



MARYLAND DEPARTMENT OF AGING
Customer Service Annual Report

Agency Liaisons

Anthony Sahlender

Executive Associate II

Maryland Department of Aging

301 W. Preston St., Suite 1007

Baltimore, MD 21201

410-767-1085

anthonyl.sahlender@maryland.gov

Andrew Ross

Director of Government Affairs and Administration

Maryland Department of Aging

301 W. Preston St., Suite 1007

Baltimore, MD 21201

410-767-2116

andrew.ross@maryland.gov

Table of Contents

Agency Liaisons	2
FY18 Highlights	4
Recognition Given to Employees	5
Leadership Analysis of FY18 and Summary of FY19 Approach	6
Detailed FY18 Results and FY19 Plans	7
Voice of the Customer – Survey Results	9
Customer Service Training	9
Customer Inquiry Response Times and Overall Time-to-Resolution	9
Customer Contact Centers	10
Timeliness of Responding to Customer Inquiries	10
Best Practices	10
Plans for Improvement	10
Improving the Customer Experience from Multiple Perspectives	10
Making Agency Services Available Online	10
Processing Times for Customer Transactions	10
Adjusting Hours to Meet Customer Demands	11
Social Media Usage to Improve the Customer Experience	11

FY18 Highlights

- 4,238 complaints investigated and closed by ombudsmen
- 187 abuse complaints investigated and closed by ombudsmen
- 8,109 consultations provided by ombudsmen
- 438 public guardianship cases diverted
- 8,134 individuals receiving MDoA coordinated home and community-based services
- 113,162 individuals connected to public and private programs that are responsive to an individual's identified needs
- 3,417 person-centered written Action Plans developed to promote consumer choice and self-determination
- 582,249 individual information and assistance contacts (in person and via telephone including the statewide 1-844-MAP-LINK number)
- 1,096 meals served in congregate meal programs
- 1,192 meals delivered to homes
- Maintains a front desk call log for incoming telephone and in-person contacts that allows for data aggregation and analysis to improve tracking, responsiveness, and time-to-resolution
- Department website documents and links kept up to date
- Department website restructured for an easier user experience
- Consistent social media presence
- Analyzed business hours to verify their alignment with customer needs
- Conducted focus group-type meetings with stakeholders
- Conducted staff meetings to discuss customer service goal progress

Recognition Given to Employees

The Maryland Department of Aging is proud to have presented one Customer Service Award in 2018:

1) The Customer Service award was presented to Bernice Hutchinson for outstanding customer service to the resident of Maryland and the Maryland Department of Aging. Managing the Client and Community Services Division, Bernice has helped, directly and indirectly, thousands of older adults, caregivers, and individuals with disabilities. Some programs Bernice touches are the State Health Insurance Assistance Program, Senior Medicare Patrol, National Family Caregiver Support Program, Nutrition and Health, Food and Wellness, Elder Abuse and Guardianship, and Congregate Housing.

Leadership Analysis of FY18 and Summary of FY19 Approach

The Maryland Department of Aging is pleased that the majority (75%) of FY18 scale items responses are “Very Satisfied.” This is a reflection of the dedication and hard work of the well-informed staff at MDoA. By achieving, and in many cases, surpassing the goals set to support older adults, MDoA continues to establish Maryland as an attractive location for all older adults. By helping to establish vibrant communities and offering supportive services that provide the opportunity to live healthy and meaningful lives, MDoA continues to enhance Maryland as a state where residents can “Live Well, Age Well.”

In FY18, MDoA will continue to provide outstanding customer service to citizens, grantees, governmental agencies, private organizations, and all other parties. At the same time, MDoA will adopt a forward-looking approach that further seeks to enhance the quality of services delivered by embracing modern technological solutions, innovative approaches, and fiscally responsible practices that will further allow older adults to age in a safe and healthy manner in their communities. As the population of Maryland adults over the age of 60 is expected to increase 40% by 2030, it is critical that MDoA establish efficient and effective policies and practices to meet this growing demand. In FY18, these improvements will include:

- Transitioning to automated processes and electronic systems to accelerate the review and approval of necessary reports and payment requests;
- Implementing a new case management software to plug into MD Think;
- Implementing the new Senior Call Check Program to reach more seniors and provide check-ins, time sensitive information, response to emergency situations, and other information;
- Implementing the new Communities for Life program to help Maryland’s seniors age in place, healthy and engaged;
- Regulatory review;
- Implementing video conferencing.

The Maryland Department of Aging is excited to continue to provide exceptional service in FY19 and beyond.

Very truly yours,

A handwritten signature in black ink that reads "Bonnie Glick". The signature is written in a cursive, flowing style.

Bonnie Glick, Deputy Secretary

[Detailed FY18 Results and FY19 Plans](#)

The Long Term Care Ombudsman Program

In FY18 the Long-Term Care Ombudsman Program addressed concerns in an individualized manner and provided resources based on needs. They also followed up with local programs to ensure that the issues were addressed. In FY19, the program has time tables to respond to concerns and inquiries. They will also conduct a survey with the Ombudsman volunteers related to their experience in the program to look at retention strategies for better long-term consistency.

Continuing Care Retirement Communities (CCRC)

In FY18, the CCRC program implemented new organizational strategies to improve responsiveness and provide prompt assistance. In FY19, the program aims to further improve on these strategies to provide prompt and accurate assistance.

Communities for Life (CFL)

In FY18, the Maryland Community for Life Program is implementing programs that will deliver new services to seniors who wish to age in their homes, healthy and engaged. As these programs come into operation, customer satisfaction information will be collected and used to improve service. In FY18, the program held discussions with all of the 19 county level or non-profit organizations housing Maryland area administration on aging functions. Of those, nine organizations are pursuing programs for their customers, one of which already received a grant in FY18 and has begun delivering services to customers. In addition, two additional senior service organizations received grants and have begun operations. Community for Life programs had not begun serving customers in FY18. But, as Community for Life programs begin operations, a consistent framework for customer satisfaction surveying and reporting will be implemented and integrated with quality review and improvement.

Guardianship, Legal Services, and Elder Abuse

In FY18, the Guardianship, Legal Services, and Elder Abuse programs did more outreach in the community and increased training of guardianship program managers

by MDoA lead staff. In FY19, all requests (telephonic and written correspondences) were responded to within 24 hours or the next business day. In FY19, programs will continue to strive for a decrease in local guardianship cases and increase outreach to enhance guardianship cases avoided.

Health Promotion Programs (My Groceries to Go!, Commodity Supplemental Food Program, and Senior Farmers' Market Nutrition Program)

In FY18, My Groceries to Go! Expanded to two new geographic areas. All staff involved in program management received annual civil rights training, which includes information on customer service. Customer service was also added to the program monitoring process as a way to learn more about how local agencies are ensuring good customer service for participants. All forms, outreach materials, and nutrition education materials were provided to local agencies, based on requests, to ensure that people with Limited English proficiency can fully participate in the program.

In FY18, the Senior Farmers' Market Nutrition Program provided reminders to participants on how to redeem checks to avoid frustration and negative experiences with the program. Select local agencies also worked with bilingual staff to ensure equal opportunity to participate in the program and how the program works. Nutrition education materials provided by the state partner are available in Spanish for agencies working with people with limited English proficiency.

In FY19, health promotion programs will conduct webinars about quality assurance, with the aim of helping local offices consider how to improve the reach, efficacy, adoption, implementation, and maintenance of programming. Improvements in local processes have implications for consistent and quality service delivery to participants. In 2019, MDoA will provide civil rights training to program coordinators, as required by USDA. Civil rights training incorporates information on ensuring just and consistent service and the provision of quality customer service.

Senior Medicare Patrol (SMP)

In FY18, the SMP program put an emphasis on educating hard to reach Medicare beneficiaries, who are part of rural populations, or under 65 with disabilities, on how to detect and report Medicare fraud, waste, and abuse. SMP volunteers and staff took extra time to ensure that Medicare beneficiaries, their families, and caregivers are empowered with the right information to protect themselves from fraud and financial abuse. In FY19, the SMP program will focus on reaching more of the Medicare population and making sure that each client is provided with the upmost, comprehensive customer service experience.

Medicare Improvements for Patients and Providers Act (MIPPA)

In FY18, a pay for performance strategy was implemented for the first time. Most of the sub-grantees showed initiative and drive to meet their targets of servicing the low-income Medicare beneficiaries in their jurisdiction. In FY19, MIPPA will continue this strategy with an increased target goals. An overall increase in the number of low-income Medicare beneficiaries provided service is expected, as a result of increased outreach and improved data reporting.

Voice of the Customer – Survey Results

- 82 Very Satisfied
- 12 Very Dissatisfied
- 10 Somewhat Satisfied
- 5 Somewhat Dissatisfied
- 2 Neutral

The Maryland Department of Aging is pleased that 84.4% of surveys were “Very Satisfied” or “Satisfied”. Of the 15.6% surveys that were dissatisfied, MDoA staff followed up to ensure their concerns were addressed.

Additionally, a number of the “Dissatisfied” surveys were incorrectly assigned to MDoA when they, in fact, concerned other departments.

The Maryland Department of Aging’s lifetime “Satisfied” survey results is 92 (84.4%). The Department’s goal for FY19 is to increase the “Satisfied” survey results to 90%.

Customer Service Training

Over 80% of MDoA employees have completed customer service training, with new employees counting as some of the remainder that have not yet completed training. In FY19, MDoA has a goal of having 100% of employees complete the customer service training. In addition, the Maryland Department of Aging’s Maryland Access Point (MAP) program holds a monthly “Brown-Bag” webinar. This webinar is open to all Department staff and local Maryland Access Point (MAP) staff to attend. These webinars focus on various strategies and skills when dealing with older constituents. The Department will continue these monthly webinars in FY18.

Customer Inquiry Response Times and Overall Time-to-Resolution

In FY18, MDoA responded to most constituent inquiries within one business day. These inquiries are recorded in a call log for telephone and in-person contacts with distinct sections for the MDoA staff member recording the contact, date, time, relevant County, primary issue, action taken, explanation of action taken, and other items. Through the improved accounting of citizen contacts, MDoA staff are able to respond to concerns in a more timely and thorough fashion.

Customer Contact Centers

The Maryland Department of Aging currently outsources one call center. This call center helps navigate callers to their local Maryland Access Point (MAP) office. The Department provides call center staff with scripts to ensure consistency with dealing with constituents.

Timeliness of Responding to Customer Inquiries

As described above, the call log has enabled staff to record and analyze inquiries to the Department to further improve on customer service.

Best Practices

As described above, the department has continued many successful initiatives to increase consumer satisfaction.

Plans for Improvement

The Maryland Department of Aging plans to continue all activities in relation to improving customer service.

Improving the Customer Experience from Multiple Perspectives

In FY18, The Maryland Department of Aging implemented scripts for various issues (e.g. Medicare Open Enrollment, State Retiree Medicare Part D Coverage) to ensure consistency and accuracy for every inquiry.

Making Agency Services Available Online

In FY18, MDoA manages a number of services to online platforms, including grant management functions through eCivis, multiple paper process to digital formats (including CCRC reviews), and creating an information and resource directory through

the MAP website. In FY19, MDoA plans to launch a case management system to improve on individual case tracking and data reporting to plug into MD Think.

Processing Times for Customer Transactions

The majority of improvements to transaction processing are a result of improving MDoA's available online services as described above.

Adjusting Hours to Meet Customer Demands

The Maryland Department of Aging has aligned business hours to align with consumer demands, concluding that current business hours are optimal. The Department is open 8:30 AM to 5:00 PM, excluding state holidays. The Department ensures all employees who assist or interact with constituents are available during these normal business hours.

Social Media Usage to Improve the Customer Experience

The Maryland Department of Aging believes in the use of social media to spread awareness of its mission, programs, and other helpful information. The Department posts daily on Facebook and Twitter and uses YouTube to post videos when applicable. The Department uses social media to send out information on programs, events such as conferences and seminars, healthy living tips, scam alerts, reminders for things such as Medicare Open Enrollment, and Silver Alerts through the Maryland Capital Police.

The Department will focus on catering more content through surveys and historical data analytics in an effort to create more compelling and meaningful posts.

BACK COVER