

Agenda Item: 7.18
Prepared by: Bruce Holter
Meeting Date: July, 2015

Report on Results of 2015 Board of Nursing Customer Service Survey

The Texas Board of Nursing (BON or Board) sought stakeholder feedback about communication and interaction with the Board through an online Customer Service Survey which ran from April 1 to May 30, 2015. Three hundred and eighty four people completed the survey, which was linked from the Board website. Additionally, a direct link to the survey was provided on the cover of the April 2015 issue of the *Board of Nursing Bulletin*. The survey questions covered five areas: the *Texas Board of Nursing Bulletin (Bulletin)*; the BON website; the BON Facebook page; Webmaster Inquiries; and interactions with the Customer Service Group.

The survey results are included in Attachment A. Survey data will be utilized in preparation for the agency Strategic Plan for 2017-2021 to be submitted to the Texas Legislature in June 2016, and the Self-Evaluation Report to be submitted to the Sunset Advisory Commission on September 1, 2015. Survey data received are summarized on the following pages.

Recommendation

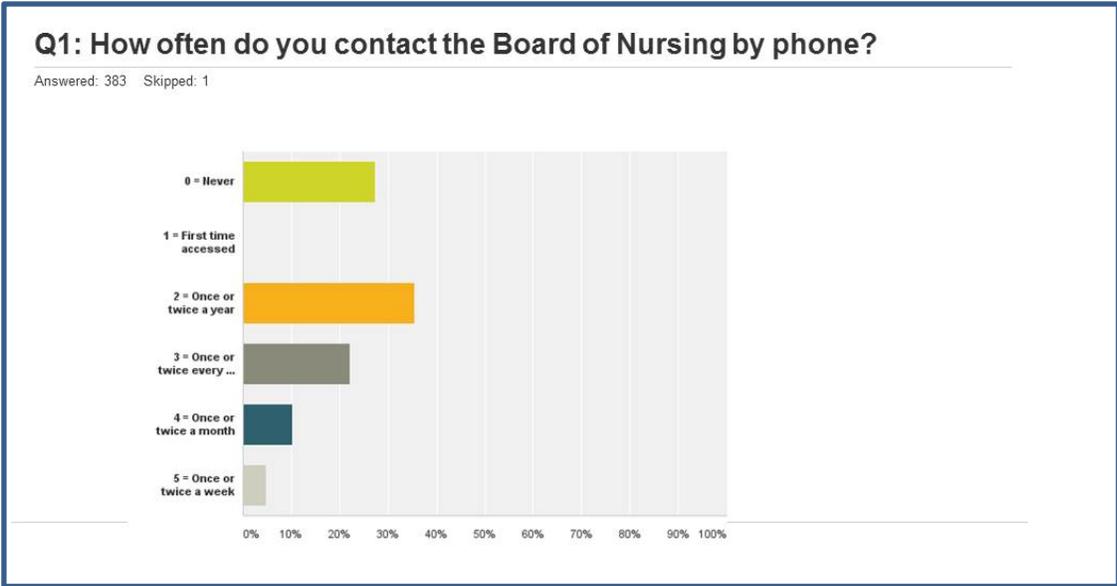
This item is for informational purposes only. No action is required.

Attachment A: 2015 BON Customer Service Survey Results

Customer Service Group

How often do you contact the Board of Nursing by phone?

* More than 50% of respondents contact the BON once or twice a year to once or twice every one to six months.



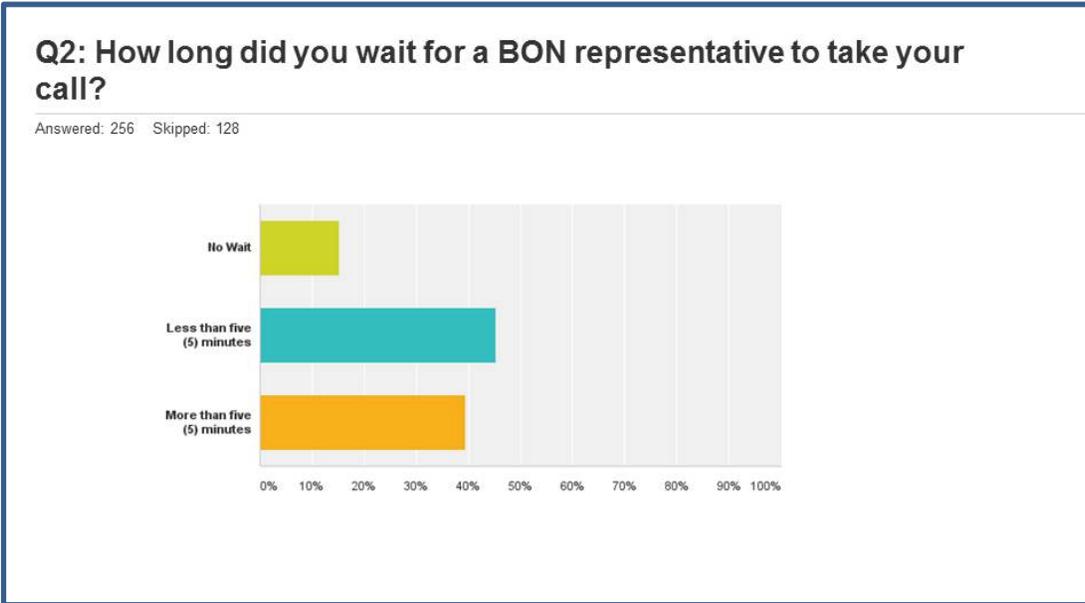
Q1: How often do you contact the Board of Nursing by phone?

Answered: 383 Skipped: 1

Answer Choices	Responses
0 = Never	27.42% 105
1 = First time accessed	0.00% 0
2 = Once or twice a year	35.51% 136
3 = Once or twice every 1-6 months	22.19% 85
4 = Once or twice a month	10.18% 39
5 = Once or twice a week	4.70% 18
Total	383

How long did you wait for a BON representative to take your call?

- * More than 45% of respondents indicated that they waited five minutes or less to talk to a BON representative.
- * More than 39% indicated that they waited more than five minutes.



Q2: How long did you wait for a BON representative to take your call?

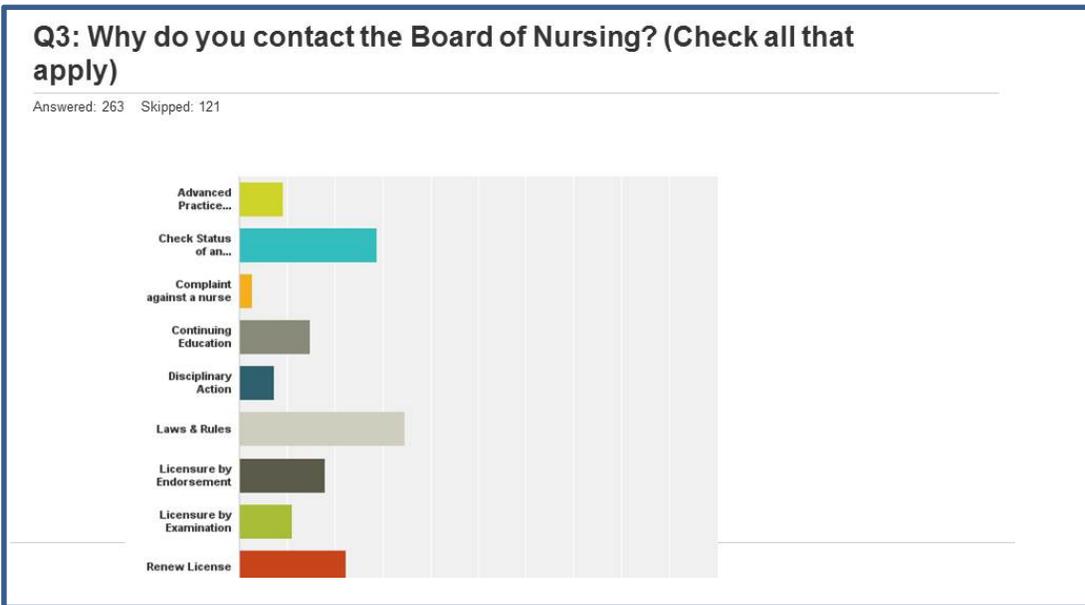
Answered: 256 Skipped: 128

Answer Choices	Responses
No Wait	15.23% 39
Less than five (5) minutes	45.31% 116
More than five (5) minutes	39.45% 101
Total	256

The survey next asked respondents why they contacted the BON.

- * Fifty percent of respondents indicated that they were contacting the Board about nursing education or nursing continuing education.

- * Thirty four percent of respondents indicated that they inquired about laws and regulations and more than 28% were checking the status of a license application.



Q3: Why do you contact the Board of Nursing? (Check all that apply)

Answered: 263 Skipped: 121

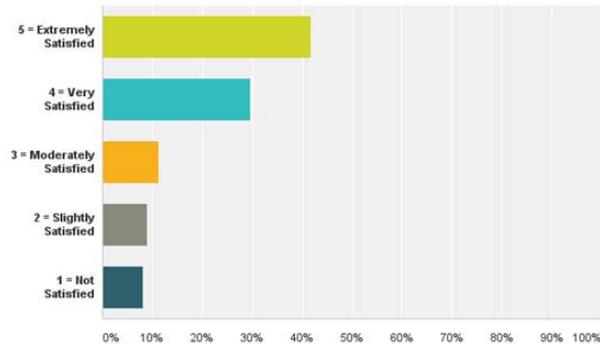
Answer Choices	Responses
Advanced Practice Information	9.13% 24
Check Status of an application	28.90% 76
Complaint against a nurse	2.66% 7
Continuing Education	14.83% 39
Disciplinary Action	7.22% 19
Laws & Rules	34.60% 91
Licensure by Endorsement	17.87% 47
Licensure by Examination	11.03% 29
Renew License	22.43% 59
Nursing Practice Information	11.79% 31
Nursing Education Information	35.36% 93
Verify License	21.67% 57

Respondents were next asked if the information they requested was provided in a courteous manner.

- * More than 41% were extremely satisfied and more than 29% were very satisfied with the courteousness of how the information was provided to them.

Q4: The information was provided in a courteous manner.

Answered: 256 Skipped: 128



Q4: The information was provided in a courteous manner.

Answered: 256 Skipped: 128

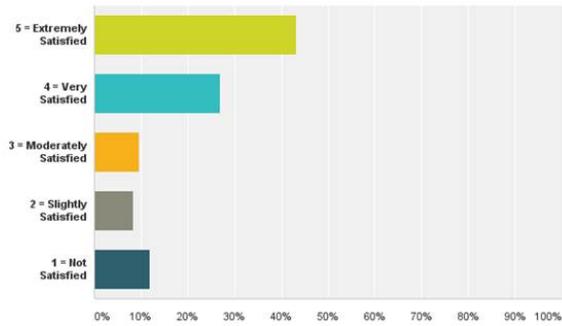
Answer Choices	Responses
5 = Extremely Satisfied	41.80% 107
4 = Very Satisfied	29.69% 76
3 = Moderately Satisfied	11.33% 29
2 = Slightly Satisfied	8.98% 23
1 = Not Satisfied	8.20% 21
Total	256

Were BON staff knowledgeable and helpful?

- * More than 43% of respondents indicated that they were extremely satisfied with the information received from BON staff.
- * Almost 27% of respondents indicated that they were very satisfied with the response they received from BON staff.

Q5: Board Staff were knowledgeable and helpful.

Answered: 252 Skipped: 132



Q5: Board Staff were knowledgeable and helpful.

Answered: 252 Skipped: 132

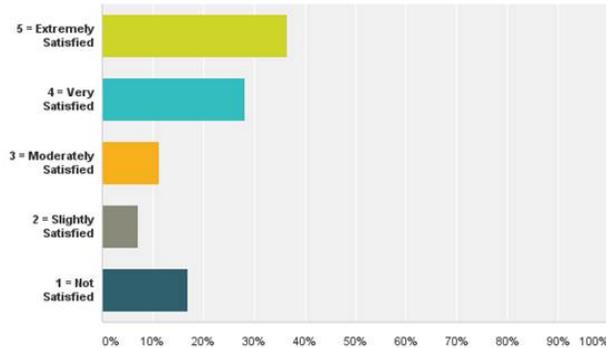
Answer Choices	Responses
5 = Extremely Satisfied	43.25% 109
4 = Very Satisfied	26.98% 68
3 = Moderately Satisfied	9.52% 24
2 = Slightly Satisfied	8.33% 21
1 = Not Satisfied	11.90% 30
Total	252

Was the information provided in a timely manner?

- * More than 64% of respondents indicated that they were extremely satisfied (36.47%) or very satisfied (28.24%) with the timeliness of the information provided to them by the Customer Service Group.

Q6: The information was provided in a timely manner.

Answered: 255 Skipped: 129



Q6: The information was provided in a timely manner.

Answered: 255 Skipped: 129

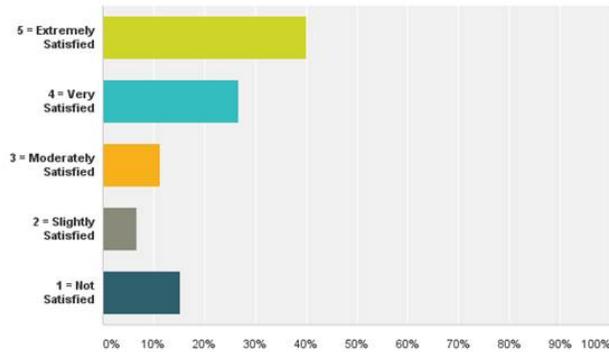
Answer Choices	Responses	Count
5 = Extremely Satisfied	36.47%	93
4 = Very Satisfied	28.24%	72
3 = Moderately Satisfied	11.37%	29
2 = Slightly Satisfied	7.06%	18
1 = Not Satisfied	16.86%	43
Total		255

Were Board staff able to answer the questions of respondents?

- * More than two-thirds of respondents indicated that they were extremely satisfied (40.00%) or very satisfied (26.67%) with the ability of the staff of the Customer Service Group to answer respondent questions.

Q7: Board Staff were able to answer my questions.

Answered: 255 Skipped: 129



Q7: Board Staff were able to answer my questions.

Answered: 255 Skipped: 129

Answer Choices	Responses
5 = Extremely Satisfied	40.00% 102
4 = Very Satisfied	26.67% 68
3 = Moderately Satisfied	11.37% 29
2 = Slightly Satisfied	6.67% 17
1 = Not Satisfied	15.29% 39
Total	255

Texas BON Bulletin

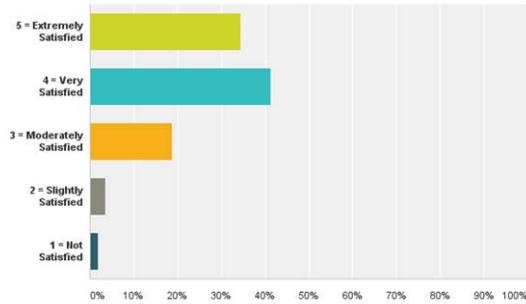
Questions pertaining to the Board of Nursing Bulletin focused on: Patient Safety Features, Practice Questions and Answers, Notice of Disciplinary and Imposter Warnings, and articles relating to Continuing Education.

The survey asked if the Patient Safety Features are useful and informative.

- * More than 75% of respondents indicated that they were extremely satisfied (34.42%) or very satisfied (41.23%) with the *Patient Safety Features* appearing in the *BON Bulletin*.

Q8: The Patient Safety features in the Bulletin are useful and informative.

Answered: 308 Skipped: 76



Q8: The Patient Safety features in the Bulletin are useful and informative.

Answered: 308 Skipped: 76

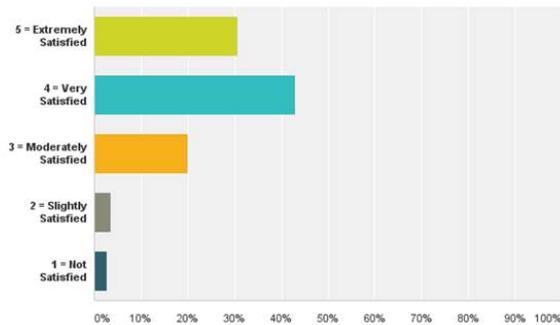
Answer Choices	Responses
5 = Extremely Satisfied	34.42% 106
4 = Very Satisfied	41.23% 127
3 = Moderately Satisfied	18.83% 58
2 = Slightly Satisfied	3.57% 11
1 = Not Satisfied	1.95% 6
Total	308

Respondents were asked if the Practice Question and Answer Section is useful and/or informative.

- * More than 30% of respondents indicated that they were extremely satisfied and 43.09% of respondents indicated that they were very satisfied with the Practice Q & A section.

Q9: The Practice Question and Answer section is useful and/or informative.

Answered: 304 Skipped: 80



Q9: The Practice Question and Answer section is useful and/or informative.

Answered: 304 Skipped: 80

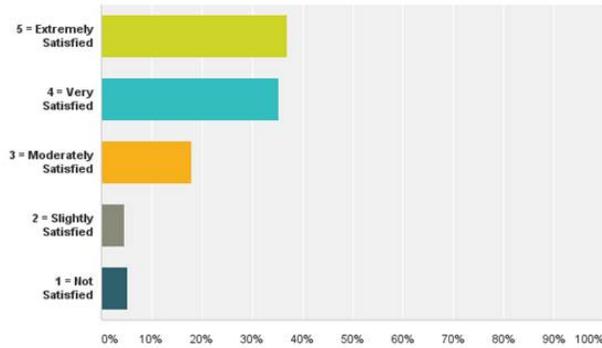
Answer Choices	Responses
5 = Extremely Satisfied	30.59% 93
4 = Very Satisfied	43.09% 131
3 = Moderately Satisfied	20.07% 61
2 = Slightly Satisfied	3.62% 11
1 = Not Satisfied	2.63% 8
Total	304

Are the Notice of Disciplinary Action and Imposter Warnings useful and/or informative?

- * Survey takers expressed a favorable view of the *Notice of Disciplinary Action* and *Imposter Warnings* sections with 36.93% extremely satisfied and 35.29% of respondents very satisfied with the *Notice of Disciplinary Action* and *Imposter Warnings* sections.

Q10: The Notice of Disciplinary Actions and Imposter Warnings are useful and/or informative.

Answered: 306 Skipped: 78



Q10: The Notice of Disciplinary Actions and Imposter Warnings are useful and/or informative.

Answered: 306 Skipped: 78

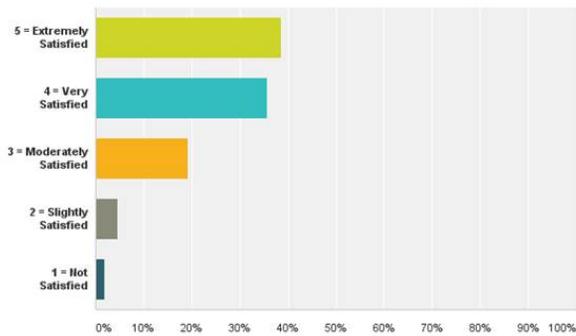
Answer Choices	Responses	Count
5 = Extremely Satisfied	36.93%	113
4 = Very Satisfied	35.29%	108
3 = Moderately Satisfied	17.97%	55
2 = Slightly Satisfied	4.58%	14
1 = Not Satisfied	5.23%	16
Total		306

Survey takers were asked their opinion on the Articles and Notifications on Continuing Education (CE) appearing in the Bulletin.

- * Almost 39% of respondents (38.56%) indicated that they were extremely satisfied and 35.62% of respondents were very satisfied with the BON articles and notification on CE.

Q11: The Continuing Education articles and notifications are useful and/or informative.

Answered: 306 Skipped: 78



Q11: The Continuing Education articles and notifications are useful and/or informative.

Answered: 306 Skipped: 78

Answer Choices	Responses
5 = Extremely Satisfied	38.56% 118
4 = Very Satisfied	35.62% 109
3 = Moderately Satisfied	19.28% 59
2 = Slightly Satisfied	4.58% 14
1 = Not Satisfied	1.96% 6
Total	306

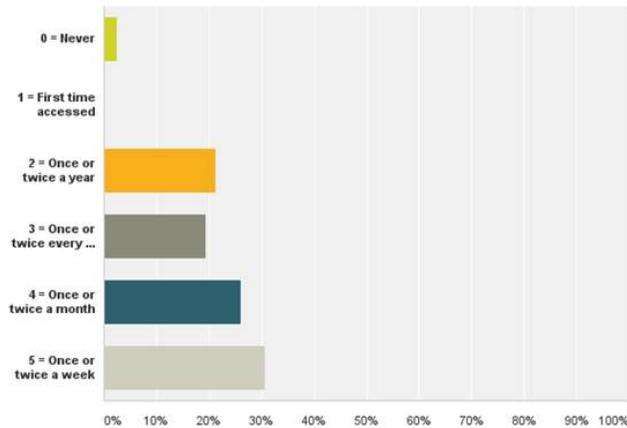
BON Website

How often do you access the BON website?

- * More than 30% (30.72%) of respondents indicated that they visit the site once or twice a week, 26.02% indicated that they visit the site once or twice a month, almost 20% (19.44%) visit once or twice every one to six months.

Q12: How often do you access the Board of Nursing website?

Answered: 319 Skipped: 65



Q12: How often do you access the Board of Nursing website?

Answered: 319 Skipped: 65

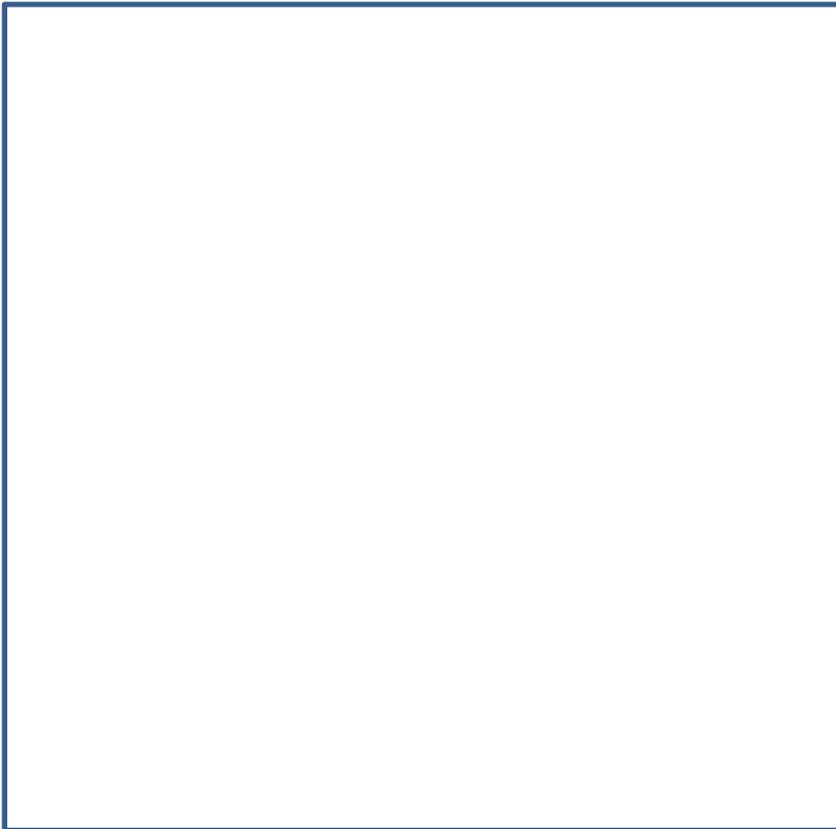
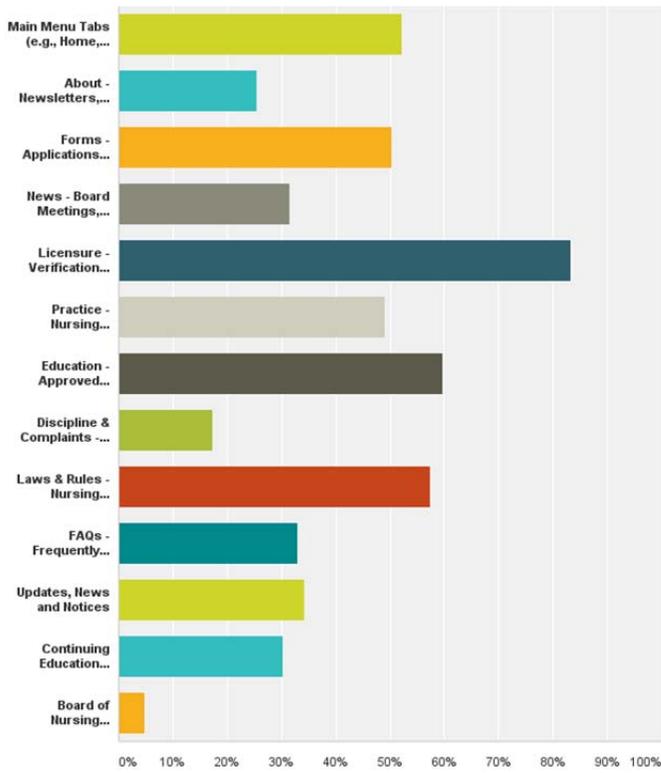
Answer Choices	Responses	Count
0 = Never	2.51%	8
1 = First time accessed	0.00%	0
2 = Once or twice a year	21.32%	68
3 = Once or twice every 1-6 months	19.44%	62
4 = Once or twice a month	26.02%	83
5 = Once or twice a week	30.72%	98
Total		319

Which sections (of the website) did you visit?

- * More than 83% of respondents indicated that licensure verification, renewal, endorsement or examination sections were visited; followed by visits to inquire about approved nursing education programs, education guidelines, and refresher or remedial education courses (59.68%); and visits to learn about the Nursing Practice Act, agency rules and regulations, and rule changes (57.42%).

Q13: Which section(s) did you visit? (Check all that apply)

Answered: 310 Skipped: 74



Answer Choices	Responses
Main Menu Tabs (e.g., Home, Public, Nurses, Students, Employers, Military, Contact Us)	52.26% 162
About - Newsletters, Publications, Employment Opportunities	25.48% 79
Forms - Applications and Online Services	50.32% 156
News - Board Meetings, Committee Meetings, Calendar of Events	31.61% 98
Licensure - Verification, Renewal, Endorsement, Examination	83.23% 258
Practice - Nursing Practice Information, Scope of Practice, BON Position Statements & Guidelines	49.03% 152
Education - Approved Nursing Programs, Education Guidelines, Refresher Courses, Remedial Education	59.68% 185
Discipline & Complaints - Complaints, Policies & Procedures, Imposter Alerts	17.42% 54
Laws & Rules - Nursing Practice Act, Rules & Regulations, Rule Changes	57.42% 178
FAQs - Frequently Asked Questions	32.90% 102
Updates, News and Notices	34.19% 106
Continuing Education Course Catalog	30.32% 94
Board of Nursing Facebook Page	4.84% 15
Total Respondents: 310	

Is the website clear and easy to navigate?

* More than 63% of survey takers indicated that they were extremely satisfied (31.13%) or very satisfied (32.78%) with the *Ease and Clarity of Navigating the BON Website*.

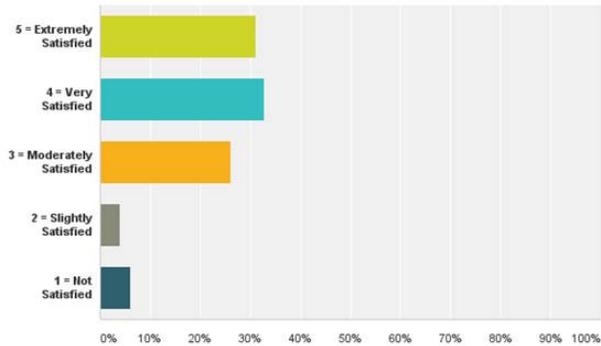
Instructions on

the website were clear and easy to understand for more than 65% of respondents with 30.82%

indicating that they were extremely satisfied and 35.41% of respondents very satisfied with the instructions on the website.

Q14: The website is clear and easy to navigate.

Answered: 302 Skipped: 82



Q14: The website is clear and easy to navigate.

Answered: 302 Skipped: 82

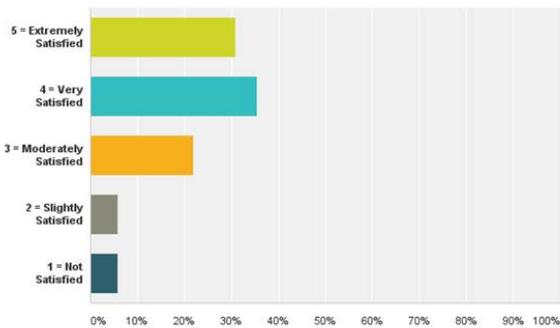
Answer Choices	Responses
5 = Extremely Satisfied	31.13% 94
4 = Very Satisfied	32.78% 99
3 = Moderately Satisfied	26.16% 79
2 = Slightly Satisfied	3.97% 12
1 = Not Satisfied	5.96% 18
Total	302

Were the instructions on the website clear and easy to understand?

- * More than 65% of survey takers indicated that they were extremely satisfied (30.82%) or very satisfied (35.41%) with the *clarity and ease of understanding of instructions on the BON Website*.

Q15: The instructions on the website are clear and easy to understand.

Answered: 305 Skipped: 79



Q15: The instructions on the website are clear and easy to understand.

Answered: 305 Skipped: 79

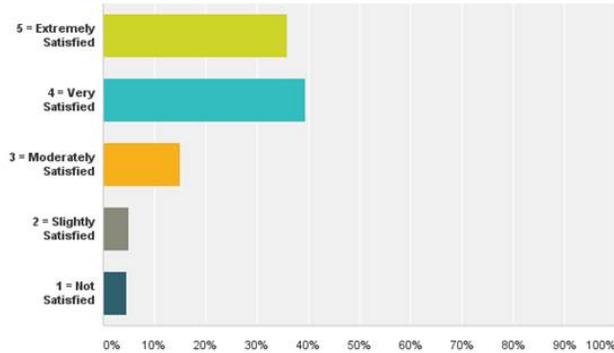
Answer Choices	Responses
5 = Extremely Satisfied	30.82% 94
4 = Very Satisfied	35.41% 108
3 = Moderately Satisfied	21.97% 67
2 = Slightly Satisfied	5.90% 18
1 = Not Satisfied	5.90% 18
Total	305

Was the information obtained from the BON website useful?

- * More than 75% of survey takers indicated that the information is useful. 35.88% were extremely satisfied and 39.53% of respondents were very satisfied with the usefulness of information obtained from the BON website.

Q16: The information obtained from the Board of Nursing website is useful.

Answered: 301 Skipped: 83



Q16: The information obtained from the Board of Nursing website is useful.

Answered: 301 Skipped: 83

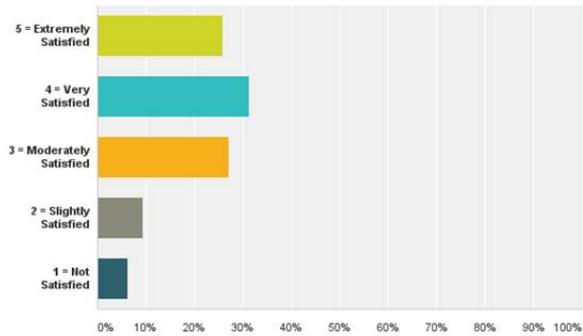
Answer Choices	Responses	Count
5 = Extremely Satisfied	35.88%	108
4 = Very Satisfied	39.53%	119
3 = Moderately Satisfied	14.95%	45
2 = Slightly Satisfied	4.98%	15
1 = Not Satisfied	4.65%	14
Total		301

Is it easy to search and locate topics?

- * Improvements made to the search window on the BON website received positive feedback from survey takers. When asked if it is easy to search and locate topics, 25.91% were extremely satisfied and 31.23% of respondents were very satisfied with the ease of searching for and locating topics on the BON website.

Q17: It is easy to search and and locate topics.

Answered: 301 Skipped: 83



Q17: It is easy to search and and locate topics.

Answered: 301 Skipped: 83

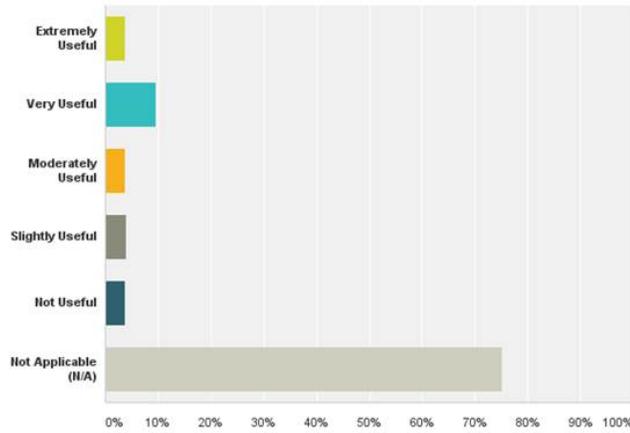
Answer Choices	Responses
5 = Extremely Satisfied	25.91% 78
4 = Very Satisfied	31.23% 94
3 = Moderately Satisfied	27.24% 82
2 = Slightly Satisfied	9.30% 28
1 = Not Satisfied	6.31% 19
Total	301

BON Facebook Page

- * The BON Facebook page, launched in January 2015, received the least feedback from survey takers. More than 75% of survey takers were not familiar enough with the page to provide feedback to the survey.

Q18: Facebook Postings are useful and informative.

Answered: 299 Skipped: 85



Q18: Facebook Postings are useful and informative.

Answered: 299 Skipped: 85

Answer Choices	Responses
Extremely Useful	3.68% 11
Very Useful	9.70% 29
Moderately Useful	3.68% 11
Slightly Useful	4.01% 12
Not Useful	3.68% 11
Not Applicable (N/A)	75.25% 225
Total	299

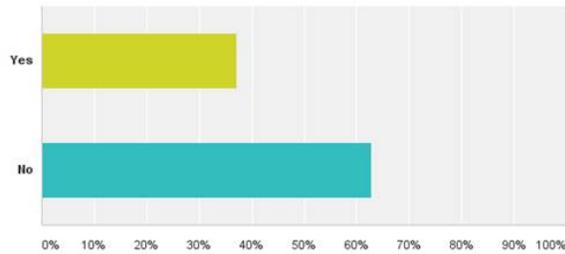
Webmaster E-Mail Inquiries

Have you ever e-mailed or sent an inquiry to the Board of Nursing Webmaster?

- * When asked if they had ever e-mailed an inquiry to the Board of Nursing Webmaster, only 37.22% (N=115) of survey takers indicated that they had done so. When asked how long before they received a response to their e-mail inquiry, the largest response was from respondents indicating that they received a response in three or less days (38.41%).

Q19: Have you ever emailed or sent an inquiry to the Board of Nursing Webmaster?

Answered: 309 Skipped: 75



Q19: Have you ever emailed or sent an inquiry to the Board of Nursing Webmaster?

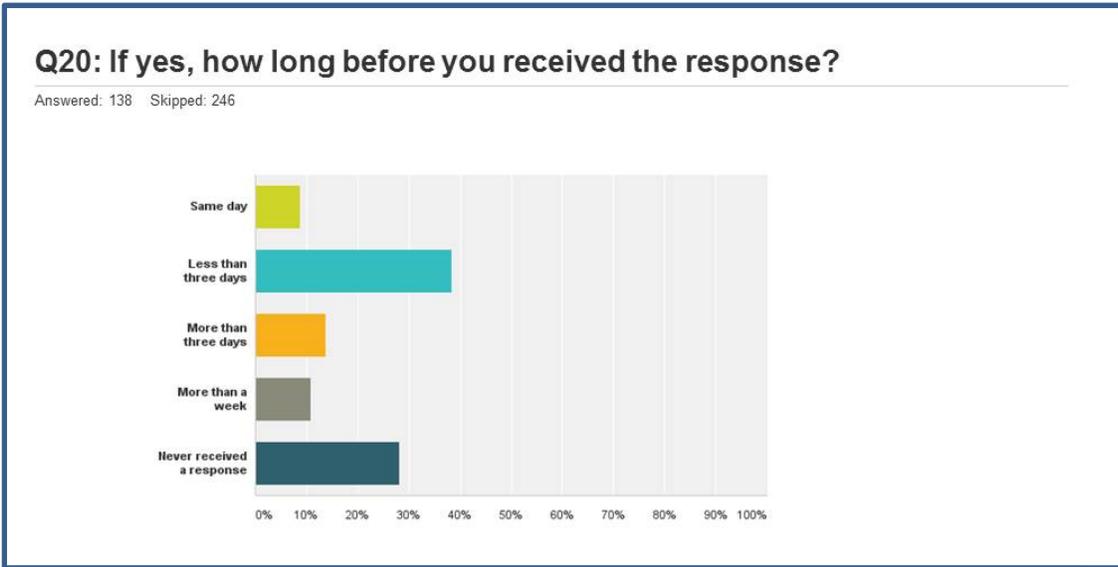
Answered: 309 Skipped: 75

Answer Choices	Responses	
Yes	37.22%	115
No	62.78%	194
Total		309

If yes, how long before you received the response?

- * When asked how long they waited before receiving the response to an e-mail inquiry to the Board of Nursing Webmaster, 38.41% (N=53) of survey takers indicated that they received a response in less than three days. 28.26% (N=39) of survey takers indicated that they had never received a response. Explanations for this response include: lack of entry in the subject line, which are blocked by the agency firewall for security reasons, incomplete questions, or questions requiring responses from multiple departments which must be responded to by other departments and may require several days to complete. Board staff will look at adding clarifying instructions on the website for submission of

webmaster inquiries to determine if these statistics change in future customer service surveys.



Q20: If yes, how long before you received the response?

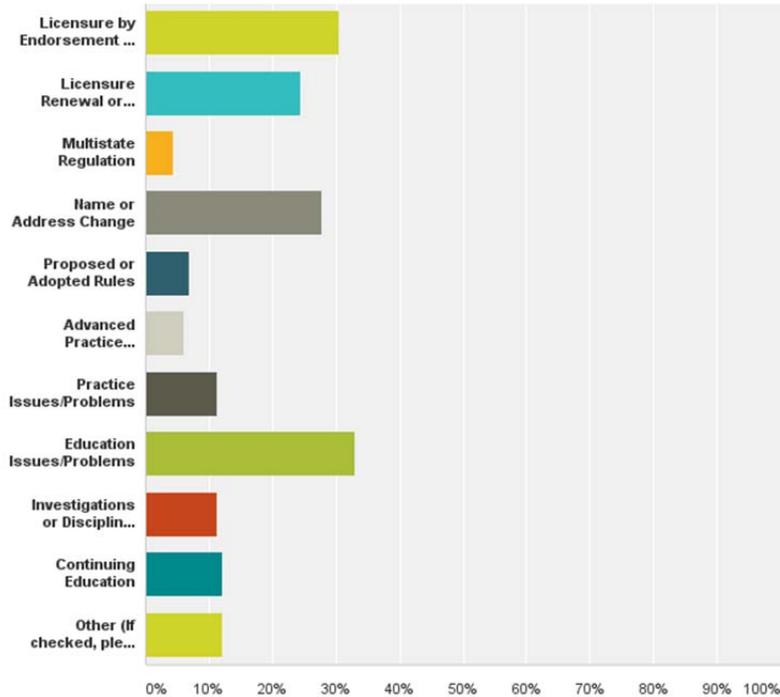
Answered: 138 Skipped: 246

Answer Choices	Responses
Same day	8.70% 12
Less than three days	38.41% 53
More than three days	13.77% 19
More than a week	10.87% 15
Never received a response	28.26% 39
Total	138

In emailing the BON Webmaster, which of the following categories of information did you request or have questions about? (Check all that apply)

- * The largest percentage of questions (54.78%) submitted to the BON Webmaster related to licensure by endorsement or examination (30.43%) N=35, or licensure renewal or reactivation (24.35%) N=28. Education issues or problems (33.04%) N=38 also scored highly on the survey as did name and/or address changes (27.83%) N=32.

Q21: In emailing the BON Webmaster, which of the following categories of information did you request or have questions about? (Check all that apply)



Q21: In emailing the BON Webmaster, which of the following categories of information did you request or have questions about? (Check all that apply)

Answer Choices	Responses
Licensure by Endorsement or Examination	30.43% 35
Licensure Renewal or Reactivation	24.35% 28
Multistate Regulation	4.35% 5
Name or Address Change	27.83% 32
Proposed or Adopted Rules	6.96% 8
Advanced Practice Issues/Problems	6.09% 7
Practice Issues/Problems	11.30% 13
Education Issues/Problems	33.04% 38
Investigations or Disciplinary Process/Action	11.30% 13
Continuing Education	12.17% 14
Other (If checked, please describe)	12.17% 14
Total Respondents: 115	

Are there any other General Comments/Feedback related to customer service that you would like to provide?

Question 22 of the Customer Service Survey provided respondents the opportunity to provide feedback in their own words. 127 responses were received and are summarized below:

The largest percentage of comments (33.9%) N=43 were positive towards the Customer Service Group or specific staff members that respondents communicated with by phone or e-mail. The second largest percentage of comments were non-responses such as “n/a” or “No” or vague responses which could not be categorized (21.3%) N=27. Criticisms of the agency included: long wait time to talk with staff or for processing of application N=11, faxes not checked frequently enough N=1, trouble understanding the licensure process N=2, agency understaffed N=2, difficulty understanding the advanced practice application process N=2, experienced trouble with online renewal N=1, provide more notification when license applications are missing documents N=1, respondents felt that they were rushed on phone N=3, requested faster criminal background checks N=3, licensure eligibility issues slowed licensing process N=7, continuing education audit issues or difficulty understanding requirements N=4, Notice of Disciplinary Action should appear online only N=1, fingerprinting concern N=1, too slow taking action on complaints N=1, incorrect information (not specified) provided on web site N=2,

Constructive feedback/suggestions included: change notification to nurses when temporary licenses expire that they cannot work N=1, make invoking safe harbor easier for nurses N=1, make improvements to the website search engine N=4, offer color licenses for those willing to pay N=1, provide a list of non-approved schools N=1, employ a nursing consultant for each area of practice N=1, Board website not “Mac-friendly” N=1, unaware of E-Notify N=1, and unaware Board had Facebook page N=1.

Data collected by the survey will be shared with all departments to help facilitate improvements in customer service provided by the Board. Staff will continue to survey respondents on customer service on a biennial basis to solicit feedback and, where possible, make changes to improve the interactions between the Board of Nursing and the customers served by the agency.