Quality Assurance of VR Services: A New Role for Consumer Satisfaction Surveys
Joshua Southwick, MRC, CRC
Utah State University

Why Satisfaction Surveys?
› (Ideas from the group)

Evolution of Consumer Satisfaction in Vocational Rehabilitation
› Formal introduction through legislation
  • Rehabilitation Act of 1973
  • Influential Amendments:
    • 1984 – CAP
    • 1992 – SRACs
    • 1998 – SRGs
  • Future Reauthorization?

Satisfaction Survey Example
› Think about the last conference you attended.
› Fill out this survey based on that experience.
Satisfaction Survey Example

<table>
<thead>
<tr>
<th>SATISFACTION WITH CONFERENCE SESSIONS</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I felt the conference staff was kind and helpful.</td>
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<td>2. My presenter listened to my needs and concerns.</td>
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<td>3. My presenter responded to me in a timely manner.</td>
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<td>4. My presenter understood my disability and needs.</td>
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<td>5. The conference sessions built upon my skills and abilities.</td>
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<td>6. The conference registration staff helped me make choices about which sessions to attend.</td>
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<td>7. I got the help I needed to apply conference instruction to my job.</td>
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<td>8. My job is better now than before I went to the conference.</td>
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<td>9. I was told about available services during the conference.</td>
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<td>10. I attended a conference of my choice.</td>
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<td>11. My CRC credits increase my skills and abilities in my job.</td>
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<td>12. Overall, I am satisfied with the conference.</td>
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</tbody>
</table>

Other Comments:

- What information can this surveying procedure provide?
- What can we do with this type of information?
- What are the disadvantages of this surveying procedure/format?
- What can’t be done with this information?

New Directions: Quality Assurance

- QA first used in manufacturing
  - Increase production fidelity
  - Decrease variation/defects
  - Analyzes processes and outcomes

- QA and Fidelity Demonstration

Quality Assurance in VR

- Places consumers in a central and empowered position
- Works toward continuous improvement of the services
QA Comparison

<table>
<thead>
<tr>
<th>Private Sector – Products</th>
<th>Vocational Rehabilitation – Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction after end-use</td>
<td>Satisfaction during use</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>Engagement in services</td>
</tr>
<tr>
<td>Positive word-of-mouth</td>
<td>Positive word-of-mouth</td>
</tr>
<tr>
<td>1 single Customer (payer) &amp; Consumer (recipient)</td>
<td>1 Customer (payer) = gov’t; 1 Consumer (recipient) = client</td>
</tr>
<tr>
<td>- Satisfaction increases repeat buying and profits</td>
<td>- Satisfaction of customer through appropriate spending (tax dollars) and compliance with regulations</td>
</tr>
</tbody>
</table>

Measuring Satisfaction to Increase (1) Quality of Services & (2) Engagement of Consumer

- Linked to cognitions, emotions, and behaviors that build a productive *working alliance*
- Advance the “brand loyalty” (i.e., engagement) among VR consumers
- Raise the public reputation of the VR profession

Working Alliance

- Shared commitment to *Goals*
- *Tasks* (of both counselor and consumer)
- *Bonds* (feeling of common purpose)

Why do we need these types of satisfaction measures?

- Satisfaction impacts whether consumers engage in or complete their program.
- How can we measure consumer satisfaction associated with engagement in the counseling process???
Dyadic Logic Model

- **Inputs** = resources (from consumer and counselor)
- **Activities** = tasks (in the working alliance)
- **Outputs** = evidence of activities (eligibility letter, IPE, etc.)
- **Outcomes** = goals (in the working alliance), such as increased independence and quality of life through employment

Satisfaction Surveys as an Integral Part of the VR Process

- Evaluate the success of each counselor–consumer dyad through the logic model
- Measures that reflect the consumer’s level of engagement throughout their program
- Provide ongoing feedback that can then shape the ongoing working alliance in a timely manner

One-Minute Satisfaction Survey – Referral

Key: SD = strongly disagree; D = disagree; N = neutral; A = agree; SA = strongly agree

1. I was delighted with the referral process.

2. What would improve the referral process? (Please be specific)

3. Based on my referral experience, I feel confident that I will benefit from VR services.

4. If I am determined eligible, I plan to return for VR services.

5. I will tell my family or friends that the referral process at VR was:

6. At my next VR appointment, I would like help with the following:

SD  D  N  A  SA

A Positive Experience / A Negative Experience (Circle one).

One-Minute Satisfaction Survey – Eligibility

Key: SD = strongly disagree; D = disagree; N = neutral; A = agree; SA = strongly agree

1. I was delighted with the eligibility determination process.

2. What would improve the eligibility determination process? (Please be specific)

3. Based on my eligibility determination experience, I feel confident that I will benefit from VR services.

4. If I was determined eligible, I plan to return for VR services.

5. I will tell my family or friends that the eligibility determination process at VR was:

6. At my next VR appointment, I would like help with the following:

SD  D  N  A  SA

A Positive Experience / A Negative Experience (Circle one).
### One-Minute Satisfaction Survey – Assessment & Planning

**Key:** SD = strongly disagree; D = disagree; N = neutral; A = agree; SA = strongly agree

1. I am **delighted** with the assessment and planning process.

2. What would improve the assessment and planning process? (Please be specific)

<table>
<thead>
<tr>
<th></th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
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3. Based on my assessment and planning experience, I feel confident that I will benefit from VR services.

4. The assessment and planning accurately depicts my needs, so I plan to return for VR services.

5. I will tell my family or friends that the assessment and planning process at VR was:

   A Positive Experience / A Negative Experience (circle one).

6. At my next VR appointment, I would like help with the following:

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### One-Minute Satisfaction Survey – Plan Implementation

**Key:** SD = strongly disagree; D = disagree; N = neutral; A = agree; SA = strongly agree

1. I am **delighted** with the way VR is implementing the services on my plan.

2. What would improve the implementation of services on your plan? (Please be specific)

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<thead>
<tr>
<th></th>
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3. Based on the services I have received, I feel confident that I will benefit from VR services.

4. The services I am receiving meet my needs, so I intend to continue my VR plan.

5. I will tell my family or friends that the implementation of services with VR was:

   A Positive Experience / A Negative Experience (circle one).

6. At my next VR appointment, I would like help with the following:

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### One-Minute Satisfaction Survey – Plan Amendment

**Key:** SD = strongly disagree; D = disagree; N = neutral; A = agree; SA = strongly agree

1. I am **delighted** with the services on my plan amendment.

2. What would improve the steps for plan amendment? (Please be specific)

<table>
<thead>
<tr>
<th></th>
<th>SD</th>
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3. Based on my amended plan, I feel confident that I will benefit from VR services.

4. The services I am receiving meet my needs, so I intend to continue my VR plan.

5. I will tell my family or friends that amending my plan with VR was:

   A Positive Experience / A Negative Experience (circle one).

6. At my next VR appointment, I would like help with the following:

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### One-Minute Satisfaction Surveys

- Role play of a VR counseling session, focusing on vocational choice
- Pairs:
  - 1 person play the role of the consumer
  - 1 person play the role of the counselor
- After role play:
  - 'Consumers’ fill out satisfaction survey
  - 'Counselors’ share ideas for next appointment
Advantages of QA Satisfaction Surveys

- Timely
- My QA example (pouring a drink)
- Increased empowerment
- Increase consumer satisfaction
- Enhanced consumer outcomes
- Increased number of desired consumer outcomes (since a greater number of consumers will be satisfied and therefore engaged)
- Others?

Data Collection: Practical & Research Uses

Conclusion

- 2 survey procedures will help create consumer-centered VR services
- SRC regular/yearly surveys
- QA surveys throughout the process for each counselor-consumer dyad

References