

# ACCESS for Mobile Devices: Member and Applicant Survey Results

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## Survey Promotion

1. The online survey was available from February 4–29, 2016.
2. A paper version of the survey was available for use at income maintenance agencies.
3. Income maintenance agencies and community partners promoted the survey with members and applicants.
4. The Department of Health Services promoted the survey directly with members and applicants by:
  - a. Sending an email request via GovDelivery to approximately 80,000 individuals currently signed up for paperless correspondence.
  - b. Adding a prominent link to the survey on the ACCESS homepage.
  - c. Adding a short message to Call Center Anywhere, inviting people to visit ACCESS and take the survey.

## Survey Responses

1. The DHS received 6,947 online surveys.
  - a. Twenty-three percent were from Milwaukee.
  - b. Thirty-one percent were from Dane, Waukesha, Kenosha, Rock, Brown, Racine, and Winnebago.
  - c. The remaining 46 percent were distributed across other counties.
  - d. Each county had at least five responses.
2. The DHS received 402 paper surveys from Milwaukee, Dane, Kenosha, Marathon, Sauk, Waukesha, Adams, Juneau, Langlade, Lacrosse, Winnebago, Wood and Chippewa.
3. In total, 7,349 surveys were completed.

## Summary of Survey Results

1. The vast majority of respondents reported that they have access to a smartphone.
2. Checking the status of benefits and/or the status of recent actions were the most important functions for both sets of respondents.
3. Taking photos of documents to send to the agency was the next most popular for online respondents and also a high priority for paper respondents.
4. Other items were listed among the top 10 choices for both groups:
  - a. Complete my renewal or Six-Month Report form
  - b. See my QUEST card balance or transaction history (for FoodShare)
  - c. Get a reminder when my renewal or Six-Month Report form is due
  - d. Get an alert if I need to send documents to my agency
  - e. Report a change in my address or income
5. “View letters from my agency” was a high priority for online respondents (note that we emailed the survey to 80,000 paperless correspondence enrollees) but not for paper respondents.

6. “View upcoming appointments” and “get reminders about appointments” were high priorities for paper respondents (note that they were filling out the survey during an agency visit) but not for online respondents.

## Questions for Income Maintenance Agencies

1. Of the functions listed above, which would save the most time/workload for agencies?
2. Which functions would do the most to reduce churning and/or provide better customer service to members?

## Detailed Survey Results

In the detailed summary below, the top five responses for each survey method are in ***bold italics***, the second five responses are in **bold**. Note that the percentages are higher across the board for paper surveys as we were not able to restrict people from choosing only five options.

Questions	Online		Paper	
	Yes:	Yes:	Yes:	Yes:
Do you use a smartphone that has access to the Internet and/or apps?	5,982	88%	296	75%
Do you use an iPad or other tablet that has access to the Internet and/or apps?	3,863	57%	147	38%
Do you currently use ACCESS to manage your FoodShare, health care, or child care benefits online?	5,795	86%	179	47%
<i>Listed below are some of the services we might be able to offer through mobile devices. Please check the top FIVE services that would be most useful to you.</i>				
Check the status of my application, renewal, or change report	3,709	<b>53%</b>	191	<b>48%</b>
Check the status of my ongoing benefits	3,308	<b>48%</b>	153	<b>39%</b>
Take photos of documents with my mobile device and send them to my agency	3,068	<b>44%</b>	118	<b>30%</b>
Complete my renewal or six-month report form	2,358	<b>34%</b>	110	<b>28%</b>
View letters from my agency	2,124	<b>31%</b>	64	16%
See my QUEST Card Balance or transaction history (for FoodShare)	2,023	<b>29%</b>	129	<b>33%</b>
Get a reminder when my renewal or six-month report form is due	2,005	<b>29%</b>	158	<b>40%</b>
Get an alert if I need to send documents to my agency	1,614	<b>23%</b>	109	<b>28%</b>
Report a change in my address or income	1,534	<b>22%</b>	101	<b>26%</b>
View documents I have submitted	1,375	<b>20%</b>	100	25%
Ask questions and get answers from my agency through secure messaging	1,158	17%	82	21%
Apply for benefits	1,201	17%	66	17%
Find my agency’s address, phone number or office hours	1,029	15%	100	25%
View upcoming appointments at my agency	795	11%	125	<b>32%</b>
Find a medical provider	720	10%	100	25%
View an electronic version of my ForwardHealth card	528	8%	55	14%
Recover or reset my MyACCESS password	469	7%	54	14%

Questions	Online		Paper	
Create a MyACCESS account	428	6%	45	11%
Manage my alerts and preferences (like getting letters online instead of by mail)	347	5%	34	9%
View my Explanation of Medical Benefits	336	5%	31	8%
Ask for a replacement QUEST or ForwardHealth card	312	4%	55	14%
View information about my HMO	295	4%	48	12%
Get reminders about appointments at my agency	292	4%	114	<b>29%</b>
View answers to frequently asked questions about benefits	198	3%	40	10%