THE CORPORATION OF THE CITY OF KAWARTHA LAKES

Report VMC2017-02

Victoria Manor Committee of Management

Meeting Date: Monday January 16, 2017
Meeting Time: 9:30 am
Meeting Place: Human Services Board Room
                               322 Kent St. W., Lindsay

Subject: **Victoria Manor Family Satisfaction Survey**

Author: **Pamela Kulas**   **Signature:**
Title: **Administrator**

RECOMMENDATION(S):

RESOLVED THAT Report VMC2017-02, *"2016 Family Satisfaction Survey"*, be received for information.

DIRECTOR   OTHER

BACKGROUND:

ProMatura, the third party research and consultancy firm was chosen to administer the 2016 Family Satisfaction Survey. In addition to the questions regarding satisfaction, this survey also analyzes the drivers of Family satisfaction. Evidence based survey theory is used to weight questions and determine the areas of care and service delivery that have the greatest influence on satisfaction. Surveys for Families were available at reception in a paper format or on-line using a survey link included in a letter sent from the Administrator.

The survey instrument included 20 Overall Satisfaction questions. Families answered the Overall Satisfaction questions using a 5-point Agreement Scale and a 5-point Satisfaction Scale. See table 1

Table 1

Question	Scale Used
My family member has made friends with other residents at this care community.	
My family member feels safe and secure in this care community.	
My family member feels "at home" in this care community.	
This care community appears to run smoothly.	
I am willing to recommend this care community to others.	
The staff is friendly in this care community.	
The staff is competent to do their job.	AGREEMENT SCALE
I am satisfied with the level of communication from the care community.*	
I feel comfortable approaching the staff with my concerns.*	5 = Strongly Agree
The staff are responsive to my concerns.*	4 = Agree
The atmosphere at this care community (landscaping, noise level, odour, etc.) is pleasant.*	3 = Neutral
I feel welcome when I visit my family member at this care community.*	2 = Disagree
I am happy my family member and/or I chose this care community.*	1 = Strongly Disagree
I am satisfied with the leadership team at this care community.*	
I feel supported because of how the staff relate to me.*	
I have a sense of connection with staff and feel seen, heard and valued.*	
I feel accepted by the staff.*	
Staff understand my feelings.*	
My family member's quality of life at this care community.	
The quality of services at this care community.	

* New in 2016.

Drivers of Satisfaction were included in this year's survey. These are the areas that have the greatest impact on Families overall satisfaction in our home. While scores in each area are important, focus on the Drivers of Satisfaction will have the most significant impact in being able to specifically address opportunities for improvement.

A total of 166 surveys were available for Families and 76 were completed for a response rate of 46%. The average response rate among all Sienna Families was 34%.

RESULTS:

Results of the survey were compared to all long term care homes owned and managed by Sienna Senior Living.

The overall 2016 Family satisfaction score was 82% compared to the 2015 Family satisfaction score of 83%, a decrease of 1%.
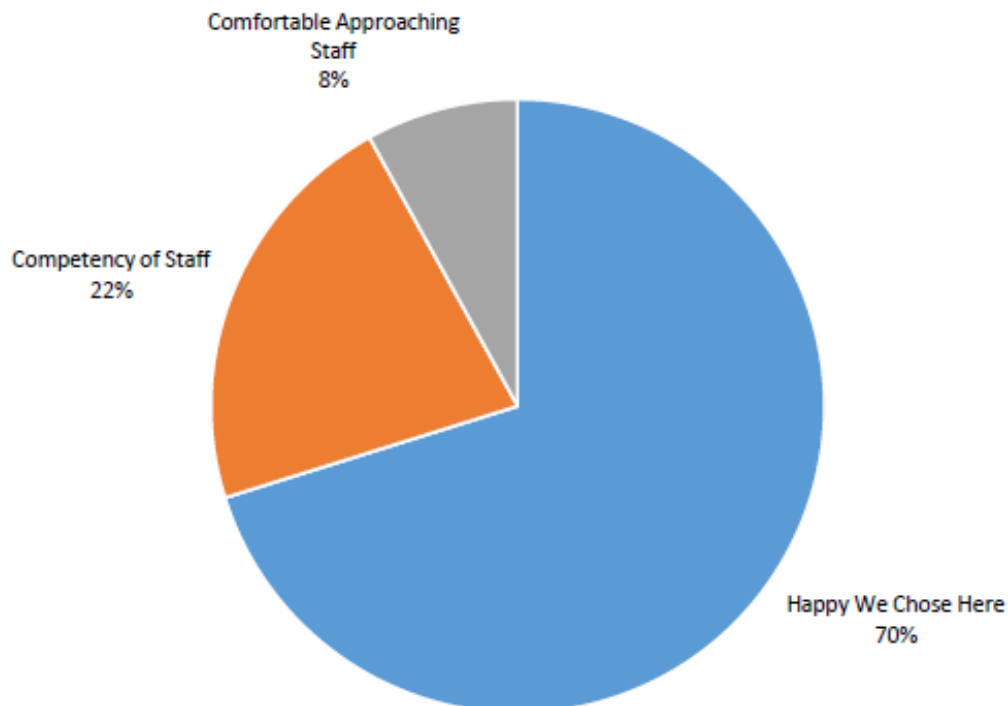
Of the 20 Overall Satisfaction Scores, 19 scores were at or better than the Sienna average.

The area scoring below the Sienna average was:
- Community runs smoothly

The primary driver of overall satisfaction among Families of Victoria Manor is "Happy We Chose Here" at 70%. See Table 2

Table 2

The next steps in the process are to review the top 3 areas of satisfaction and the top 3 areas for improvement with Family Council. The results of those discussions will form an action plan to improve areas that stakeholders are most concerned about.

CONSULTATIONS:

Sienna Senior Living

ATTACHMENTS:

2016 Family
Satisfaction Survey R

Phone: 705-324-9870 ext. 3206	Director: Rod Sutherland
E-Mail: rsutherland@city.kawarthalakes.on.ca	

2016 Family Satisfaction Survey Results

Victoria Manor

SIENNA SENIOR LIVING

Provided by:

19 County Road 168
Oxford, MS 38655
www.promatura.com

2016 Family Satisfaction Survey Results

Executive Summary

Summary of Results

Overall Satisfaction Score Among Family

Average of Positive Responses for
"Quality of Life, Quality of Services, and Willingness to Recommend"

2015	2016
83%	82%

Survey Response Rate Among Family

	2015	2016
Surveys Distributed	85	166
Surveys Received	66	76
Response Rate	78%	46%

What Drives Satisfaction Among Family Members

We found that Happy We Chose Here was a big piece of what drove family satisfaction this year.

You should continue to focus on providing great service in this area along with raising the bar wherever it is required.

Summary of Results Among Family

Top 3 Items with Positive Responses - Family		
	2015	**2016**
1. Friendliness of Staff	4.44	4.47
2. Comfortable Approaching Staff	Not Asked	4.35
3. Feel Welcome	Not Asked	4.32

Top 3 Items for Improvement - Family		
	2015	**2016**
1. Runs Smoothly	4.13	3.63
2. Made Friends	3.54	3.70
3. Feel at Home	3.95	3.71

2016 Resident Satisfaction Survey Results

Report

Introduction

This report summarizes the results of the Sienna Senior Living Family Satisfaction Survey conducted by ProMatura Group, LLC, for Victoria Manor.

The survey instrument included 20 Overall Satisfaction questions. Family members answered the questions using a 5-point Agreement Scale and a 5-point Satisfaction Scale.

The survey also included space for respondents to provide comments; these comments are included in a separate file accompanying this report.

The survey questions and scales used are listed on the following page.

Service Area Questions

OVERALL SATISFACTION QUESTIONS

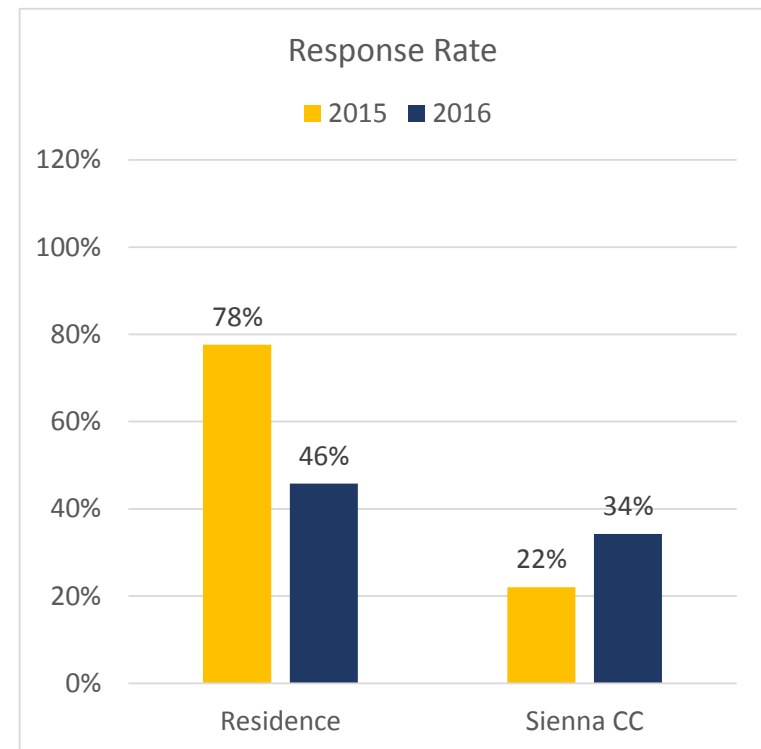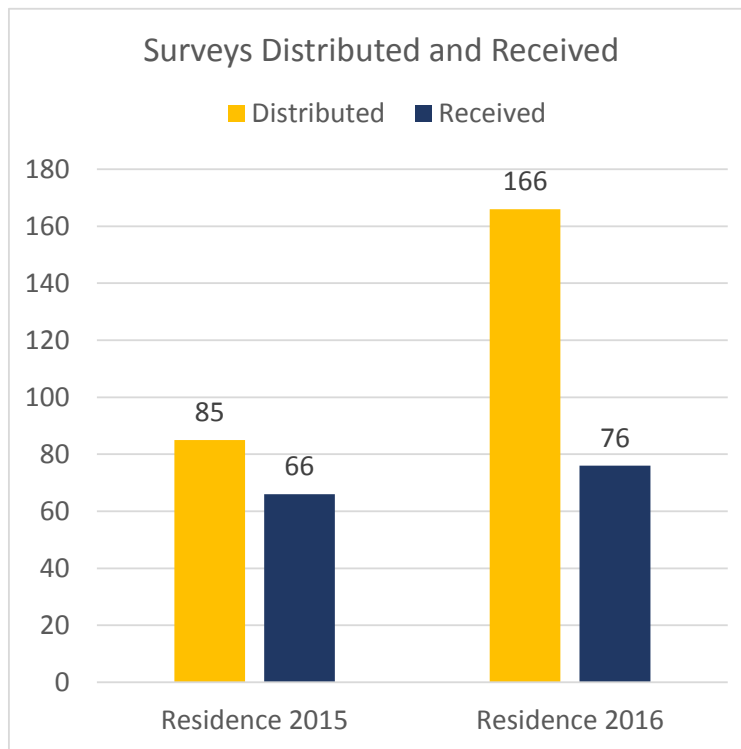| Question	Scale Used
My family member has made friends with other residents at this care community.	
My family member feels safe and secure in this care community.	
My family member feels "at home" in this care community.	
This care community appears to run smoothly.	
I am willing to recommend this care community to others.	
The staff is friendly in this care community.	AGREEMENT SCALE
The staff is competent to do their job.	
I am satisfied with the level of communication from the care community.*	
I feel comfortable approaching the staff with my concerns.*	5 = Strongly Agree
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I am satisfied with the leadership team at this care community.*	
I feel supported because of how the staff relate to me.*	
I have a sense of connection with staff and feel seen, heard and valued.*	
I feel accepted by the staff.*	
Staff understand my feelings.*	

* New in 2016.

Service Area Questions

OVERALL SATISFACTION QUESTIONS

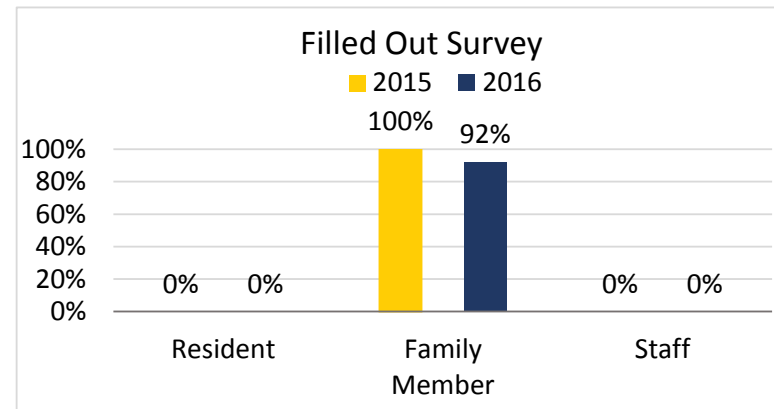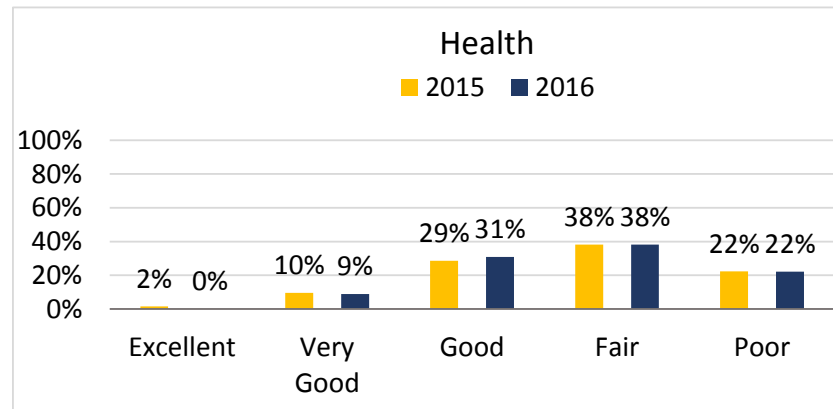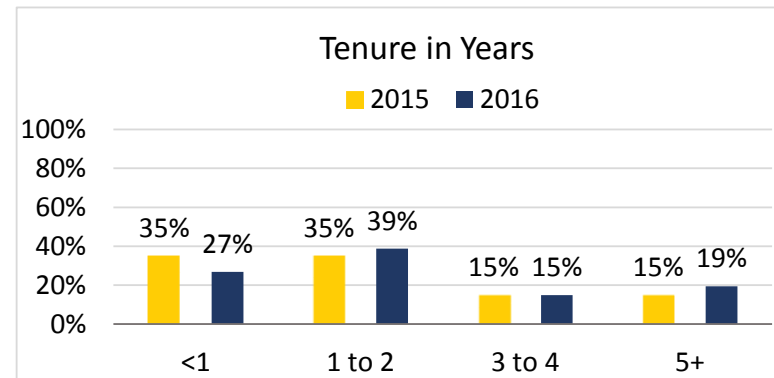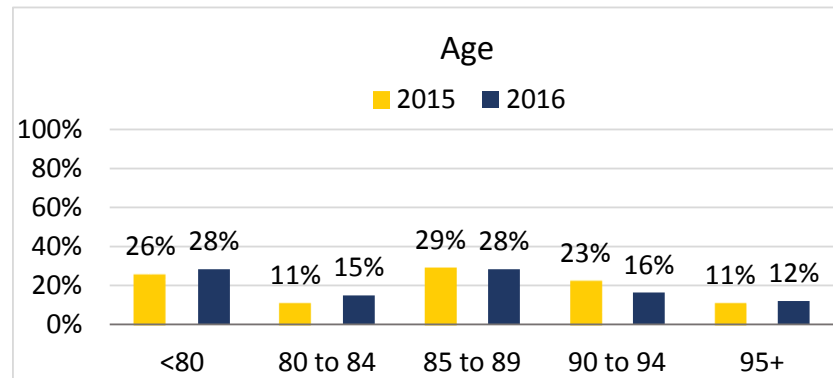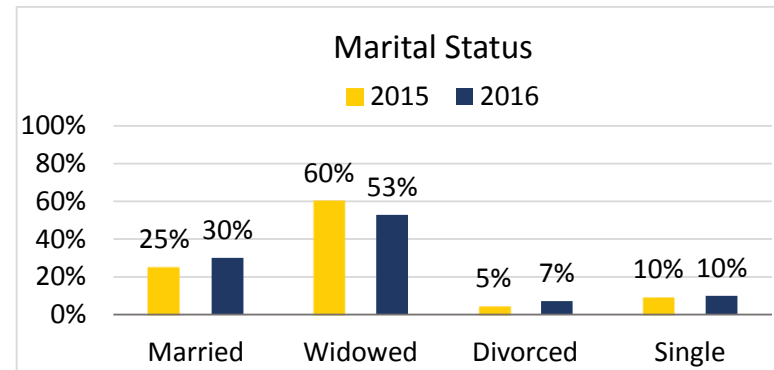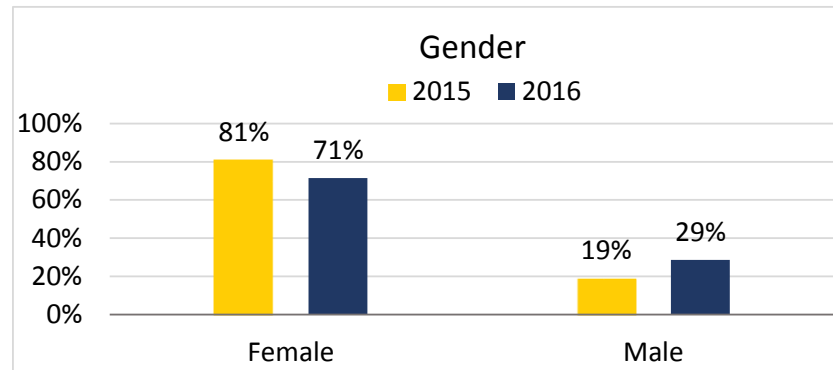| Question	Scale Used
My family member's quality of life at this care community.	SATISFACTION SCALE 5 = Very Satisfied 4 = Satisfied 3 = Neutral 2 = Dissatisfied 1 = Very Dissatisfied
The quality of services at this care community.	

* New in 2016.

Survey Response Rate

A total of 166 surveys were distributed to Victoria Manor family members and 76 were completed for a response rate of 46%. The average response rate among all Sienna Care Communities is 34%.
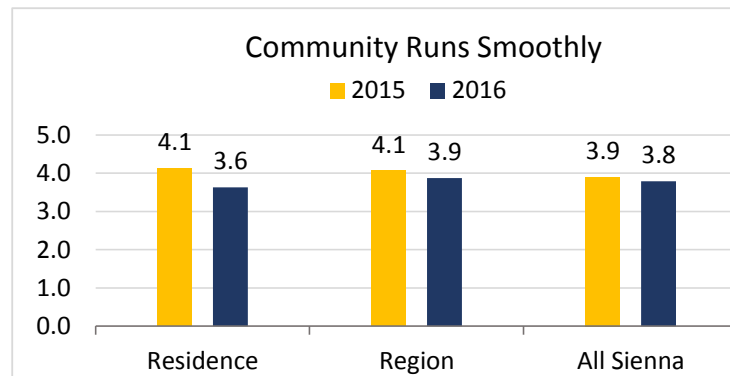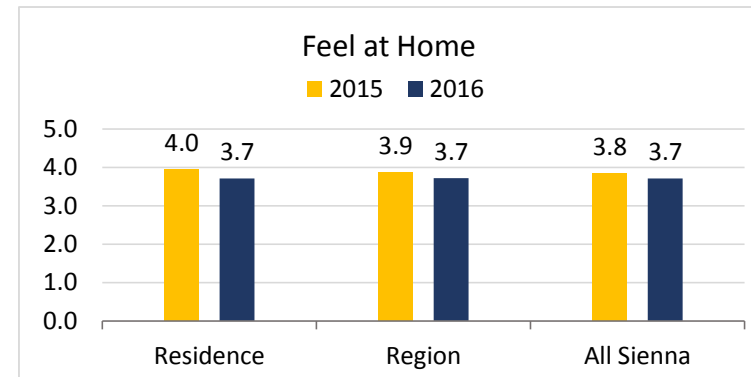

Surveys Distributed and Received

- Distributed ■ Received
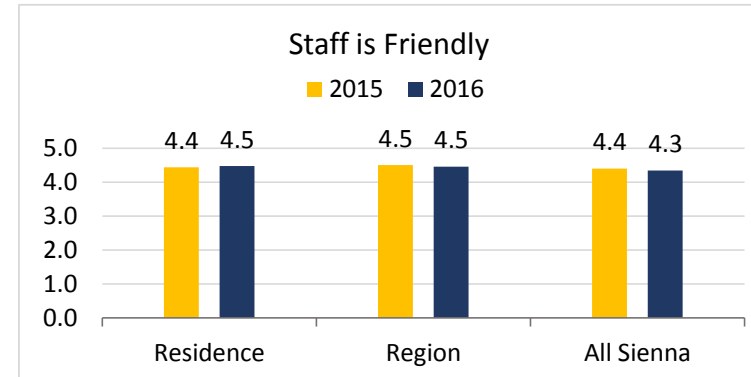
	Residence 2015	Residence 2016
Distributed	85	166
Received	66	76

Response Rate

- 2015 ■ 2016

	Residence	Sienna CC
2015	78%	22%
2016	46%	34%

Demographic Profile

Overall Satisfaction Score

Score of 5 is Best

Made Friends
2015 2016

	Residence	Region	All Sienna
2015	3.5	3.5	3.8
2016	3.7	3.6	3.5

Staff is Friendly
2015 2016

	Residence	Region	All Sienna
2015	4.4	4.5	4.4
2016	4.5	4.5	4.3

Feel Safe & Secure
2015 2016

	Residence	Region	All Sienna
2015	4.1	4.2	4.2
2016	4.1	4.0	3.9

Feel at Home
2015 2016

	Residence	Region	All Sienna
2015	4.0	3.9	3.8
2016	3.7	3.7	3.7

Community Runs Smoothly
2015 2016

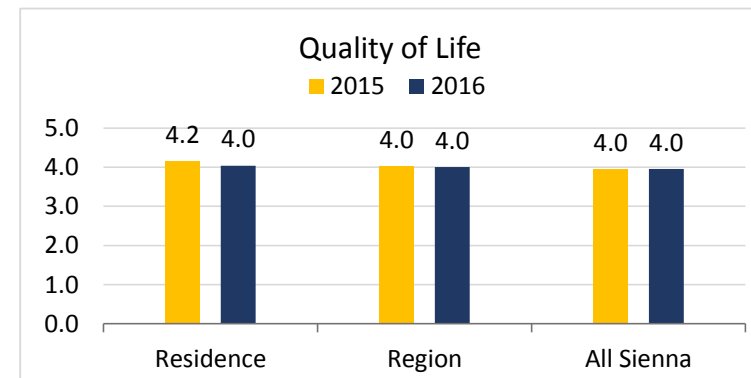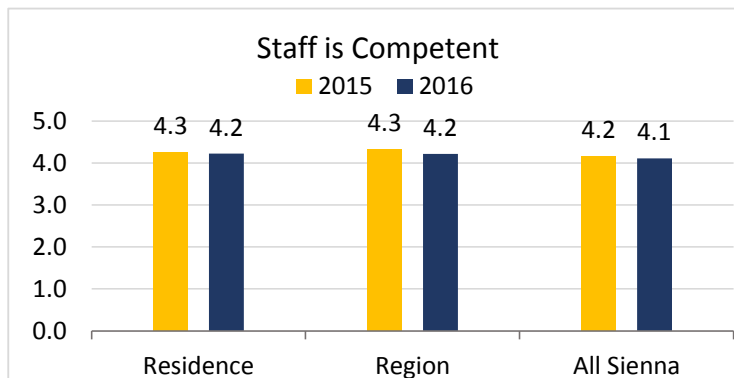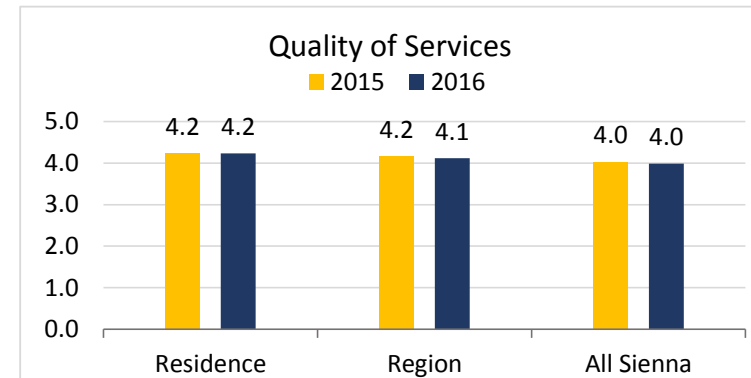|	Residence	Region	All Sienna
2015	4.1	4.1	3.9
2016	3.6	3.9	3.8

Overall Satisfaction Score

Score of 5 is Best

Willing to Recommend
■ 2015 ■ 2016

	Residence	Region	All Sienna
2015	4.3	4.3	4.0
2016	4.1	4.1	4.0

Quality of Services
■ 2015 ■ 2016

	Residence	Region	All Sienna
2015	4.2	4.2	4.0
2016	4.2	4.1	4.0

Staff is Competent
■ 2015 ■ 2016

	Residence	Region	All Sienna
2015	4.3	4.3	4.2
2016	4.2	4.2	4.1

Quality of Life
■ 2015 ■ 2016

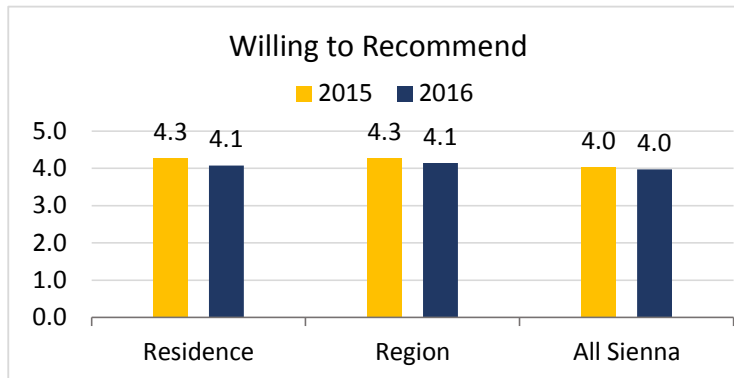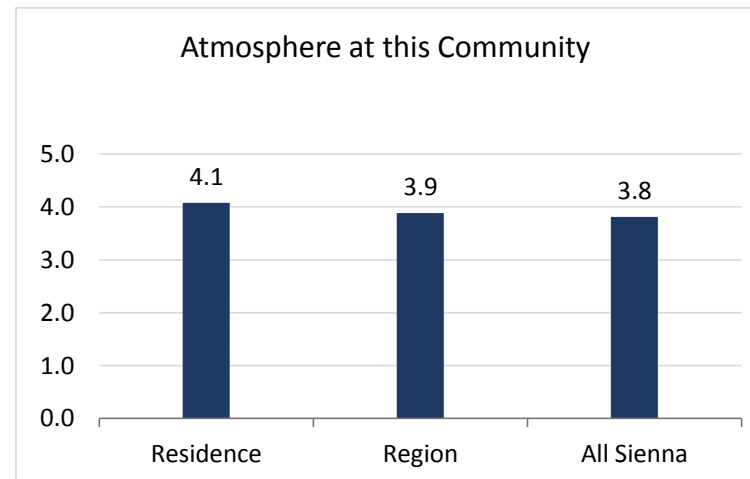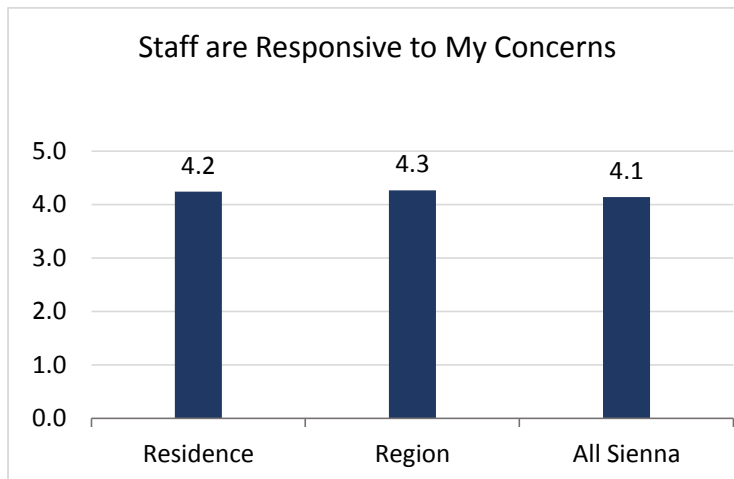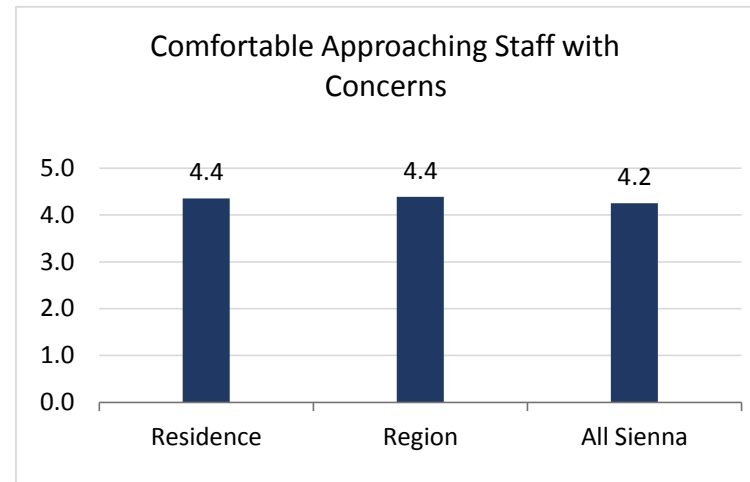|	Residence	Region	All Sienna
2015	4.2	4.0	4.0
2016	4.0	4.0	4.0

Overall Satisfaction Score

Score of 5 is Best

Communication From Community

3.9	4.1	3.9
Residence	Region	All Sienna

Comfortable Approaching Staff with Concerns

4.4	4.4	4.2
Residence	Region	All Sienna

Staff are Responsive to My Concerns

4.2	4.3	4.1
Residence	Region	All Sienna

Atmosphere at this Community
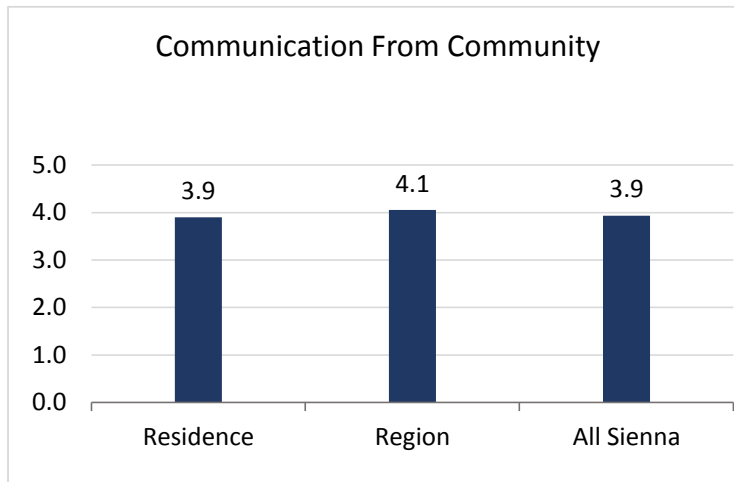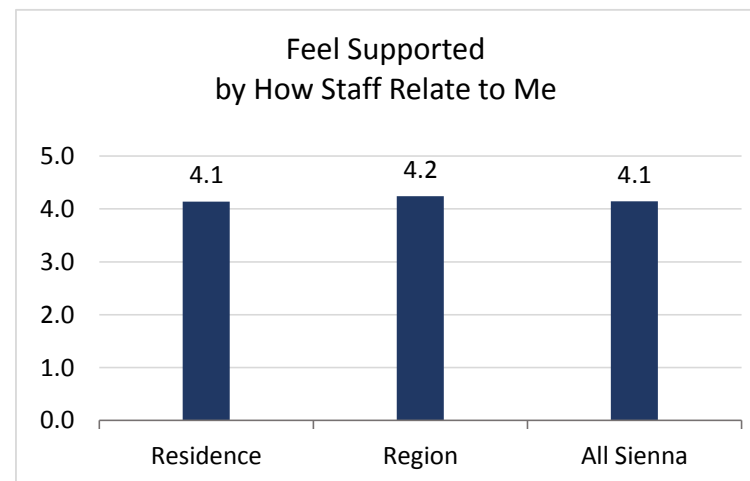
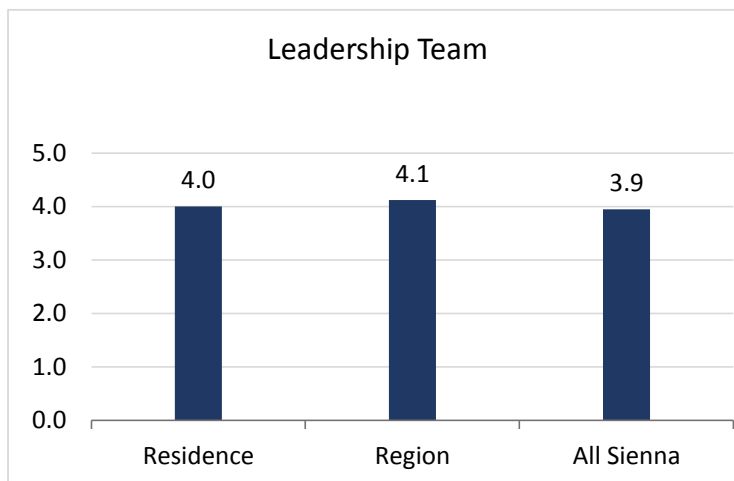|		
4.1	3.9	3.8
Residence	Region	All Sienna

13

Overall Satisfaction Score

Score of 5 is Best

Feel Welcome

Residence	Region	All Sienna
4.3	4.4	4.3

Happy We Chose this Community

Residence	Region	All Sienna
4.2	4.2	4.1

Leadership Team

Residence	Region	All Sienna
4.0	4.1	3.9

Feel Supported
by How Staff Relate to Me

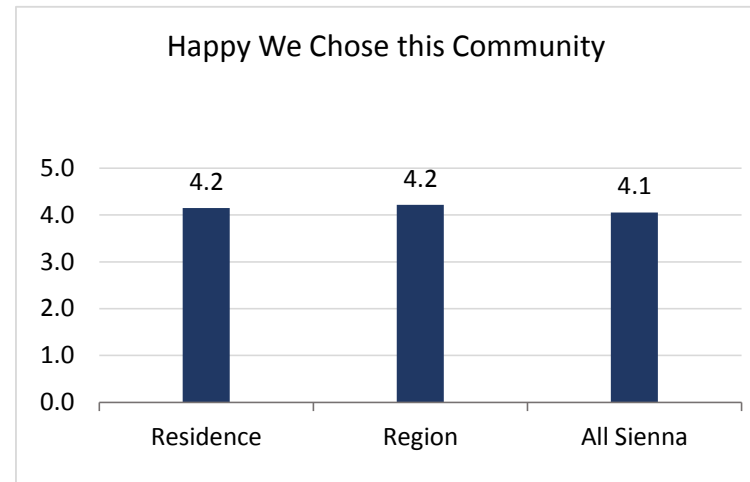| Residence	Region	All Sienna
4.1	4.2	4.1

Overall Satisfaction Score

Score of 5 is Best

Have a Sense of Connection with Staff

	Residence	Region	All Sienna
Score	4.1	4.2	4.1

Feel Accepted by the Staff

	Residence	Region	All Sienna
Score	4.2	4.3	4.2

Staff Understand My Feelings

	Residence	Region	All Sienna
Score	4.1	4.2	4.1

Drivers of Satisfaction Scenario

Drivers of Satisfaction are the areas that have the greatest impact on the survey respondents' overall satisfaction within your Community. Any improvement you can make in these areas over the next year should increase overall customer satisfaction. These drivers were calculated specifically for Victoria Manor.

Your Drivers of Satisfaction can be found on page 17 of this report. A careful review of the Drivers of Satisfaction specific to your community will be important, as this will be your main area of focus for the coming year in regards to your survey action plan.

While your scores in each area are important, focusing on the Drivers of Satisfaction will have the most significant impact. Where scores are lower than average, it would be necessary to work to bring them higher. Even where scores are good or higher than average, you will want to both maintain your current practice and see where you can improve, knowing these areas are extra important to residents.

Drivers of Overall Satisfaction
Aggregate of Overall Satisfaction Questions

The chart below shows the primary drivers of overall satisfaction among residents of Victoria Manor. The chart does not tell us how your community performed in these areas, but it shows what is impacting overall satisfaction the most (either positively or negatively). Refer back to the Average Score pages to see how you scored in each of these areas. Any improvement in the areas shown in the chart should also improve your residents' overall satisfaction with Victoria Manor.

Comfortable Approaching Staff
8%

Competency of Staff
22%

Happy We Chose Here
70%