



Focusing on Customer Satisfaction on Your Quality Award Journey

Background: The National Quality Award Program is a rigorous and progressive three-level process that evaluates an organization's capabilities against the nationally recognized standards for performance excellence. To achieve recognition, applicants must demonstrate how they reflect the core values and criteria of the Baldrige criteria in key management areas, such as leadership, customer and workforce satisfaction, strategic planning, and more. Organizations who participate in the AHCA/NCAL National Quality Award recipients outperform their competitors in the key management areas, especially customer satisfaction.

Importance of Customer Satisfaction:

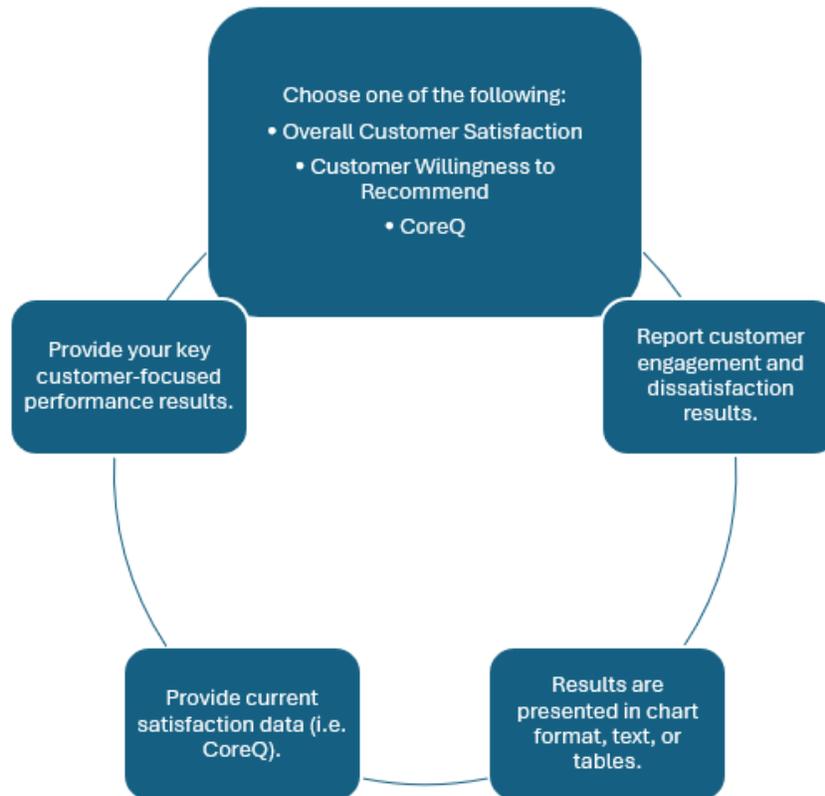
- Like many other professions, the happiness and peace of mind of residents and their families is paramount to both assisted living and skilled nursing providers. Achieving high customer satisfaction is the root of person-centered care. Research suggests that high customer satisfaction is directly linked to quality-of-care outcomes. High customer satisfaction data can be used to support participation in preferred provider plans, including Accountable Care Organizations and other organizations that provide health care services in the care continuum.

Why you Should Choose CoreQ:

- Customer results are a required item in the Quality Award application. There are many examples of customer results (i.e. CoreQ) and members are encouraged to use the comparative data source of choice. CoreQ is the only customer result that members can benchmark and trend in Long-Term Care Trend Tracker, which is free as part of your membership.
- AHCA developed and recommends using a core set of customer satisfaction questions that allows the consistent measurement of satisfaction across all long term and post-acute care providers. The CoreQ Survey—consisting of three questions for long-stay residents/family members and four for short-stay patients—has been independently tested as a valid and reliable measure of customer satisfaction.
- According to 2021 Quality Award Gold Recipient, Magnolia Manor of Marion County, “During the 2020 Coronavirus pandemic the facility saw the need to continue measuring satisfaction to keep quality at the forefront and to ensure that residents

were satisfied with their care, the facility achieved 100% resident satisfaction using the CoreQ resident surveys.”

Incorporating CoreQ into Your Quality Award Journey (7.2 Customer Results)



How to find a CoreQ Vendor:

- A list of vendors that have added CoreQ to their questionnaires can be found on the CoreQ website.
- If you are an AHCA/NCAL member and use LTC Trend Tracker, your vendor can upload your CoreQ data into LTC Trend Tracker for you - just ask them!
- If you don't see your customer satisfaction vendor on the list and would like to learn more or upload to LTC Trend Tracker, please contact us at coreq@ahca.org.