

RItE Smiles Member Satisfaction Survey 2011 Results and Comparison with 2008 Survey

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RItE Smiles

Dental Care for Kids ¹

Highlights

- ✓ 95% Overall Satisfaction with Dental Care and with the Rite Smiles program in both 2008 and 2011.
- ✓ Almost 90% of Rite Smiles members have a regular dentist.
- ✓ Over 95% satisfaction with services of dentist and courtesy of dental staff.
- ✓ Significant improvement from 2008 in satisfaction with written material.
- ✓ No major differences in satisfaction between English and Spanish respondents.

Highlights

- ✓ Family and friends are still the most common referral source.
- ✓ Over 98% of children practice daily dental hygiene.
- ✓ Less than 15% reported specific barriers to dental care.
- ✓ Most respondents recognized that dental care needs to begin before age 3.

Methods

- Selection Criteria
 - Enrolled on May 1, 2011
 - Continuously enrolled for at least 6 months
 - At least 24 months old
 - Excluding Children in Foster Care and EI only
 - Questionnaire was mailed to Head-of-Household
 - One initial mailing plus two follow-up mailings
 - Separate sample for Spanish speaking members
 - 3,500 English
 - 1,500 Spanish

Instrument

- 9 Questions concerning satisfaction with various aspects of dental care as well as knowledge and beliefs about the importance of dental care
- Three Questions allowed for open-ended responses
- 4 Point Likert Scale
 - 1=Very Satisfied (Happy)
 - 2=Satisfied (Happy)
 - 3=Dissatisfied (Unhappy)
 - 4=Very Dissatisfied (Unhappy)

Response Rate

	English	Spanish	Total
Mailed	3,500	1,500	5,000
Bad Address	310	27	337
Delivered	3,190	1,473	4,663
Returned	695	335	1,030
%	21.8%	22.7%	22.1%

Comparison b

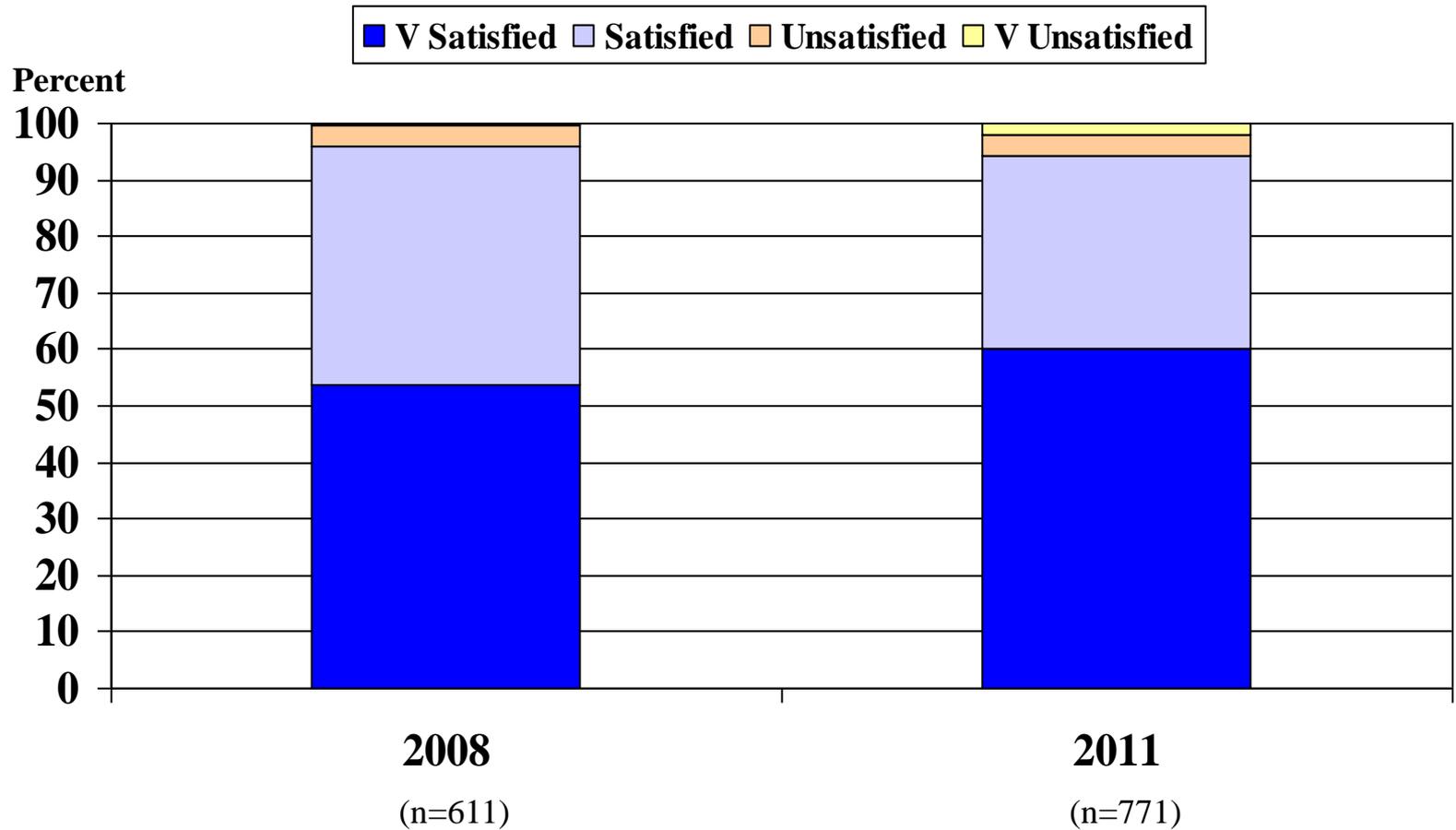


Something to Smile About

Several questions were asked the same way in both surveys

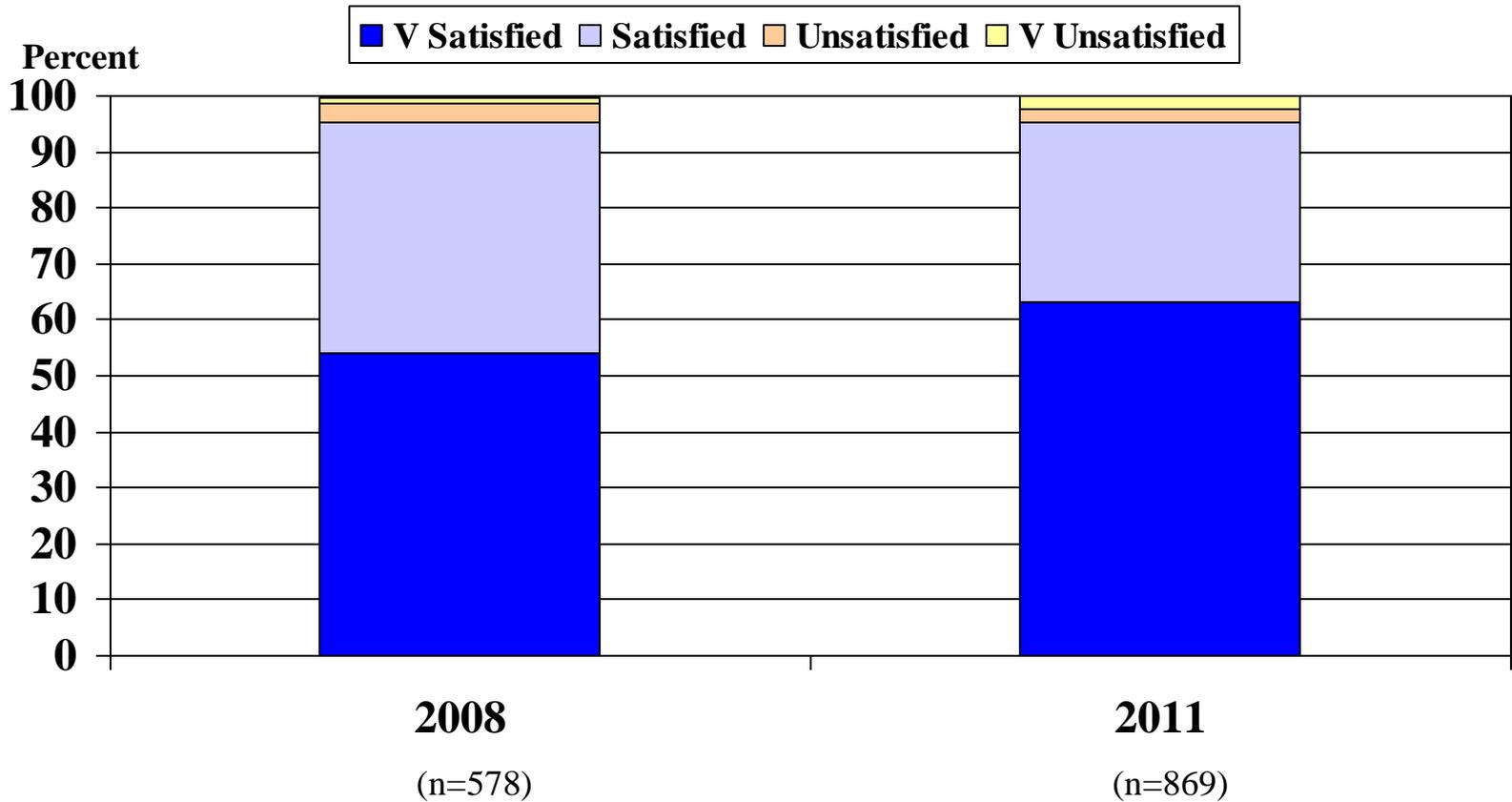
2011 RItE Smiles Member Satisfaction Survey

Over 95% Overall Satisfaction with the RItE Smiles Program in 2008 and 2011



2011 RIte Smiles Member Satisfaction Survey

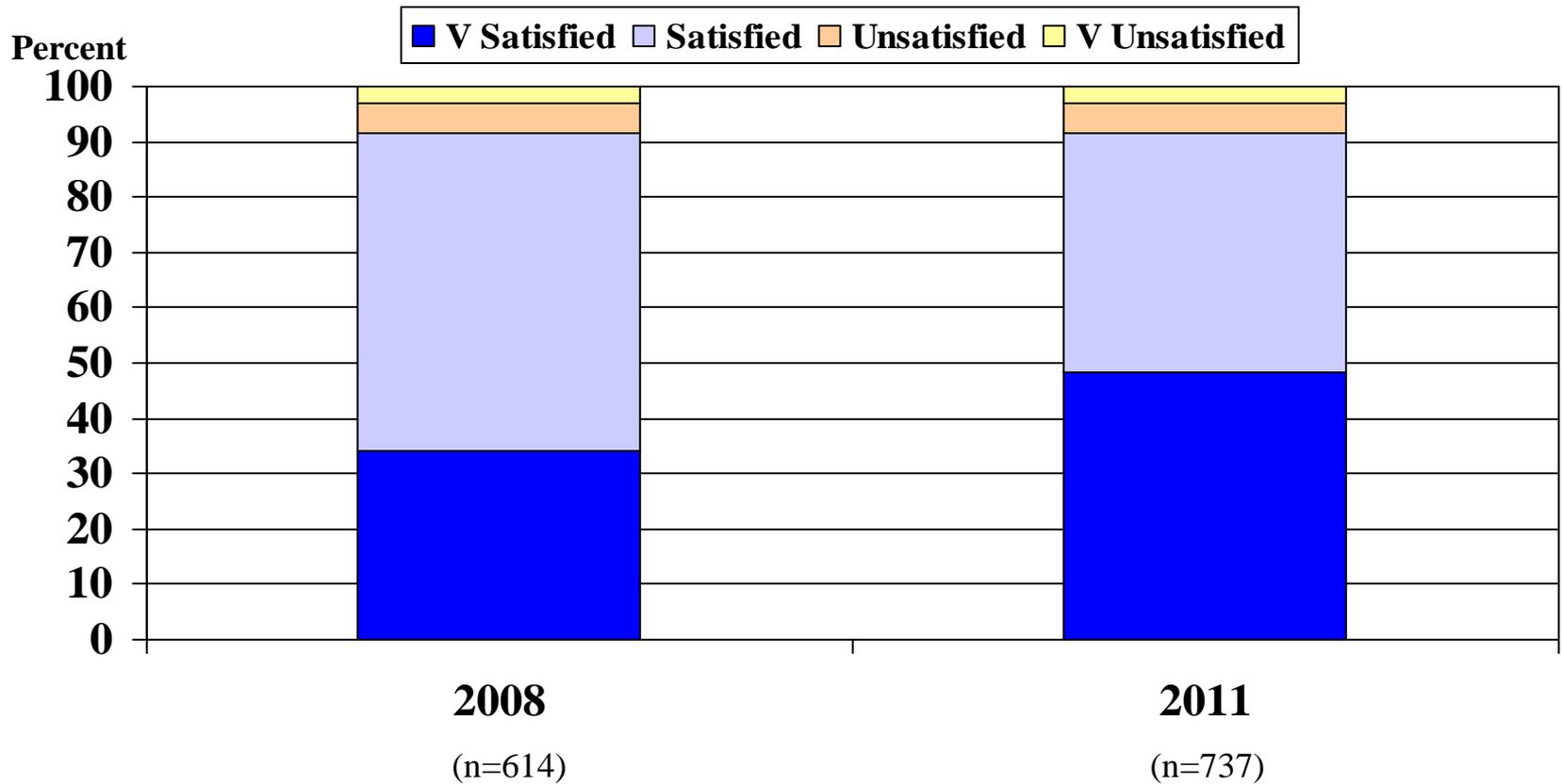
95% Satisfaction with services provided by the dentist in 2008 and 2011



Question 4. Satisfaction with the Dental Care My Child has Received form the Dentist in the Past 12 Months. 9

2011 RIte Smiles Member Satisfaction Survey

Significant improvement in satisfaction with written material from 2008 to 2011



Q4. Satisfaction with written materials, including member handbook and other mailed letters/materials from RIte Smiles.

No Major Differences in Satisfaction between English and Spanish Respondents

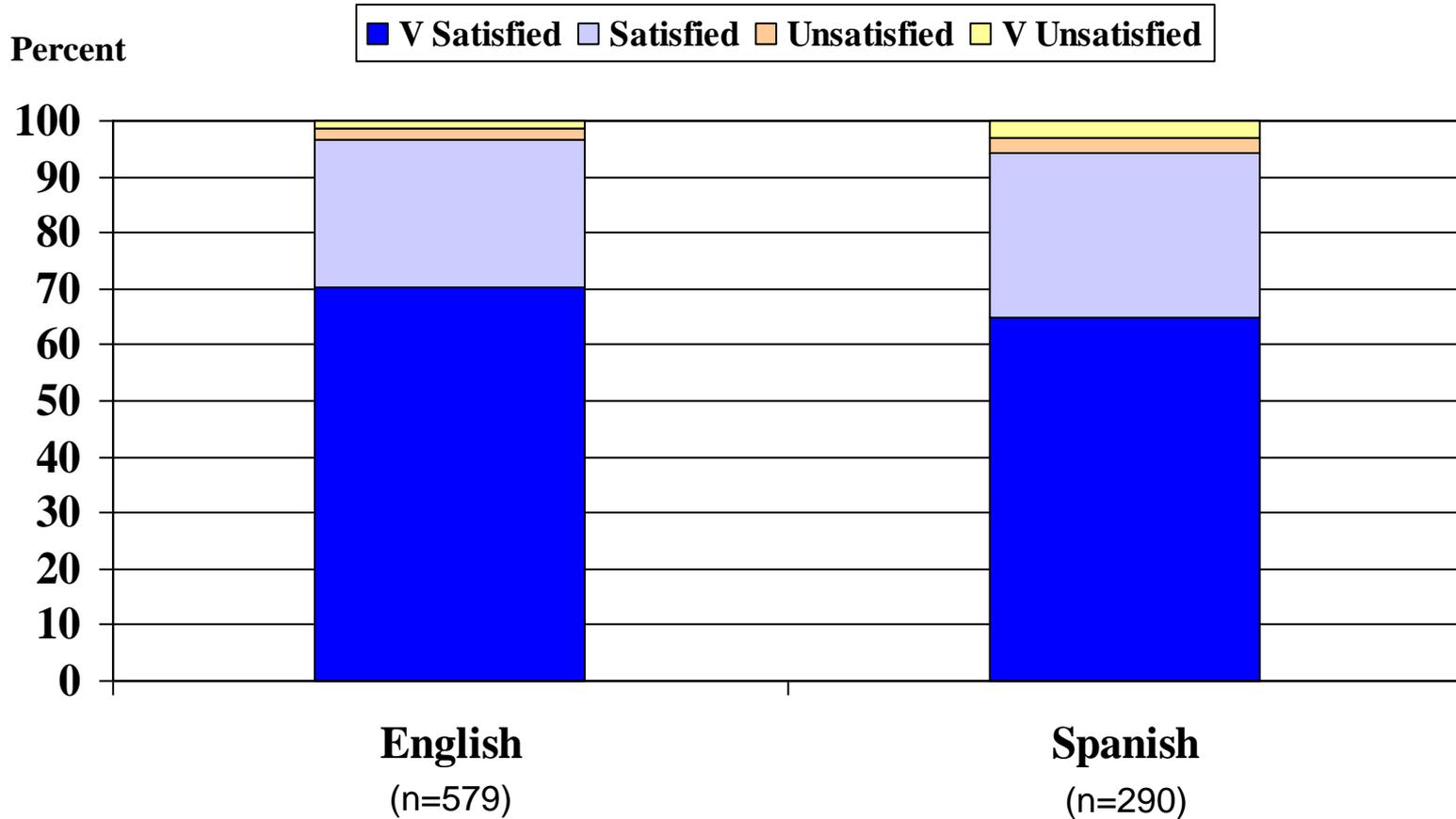
A separate sample was selected among Spanish speaking members of Rite Smiles in order to assess any differences in experience based on language.



Dental Care for Kids

2011 RItE Smiles Member Satisfaction Survey

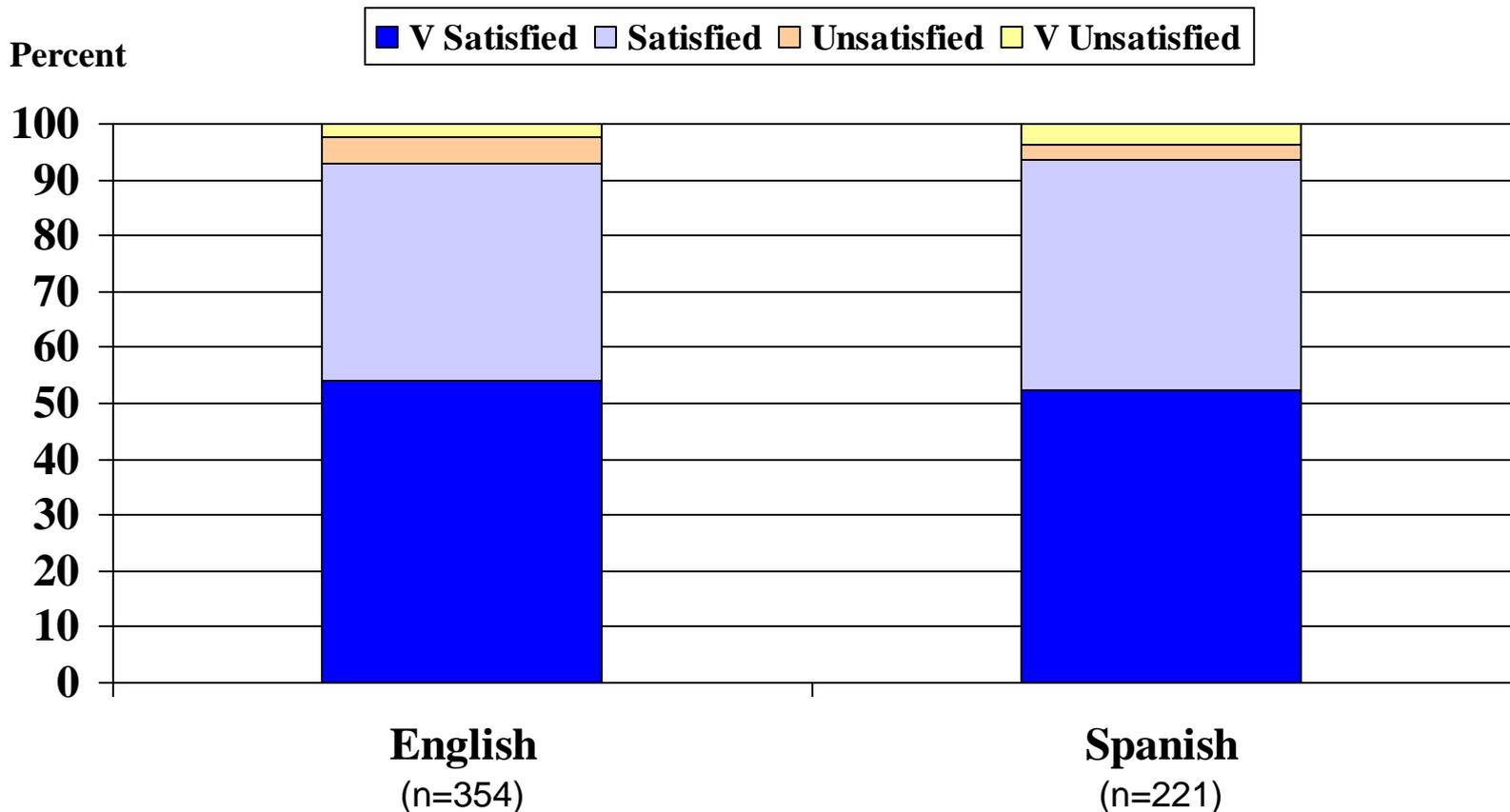
95% satisfaction among both English and Spanish respondents with the courtesy provided by dental staff.



Question 4. My child's dentist and the dental staff were polite and treated us with respect.

2011 RItE Smiles Member Satisfaction Survey

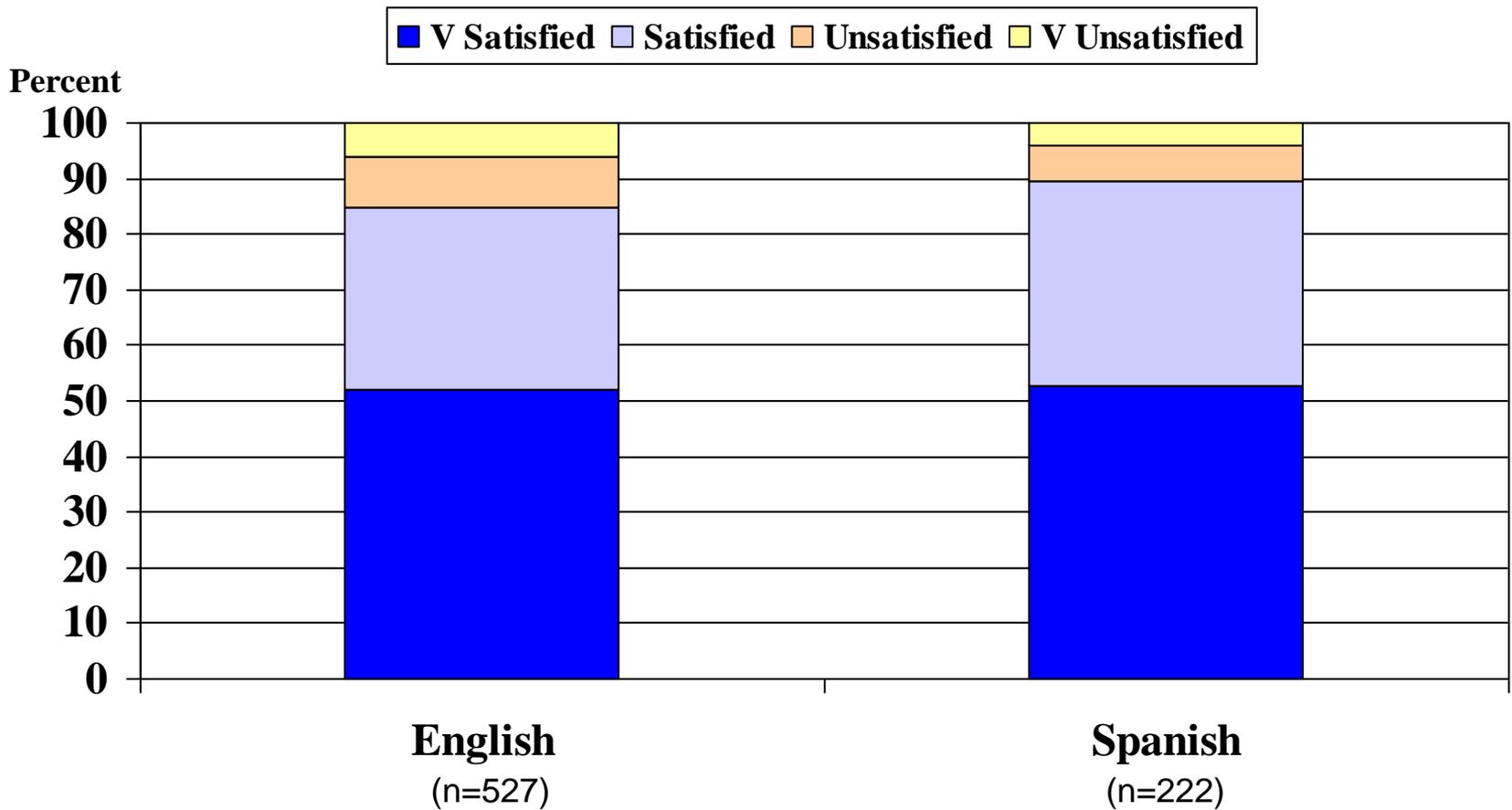
Approximately 93% of respondents were satisfied with the services provided by the Call Center.



Question 4. Satisfaction with the Helpfulness of the Customer Service Call Center Staff.

2011 RItE Smiles Member Satisfaction Survey

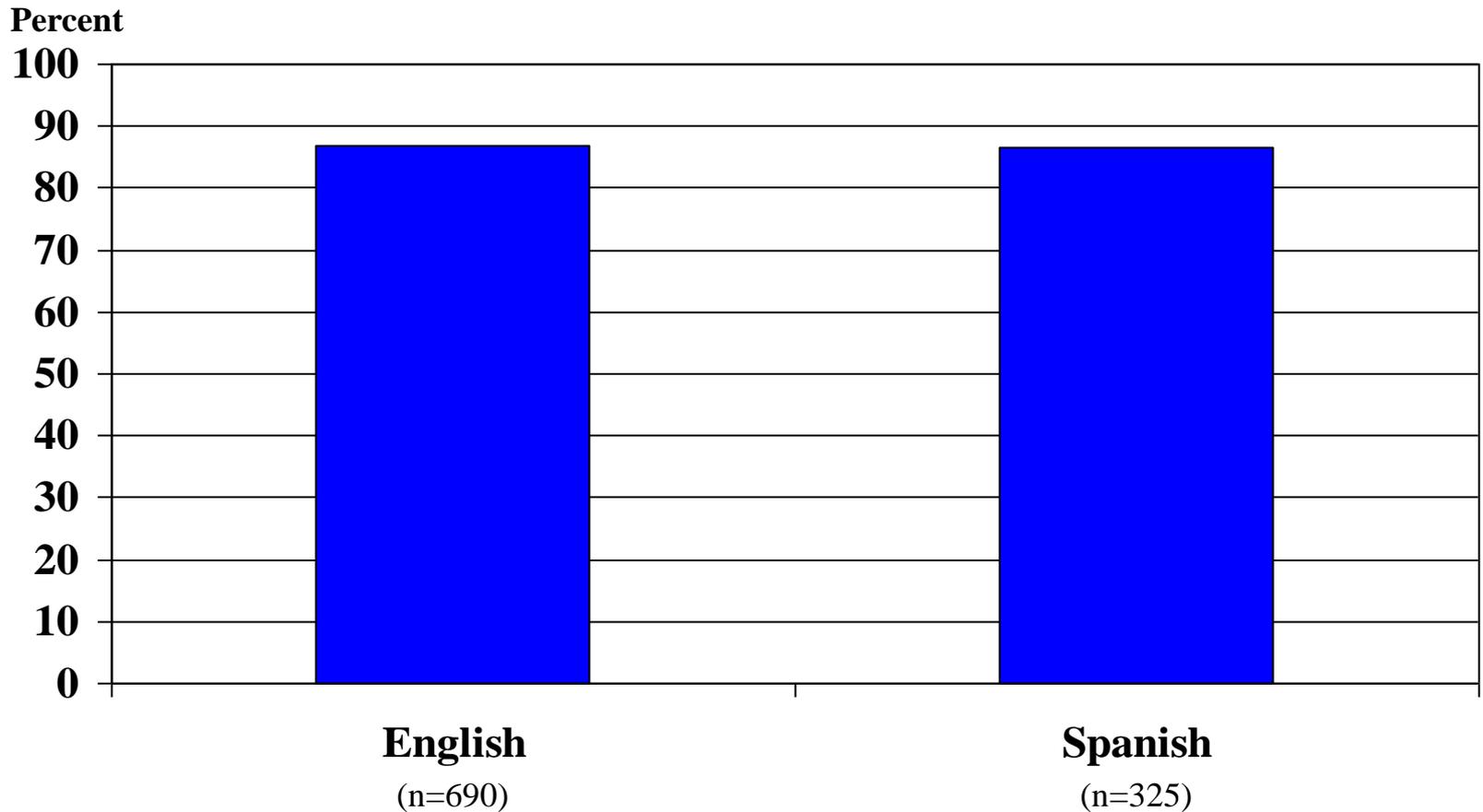
Over 85% satisfied with choice of dentist



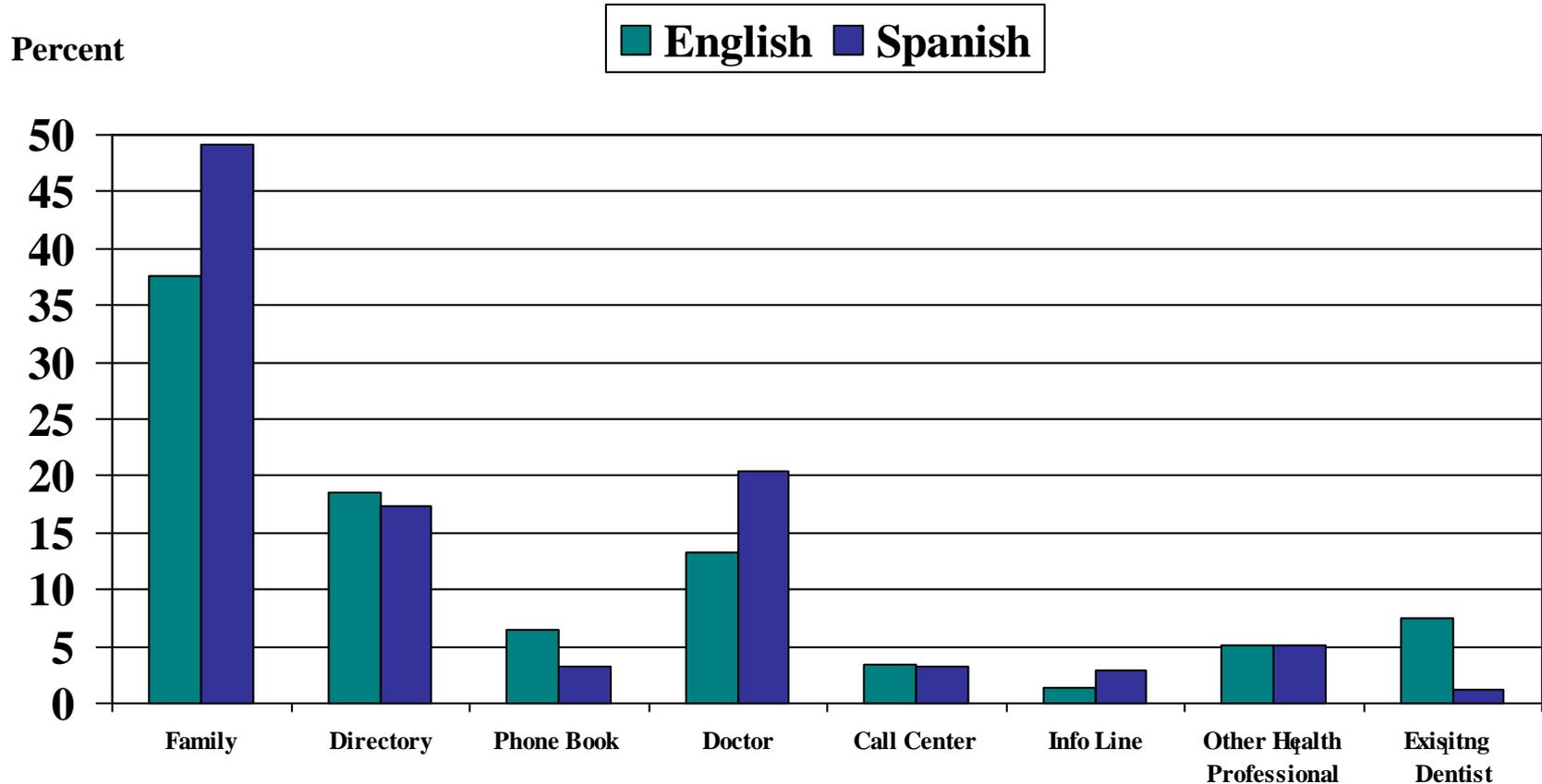
Q4. Satisfaction with choice of dentists.

2011 RItE Smiles Member Satisfaction Survey

Results show that almost 90% of both English and Spanish speaking respondents had a regular dentist.



2011 RItE Smiles Member Satisfaction Survey
 Family and friend were the most common source of referral followed by directories and doctors. Call center and Info Line referrals were relatively rare



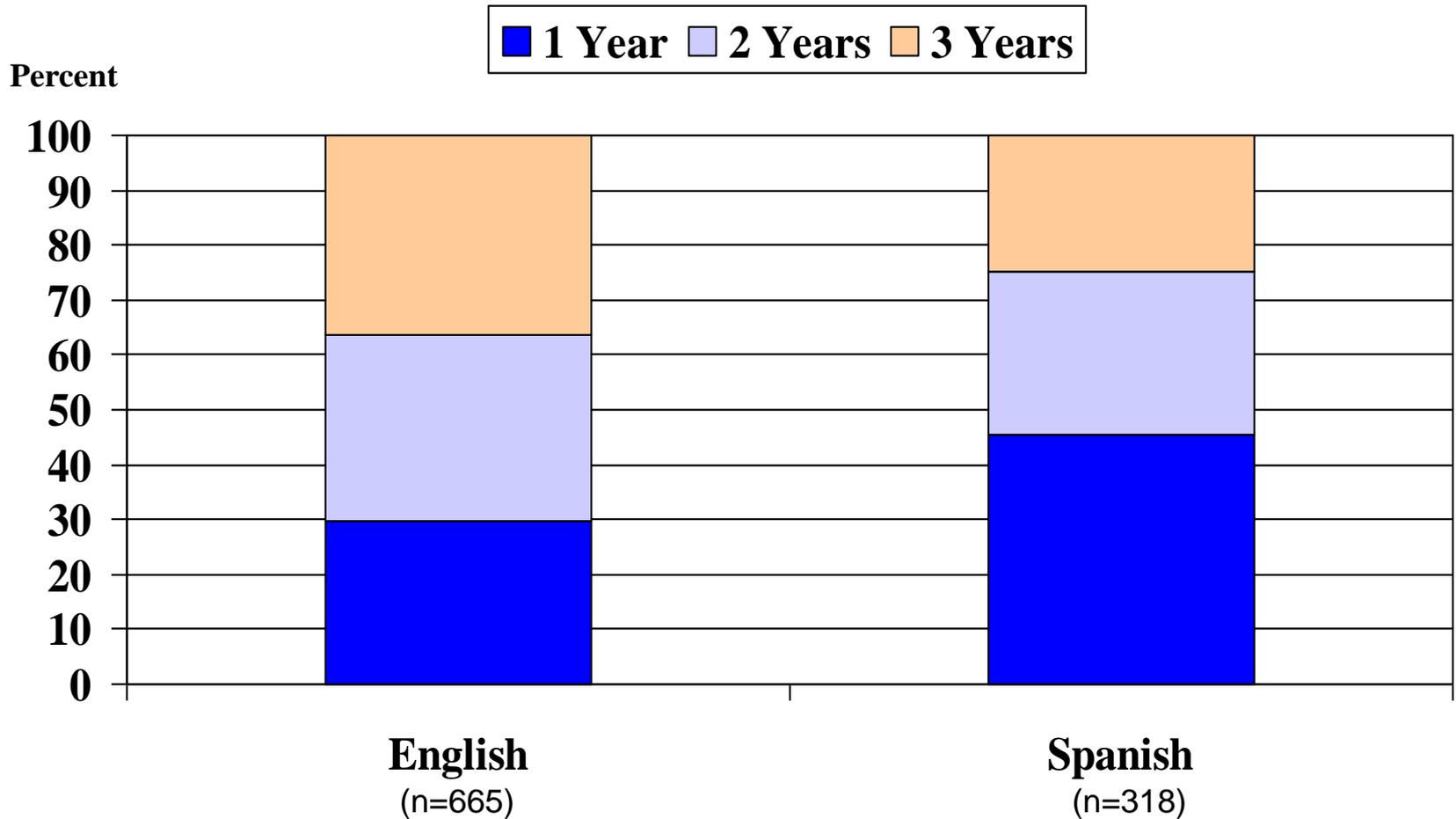
Question 3. How did you choose your child's dentist? By Language

Note: Based on 659 English and 305 Spanish responses.

¹ Written in as 'Other'

2011 RItE Smiles Member Satisfaction Survey

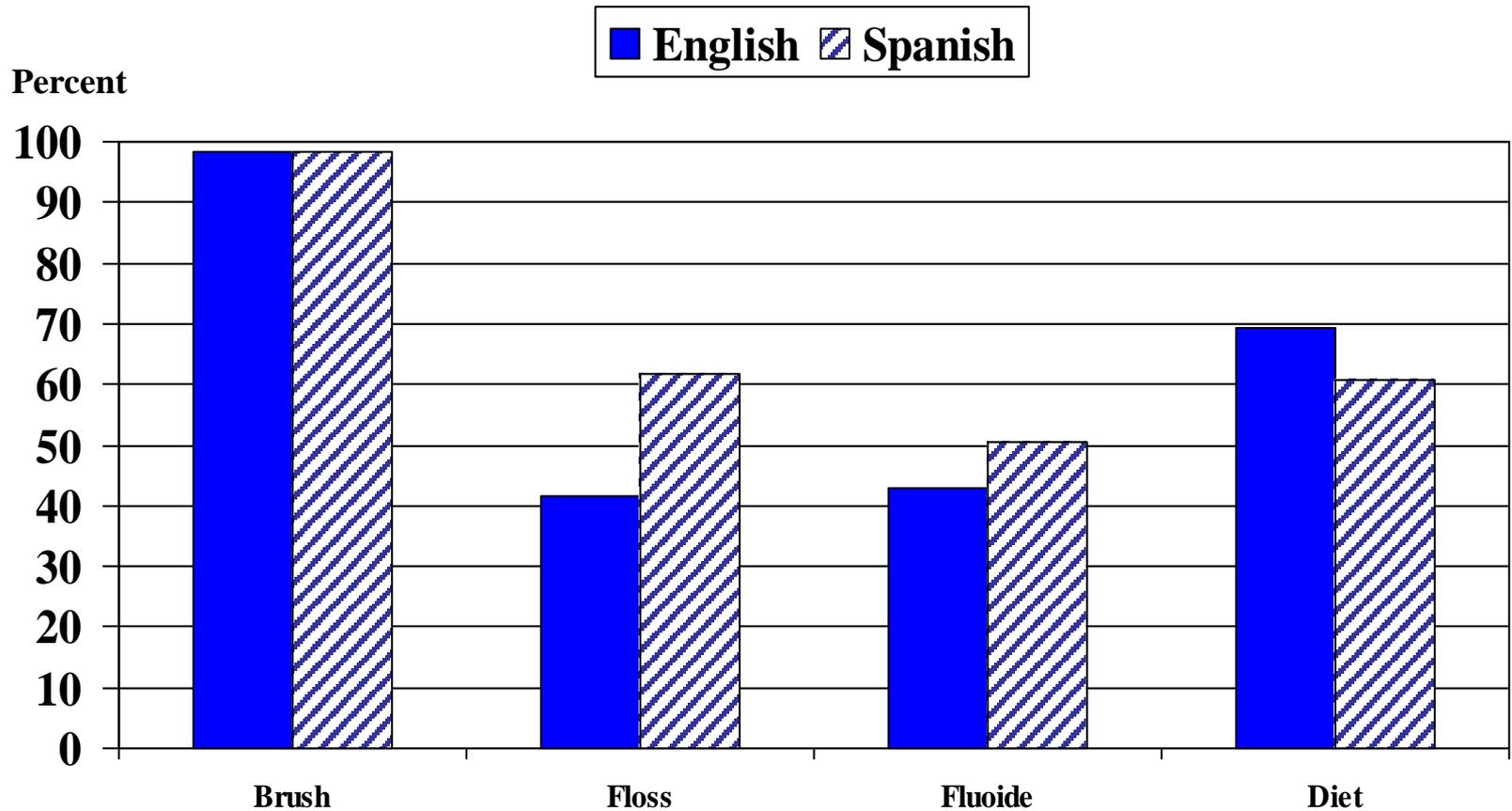
Spanish speaking respondents (43%) were significantly more likely to recognize dental care should begin a age 1.



Question 5. At What Age do you think a child should start to have regular dental visits?¹⁷

2011 RItE Smiles Member Satisfaction Survey

While both English and Spanish speaking children are as likely to brush their teeth daily, Spanish speaking children are more likely to floss and to use fluoride rinses daily.

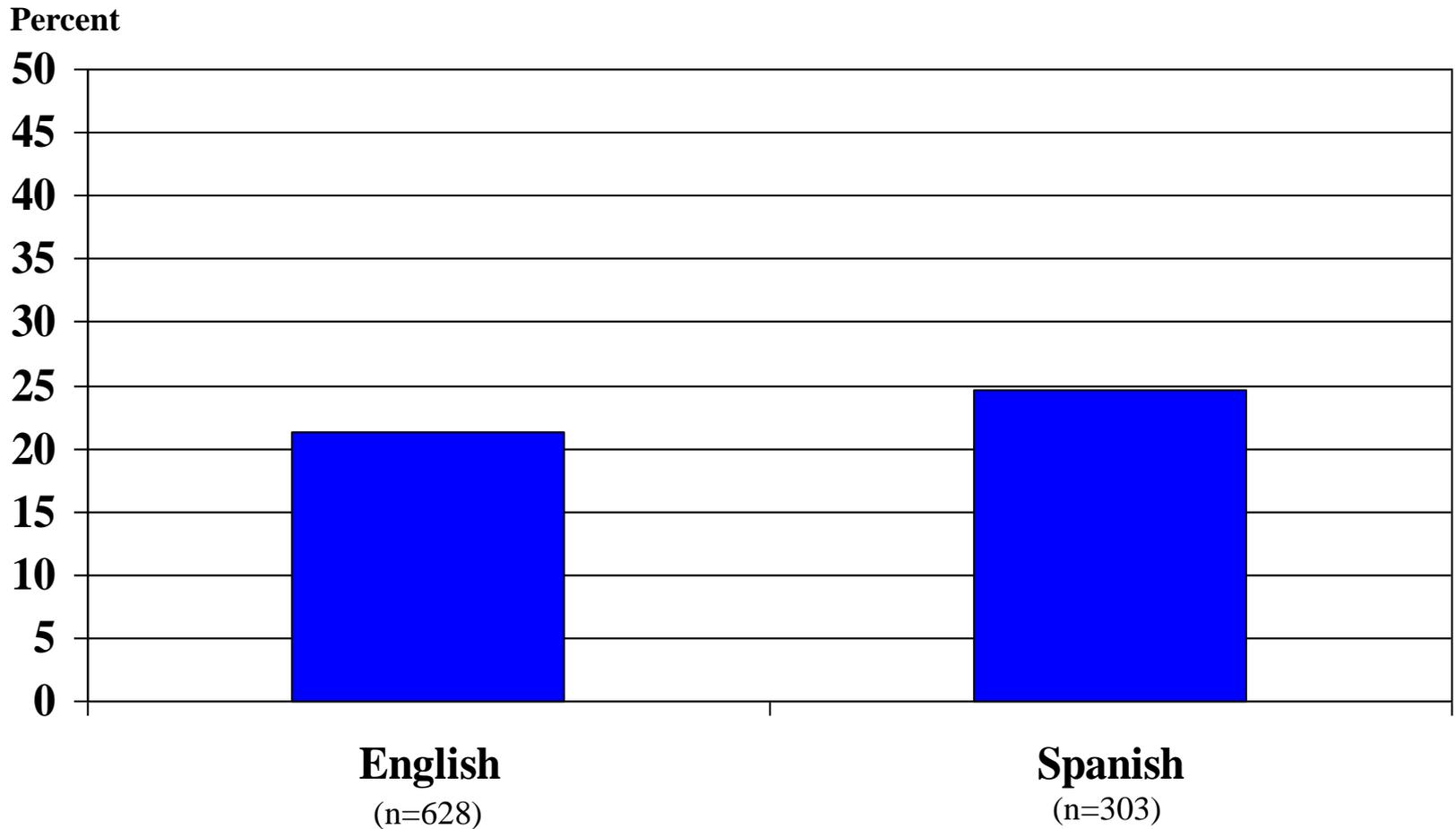


(Based on 684 English responses and 329 Spanish responses)

Question 7. What does your child do every day?

2011 RItE Smiles Member Satisfaction Survey

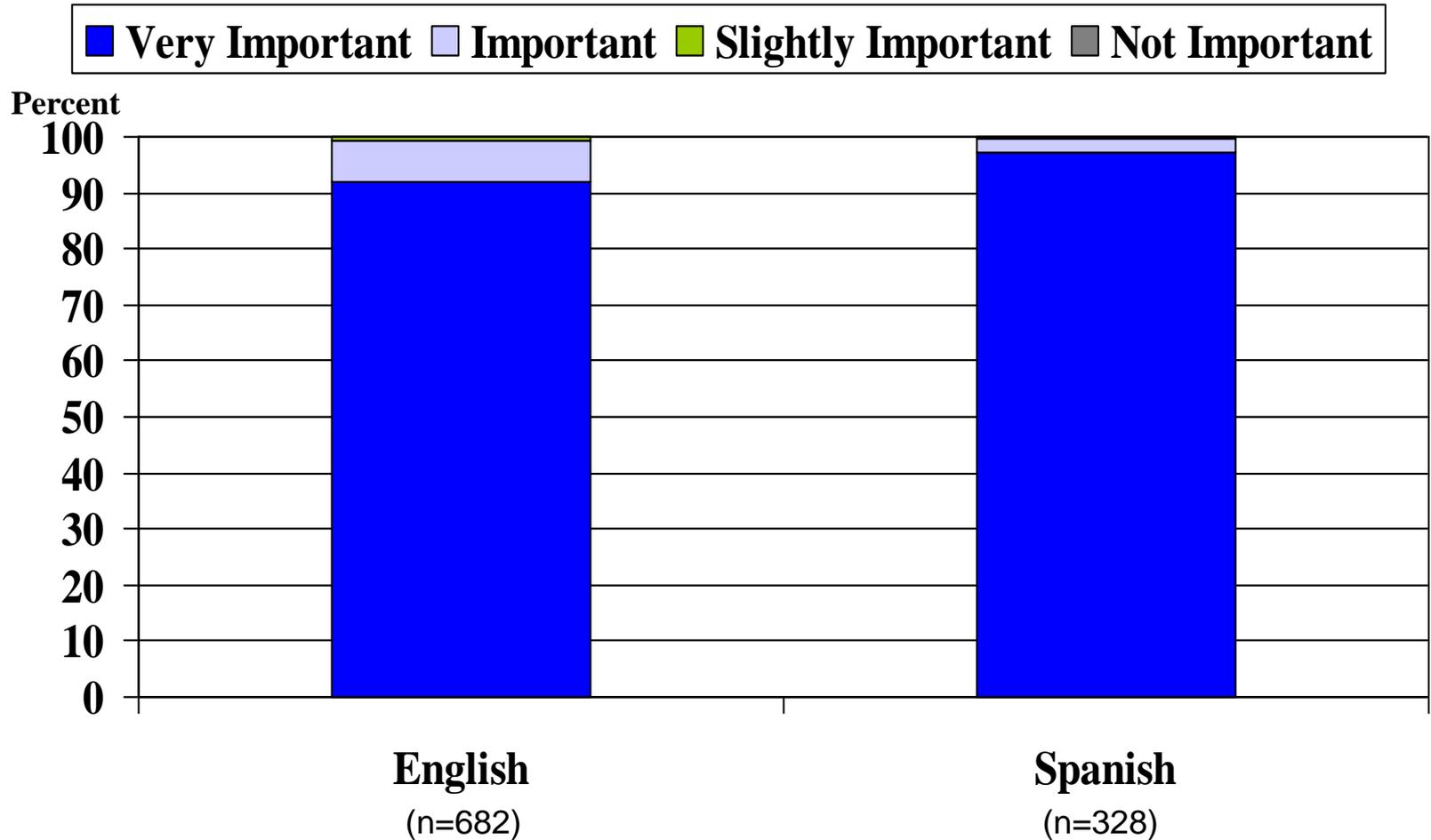
Spanish speaking children were more likely (25%) to do all preventive home care activities daily than English speaking children (21%)



Question 7. Percent of Respondents who do all preventive activities daily.

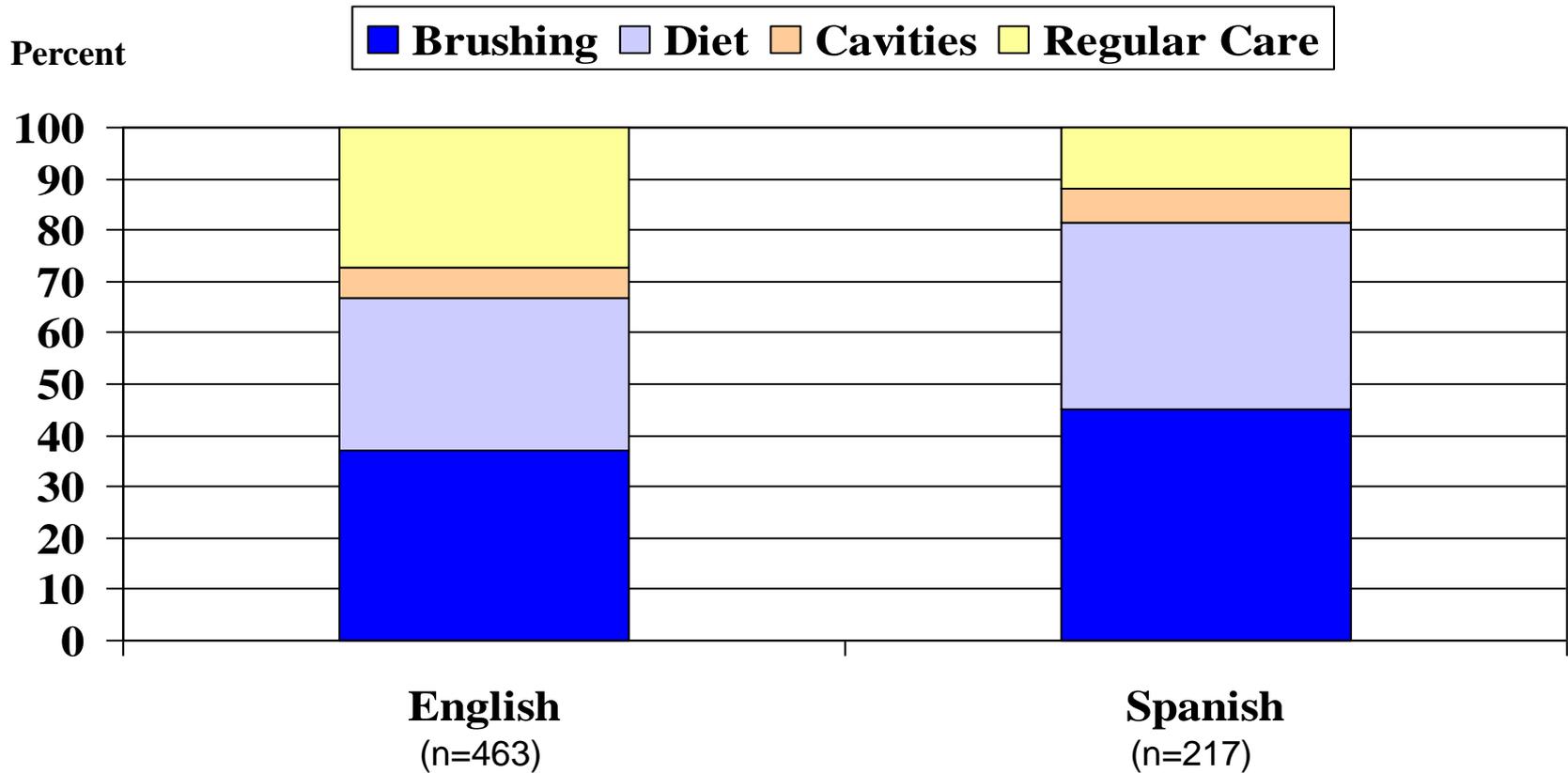
2011 RItE Smiles Member Satisfaction Survey

Virtually all respondents recognized the importance of routine dental care.



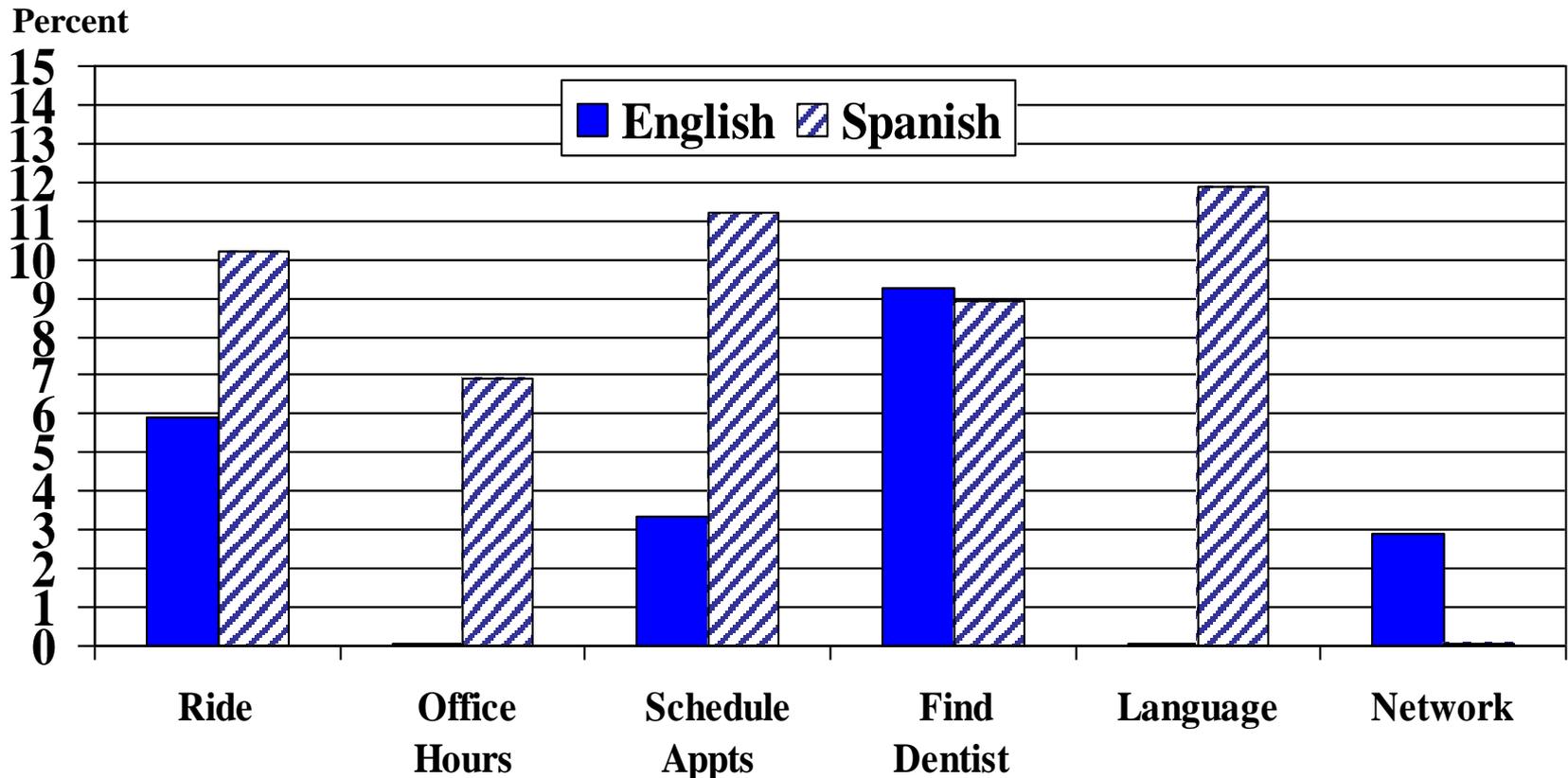
Question 6. How important is it to you for your child to have regular dental check-ups?

Both Spanish and English speakers ranked the major dental problems in the same order, however English speakers were more likely to cite *Regular Dental Care* as a problem.



2011 RItE Smiles Member Satisfaction Survey

While specific barriers were relatively infrequent (< 15%), they were significantly more common among Spanish speaking respondents than English speakers. Language, appointment times, and transportation were among the more common barriers cited.



(Based on 628 English responses and 303 Spanish responses)

Question 2. What are the major problems (if any) your child has in seeing a dentist?²²

Actionable Items

- Outreach
 - To parents whose children have not received care within the last 12 months
 - Education of parents through other community based entities (Kids Count, Head Start, etc).
 - Reaching parents through the provider
- Providers
 - Explore options to incent providers to expand office hours
 - Increase provider education around network requirements in contract
 - Improve provider appointment availability for Medicaid patients
- Network
 - Spanish speakers still have language barriers
 - English speakers had problems getting providers in the network