

Quality Assurance of VR Services: A New Role for Consumer Satisfaction Surveys

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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 – SRCs
 - Future Reauthorization?

Satisfaction Survey Example

- ▶ Think about the last conference you attended.
- ▶ Fill out this survey based on that experience.

Satisfaction Survey Example

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

Other Comments:

Satisfaction Survey Example

- ▶ 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

Private Sector – Products

- ▶ Satisfaction after end-use
- ▶ Brand Loyalty
- ▶ Positive word-of-mouth
- ▶ 1 single Customer (payor) & Consumer (recipient)
 - Satisfaction increases repeat buying and profits



Vocational Rehabilitation – Service

- ▶ Satisfaction during use
- ▶ Engagement in services
- ▶ Positive word-of-mouth
- ▶ 1 Customer (payor) = gov't; 1 Consumer (recipient) = client
 - Satisfaction of customer through appropriate spending (tax dollars) and compliance with regulations



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 <i>delighted</i> with the referral process. | SD | D | N | A | SA |
| 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. | SD | D | N | A | SA |
| 4. If I am determined eligible, I plan to return for VR services. | SD | D | N | A | SA |
| 5. I will tell my family or friends that the referral 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: | ----- | | | | |

One–Minute Satisfaction Survey - Eligibility

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

- | | | | | | |
|---|---|---|---|---|----|
| 1. I was <i>delighted</i> with the eligibility determination process. | SD | D | N | A | SA |
| 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. | SD | D | N | A | SA |
| 4. If I was determined eligible, I plan to return for VR services. | SD | D | N | A | SA |
| 5. I will tell my family or friends that the eligibility determination 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: | ----- | | | | |

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. SD D N A SA

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

3. Based on my assessment and planning experience, I feel confident that I will benefit from VR services. SD D N A SA

4. The assessment and planning accurately depicts my needs, so I plan to return for VR services. SD D N A SA

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: _____

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. SD D N A SA

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

3. Based on the services I have received, I feel confident that I will benefit from VR services. SD D N A SA

4. The services I am receiving meet my needs, so I intend to continue my VR plan. SD D N A SA

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: _____

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. SD D N A SA

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

3. Based on my amended plan, I feel confident that I will benefit from VR services. SD D N A SA

4. The services I am receiving meet my needs, so I intend to continue my VR plan. SD D N A SA

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: _____

One-Minute Satisfaction Surveys

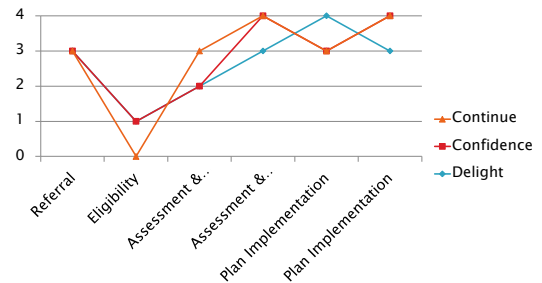
- ▶ Role play of a VR counseling session, focusing on vocational choice
- ▶ Pairs:
 - 1 person play the role of the consumer
 - 1 person play the role of the counselor
- ▶ After role play:
 - ‘Consumers’ fill out satisfaction survey
 - ‘Counselors’ share ideas for next appointment

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

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