



Texas Tech University Health Sciences Center Report on Customer Service

Submitted to:
Governor's Office of Budget, Planning and Policy and
Legislative Budget Board

June 2004

Section 1

Inventory of External Customers by Strategy (with a brief description of types of services provided)

Strategy	Customer	Brief Description of Service Provided
A. Goal: Instruction/Operations		
A.1.1. Medical Education	Medical Students	Provides medical education for M.D. degree
A.1.2. Biomedical Sciences Training	Graduate Students	Provides graduate level education in the biomedical sciences
A.1.3. Allied Health Professions Training	Undergraduate Students Graduate Students	Provides undergraduate education in clinical laboratory science, occupational therapy, communication disorders, and physician assistance training; provides graduate level education in physical therapy and communication disorders
A.1.4. Nursing Education	Undergraduate Students Graduate Students RN to BSN Students	Provides undergraduate education for the B.S.N. degree; provides graduate level education for the M.S.N. degree
A.1.5. Pharmacy Education	Students RPh to PharmD Students	Provides graduate level education for the PharmD degree
A.2.1. Staff Group Insurance Premiums	N/A	
A.2.2. Workers' Compensation Insurance	N/A	
A.3.1. Texas Public Education Grants	Students	Grants for educational programs
A.3.2. Medical Loans	Medical Students	Loans for educational programs

C. Goal: Infrastructure Support		
C.1.1. E & G Space Support	N/A	-----
C.2.1. Tuition Revenue Bond Retirement	N/A	-----
D. Goal: Provide Special Item Support		
D.1.1. South Texas Professional Education	N/A	-----
D.1.2. Border Support-Academic Expansion	N/A	-----
D.1.3. Academic Support-Border Development	N/A	-----
D.1.4. Integrated Health Network	Students Continuing Education Participants	Provides technology and technical assistance to support distance education across campuses.
D.1.5 Medical Education-Odessa	N/A	-----
D.1.6. El Paso- Four Year Medical School	N/A	-----
D.2.1. Family/Community Medicine Residency	N/A (Medical Residents are employees)	-----
D.2.2. Midland Surgical Residency Training	N/A (Medical Residents are employees)	-----
D.2.3. Midland Cardiology Residency	N/A (Medical Residents are employees)	-----
D.2.4. Border Health-Resident Support	N/A (Medical Residents are employees)	-----
D.3.1. Diabetes Research Center	N/A	-----
D.4.1. Rural Health Care	N/A	-----
D.5.1. Institutional Enhancement	N/A	-----
E. Goal: Tobacco Funds		
E.1.1. Tobacco Earnings Tx Tech HSC El Paso	N/A	
E.1.2. Tobacco Earnings Tx Tech Univ HSC	N/A	
E.1.3. Permanent Health Fund	N/A	

Section 2

Description of the information-gathering methods utilized in obtaining input from institution customers

The TTUHSC currently-enrolled student survey was developed in response to the 76th Legislature's Senate Bill 1563, which requires institutions of higher education to collect data from specific customers to assess quality and satisfaction with services in key areas including accessibility, faculty and staff, communications, Internet site, complaint handling processes, timely service and accuracy of information. The specific customers to be surveyed are those for which the agency receives state funding. Thus currently-enrolled students became the focus of TTUHSC's survey.

Student focus groups were conducted in February of 2003 to determine: the best terminology for the departments on the survey to avoid student confusion, the most efficient method of disseminating the survey to increase the response rate, the student classifications that would yield the most reliable data.

Based on student focus group input the following questions were added to the survey: Academic Advising personnel were knowledgeable about opportunities in my field, I received adequate information about scholarships/grants, Student Affairs prepared me for the transition to a regional campus. The following areas of student satisfaction were added to the survey: TechSIS System, Student Health Insurance, Adequacy of each school's website, and Computer Services Help Desk.

The schools represented in the focus groups, with the exception of Pharmacy, reported that the best method of disseminating the survey would be in person using paper and pen. The School of Pharmacy students were in favor of sending the survey through e-mail. The focus group findings led to the survey being disseminated to School of Medicine year 2 & 3, School of Nursing and Allied Health Junior and Seniors, and Pharmacy year 3 to obtain the most reliable or usable data.

The surveys were distributed to 112 2nd year Medical students and 107 3rd year Medical students; 81 Junior and 77 Senior Nursing students; 32 Junior and 53 Senior Allied Health Students; and 75 3rd year Pharmacy students during the months of May, June, and July 2003. A facilitator using paper and pen to the Schools of Medicine, Nursing and Allied Health distributed the surveys. The School of Pharmacy survey was sent out through e-mail using the Web surveyor. The Biomedical S.001-2c.0002 Twc.0002 5 Ta7(18.94dequ)(1ents; 3

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Section 3

Charts detailing the levels of customer-determined service quality

Allied Health –Lubbock –2003 Student Scores

	Courteous Staff	Knowledgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledgeable about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understandable
Academic Advising			28% 72%	38% 62%			81% 19%		
Student Services including Financial Aid and the Registrar	99% 1%		94% 6%	98% 2%	96% 4%	82% 18%			
Student Affairs	100%		99% 1%	99% 1%	98% 2%			93% 7%	
Student Billing & Financial Aid Disbursement	99% 1%		98% 2%	98% 2%	99% 1%				96% 4%
Student Health Care Provider	94% 6%		97% 3%	96% 4%	88% 12%				
Information Technology Help Desk	97% 3%	98% 2%	93% 7%	95% 5%	98% 2%				

	Availability of Books and Journals	Librarians Helpful in Locating Resources	Search Software were easily accessible	Convenient Hours of Operation	Comfortable, Quiet & Clean Space	Adequate Study Facilities
Library	96% 4%	96% 4%	90% 10%	95% 5%	98% 2%	95% 5%

	Availability of Information & Services	Easy Access of Website Information	Accurate Website Information	Up-to-Date Website Information
Adequacy of School's Website	92% 8%	95% 5%	95% 5%	95% 5%

	I know where to obtain information	I received adequate information	There are adequate choices of coverage
Student Health Insurance	59% 41%	67% 33%	90% 10%

	Easy to use	Timely Assistance	I Need More Instruction
TechSIS System	97% 4%	93% 7%	20% 80%

Key

Positive Trend-90% & Above

Less Positive Trend-75% & Below

20% Plus Negative

School of Medicine –Amarillo –2003 Student Scores

	Court- eous Staff	Knowl- edgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledge- able about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understand- able
Academic Advising									

School of Medicine –El Paso –2003 Student Scores

	Courteous Staff	Knowledgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledgeable about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understandable
Academic Advising			81% 19%	84% 16%			91% 9%		
Student Services including Financial Aid and the Registrar	98% 2%		83% 17%	95% 5%	98% 2%	72% 28%			
Student Affairs	100%		93% 7%	96% 4%	100%			65% 35%	

Student Billing & Financial Aid Disbursement

97%
3%

84.76 44.52 46.02 r Tc[9675a5 refBT7.983%)11T7.9.02 549.36 15.9513.74ei51 i0038 T7.s 0 1 0 scn104.52 502.86 15.96 9.18

97%4i84C16e847.4B8i5 Billing

School of Medicine –Lubbock –2003 Student Scores

	Court- eous Staff	Knowl- edgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledge- able about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understand- able
Academic Advising			90% 10%	92% 8%		017.98 ET/4283426			

School of Pharmacy P3 –Amarillo/Dallas/Lubbock –2003 Student Scores

**Classes are
equivalent to face-
to-face**

**Equipment
Malfunctions
corrected on timely
basis**

**Staff provided
timely in-room
assistance**

**Staff members
were courteous**

**Staff members
were
knowledgeable**

**Staff members were
receptive to student**

Improvements to Processes

The students are now allowed to take food and drink into the Library. This has been met with higher student satisfaction scores.

The Student Services area, which includes Financial Aid and the Registrar, has extended hours of operation from 8:00 a.m. – 4:00 p.m. to 8:00 a.m. – 5:00 p.m. This year there were fewer comments regarding lengthening hours of operation.

The Office of Student Services has been relocated to the 2nd floor of the C wing across the new Synergistic Center, which is the newly created student center. The new location is also adjacent to the new academic classroom building thus providing easier access for student traffic. Student Services continues to utilize the student announcement page and email to communicate events and changes to policies to all or a specific group of students.

The Lubbock Campus Student Affairs Office extended their hours to include availability during the lunch hour so that students can be seen from 8:00-5:00 M-F.

The School of Nursing has placed emphasis on improving communication between the students and administration by developing Dean's Advisory Councils for the undergraduate and graduate programs.

Section 5

Performance measure information related to customer service standards and customer satisfaction

Outcome Measures:

75% to 95% of most students agr

Output Measures:

The total number of students surveyed was 537.

The total number of students served was 2057.

Efficiency Measures:

The costs associated with the survey were the personnel time to: conduct student focus groups, typeset the survey, travel to the campuses to conduct and retrieve the surveys.

Other direct costs were paper and travel expenses to the campuses.

Explanatory Measures:

There were 2057 customers identified.

There were several customer groups surveyed:

- Medical Students

- Allied Health Undergraduate

- Nursing Education Undergraduate