EVISET

Member Experience Data Collection:

Coming Soon to a Community Care Hub Near You?

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What you can expect today

1. Learn emerging best practices for member-reported data collection;
2. Understand how to leverage member-reported data as a competitive advantage;
3. Decode emerging policy and managed care plan (MCP) business trends shaping quality requirements; and
4. Receive practical lessons from real-world implementation on methods that minimize data collection burden while maximizing value to key stakeholders.

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Knowledge Base

50+

Data Partnerships

A science-backed, field-tested approach in partnership with more than 50 Community providers.

1,000+

Member Engagements

More than 1,000 diverse service recipients share candid feedback and experience data using proven approach.

20-30%

Response Rate

Repeatedly achieved a high response rate

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> They worked tirelessly to get me a residence even though I have no permanent income...I was treated like a real person with great effort and unwavering diligence.
>
> My case managers were all very professional and dedicated to my best interests without regard to my unfortunate status or circumstances.
>
> — A social care client

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POLL

1. Which best describes your current experience data collection and use?

Why member experience matters now

Changing purchasing and funding patterns

- Budget constraints make quality providers even more important for Managed Care Plans, and Value Based Care Organizations

New competitors

- New entrants are on the rise. They already leverage experience data to compete.

New policy mandates and trends

- Increasing focus on oversight and role of patient experience at both state and federal levels (e.g. HR 5439)

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A large volume of experiences is being shared, even when you are not formally measuring them.

[redacted]

★☆☆☆☆ 5 months ago

PLEASE DO NOT USE THIS COMPANY!!!!! I'm currently pregnant and my insurance approved months ago that I would get meals before and after giving birth. I have not gotten one single meal from this company. Every time I call, they tell me their apologies and that it will be delivered the week after. The food never comes, from them or fed ex. I'm so sick of them and these reviews tell me this isn't the first or last time. This is a sorry excuse of a company and they need to be shut down.

♥ 4

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POLL

2. Realistically, how much dedicated time does your team have each week to review and act on member feedback and experience data?

3. How has your organization used client feedback and experience data in the past 12 months?

Outdated measurement

- Measurement is frequently delayed and overly focused on rating scales, lacking the context needed to drive meaningful action.

Item		Strongly Disagree						Strongly Agree
1	I understand what the system should do.	1	2	3	4	5	6	7
2	The system helps me achieve my goals.	1	2	3	4	5	6	7
3	I understand the limitations of the system.	1	2	3	4	5	6	7
4	I understand the capabilities of the system.	1	2	3	4	5	6	7
5	The system performs consistently.	1	2	3	4	5	6	7
6	The system performs the way it should.	1	2	3	4	5	6	7
7	I feel comfortable relying on the information provided by the system.	1	2	3	4	5	6	7
8	I understand how the system executes tasks.	1	2	3	4	5	6	7
9	I am rarely surprised by how the system responds.	1	2	3	4	5	6	7

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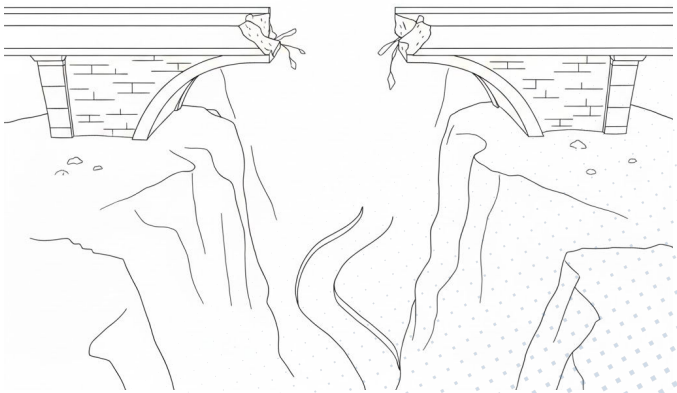
Unclear connection to funding & strategy

- Experience data is often disconnected from funding decisions, contracting, and quality improvement efforts



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Emerging best practices for systematic collection of member-reported data

SCIENCE-BACKED, REALITY-TESTED MEASURES

TECHNOLOGY-ASSISTED SURVEY DISTRIBUTION

REAL-TIME INSIGHTS & ANALYTICS

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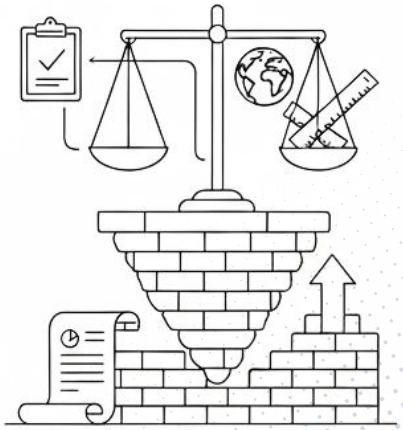
Science-backed, reality-tested measures

- Validity, reliability, feasibility, and benchmarking across providers and populations
- MCP and funder alignments to maximize the chance to demonstrate value and quality



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Validity, reliability, and feasibility of measures

Validity

- "Are we measuring the right thing?"
- Ensures your measurement truly reflects what you intend to assess, not something related but ultimately misleading or incomplete.

Reliability

- "Would we get the same result again?"
- Ensures results are consistent and stable across time, people, and settings, so differences reflect reality, not random variation.

Feasibility

- "Can we actually do this in real life?"
- Ensures the measurement is practical, affordable, and sustainable within real-world workflows, staffing capacity, and resource constraints.

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Technology-assisted survey distribution

- Automated, multi-modal outreach (SMS, email, QR) increasing response rates while reducing administrative burden and access gaps.
- 20%+ response rate

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Real-time insights & analytics

- Numbers and stories (quantitative and qualitative data)
- Enabling rapid segmentation, early risk detection, and executive-level decision-making

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USE CASE

Low-burden, high-impact data collection and analytics is possible

Area Agency on Aging & Meals on Wheels

SOURCEWISE
COMMUNITY RESOURCE SOLUTIONS

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Q&A