

January 2008

## IN THIS ISSUE:

[Member survey 2007 – the trends](#)

[Summary of your responses](#)



## Member survey 2007: response rate up, significant gains + improvement opportunities

One in every two HealthPRO members took time out to complete our last membership satisfaction survey. That's double the previous year's number and we're happy to see the upwards momentum.

Why are we so concerned about response rates? It's simple - the more completed surveys we receive, the more confident we can be that those responses represent the thoughts and opinions of the whole membership. This annual survey is part of an overall Pharmacy Advisory Council strategy for assessing our performance. Survey input also influences our business and strategic plans.

"The dramatic increase in participation is very encouraging", says Kathy Boyle, VP Services. "It shows that members are engaged and interested. The on-line survey option is also growing more popular simply because it is fast and convenient."

### Survey Trends

We're seeing a very strong and stable level of member trust and confidence in HealthPRO's ability to respond to their group purchasing needs. And it is clear that the financial value that it brings members continues to be one of HealthPRO's core strengths. There's a lot to be happy about.

We know that there are also some areas that need attention. For instance, while we have made progress in back order management, we must continue to monitor this critical aspect of our business. We know, too, that we can help our members to save precious time by continuing to improve the user-friendliness of contracts, reports and web tools.

Some smaller centres and long-term care facilities tell us that they are finding it challenging

to meet minimum volumes.

We will set up a focus group to take a more in-depth look at their concerns and possible strategies to address them.

### New Areas of Measurement

As of this most recent survey, we are measuring two new areas – 'communications' and 'value-added services'. Early indications are that our new strategic communications plan is helping us to do a good job of keeping members informed on the things that are important. Members' response about the extent to which HealthPRO brings extra value (e.g. product evaluation, contract management and troubleshooting) was very positive and included some helpful suggestions for further improvements.

*continued on next page*

---

*Have a question, concern or suggestion? Please contact Jenifer Martin, Director, Pharmacy Services at 905-568-3478, ext.340 or send an e-mail to [jmartin@healthprocanada.com](mailto:jmartin@healthprocanada.com).*

---

## Member survey 2007

*continued from previous page*

### A continuous cycle of improvement

HealthPRO's Pharmacy Services functions in three-year contract cycles, staggering contract renewals over Years 1 and 2 and reserving every third year to review and make improvements to processes. These improvements are then incorporated into the following round of contract negotiations. It's a continuous cycle of improvement.

We are now in 'Year 3' of our contract cycle and we are busy reviewing all our performance indicators, including member feedback. Several task forces (see sidebar on Page 3) have been formed, with broad member participation, to examine key areas for potential improvement. These groups will submit interim reports to the Pharmacy Advisory Council's March 2008 meeting. All approved recommendations will be implemented in time for the next round of contracts, in September 2008.

Our overall Grade is B+ and our goal is to keep improving. Please continue to take every opportunity to tell us what we are doing well and where we need to improve. Remember, HealthPRO is **your** GPO – we're here to help you succeed!

## Summary of your responses

Here's a summary of member responses from the June 2007 member survey in the following key areas:

### FINANCIAL VALUE

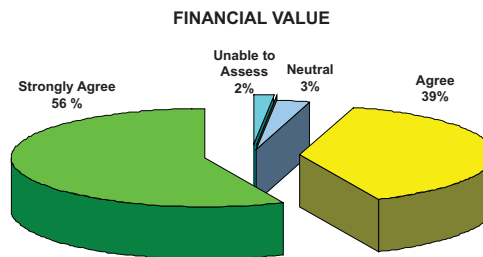
### TIME SAVINGS

### TRUST AND CONFIDENCE

Within each area, respondents were asked to indicate the level to which they agreed with key statements about doing business with HealthPRO. They could select *Strongly Agree*, *Agree*, *Neutral*, *Disagree*, *Strongly Disagree*, or *Unable to Assess*.

### FINANCIAL VALUE - Overall Grade: A

**Survey statement:** *Because I am a member, my net acquisition cost for medications is less than if I were not a member.*



*"Keep up the good work"*  
(member's comment from survey)

96% strongly agreed or agreed  
Grade compared to last year: the same

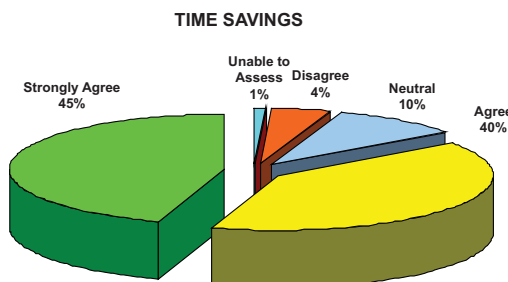
### Members' suggestions / HealthPRO's response

Consider longer (five-year) contracts to reduce member costs associated with contract changeover.

*Task Force on Systemic Cost of Change will review, noting importance of maintaining marketplace competitiveness*

### TIME SAVINGS - Overall Grade: B

**Survey statement:** *My purchasing operation is more effective than it would be if I were not a member of HealthPRO.*



85% strongly agreed or agreed  
Grade compared to last year: up by 2%

### Members' suggestions / HealthPRO's response

1. Look for ways to save the member time involved in resolving contract discrepancies.
2. Consider providing additional information on a new product (e.g. a photo).

*Both suggestions referred to Contract Transition Task Force for review*

*Continued on next page*

## Task Forces

### Systemic Cost of Change –

Changing from one supplier or product to another may save dollars. However, the work involved in the changeover, plus issues around automation compatibility may offset those savings. This group's task is to examine the cost of change so that decisions to move from one supplier or product to another make good business sense.

**Contract Transition** – There is a lot of work to be done at the contract change date. This task force will be looking for members' ideas on how HealthPRO can improve its service to make the transition time easier and smoother for everyone.

**Back Orders** – This task force will take a fresh look at the continuing problems of 'failure to supply', and of getting members the information they need when they need it. Back orders affect everyone and we're confident that we can find better solutions.

### Contact information

Have a question, concern or suggestion?

Please contact **Jenifer Martin**, Director, Pharmacy Services at 905-568-3478, ext.340 or send an e-mail to [jmartin@healthprocanada.com](mailto:jmartin@healthprocanada.com)

## Summary of your responses continued

### TRUST AND CONFIDENCE - Overall Grade: B-

**Survey statement #1:** HealthPRO effectively responds to my group purchasing needs.

83% strongly agree or agree

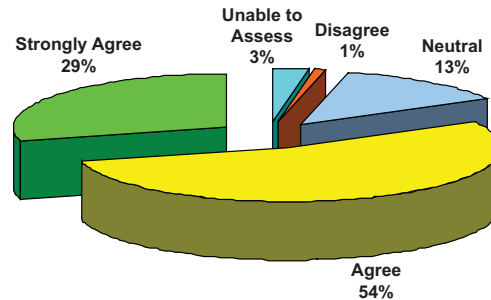
Grade compared to last year: up by 3.6%

#### Members' suggestions / HealthPRO's response

1. Find ways to ensure consistent accuracy of contract data.
2. Review internal resources/processes to ensure timely staff responsiveness during busy contract periods.

*Both items referred to Contract Transition Task Force for review*

#### RESPONSE TO PURCHASING NEEDS



*"Great value, trusted reliable service"*

**Survey statement #2:** HealthPRO is implementing a business plan that will meet my future needs.

51% strongly agree or agree

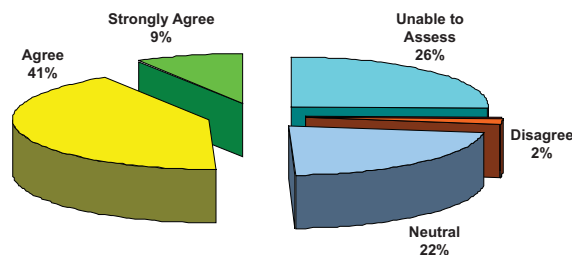
*(Since identifying this as a priority, we're pleased to see significant improvement in survey ratings over last year. We anticipate continued improvement over the coming year.)*

Grade compared to last year: 10.2% improvement

#### Members' suggestions / HealthPRO's response

1. Find way to minimize problems that arise when vendors are not able to supply contracted items.  
*Referred to Back Order Task Force*
2. More hospitals are moving to automated dispensing machines – so automation requirements need to be carefully considered when choosing suppliers/products.  
*Referred to Systemic Cost of Change Task Force*

#### BUSINESS PLAN IMPLEMENTATION



## Thank You

Thank you for taking the time to complete the survey. Your feedback is valued and your commitment to helping HealthPRO succeed is much appreciated. Our commitment is to listen carefully to what you have to say, to reflect your comments and suggestions in our planning and operations, and to keep you informed of our progress. Thanks again.