

# Consumer Satisfaction Survey Best Practices: Survey Collection



LOS ANGELES COUNTY  
DEPARTMENT OF  
MENTAL HEALTH  
hope. recovery. wellbeing.

The Los Angeles County Department of Mental Health administers surveys over the course of one week once a year to assess how our consumers feel about our services. These strategies were collected through focus groups in Spring 2022 with organizations that collect large volumes of surveys and have consistently high satisfaction scores.

## Messaging



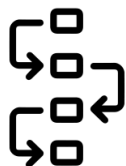
- Emphasize why we are collecting the survey and why it is important – client voice matters and can make a difference
- Describe the survey as an opportunity to improve their services
- Use a customer service approach sends the message that clients are the focus and you are here to listen and support
- Focus on giving all clients an opportunity to respond rather than the numbers

## Communication



- Have clinical staff let clients know survey period is coming and encourage clients to complete the survey
- Reach out to clients ahead of survey week to note their preference for survey delivery and language needs
- Walk clients through the survey process and time frame
- Do reminder calls 1 or 2 days before service
- Follow up to make sure they have received the survey

## Tracking Methods



- Use your site's client list or scheduling calendar to compile a list of expected consumers for survey week
- Track clients through portal or on a spreadsheet or document to note updates on the survey (e.g., left a voicemail, sent the survey link, completed survey)
- Compile comments in a spreadsheet or document and highlight those of concern.

## Staff Support



- Use peers or administrative staff to make clients feel comfortable completing the survey
- Consider interpretation support that might be needed for additional languages or to translate comments
- Look for signs that the consumer may be having a difficult time and offer to help read questions or address concerns
- Offer breaks for consumers that may feel overwhelmed

# Consumer Satisfaction Survey Best Practices: Maintaining High Satisfaction



LOS ANGELES COUNTY  
DEPARTMENT OF  
MENTAL HEALTH  
hope. recovery. wellbeing.

The Los Angeles County Department of Mental Health administers surveys over the course of one week once a year to assess how our consumers feel about our services. These strategies were collected through focus groups in Spring 2022 with organizations that collect large volumes of surveys and have consistently high satisfaction scores.

## Access



- Ask clients their preference for in person, field or virtual services and offer hybrid approach
- Facilitate transportation for in person services (e.g., Modivare Connect)
- Be flexible with service delivery if clients' needs change
- Offer psychiatry appointments as flexibly as possible

## Treatment Planning



- Adopt collaborative documentation approach to increase engagement and transparency with clients
- Involve both caregivers and youth in treatment planning process
- Connect goals to outcomes measures and assessments (e.g., CANS, PSC-35, PHQ-9, GAD-7)

## Social Connectedness



- Create welcoming environment for groups and in person services (e.g., coffee, water, friendly staff)
- Continually seek out community resources as they are available
- Offer in person and virtual group options depending on preferences

## Cultural Sensitivity



- Recruit staff who come from the community you are serving
- Use data to identify largest gaps
- Offer high-quality interpretation support (e.g., hire on call Spanish interpreters, language line)
- Review forms for inclusive language and note client preferences for name and pronouns

## Outcomes/Functioning



- Provide psychoeducation about typical treatment course and address treatment expectations with client early on
- Offer caregivers more support groups to improve their outcomes and normalize child behavior
- Request data by treatment length

## Using CPS Data



- Distribute comments to leadership
- Share highlights with clinical staff
- Present aggregate data in meetings, tie to organizational goals, and follow up on actionable items
- Use LACDMH Service Area reports as benchmarking data

Note: Images are attributed to Creative Commons. Thank you to Child and Family Guidance Center, Heritage Clinic and Community Assistance, Hillview Mental Health, ENKI, Sycamores, Tessie Cleveland, and Vista Del Mar Child and Family Services for their helpful input and perspectives.