

ASH 2010 Patient Satisfaction Survey

American Specialty Health (ASH) is committed to providing the highest quality care and service to its members. Our mission states that we will maintain high customer satisfaction through operational and service excellence. On an annual basis, Patient Satisfaction surveys are conducted to measure our performance and identify opportunities for quality improvement. Each survey is conducted by an independent research company specializing in consumer surveys and includes patients who accessed complementary health care services through American Specialty Health Plans of California (ASH Plans), and American Specialty Health Networks, Inc. (ASH Networks), subsidiaries of ASH. 10,351 surveys were sent to ASH patients in 2010. 3,002 patients participated, with a response rate of 29%.

The results of the 2010 Patient Satisfaction Survey found that:

	Chiropractic	Acupuncture	Massage Therapy	Naturopathy
Patients rated the overall quality of care and service as “excellent, very good, or good”	99.1% (California) 99.2% (National)	98.4%	98.4%	98.1%
Would recommend their ASH providers to their family or friends	98% (California) 98% (National)	95.8%	97.5%	98%
Patients were satisfied with their most recent visit to the ASH provider’s office	98.5% (California) 98.7% (National)	97.7%	98.4%	97.1%
Would recommend ASH coverage to their family or friends	92.1% (California) 83.9% (National)	91.6%	91.4%	77.3%
Patients were satisfied with the coverage	93.8% (California) 85.4% (National)	92.4%	93.1%	73.4%

The ASH patient satisfaction surveys also include questions related to access and availability of practitioners, quality of care and member services, and clinical services evaluation. Results of the surveys are analyzed for opportunities for improvement, and interventions are taken to improve the quality of our programs.