

# 2019 CLIENT SATISFACTION SURVEY ON PHILHEALTH LHIO FRONTLINE SERVICES



## Overview



In 2011, PhilHealth recognized the importance of developing a more clear-cut survey on the awareness and satisfaction of its members. Starting in 2018, the customer awareness and satisfaction survey used the GCG-prescribed questionnaire.

## Rationale & Significance



As an input into policy planning, the survey provides scientific and solid basis for determining health service penetration and effectivity, problem areas requiring intervention; strengthening PhilHealth capabilities for its core functions, and enhancing PhilHealth public information work, its image, and public acceptability.

## Objective



The main objective was to gauge the awareness and satisfaction based on the programs and services provided by PhilHealth and serve as a basis for policy enhancement. It also aimed to discuss important key topics. The survey results provided valuable feedback as a baseline to measure and establish benchmarks.

## Limitations

The study covers only those clients who transacted business with PhilHealth at their LHIOs. The COVID-19 pandemic also affected the response rate of the survey. Two of the target LHIOs could no longer be covered because of movement restrictions due to the quarantine. In three LHIOs, it was decided, as a health safety precaution, to collect data through self-accomplished questionnaires instead of face-to-face interviews.



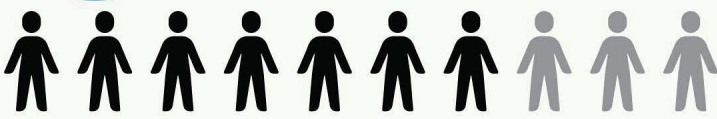
## Intercept Interview Survey of Clients

In this method, feedback was taken from clients on-site by trained interviewers. The respondents were a sample of clients who transacted business with PhilHealth at the Local Health Insurance Offices (LHIOs) covered by the PhilHealth Regional Offices (PROs). The services availed of included membership enrolment, remittance of premium payments, and submission of documents required for benefits

## Key Results and Statistics



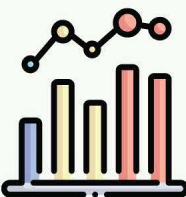
**were in the LHIO to avail of only one type of service.** More than half of the clients in the rest of Luzon during the survey period was at the LHIO to remit their premium payments.



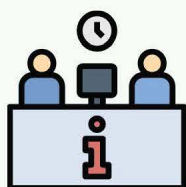
**7 of every 10 customers in the Metro Manila LHIOs** went there to enroll as members or to remit premium payments.



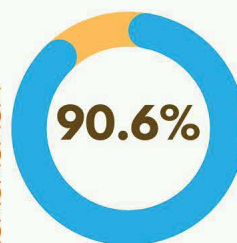
**of business organization representatives avail of single transactions during their LHIO visit,** whereas, 6.6% do multiple transactions.



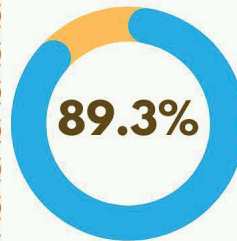
The primary performance drivers were **PhilHealth's staff, facilities, business processes, and the information provided to the customers.** The area for improvement was e-services.



**The most common source of PhilHealth information was the Information Desk.** This was followed by social media, the PhilHealth website, and other cited sources (i.e., family, friends, and relatives, employers and co-workers, television)



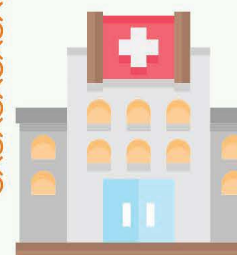
**was the overall satisfaction rating.** Mindanao and National Capital Region clients gave the highest satisfaction rating. The representatives of business organizations gave higher ratings than individual customers.



**was the net satisfaction rating.** Despite a slight decrease from the previous year's satisfaction rating, this rating remained "Excellent" using the SWS terminology.



**The top reason for the ratings was about the benefits they received from their membership.** They appreciated the help in reducing or even wiping out the hospital bill of family members. Other cited reasons were the service quality at the LHIO and premium payments.



**The top improvement recommended was on improving the LHIO facilities.** The next two most popular recommendations were for increased benefits for members and their dependents and additional personnel.

## Recommendations

**Facilities**  
Upgrade by adding space and furniture considering the fast increase of customers

**Human Resource**  
Hire additional personnel to serve the customers

**Electronic Services**  
Invest in self-service booths for routine transactions

**Information Technology**  
Develop and strengthen the IT infrastructure

**Research**  
Widen the respondent coverage for a more diverse client perspective