

# MCHB Customer Satisfaction Survey: An Introduction for Resource Center Staff

April 29<sup>th</sup>, 2010

**U.S. Department of Health and Human Services  
Health Resources and Services Administration (HRSA)  
Maternal and Child Health Bureau (MCHB)**



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# Overview

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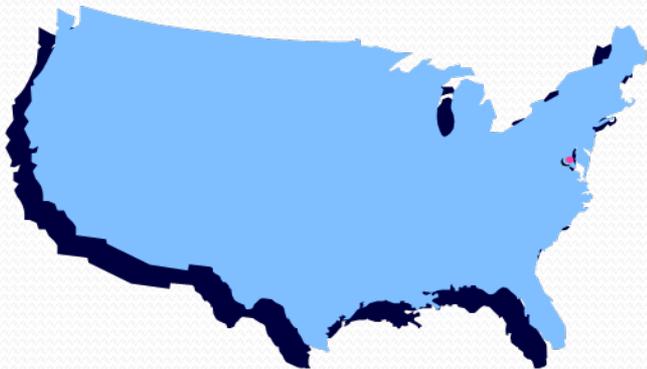
# Overview of HRSA and MCHB

- HRSA is the primary Federal agency for improving access to health care services for people who are uninsured, isolated, or medically vulnerable.
- Approximately 60% of U. S. women who give birth receive services through HRSA-supported programs.
- HRSA's MCHB administers programs that serve over 34 million women, infants and children each year.



# MCHB Resource Centers

- MCHB funds 39 resource centers located across the country. Generally, resource centers:
  - provide technical assistance;
  - serve general or particular audiences;
  - disseminate information using print and electronic formats; and
  - are also known as information centers, technical assistance centers, libraries, or clearinghouses.



# Purpose of the Customer Satisfaction Survey

- MCHB conducts regular customer satisfaction surveys as part of its efforts to improve the services provided to its clients.
- MCHB is currently conducting an online customer satisfaction survey of users of its 39 resource centers. The survey is intended to provide useful information about the services provided by resource centers in the past 12 months.
- The survey will also provide general demographic information about the users of the resource centers.



## Purpose (continued)

- The online customer satisfaction survey of resource centers will provide information that will help MCHB and the resource centers to improve the services provided to the resource centers' clients.
- MCHB will share the overall survey results and center-specific results with each resource center if an adequate number of responses are obtained.
- It is important to note that the results of this survey will not affect grantees' current funding.



# Administration of the Survey

- The online customer satisfaction survey was developed by the Bureau Evaluation Coordinating Committee and approved by leadership.
- An independent research and consulting company, the CFI Group, is assisting MCHB in conducting the survey.
- In order to maintain the anonymity of users of resource center services, resource centers are being asked to contact their users over the past 12 months through email and a link on the resource center website.
- The survey will be hosted via a secure server.
- **All user participation is anonymous.**

# Participation by the Resource Centers

- The survey will be fielded for a period of six weeks. MCHB requests the assistance of the resource centers with the following activities:
  - posting the survey link on their websites – **Monday, May 17, 2010;**
  - emailing the survey link to their past 12-month users and resource center listserv – **Monday, May 17, 2010;**
  - sending reminder emails to their past 12-month users to complete the survey – **Thursday, June 10, 2010;** and
  - completing and returning survey activity logs to MCHB staff via email to: [mchbcss@hrsa.gov](mailto:mchbcss@hrsa.gov) – **Wednesday, June 16, 2010.**
- **Please note that the survey closes on Sunday, June 27, 2010 at 6:00 PM EST.**

# Acknowledgments

- We would like to thank the following for their support and collaboration:
  - MCHB Leadership
  - Resource Center Staff
  - Bureau Evaluation Coordinating Committee
  - Survey Workgroup



# MCHB Staff Contacts

For all questions regarding the survey, please contact:

[mchbcss@hrsa.gov](mailto:mchbcss@hrsa.gov)

## MCHB Staff

- Lisa Wright-Solomon, Planning and Evaluation Officer
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- Jessica Jones, Public Health Analyst
- Stephanie Toomer, Public Health Analyst



# Questions?

Please fill out the webcast evaluation immediately following this presentation.

