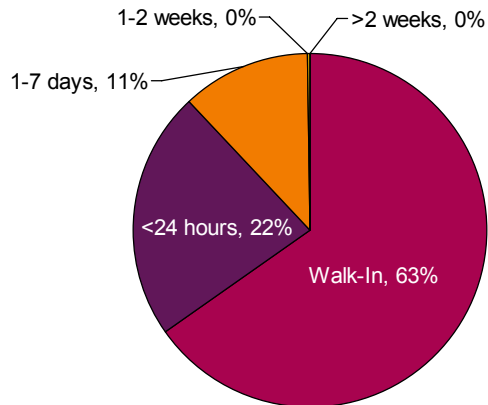


Wait Time for an Appointment

- Being granted an appointment within 24 hours usually exceeds the expectations of patients. This is a favorable finding in that nearly 85% of patients receive an appointment within that window of time.
- Those getting an appointment within the range of 1 day to 2 weeks are more likely to feel that their expectations were simply met, as opposed to exceeded.

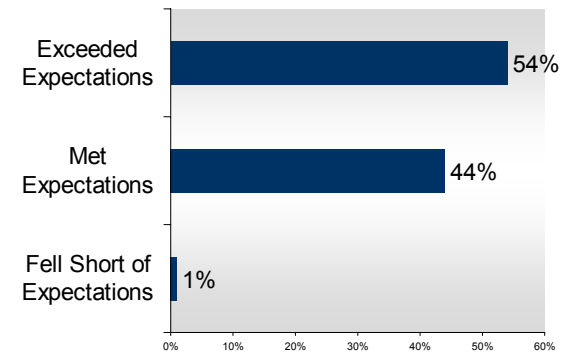
How long did you wait for this appointment?

n=166



How do you feel about how long it took to get an appointment?

n=133



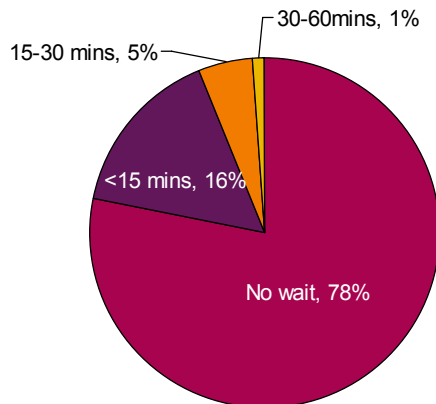
Wait Time for Collection Room

- The vast majority of patients had to wait no more than 15 minutes, if at all, for the collection room. Most of those that did wait, understood the reasons for doing so.
 - One patient mentioned feeling a sense of urgency and haste upon realizing there was only one collection room. Adding one more room may ease such concerns as well as reduce wait times.

“Add more collection rooms to alleviate pressure or anxiety of knowing other patients are waiting to collect.”

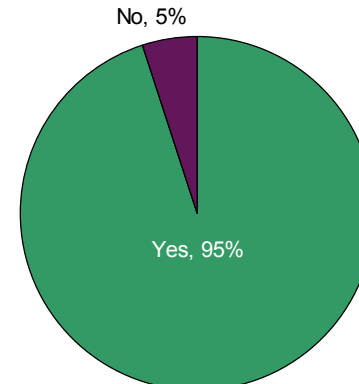
How long did you wait for the collection room after checking in?

n=173



Did you understand why you had to wait?

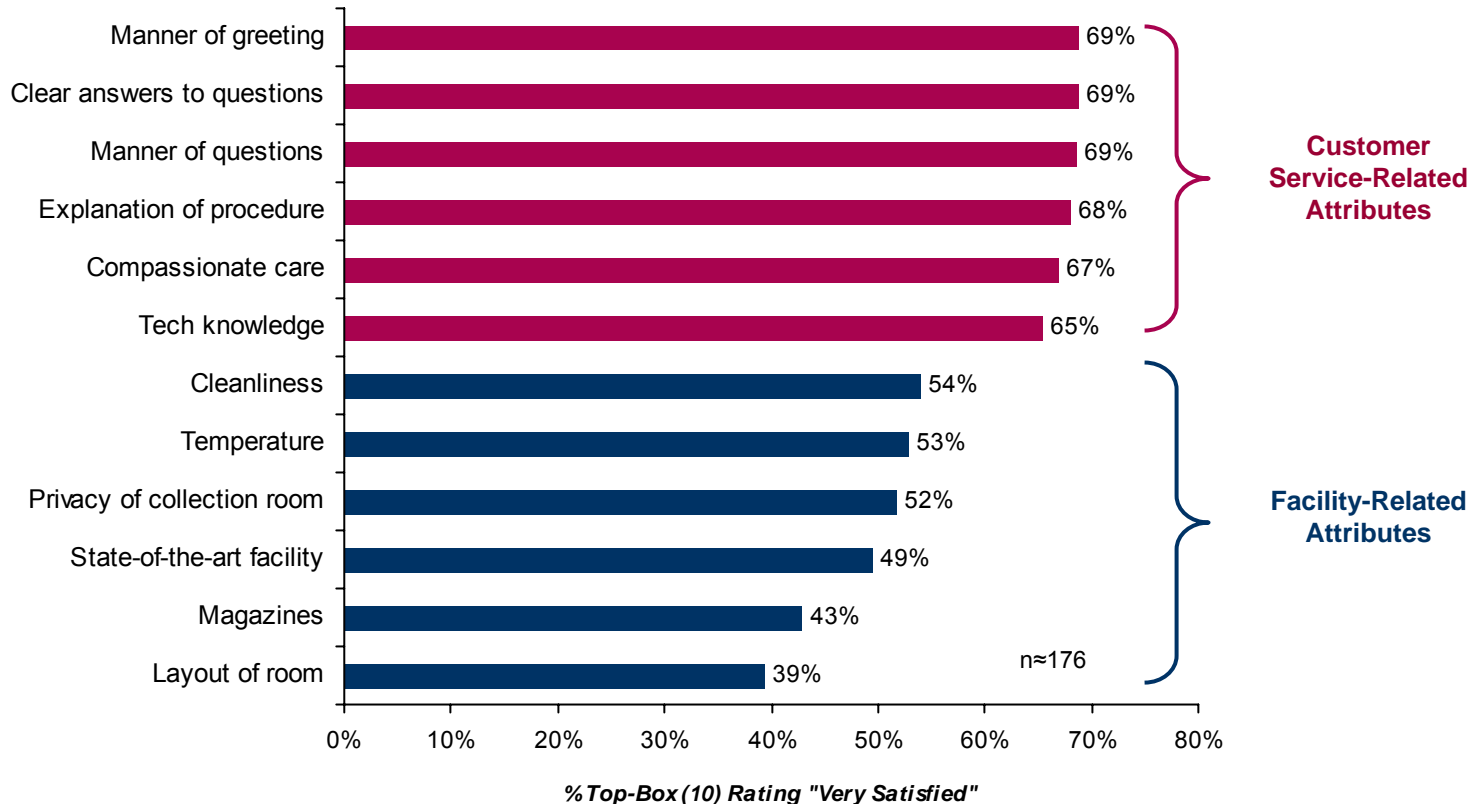
n=63



Visit Attributes

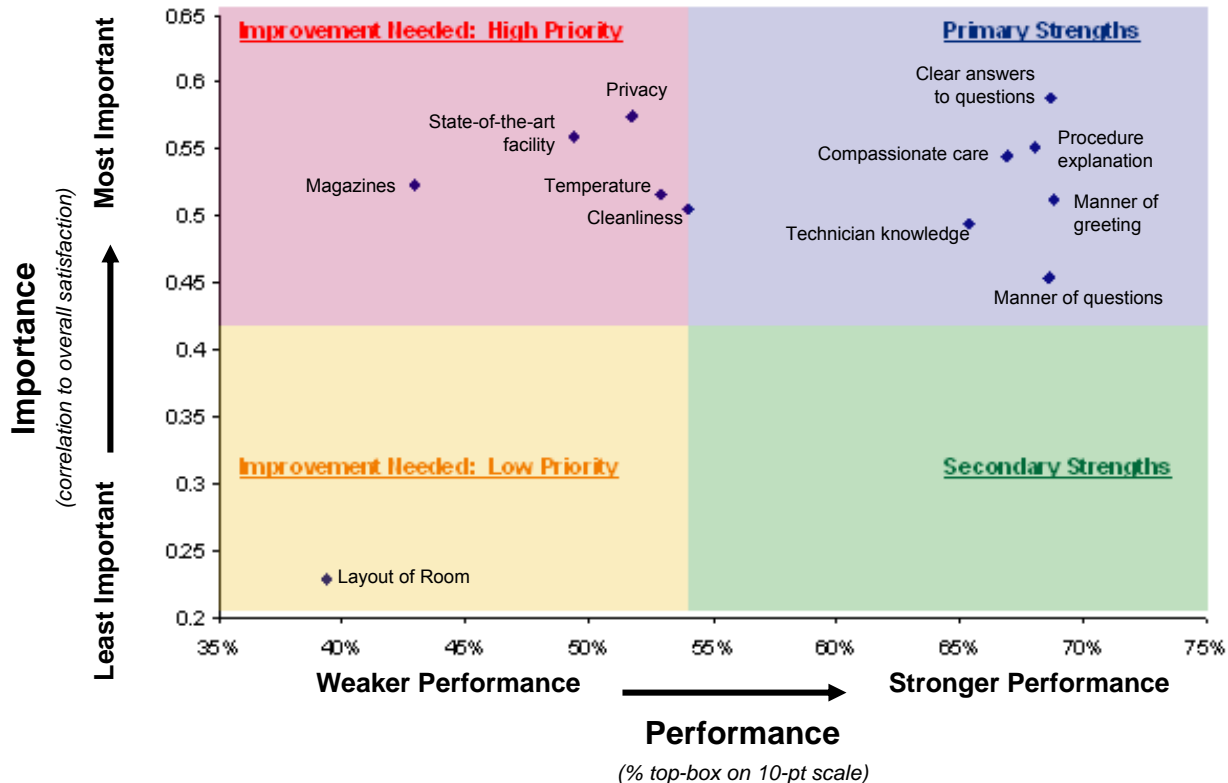
- Across the board, customer service-related attributes outperformed facility-related elements in terms of patient satisfaction.

Please evaluate your satisfaction with each of the following aspects of your visit today.
(10-point Scale: "1"=Very Dissatisfied – "10"=Very Satisfied)

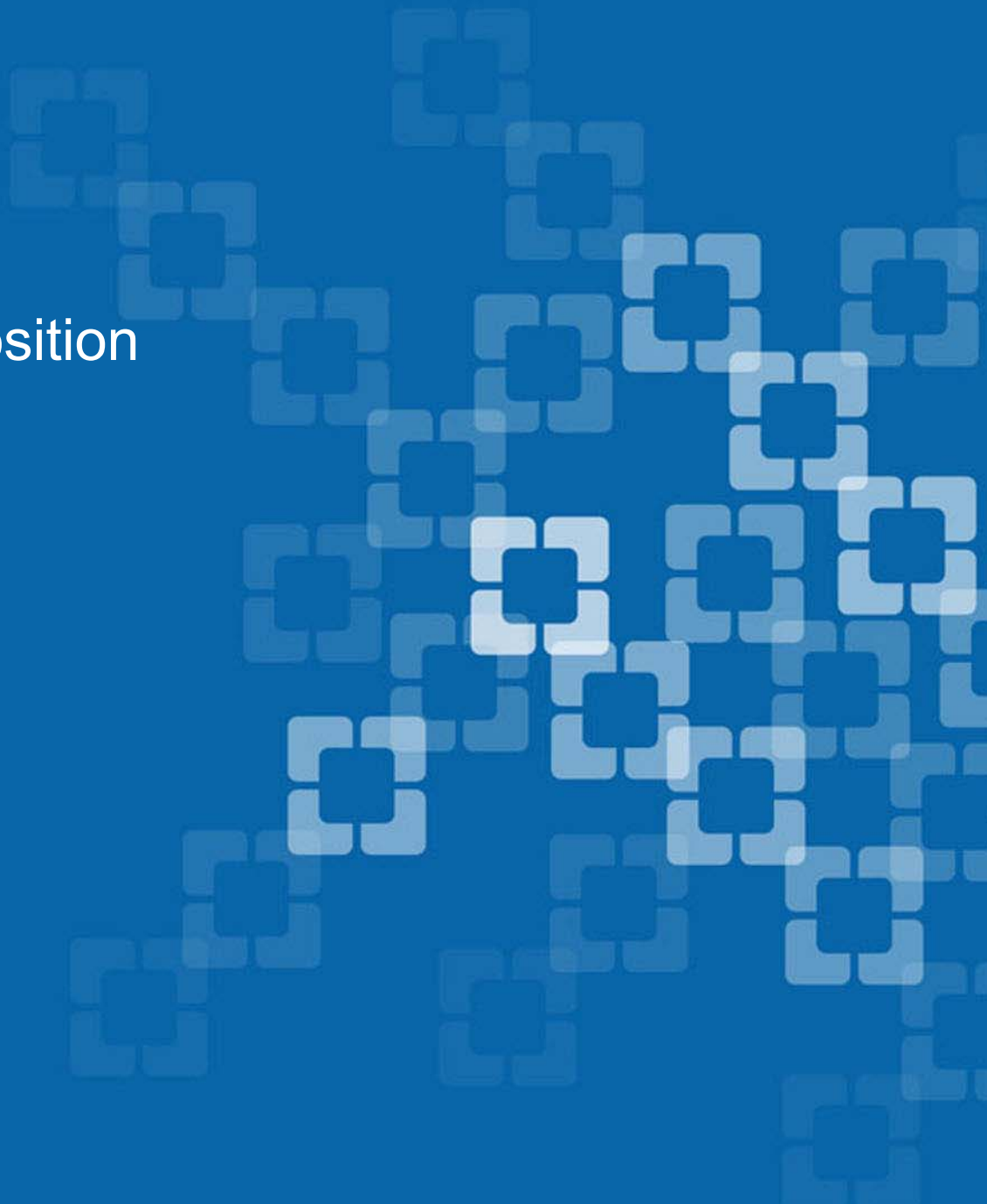


Perceptual Maps: Performance vs. Importance

- As shown in the previous slide, customer service is a primary strength within the Andrology Lab. This analysis also shows that such attributes are very important and highly correlated to a patient's overall satisfaction.
- Areas in most need of improvement are:
 - Privacy (high traffic area, overheard conversations, etc.)
 - Being perceived as a state-of-the-art facility
 - Variety of magazine selection
 - Temperature (too cold)
 - Cleanliness



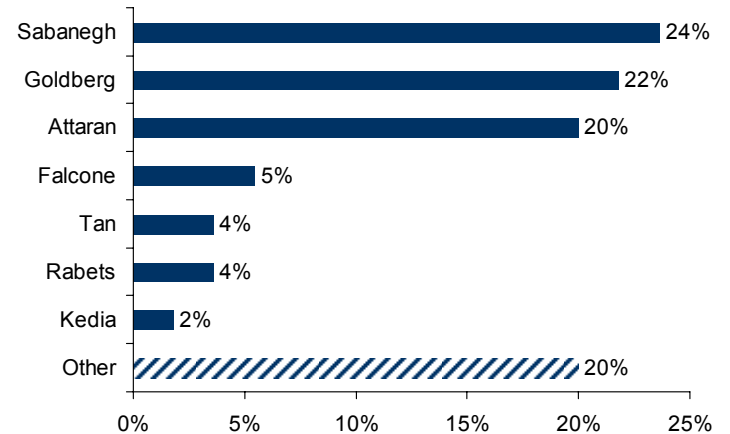
Respondent Composition



Respondent Composition

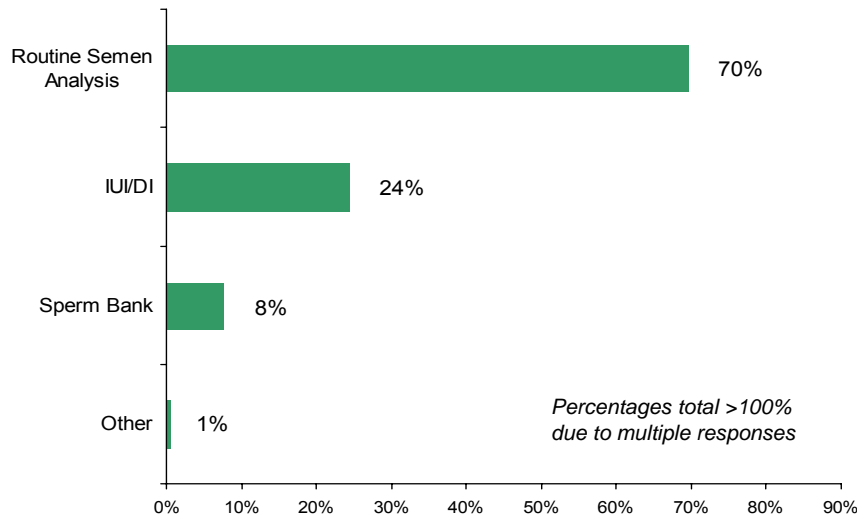
Referring Doctor

n=110



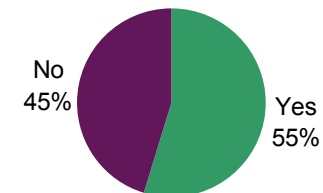
What types of services did you receive today?

n=172

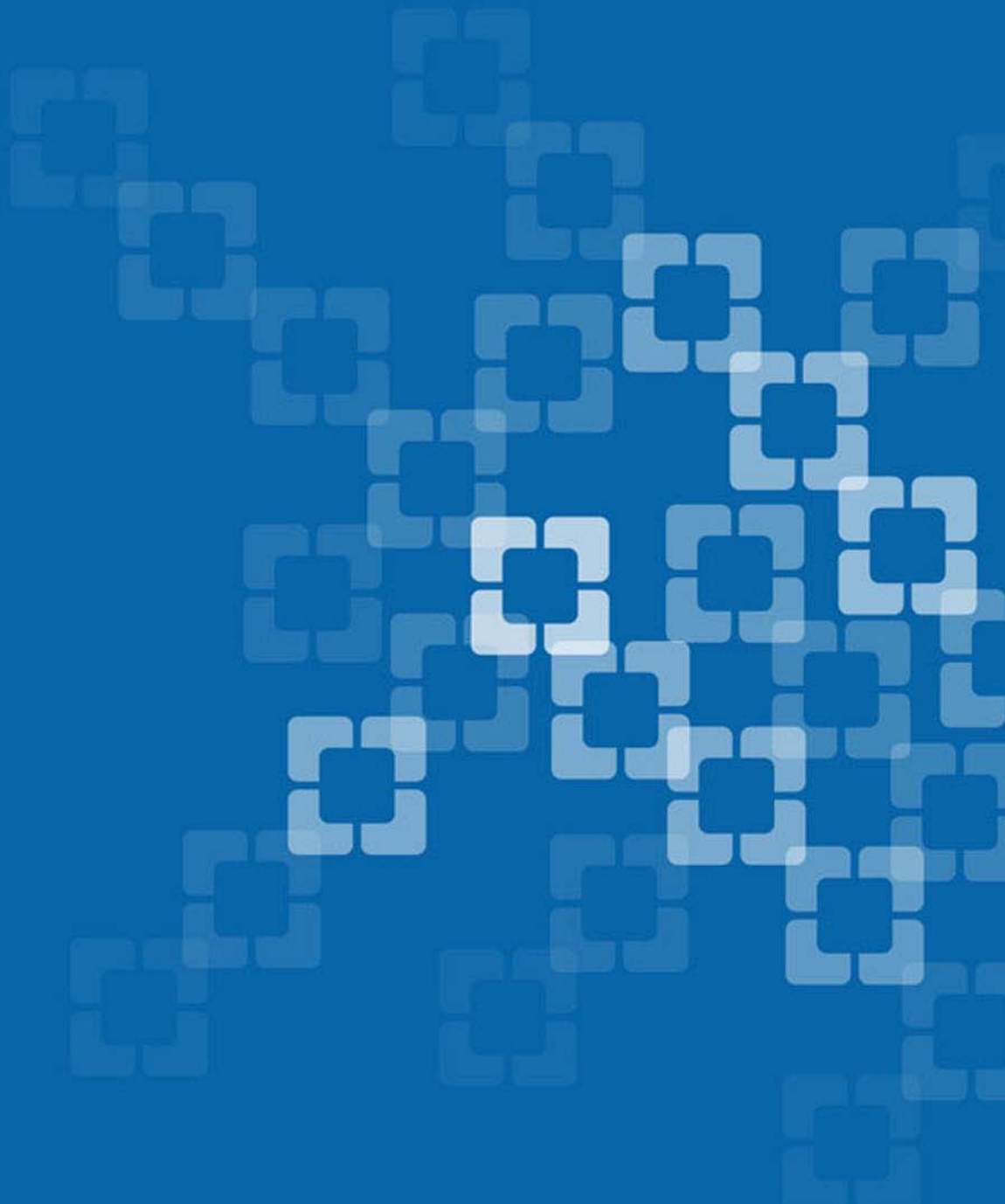


Is this your first visit to the Andrology Lab at Cleveland Clinic?

n=168



Appendix A: Survey Instrument





Dear Patient,

Thank you for putting your care in the hands of the Cleveland Clinic Andrology Lab and Sperm Bank. In an effort to improve our services for all our patients, we're looking at every aspect of the care we provide. We would like to ensure that we are meeting your needs. In order to achieve this goal, we would like your feedback.

Before leaving today please take a moment to fill out this survey, seal it in the envelope provided and drop it in the box on the wall next to the collection room.

Your survey responses will be completely anonymous. Therefore, your honesty is appreciated.

Thank you in advance for your cooperation. We are committed to providing you with the highest level of care at the Cleveland Clinic Andrology Lab and Sperm Bank.

Sincerely,

Ashok Agarwal, Ph.D., HCLD

Director, Andrology Laboratory and Reproductive Tissue Bank

Glickman Urological & Kidney Institute, Departments of Obstetrics/Gynecology



Andrology Lab and Sperm Bank On-Site Patient Satisfaction Study

1. Overall, how satisfied are you with today's Cleveland Clinic Andrology Lab experience?
Circle your response on the 10-point scale below.

Very Dissatisfied					Very Satisfied				
1	2	3	4	5	6	7	8	9	10

2. How likely are you to recommend the Cleveland Clinic Andrology Lab to friends, relatives, and co-workers?

- Have already recommended
- Very Likely
- Somewhat Likely
- Not at all Likely

3. What type of service did you receive today? *Check all that apply.*

- Routine semen analysis
- IUI / DI (Intra Uterine Insemination / Donor Insemination)
- Sperm banking
- Other, please specify: _____

4. If you are in need of similar laboratory services again, will you come back to Cleveland Clinic?

- Yes
- No
- Not Sure

5. Is this your first visit to the Andrology Lab at Cleveland Clinic?

- Yes
- No

6. Which of these sources influenced your decision to come here today for care? *Check all that apply.*

- | | |
|---|---|
| <input type="checkbox"/> Physician referral | <input type="checkbox"/> Internet search: Yahoo, Google, etc. |
| <input type="checkbox"/> Insurance company referral | <input type="checkbox"/> Advertising (TV, newspaper, radio) |
| <input type="checkbox"/> Friend/ Family referral | <input type="checkbox"/> Brochure/ Newsletter |
| <input type="checkbox"/> Your employer | <input type="checkbox"/> General reputation of CC |
| <input type="checkbox"/> Cleveland Clinic Web Site | <input type="checkbox"/> Am a CC employee |

7. If you were referred to this department by a physician, please list their name here:

8. How long did you wait for this appointment?

- Had no appointment / Walk-in
- Less than 24 hours
- 1 - 7 days
- 1 - 2 weeks
- More than 2 weeks

9. Which one statement best describes how you feel about how long it took to get an appointment?

- Exceeded my expectations - I was delighted by how quickly my appointment was made
- Met my expectations – My appointment was made within an acceptable timeframe
- Fell short of my expectations – I was disappointed by how long it took to get my appointment
- No appointment necessary

Please turn over to complete survey → → →



10. How long did you wait for the collection room after checking in?

- No wait
- Less than 15 minutes
- 15 - 30 minutes
- 30 - 60 minutes
- More than an hour

11. If you had to wait during any part of your appointment, did you understand the reason why?

- Yes
- No
- Did not have to wait

12. Please evaluate your satisfaction with each of the following aspects of your visit today. *Circle one response for each item:*

	1- Very Dissatisfied	2	3	4	5	6	7	8	9	10- Very Satisfied	n/a
Manner in which you were greeted upon arrival	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Knowledge level of lab technologists	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Manner by which the lab technologist asked you personal questions	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Explanation of collection room procedure (location of cups, labels, instructions, etc.)	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Magazines available in collection room	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Privacy of the collection room	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Temperature of collection room	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Layout of collection room furniture and materials	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Cleanliness of facility	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Getting clear and understandable answers to your questions	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
Receiving compassionate care	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
State-of-the-art facility	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>

13. What specific actions can Cleveland Clinic take to improve future patient experiences with the Andrology Lab and Sperm Bank? Please comment on any aspect of your visit.

Thank you for sharing your feedback!
Please seal the completed survey in the envelope and drop it in the box on the wall outside of the collection room.