



Moving forward, together

2013 Vocational Conference
May 3, 2013



RTW Customer Experience

- Claims Overall Customer Experience
- Perceptions of VOC counselors
- Expected and actual involvement of L&I and employer
- Detail on customer perceptions:
 - Contact needs
 - Redundancy



Injured Workers: Overall Experience Working with L&I



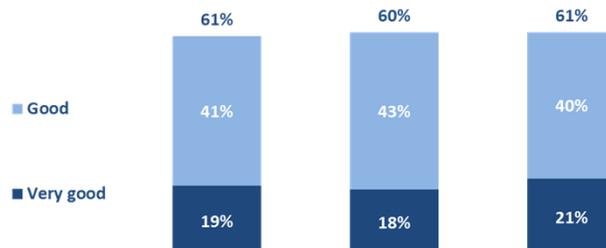
	Total to Date	Baseline	Wave 1
Total Good	60%	61%	60%
Average	25%	25%	25%
Total Poor	14%	14%	15%

3

3



Employers: Overall Experience Working with L&I in the Past Year

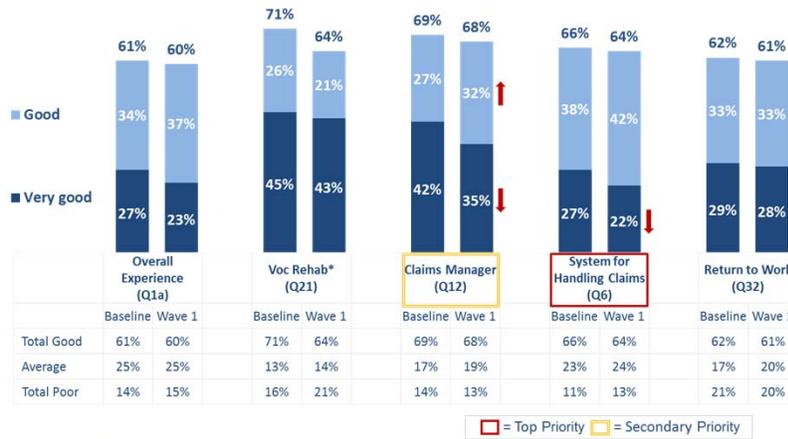


	Total to Date	Baseline	Wave 1
Total Good	61%	60%	61%
Average	25%	26%	25%
Total Poor	14%	14%	15%

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Overall Ratings on Touchpoints



Base: All respondents (n=800 per wave); * Voc Rehab (n~270)

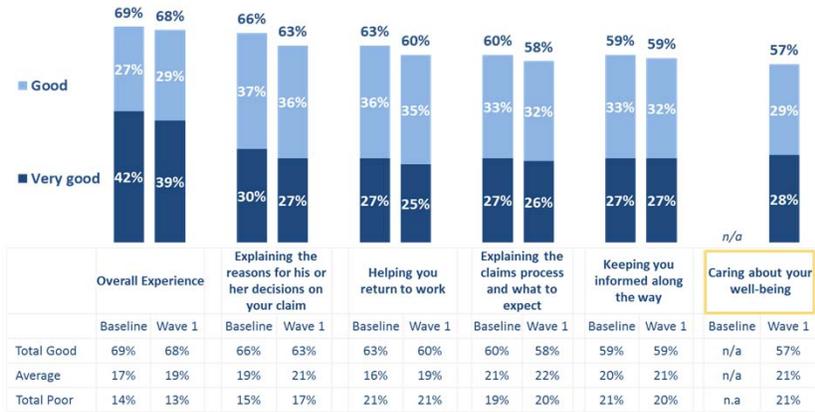
☐ = Top Priority ☐ = Secondary Priority



Claims Manager by Attribute



Claims Manager by attribute



Q12. Overall, how would you rate your Claims Manager?

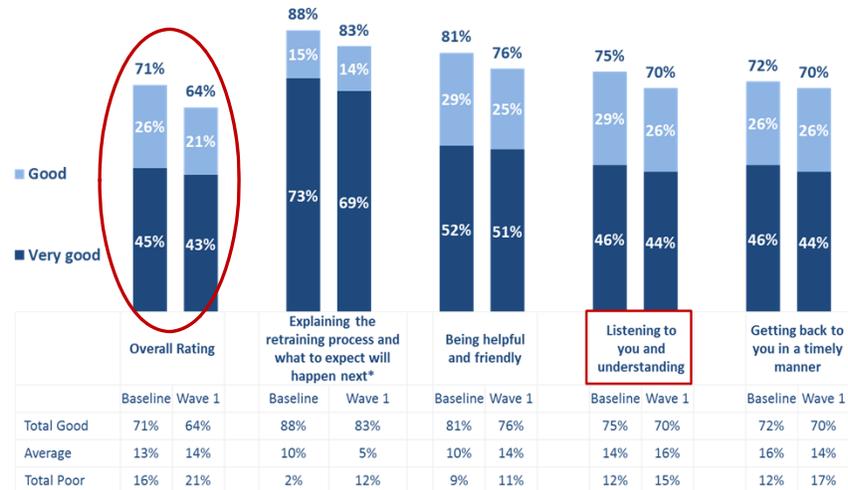
Q13. How would you rate your (most recent) Claims Manager in terms of [INSERT ITEM]?

Base: All respondents that rated their Claims Manager overall (n~740 per wave)

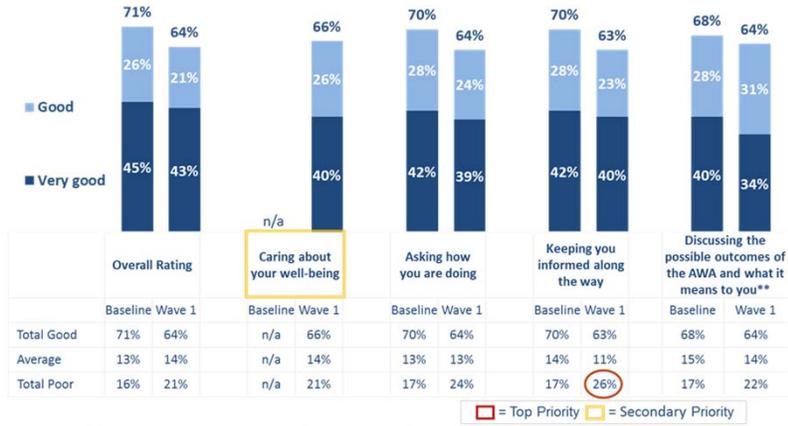
■ = Top Priority □ = Secondary Priority



Voc Rehab Counselor by Attribute



VOC Rehab Counselor by attribute



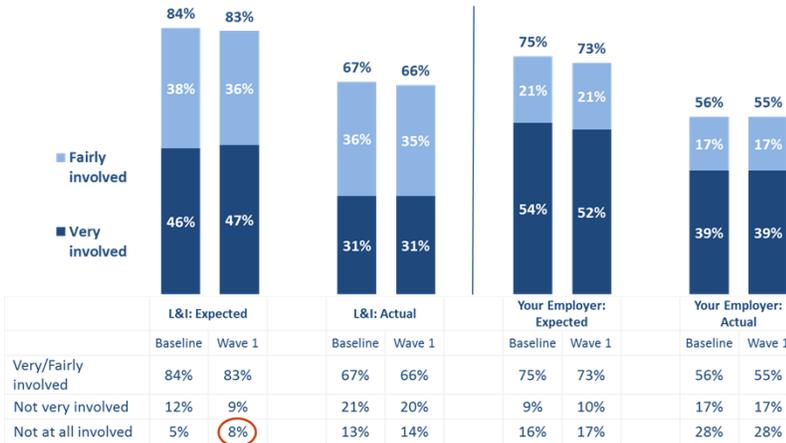
Q21. Overall, how would you rate your overall experience with your Voc Rehab counselor?

Q23. How would you rate your Voc Rehab counselor in terms of [INSERT ITEM]?

Base: Voc Rehab respondents (n~250 per wave); * Voc Flag (n~45 per wave) **AWA complete (n~130/wave)



Expected and Actual Involvement in Return to Work



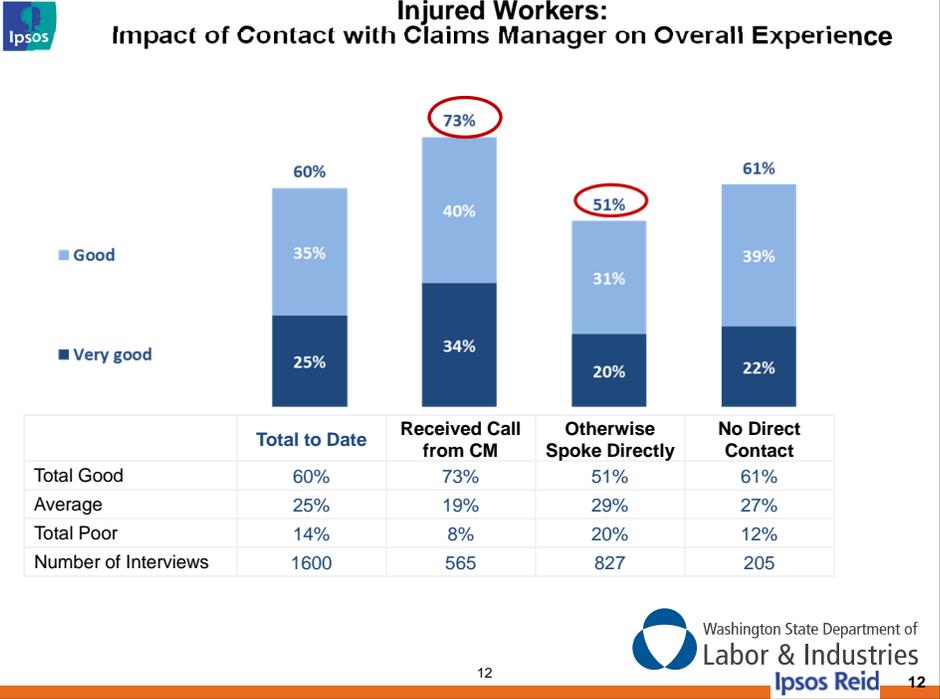
Q33a. How involved did you expect [INSERT ITEM] to be in helping you return to work?

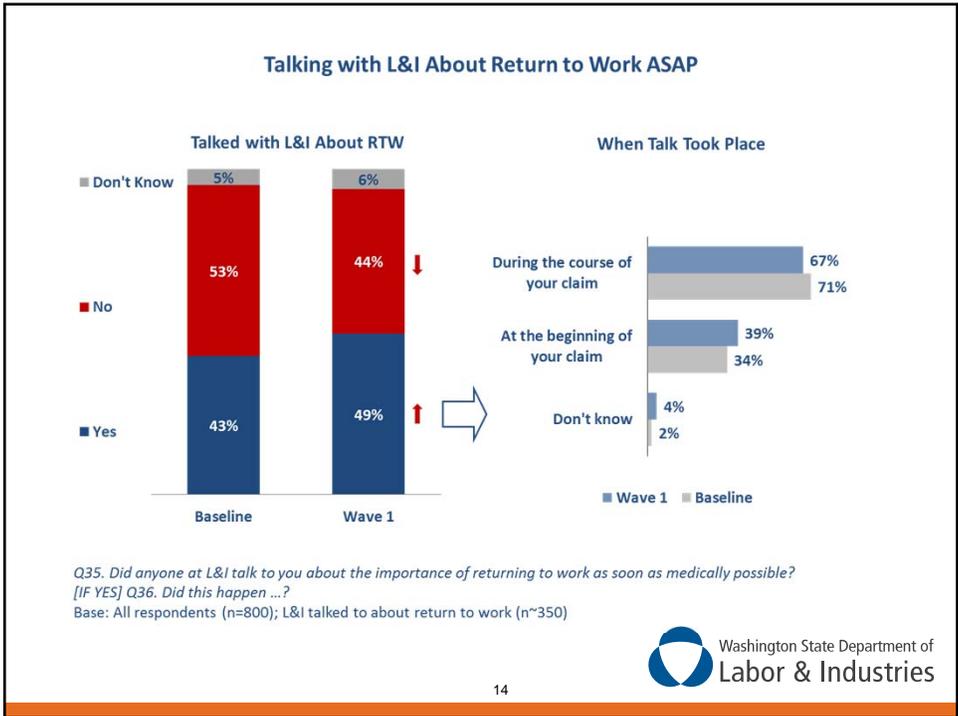
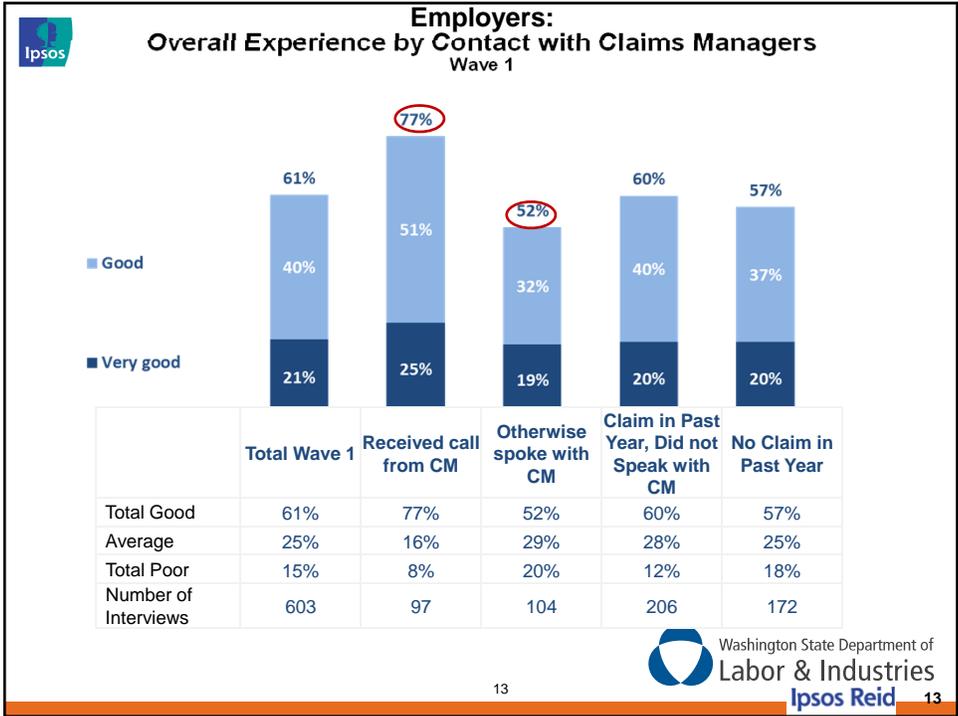
Q33b. And how involved was/were [INSERT ITEM]?

Base: Respondents that are expected to return to work (Wave 1 n = 757)

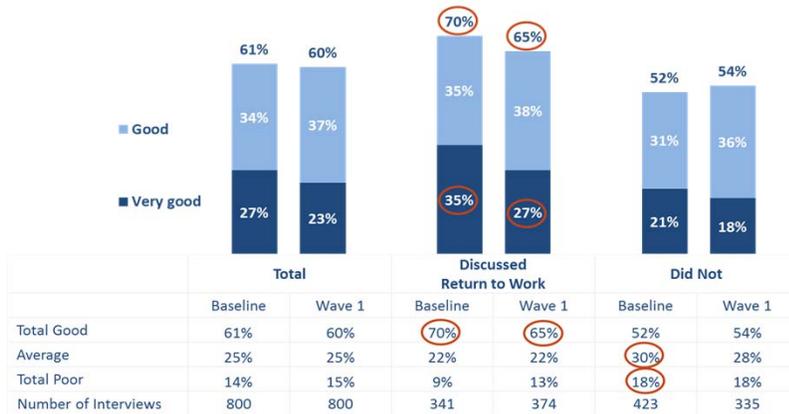


What are you seeing here?





Impact of Talking about RTW On Overall Experience with L&I



Q1a. Taking everything into account with this claim, how would you rate your overall experience of working with L&I?
 Base: All respondents (n~800 per wave)

Injured Workers – Focus Groups



- CMs: *Undisputed focal point* of the interaction with L&I
- First-hand communications are most effective
 - They don't know what they don't know.
 - They don't always read or understand what we send.
 - Relationship with the CM builds *confidence*.

Injured Workers – Focus Groups



- Friendly is good.
- Friendly *and Helpful* is better.
- Workers' key to a good experience:
 - *'Informative'*
 - *'Explained the guidelines'*
 - *'Knew his/her job'*

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Employers – Focus Groups



Key needs

- Information
 - Where were you before
 - Where are you now
 - What's next
- Investigation early in the claim
- Notification when the claim not going as intended

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Employers – Focus Groups



Redundancy

- Avoid multiple letters on the same claim
- Avoid multiple contacts on same topic
- Avoid requests from different staff/contractors for Job Assessment information

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Next Steps

- Customer survey data & focus group insights inform Claims Evolution projects
- Follow-up surveys in Fall 2013 and beyond
- Additional focus groups as Claims Evolution teams find gaps in knowledge of customer needs
- Staff / Contractor insights are crucial

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What are you seeing here?

