



## **Patient Satisfaction**

### *Frequently Asked Questions/Answers*

### **Program Information**

#### **1. Why is Blue Cross and Blue Shield of Alabama surveying patient satisfaction?**

Patients note that the experiences of other patients are critical when choosing a provider. Our survey is a tool that patients can use to make informed decisions about their healthcare. Patient satisfaction measurements are part of our Quality and Transparency Program, which includes Physician Quality and Surgical Care Improvement Project performance measures.

#### **2. Are all providers eligible to be surveyed?**

Providers who care for Blue Cross and Blue Shield patients will be eligible for feedback. This will include PMD physicians, dentists, chiropractors and other providers.

### **Surveys**

#### **1. What are the questions?**

The survey questions will have three focus categories:

- Overall Experience
- Communication
- Appointments

#### **2. How will the surveys be collected?**

The surveys will be collected electronically behind a secure sign-in on **myBlueCross.com**. Opposed to other survey methods, such as paper or phone surveys that take time to process, our online survey provides instant ratings.

#### **3. How will patients be able to access the survey?**

- Link from an Explanation of Benefits (EOB) statement
- Email link with invitation to complete survey (tied directly to the EOB)
- **myBlueCross.com**
- **BeHealthy.com**

#### **4. Will patients be required to complete a survey in a certain amount of time?**

Patients can complete a survey on an experience with a provider up to one year from the date of service.

### **Patient Attributions**

#### **1. How will a patient be tied to a provider?**

Surveys will be tied to a claim. Only patients who have a documented encounter with a provider will be allowed to complete a survey.

#### **2. Can anyone complete a survey?**

Yes. Any Blue Cross and Blue Shield of Alabama member who has visited a provider can complete a survey.

## Website Display

### 1. Will these surveys be available on [www.bcbsal.com](http://www.bcbsal.com)?

Yes. In order to be consistent with the existing Quality and Transparency results on the web, physician survey results will be available to anyone searching for a doctor in Alabama. A similar patient satisfaction score is available for hospitals.

### 2. Is there a minimum amount of surveys that have to be completed for a provider for the scores to be shown on [www.bcbsal.com](http://www.bcbsal.com)?

No. Surveys are shown instantaneously with the number of respondents.

### 3. Will Blue Cross review the ratings before posting to the web?

Ratings will be monitored electronically.

### 4. Will users submit comments?

Patients have expressed that there is a significant value in viewing feedback from other patients. Blue Cross has been collecting comments since the beginning and plans to display them with a later phase of the program beginning in 2012.

### 5. Will Blue Cross review comments before posting them?

Yes. Blue Cross will review comments before they are posted to the web to ensure they do not disclose any protected information or contain offensive language.

## Questions and Concerns

Please submit questions and concerns to [ProviderQuality@bcbsal.org](mailto:ProviderQuality@bcbsal.org). The dedicated customer service number is 1-877-854-8430. These emails will be reviewed daily. Issues, questions and concerns will be addressed promptly. More information is on the Blue Cross and Blue Shield of Alabama website, [www.bcbsal.com](http://www.bcbsal.com), or through your physician Network Services Representative. This Frequently Asked Question document will be updated on a regular basis and available on the Blue Cross and Blue Shield of Alabama website. We welcome your continued feedback.