

Executive Council of Physical Therapy and Occupational Therapy Examiners

Report on Customer Service

April 2020 – April 2022

1. Overview

The Executive Council of Physical Therapy and Occupational Therapy Examiners (ECPTOTE) maintains an organizational commitment to providing excellent customer service for all of its client groups.

2. External Customer Inventory

The Executive Council primarily provides services to the licensees of its two boards' - Physical Therapists and Physical Therapist Assistants, Occupational Therapists and Occupational Therapy Assistants, through licensure to practice. This provision of services supports the agency's Strategy 1. ECPTOTE also provides services to therapists who are not licensed by the agency, potential licensees, and persons enrolled in a therapist education program. This is usually in the form of providing information. Other customers include citizens who file a complaint against one of the agency's licensees. Investigation and disciplinary action against guilty licensees support Strategy

3. General Description and History of Information Gathering Methods

In December 2001, ECPTOTE first contracted with the Center for Social Work Research at the University of Texas (UT) to manage its customer survey. The survey began in January, 2002 with results provided to the agency three times a year. ECPTOTE signed an initial contract for CY 2002, with expectations of continuing the survey process indefinitely. Currently reports are extended to once a biennium, usually in the March/April timeframe.

95% of the licensee population who use the online renewal program every two years on the agency web site are exposed to the survey, which is included as part of the online renewal process. Filling out the survey is voluntary. A much smaller group of respondents accessed the survey directly from the agency's website.

The agency is provided results on request, usually in late April before the strategic plan is due. Comments are immediately forwarded to the agency upon submission, allowing an almost immediate response to a comment.

4. Methodology and Analysis of the Survey of Organizational Excellence Group Administered Survey (as described by the Center for Social Work Research):

Overview

Customer service surveys were administered starting in the spring of 2002 by the Survey of Organizational Excellence Group (SOE) at The University of Texas at Austin School of Social Work for the Executive Council on Physical and Occupational Therapy Examiners (ECPTOTE). The survey

project intent was to measure customer service perceptions from the recipients of agency services. The data also serve to address the Customer Service Standards Act (1999, SB 1563). This report contains both an overview of the findings and individual item results and analysis. This is followed by a review of the methodology used in the survey administration.

Design

The design process incorporated three objectives. First, the survey created substantive customer service survey data for strategic planning and organizational initiatives. Second, the design accurately portrayed and represented (through use of standard and tested surveying techniques) the perceptions of customers. Lastly, implementing the survey established an open forum in which both the citizens of Texas and the direct recipients of services could evaluate interactions, recognize outstanding service, and/or offer insights into how service was delivered and where service needed to improve.

To accomplish these objectives survey areas or dimensions were created. The dimensions categorized various customer perceptions into distinct units. Categorical distinctiveness allows for an organization to more thoroughly assess whether or not they are meeting or exceeding customer expectations in a given area of operation. Both the quantitative and qualitative data provided through the survey process reaffirms areas of strength and draws attention to potential areas of concern.

Seven survey areas (facilities, staff, communications, Internet site, complaint-handling processes, service timeliness, and printed information) were specifically listed in the Legislative Budget Board's Strategic Planning Instructions derived from the Customer Service Standards Act. However, the planning instructions did allow for agencies to not assess on a particular area if it did not apply to the service delivery function of the agency. For each dimension, the survey participants were asked to respond to various items concerning perceptions of customer service.

The customer perceptions were measured on a Likert-type scale with 5 possible responses (strongly disagree, disagree, neutral, agree, and strongly agree). Point values ranging from 5 for strongly agree to 1 for strongly disagree were assigned upon processing the data. If the respondent had no knowledge or the item did not apply to their situation, they were asked to leave the item blank. The higher the response the more strongly respondents agreed with the statement. All items were positively worded so that higher values are representative of higher levels of agreement or may be viewed as more positive perceptions of customer service.

The survey also included an item asking for the frequency of contact with the agency and an open-ended item. Customers were also asked to identify the customer category that best described themselves. The open-ended item, found at the end of the survey, asked respondents to offer any additional comments and/or to identify outstanding service from employees or divisions. The open-ended section was designed to allow for sources of input (compliments, criticisms or suggestions) not directly addressed in the printed survey items. Moreover, asking customers to recognize individuals who provided outstanding service assists in identifying employees who excel in providing exemplary service to customers. To allow for a rapid response to potential concerns, survey participants were able to mark a box on the online version that immediately forwarded their comments to the agency.

Survey Instrument Type

The survey was first made available via the internet at the following Internet address:
<http://www.orgexcel.net/survey/index.php?&sc=53301>

The online survey was incorporated in the agency online renewal system and a link on the home page. First, the survey served as a general customer service diagnostic that assessed customer perceptions in broad topical areas. While many inferences can be made from the survey data, low scoring areas may require additional assessment to determine underlying causes. Conversely, further examination of high scoring dimensions may produce examples of an organization's "best practices" that can be shared among other parts of the agency. Also, the general nature of the survey enables the agency to use the instrument in different settings; and therefore, the survey results allow for comparison of dimensions across the organization. Second, instruments such as these (voluntary questionnaires of customers) are succinct so that the respondent can complete the survey in only a few minutes. Typically, long questionnaires (due to the specificity of items and considerable length of time to complete the survey) discourage participation. Experience shows that response rates for concise surveys achieve an acceptable returned percentage of greater than 10%. Third, providing survey participants the opportunity to comment in an open-ended section shapes the preparation of follow-up surveys. Customers' suggestions are often used to modify the content of future customer service survey items.

Analysis

Survey responses were compiled and analyzed. For the demographic items, frequency counts and percentage of respondents are tabulated. Furthermore, for each category code such as industry and program, an average score for this item: "Overall, I am satisfied with the service I received." was calculated. This item is a general statement about the agency's customer service performance. Providing these scores for each category permits direct comparisons across the various response options. For the scaled items (the non-demographic items listed at the bottom of the survey), average scores, number of respondents, standard deviations, and frequency counts of response choices were calculated. The statistical calculation of standard deviation measures variability of responses. The smaller the standard deviation, the closer together the distribution of the respondents' scores are. The greater the standard deviation, the more scores are spread among the responses. Once item averages were calculated, dimensional averages were computed by taking an average of all the mean item responses, which comprised the different dimensions. Open-ended responses were returned in their entirety directly to the agency. Additional analysis of the survey instrument was conducted. Confidence intervals (set at 95%, the most commonly reported level) were calculated for all scaled items. The level creates an interval (a range around the average item score). This means that you can be 95% confident that the interval contained the average scores for your selected customer sample. Reliability (a consistency measure of the survey instrument) was calculated and had an internal consistency coefficient exceeding the generally accepted value. Sample sizes and anticipated rates of response rate allowed for a (plus/minus) 5 error at the 95% confidence level. Subject research, face validity and factor analysis were used to assure general validity, or in other terms, the survey measured what it intended to measure.

5. Summary of Results:

All results were provided to the agency through a link on the UT website, which allowed the agency to custom build a report. Results are provided exclusively from data collected through the ongoing online assessment process. For the sample surveyed, ECPTOTE has an acceptable response

rate. The items were scored on a five-point scale with 5 being “strongly agree” and 1 being “strongly disagree”. Overall, the agency had a very positive overall satisfaction rating in in the sample time period of April 2020 – April 2022 with 78% of respondents stating that overall; they were satisfied with their experience with the agency. Of the remaining respondents, 10% were neutral on this item, 6% disagreed, and 4% entered “strongly disagree”. The highest scoring items regarded the interaction with staff and information received from the agency. The web site was easy to use and well organized was the “lowest” scoring item with a 3.87 response rating.

Any survey question with an average (mean) score above the neutral midpoint of “3.0” suggests that respondents perceive the issue more positively than negatively. Scores of “4.0” or higher indicate areas of substantial strength for the organization. Conversely, scores below “3.0” are viewed more negatively by respondents and should be a significant source of concern for the organization and receive immediate attention.



Survey Results for

ECPTOTE Customer Service Survey

for

**533 - Executive Council of Physical Therapy and
Occupational Therapy Examiners**

**April 20, 2020
Through
April 20, 2022**

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

Survey Respondents

Total Number of Respondents: 2674

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

I am a:

Number of Respondents: 2572

Item Response	Count	Pct.
Male	628	24.42%
Female	1944	75.58%

Frequency Distribution

Male	24.42%
Female	75.58%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

My race/ethnicity is:

Number of Respondents: 2577

Item Response	Count	Pct.
African-American/Black	192	7.45%
Hispanic/Latino/a	458	17.77%
Anglo-American/White	1495	58.01%
Asian-American/Native American	285	11.06%
Multiracial/Other	147	5.70%

Frequency Distribution

African-American/Black	7.45%
Hispanic/Latino/a	17.77%
Anglo-American/White	58.01%
Asian-American/Native American	11.06%
Multiracial/Other	5.7%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

Indicate (in years) how long you have received services from this organization:

Number of Respondents: 2629

Item Response	Count	Pct.
Less than 1 year	235	8.94%
1 to 3 years	282	10.73%
More than 3 years	2112	80.33%

Frequency Distribution

Less than 1 year	8.94%
1 to 3 years	10.73%
More than 3 years	80.33%

Survey Items

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Over the past 12 months, indicate how many times you have interacted with this organization:

Number of Respondents: 2620

Item Response	Count	Pct.
Once	1594	60.84%
2 to 3 times	687	26.22%
More than 3 times	339	12.94%

Frequency Distribution

Once	60.84%
2 to 3 times	26.22%
More than 3 times	12.94%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

Please indicate the category which best describes you:

Number of Respondents: 2648

Item Response	Count	Pct.
Physical Therapist	1065	40.22%
Physical Therapist Assistant	586	22.13%
Occupational Therapist	612	23.11%
Occupational Therapy Assistant	349	13.18%
Customer/Patient	2	0.08%
Licensee/Applicant	27	1.02%
Other (please specify)	7	0.26%

Frequency Distribution

Physical Therapist	40.22%
Physical Therapist Assistant	22.13%
Occupational Therapist	23.11%
Occupational Therapy Assistant	13.18%
Customer/Patient	0.08%
Licensee/Applicant	1.02%
Other (please specify)	0.26%

Survey Items

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Please indicate the category which best describes you:

Verbatim Responses:	10
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- Concerned citizen
 - Concerned citizen
 - OT /PTA
 - occupational therapist assistant student
 - website sucks
 - Massage Therapist
 - CHT
 - Professor/Educator
 - Student about to graduate PT school
 - Verification Letter sent to another state; better done on line via intra state Organizations. Thanks
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Survey Items

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What was the purpose of your contact with ECPTOTE?

Number of Respondents: 2674

Item Response	Count	Pct.
Application Status	206	7.70%
License renewal information	2381	89.04%
Open Records Request	7	0.26%
File or respond to complaint against licensee	8	0.30%
Obtain forms/publications	32	1.20%
Name/address change	86	3.22%
Problem with ECPTOTE	7	0.26%
Inquiry about obtaining a license	120	4.49%
Interpretation of OT or PT Rules and/or Acts	138	5.16%

Survey Items

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Frequency Distribution

Application Status	7.7%
License renewal information	89.04%
Open Records Request	0.26%
File or respond to complaint against licensee	0.3%
Obtain forms/publications	1.2%
Name/address change	3.22%
Problem with ECPTOTE	0.26%
Inquiry about obtaining a license	4.49%
Interpretation of OT or PT Rules and/or Acts	5.16%

Survey Items

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Staff members were knowledgeable and helpful.

Score: 4.29

Std. Dev.: 0.949

Number of Respondents: 2533

Item Response	Count	Pct.
Strongly Agree	593	23.41%
Agree	325	12.83%
Neutral	141	5.57%
Disagree	24	0.95%
Strongly Disagree	29	1.14%
Not Applicable	1421	56.10%

Frequency Distribution

Strongly Agree	23.41%
Agree	12.83%
Neutral	5.57%
Disagree	0.95%
Strongly Disagree	1.14%
Not Applicable	56.1%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

I received the correct information I needed.

Score: 4.40
Std. Dev.: 0.839
Number of Respondents: 2555

Item Response	Count	Pct.
Strongly Agree	1234	48.30%
Agree	780	30.53%
Neutral	123	4.81%
Disagree	49	1.92%
Strongly Disagree	41	1.60%
Not Applicable	328	12.84%

Frequency Distribution

Strongly Agree	48.3%
Agree	30.53%
Neutral	4.81%
Disagree	1.92%
Strongly Disagree	1.6%
Not Applicable	12.84%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

I received the correct materials I needed.

Score: 4.36

Std. Dev.: 0.870

Number of Respondents: 2543

Item Response	Count	Pct.
Strongly Agree	1141	44.87%
Agree	751	29.53%
Neutral	143	5.62%
Disagree	47	1.85%
Strongly Disagree	46	1.81%
Not Applicable	415	16.32%

Frequency Distribution

Strongly Agree	44.87%
Agree	29.53%
Neutral	5.62%
Disagree	1.85%
Strongly Disagree	1.81%
Not Applicable	16.32%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

The web site was easy to use and well organized.

Score: 3.86

Std. Dev.: 1.224

Number of Respondents: 2581

Item Response	Count	Pct.
Strongly Agree	980	37.97%
Agree	843	32.66%
Neutral	312	12.09%
Disagree	243	9.41%
Strongly Disagree	180	6.97%
Not Applicable	23	0.89%

Frequency Distribution

Strongly Agree	37.97%
Agree	32.66%
Neutral	12.09%
Disagree	9.41%
Strongly Disagree	6.97%
Not Applicable	0.89%

Survey Items

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The web site contained clear and accurate information on events, services, and contact information.

Score: 4.06
Std. Dev.: 1.108
Number of Respondents: 2576

Item Response	Count	Pct.
Strongly Agree	1073	41.65%
Agree	865	33.58%
Neutral	270	10.48%
Disagree	145	5.63%
Strongly Disagree	125	4.85%
Not Applicable	98	3.80%

Frequency Distribution

Strongly Agree	41.65%
Agree	33.58%
Neutral	10.48%
Disagree	5.63%
Strongly Disagree	4.85%
Not Applicable	3.8%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

If I complained, I believe it would be addressed in a reasonable manner.

Score: 4.05
Std. Dev.: 1.012
Number of Respondents: 2535

Item Response	Count	Pct.
Strongly Agree	667	26.31%
Agree	642	25.33%
Neutral	280	11.05%
Disagree	53	2.09%
Strongly Disagree	66	2.60%
Not Applicable	827	32.62%

Frequency Distribution

Strongly Agree	26.31%
Agree	25.33%
Neutral	11.05%
Disagree	2.09%
Strongly Disagree	2.6%
Not Applicable	32.62%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

My telephone call, letter or e-mail inquiry was answered in a reasonable amount of time.

Score: 4.15
Std. Dev.: 1.059
Number of Respondents: 2518

Item Response	Count	Pct.
Strongly Agree	522	20.73%
Agree	329	13.07%
Neutral	152	6.04%
Disagree	33	1.31%
Strongly Disagree	48	1.91%
Not Applicable	1434	56.95%

Frequency Distribution

Strongly Agree	20.73%
Agree	13.07%
Neutral	6.04%
Disagree	1.31%
Strongly Disagree	1.91%
Not Applicable	56.95%

Survey Items

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Printed brochures or written material provided thorough and accurate information.

Score: 4.21
Std. Dev.: 0.958
Number of Respondents: 2528

Item Response	Count	Pct.
Strongly Agree	705	27.89%
Agree	530	20.97%
Neutral	174	6.88%
Disagree	45	1.78%
Strongly Disagree	42	1.66%
Not Applicable	1032	40.82%

Frequency Distribution

Strongly Agree	27.89%
Agree	20.97%
Neutral	6.88%
Disagree	1.78%
Strongly Disagree	1.66%
Not Applicable	40.82%

Survey Items

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Overall, I am satisfied with my experience.

Score:	4.07
Std. Dev.:	1.077
Number of Respondents:	2571

Item Response	Count	Pct.
Strongly Agree	1062	41.31%
Agree	957	37.22%
Neutral	248	9.65%
Disagree	151	5.87%
Strongly Disagree	115	4.47%
Not Applicable	38	1.48%

Frequency Distribution

Strongly Agree	41.31%
Agree	37.22%
Neutral	9.65%
Disagree	5.87%
Strongly Disagree	4.47%
Not Applicable	1.48%

Survey Items

533 - Executive Council of Physical Therapy and Occupational Therapy Examiners

If I visited the facility, it was clean and orderly.

Score: 4.12

Std. Dev.: 0.953

Number of Respondents: 2491

Item Response	Count	Pct.
Strongly Agree	219	8.79%
Agree	138	5.54%
Neutral	120	4.82%
Disagree	6	0.24%
Strongly Disagree	10	0.40%
Not Applicable	1998	80.21%

Frequency Distribution

Strongly Agree	8.79%
Agree	5.54%
Neutral	4.82%
Disagree	0.24%
Strongly Disagree	0.4%
Not Applicable	80.21%

Survey Items

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Item Score Summary

Item Text	Score	Std. Dev.
Staff members were knowledgeable and helpful.	4.29	0.949
I received the correct information I needed.	4.40	0.839
I received the correct materials I needed.	4.36	0.870
The web site was easy to use and well organized.	3.86	1.224
The web site contained clear and accurate information on events, services, and contact information.	4.06	1.108
If I complained, I believe it would be addressed in a reasonable manner.	4.05	1.012
My telephone call, letter or e-mail inquiry was answered in a reasonable amount of time.	4.15	1.059
Printed brochures or written material provided thorough and accurate information.	4.21	0.958
Overall, I am satisfied with my experience.	4.07	1.077
If I visited the facility, it was clean and orderly.	4.12	0.953