

2019 Client Satisfaction Survey on PhilHealth Local Health Insurance Office (LHIO) Frontline Services

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Cooperating Agency: Philippine Council for Health Research and Development & Philippine Health Insurance Corporation

TECHNICAL ABSTRACT

Background: A more detailed and comprehensive survey was designed to gather more information based on the respondents' opinion, comments, feedback, and allow an opportunity to discuss important key topics. This survey aims to gauge the awareness and satisfaction in terms of the programs and services provided by PhilHealth to its members and more importantly serve as a basis for policy enhancement. The survey results provided valuable feedback as a baseline to measure and establish a benchmark.

Objectives: This study aims to determine the main sources of information, benefits and services for members, and the satisfaction level across membership categories and geographic areas; and identify potential sources of dissatisfaction and recommendations for improving the services of PhilHealth.

Methodology: Using Intercept Interview Survey, feedback was taken from clients on-site by trained interviewers. The survey used a standardized questionnaire developed and prescribed by the Governance Commission for GOCCs. Sample clients were chosen through systematic sampling with random start, at the rate of 50 respondents per day during a five-day workweek. The resulting total sample size covered by this report was 4,500 clients.

Results on Sources of Information About PhilHealth: More than half of the respondents chose the information desk, which is located within the LHIO and is manned by knowledgeable PhilHealth personnel. Social media was cited by 12.7% of the respondents such as Facebook, Twitter, YouTube and other apps. The PhilHealth website was mentioned by almost 10% of the clients.

Results of Overall Satisfaction Rating: The proportion of respondents who were either very satisfied or satisfied, was 90.6% while about 1% of the respondents said that they were dissatisfied with the services of PhilHealth. Net satisfaction rating was 89.3%. Mindanao clients gave the highest satisfaction rating, very closely followed by the clients in the National Capital Region. Premium payment remittance influenced the satisfaction rating given by clients.

Results on Identified Drivers of Performance

PhilHealth staff and organization: Individual customers gave higher marks than business organization representatives, except for the attribute "easy to contact" due to very limited interaction between individual customers and PhilHealth staff.

Premium Contributions: Business organization representatives gave significantly higher marks for timeliness and accuracy of amounts of premium and deductions from hospital bills. However, both client types gave the same mark for satisfaction with the amount covered by PhilHealth.

Other Services: Business organization representatives gave higher marks than individual customers. They both gave lowest marks for waiting time for over-the-counter transactions.

E-service (kiosks, self-service): Only about half of the customers agreed with the positive statements about the existence, usefulness, and user-friendliness of kiosks and self-service booths. In fact, there were no self-service booths in LHIOs. The responses indicated that the customers were not knowledgeable about such kiosks and self-service booths but were not willing to admit it.

E-service (website): Less than 40% of the individual customers agreed that the PhilHealth website was accessible, easy to navigate, relevant, useful, and secured while 2 out every 3 business representatives agreed that the website is accessible, easy to navigate, useful, secured, and contains relevant information.

Complaints handling and records-keeping: About 60% of the customers agreed that complaints were properly handled from filing to resolution. The timeliness and accuracy of members' files received higher agreement ratings.

Information from PhilHealth: 9 out of every 10 customers expressed their agreement that information was easy to obtain and was clear and relevant. Business organization representatives gave higher marks than individual customers.

Facilities: Individual customers gave higher marks than business representatives for all attributes except for the need for separate lanes for senior citizens, PWDs, and pregnant women. Such attributes include accessibility and convenience, security, cleanliness and orderliness, good ventilation and lighting, and visible/readable signages.

Conclusion: The overall satisfaction rating obtained by PhilHealth remained very high, although there was a slight decrease when compared to the previous year's rating. The expectation that the satisfaction rating would be adversely affected by the increase in premium payments was not supported by the survey results. Moreover, there was no significant difference between the rating given by respondents covered before the onset of the pandemic, when the increase was first announced, and those who were covered during the quarantine period.

Recommendations: Respondents recommended that facilities be upgraded in terms of additional space and furniture to consider the fast increase of customers as well as the need for at the present front liners were well-trained and -motivated to serve the customers. It is also recommended to invest in self-service booths like those of the Government Service Insurance System as well as other similar platforms for routine transactions such as updating of membership records and premium payments. However, this needs a strong and secure IT infrastructure.