



Client Satisfaction Measurement Report



BACKGROUND

Since its founding, PhilHealth has been using client awareness and satisfaction surveys as part of its planning and management tools. In 2018, PhilHealth began using the Government-Owned and Controlled Corporations (GCG)-developed and prescribed questionnaire for their survey. The survey covered the 20 PhilHealth Regional Offices (PROs) and Local Health Insurance Offices (LHIOs). At the same time, PhilHealth became one of the implementing agencies of RA 11032, the Ease of Doing Business and Efficient Government Service Delivery Act of 2018. As such, it was required to adopt and implement the harmonized Client Satisfaction Measurement (CSM) Survey Mechanism. Additionally, the Anti-Red Tape Authority (ARTA) issued guidelines for the implementation of the Harmonized CSM specific to government-owned and controlled corporations (GOCCs). This paved the way for the conduct of the CSM survey to gather feedback from clients on the quality of services provided by PhilHealth.



METHODOLOGY

The survey adopted the structured CSM tool prescribed by the ARTA.

The main parts of the CSM questionnaire are as follows:

- 1 Citizen's Charter questions on awareness (CC1), visibility (CC2), and helpfulness (CC3)
- 2 Questions on Service Quality Dimensions: one (1) question related to the client's overall satisfaction with the availed service (SQDO); and eight (8) questions related to the specified dimension (SQD1 – SQD8)
- 3 Demographic questions such as age and sex of the respondent
- 4 Open-ended question that gives the client the option to provide any additional remarks and feedback that are not covered by the previous questions

All clients with completed transactions were eligible as CSM respondents.
PhilHealth staff distributed and collected the questionnaires on-site after the client had been served.

RESULTS



94.57%

the overall satisfaction score of PhilHealth based on SQDO. This responds to adjectival rating of **VERY SATISFACTORY**.

94.18%

the overall satisfaction rating based on the average of SQD1 to SQD8, as prescribed by the Harmonized CSM. This responds to adjectival rating of **VERY SATISFACTORY**.



In the free responses part of the CSM questionnaire, most of the statements were positive remarks and only a few stated a suggestions.

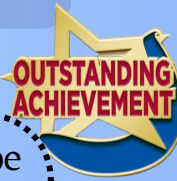
Most of the remarks on general matters included **satisfaction with PhilHealth's service as a whole**, the **improvements in the service** since their last visit, and its **benefits especially to the poor**.



The staff was frequently praised for being **courteous, approachable, fair, and quick to act on matters**.



Clients expressed **appreciation for the office's accessibility and cleanliness**. A few also noted the **availability of coffee and snacks during their visit**.



Rating of Satisfaction by Service Type Obtained

Accreditation services and membership & registration services, garnered scores of **98.78 and 95.32** percent respectively.

The processes were described as **efficient, quick, and well-organized**. Overall, clients expressed satisfaction with the clarity of the instructions provided for transactions, which contributed to a reasonable amount of time spent in the office.

RECOMMENDATION



Provide more staff at certain counters and offering promotions and salary increases for deserving employees.



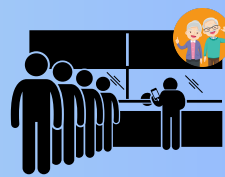
Provide customer service training for some staff members.



Increase the number of electric fans or install air conditioners.



Provide additional space for clients in some service outlets.



Provide a lane for priority customers, such as senior citizens, in the queueing system.